**THAILAND 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

10.3%  
Total GDP contribution

330 MN  
Jobs globally (1 in 10 jobs)

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

**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 BN  
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)**

- **LEISURE SPENDING**: 89%  
- **BUSINESS SPENDING**: 11%

- **DOMESTIC SPENDING**: 29%  
- **INTERNATIONAL SPENDING**: 71%

1All values are in constant 2019 prices & exchange rates  
As reported in March 2020