

# THAILAND

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### GLOBAL DATA 2019



While the global economy grew by 2.5%, **Travel & Tourism grew significantly more at 3.5%**



**1 in 4 net new jobs** were created by Travel & Tourism over the last five years



**Global GDP impact by sector (2018 data).** Share of total economy GDP



### THAILAND 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**19.7% OF TOTAL ECONOMY**

Total T&T GDP = THB3,319.6BN (USD107.0BN)

**+1.8%**

2019 Travel & Tourism GDP growth vs **+2.3%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**8,054.6** JOBS (000's)

(21.4% of total employment)



INTERNATIONAL VISITOR IMPACT

**THB2,137.5<sub>BN</sub>**

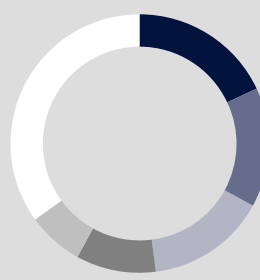
in visitor spend (21.1% of total exports) (USD68.9BN)

### INBOUND ARRIVALS



- 1. CHINA 27%
- 2. MALAYSIA 10%
- 3. SOUTH KOREA 5%
- 4. LAOS 5%
- 5. JAPAN 4%
- REST OF WORLD 49%

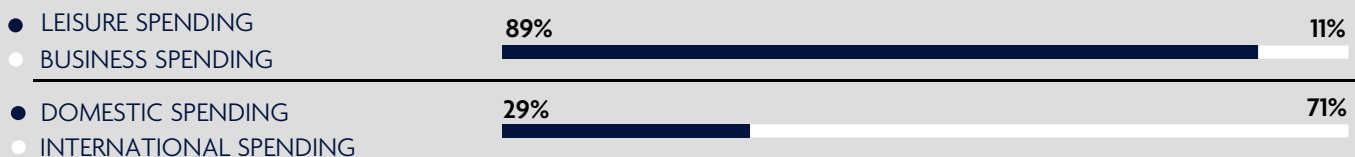
### OUTBOUND DEPARTURES



- 1. MALAYSIA 18%
- 2. MYANMAR 15%
- 3. LAOS 15%
- 4. JAPAN 10%
- 5. CHINA 7%
- REST OF WORLD 35%

Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020