**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:

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

<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>7%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>35%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>15%</td>
</tr>
</tbody>
</table>

### 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)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Leisure Spending</th>
<th>Business Spending</th>
<th>Domestic Spending</th>
<th>International Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>89%</td>
<td>11%</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>

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