THAILAND
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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.

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

19.7% OF TOTAL ECONOMY

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

2.5% 3.5%

+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

THB2,137.5BN

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

THAILAND 2019 KEY DATA

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

INBOUND ARRIVALS

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