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:
- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

THAILAND 2019 KEY DATA

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 GDP

8,054.6 JOBS (000's)
(21.4% of total employment)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

THB2,137.5BN
in visitor spend (21.1% of total exports)
(USD68.9BN)

INTERNATIONAL VISITOR IMPACT

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%

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