

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

- 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

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

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

OUTBOUND DEPARTURES

1. MALAYSIA 18%
2. MYANMAR 15%
3. LAOS 15%
4. JAPAN 10%
5. CHINA 7%
6. 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