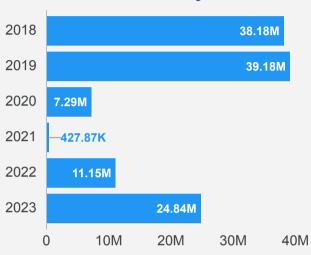
Total Tourist Arrivals

121.06M

Total Tourism Revenue

B8.61T

Total Tourist Arrivals by Years



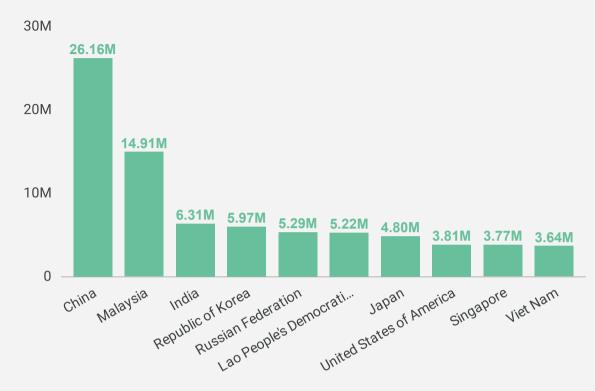
2020 - 2021 Covid-19

Dynamics of Changes in the Tourist Flow from Top 5 Countries

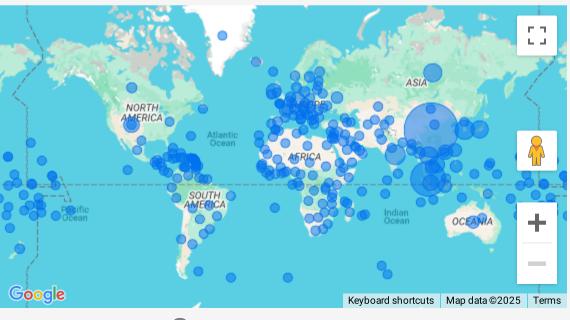
vear	/ tourist	numbe

				•		_
Top 5 – cou	2018	2019	2020	2021	2022	2023
China	10.5M	11M	1.2M	13K	273.6K	3.1M
Malaysia	4M	3.9M	948.5K	5.5K	1.9M	4M
India	1.6M	2M	261.8K	6.5K	997.9K	1.5M
Republic of Korea	1.8M	1.9M	260.2K	12.1K	538.8K	1.5M
Russian Federation	1.5M	1.5M	587.2K	30.8K	435K	1.3M

Top 10 Countries

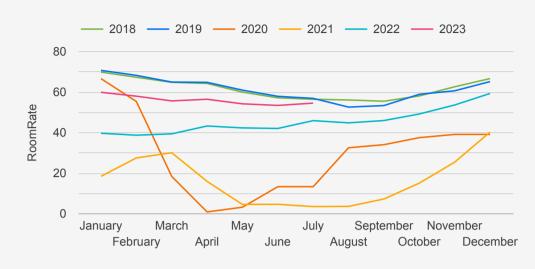


Geography



Season trends and popular destinations 2018 - 2023

Average Thailand Occupancy Rate by Month



International vs. Domestic Tourists Over the Years



✓ Year



2019

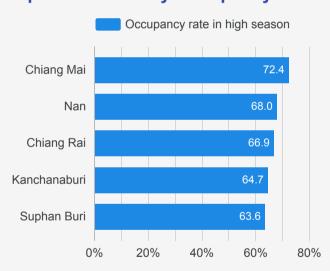
2020

2021

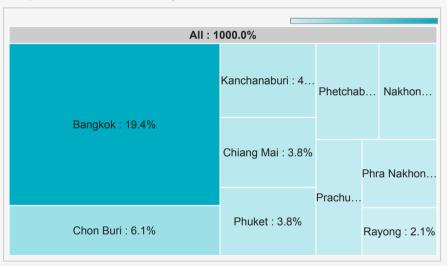
/ 2022

✓ 2023

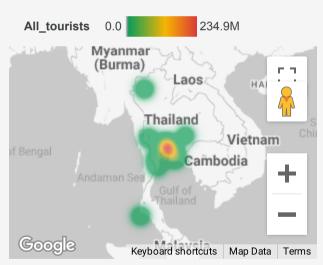
Top 5 Provinces by Occupancy Rate



Top 10 Provinces by Number of All Tourists



Popular Destinations



High Season Parameters (excluding covid years)

Month	Room rate	Foreigners	Local tourists
December	63.51%	6.2M	22M
January	59.83%	5.2M	19.5M
November	58.75%	5.1M	20.3M
February	57.85%	5.2M	17.9M

Low Season Parameters (excluding covid years)

Month	Room rate	Foreigners	Local tourists
July	53.25%	4.7M	18M
June	52.43%	4.6M	17.3M
September	51.39%	4.3M	17.3M
August	50.96%	4.2M	15.7M

Tourism Revenue Analysis 2018 - 2023 Province **Annual Revenue Over Time Average Annual Income B1.4T** 3T 2T **Income from 1 Thai Tourist** 4.0K 1T **Income from 1 Foreigner** 2020 2021 2022 2023 2018 2019 20.9K International vs. Domestic Tourists Over the Years Domestic 3T High vs. Low Season 2.7T **Revenue Distribution** 2T 1.7T 1.6T 43.6% 1T High 1.0T Low 770.7B 665.7B 25.0B 378.7B 310.3B 243.5B 0 2018 2019 2020 2021 2022 2023 **Correlation Between Tourist Numbers and Revenue** 150B Bangkok Phuket Chon Buri 100B Krabi Total_income Chiang Mai Surat Thani Songkhla 50B Phang Nga

6M

8M

2M

4M

Tourist number

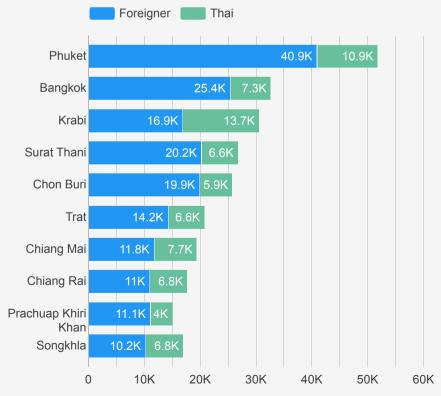
Which Regions Drive the Most Tourism Revenue

Season

Year



Provinces with Highest Income From 1 Tourist



Report based on data collected from January 2018 to July 2023.