

Travel in Thailand

Market Direction | 2024-09-12 | 45 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

Over the first half of 2024, Thailand's inbound arrivals had yet to reach pre-pandemic levels, primarily due to the slow recovery of Chinese tourism, which traditionally is a strong source market. Visitors from China remain significantly below 2019 levels, and are not expected to fully recover by the end of the forecast period. This shortcoming is attributed to China's sluggish economic recovery and a shift toward domestic tourism. In response, Thailand has extended visa-on-arrival exemptions fo...

Euromonitor International's Travel in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Travel market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Travel in Thailand
Euromonitor International
September 2024

List Of Contents And Tables

TRAVEL IN THAILAND

EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2019-2024

Table 2 Surface Travel Modes Online Sales: Value 2019-2024

Table 3 Forecast Surface Travel Modes Sales: Value 2024-2029

Table 4 Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 5 In-Destination Spending: Value 2019-2024

Table 6 Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inbound arrivals lag behind pre-pandemic levels amid slow recovery of Chinese tourism, prompting visa exemptions to boost visitors

Domestic tourism grows amid influencer promotion, yet spending remains sluggish due to economic concerns and rising travel costs

PROSPECTS AND OPPORTUNITIES

Tourism Authority of Thailand targets millennial and Generation Z travellers with various soft power campaigns

Government views MICE as growth opportunity

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2019-2024

Table 8 Inbound Arrivals by Country: Number of Trips 2019-2024

Table 9 Inbound City Arrivals 2019-2024

Table 10 Inbound Tourism Spending: Value 2019-2024

Table 11 Forecast Inbound Arrivals: Number of Trips 2024-2029

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2024-2029

Table 13 Forecast Inbound Tourism Spending: Value 2024-2029

Table 14 Domestic Tourism by Destination: Number of Trips 2019-2024

Table 15 Domestic Spending: Value 2019-2024

Table 16 Forecast Domestic Tourism by Destination: Number of Trips 2024-2029

Table 17 Forecast Domestic Spending: Value 2024-2029

Table 18 Outbound Departures: Number of Trips 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Outbound Departures by Destination: Number of Trips 2019-2024

Table 20 Outbound Tourism Spending: Value 2019-2024

Table 21 Forecast Outbound Departures: Number of Trips 2024-2029

Table 22 Forecast Outbound Departures by Destination: Number of Trips 2024-2029

Table 23 Forecast Outbound Spending: Value 2024-2029

AIRLINES IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Following entry of new players, major airlines expand routes and capacity to meet growing demand

Surge in domestic flight prices places pressure on local spending, resulting in shift towards foreign destinations

PROSPECTS AND OPPORTUNITIES

Budget airlines poised for growth as travellers seek affordable airfares amid rising living costs

Airlines face ongoing challenges amid rising fuel costs and economic uncertainty impacting consumer travel

CATEGORY DATA

Table 24 Airlines Sales: Value 2019-2024

Table 25 Airlines Online Sales: Value 2019-2024

Table 26 Airlines: Passengers Carried 2019-2024

Table 27 Airlines NBO Company Shares: % Value 2019-2023

Table 28 Non-Scheduled Carriers Brands by Key Performance Indicators 2024

Table 29 Low Cost Carriers Brands by Key Performance Indicators 2024

Table 30 Full Service Carriers Brands by Key Performance Indicators 2024

Table 31 Forecast Airlines Sales: Value 2024-2029

Table 32 Forecast Airlines Online Sales: Value 2024-2029

LODGING (DESTINATION) IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lodging surges beyond pre-pandemic levels as occupancy rates and room rates rise amid tourism revival

Tourism Authority of Thailand launches discounts and tax refund scheme to support domestic travellers amid rising travel costs

PROSPECTS AND OPPORTUNITIES

Lodging poised for further growth as affordable upscale accommodation attracts Generation Z travellers

Generation Z travellers transform lodging landscape with emphasis on experience and aesthetics, influencing wider trends

CATEGORY DATA

Table 33 Lodging (Destination) Sales: Value 2019-2024

Table 34 Lodging (Destination) Online Sales: Value 2019-2024

Table 35 Hotels Sales: Value 2019-2024

Table 36 Hotels Online Sales: Value 2019-2024

Table 37 Other Lodging Sales: Value 2019-2024

Table 38 Other Lodging Online Sales: Value 2019-2024

Table 39 Lodging (Destination) Outlets: Units 2019-2024

Table 40 Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 41 Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 42 Hotels NBO Company Shares: % Value 2019-2023

Table 43 Hotel Brands by Key Performance Indicators 2024

Table 44 Forecast Lodging (Destination) Sales: Value 2024-2029

Table 45 Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 46 Forecast Hotels Sales: Value 2024-2029

Table 47 Forecast Hotels Online Sales: Value 2024-2029

Table 48 □Forecast Other Lodging Sales: Value 2024-2029

Table 49 □Forecast Other Lodging Online Sales: Value 2024-2029

Table 50 □Forecast Lodging (Destination) Outlets: Units 2024-2029

BOOKING IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct bookings gain momentum as hotels offer competitive benefits, challenging OTAs

Tourism Authority of Thailand launches tax refund campaign with Ascend Travel to boost domestic tourism and support local economies

PROSPECTS AND OPPORTUNITIES

Online travel intermediaries face challenges in expanding beyond lodging

Rising travel costs drive price-conscious local tourists to seek greater value for money

CATEGORY DATA

Table 51 Booking Sales: Value 2019-2024

Table 52 Business Travel Sales: Value 2019-2024

Table 53 Leisure Travel Sales: Value 2019-2024

Table 54 Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 Forecast Booking Sales: Value 2024-2029

Table 56 Forecast Business Travel Sales: Value 2024-2029

Table 57 Forecast Leisure Travel Sales: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Travel in Thailand

Market Direction | 2024-09-12 | 45 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com