

## **Travel in Thailand**

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

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### **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.

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