THAILAND
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

330MN
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

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

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)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

89%
LEISURE SPENDING

11%
BUSINESS SPENDING

29%
DOMESTIC SPENDING

71%
INTERNATIONAL SPENDING

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

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