

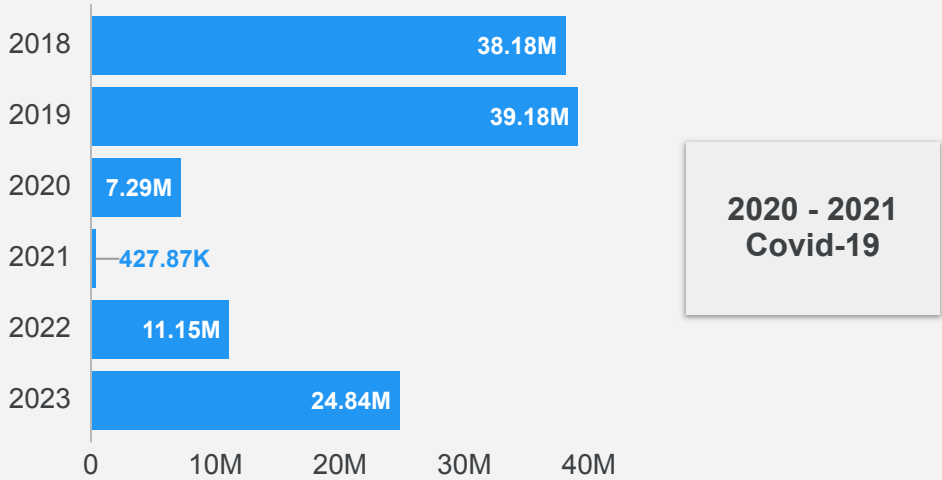
Total Tourist Arrivals

121.06M

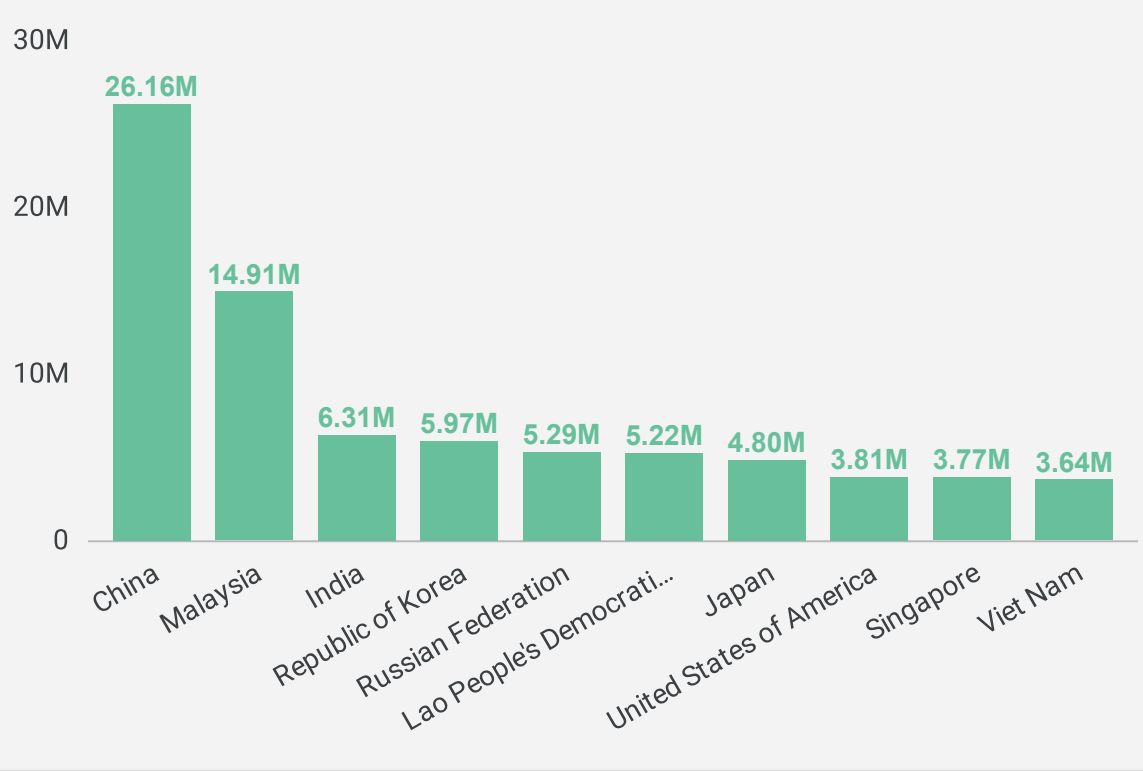
Total Tourism Revenue

฿8.61T

Total Tourist Arrivals by Years



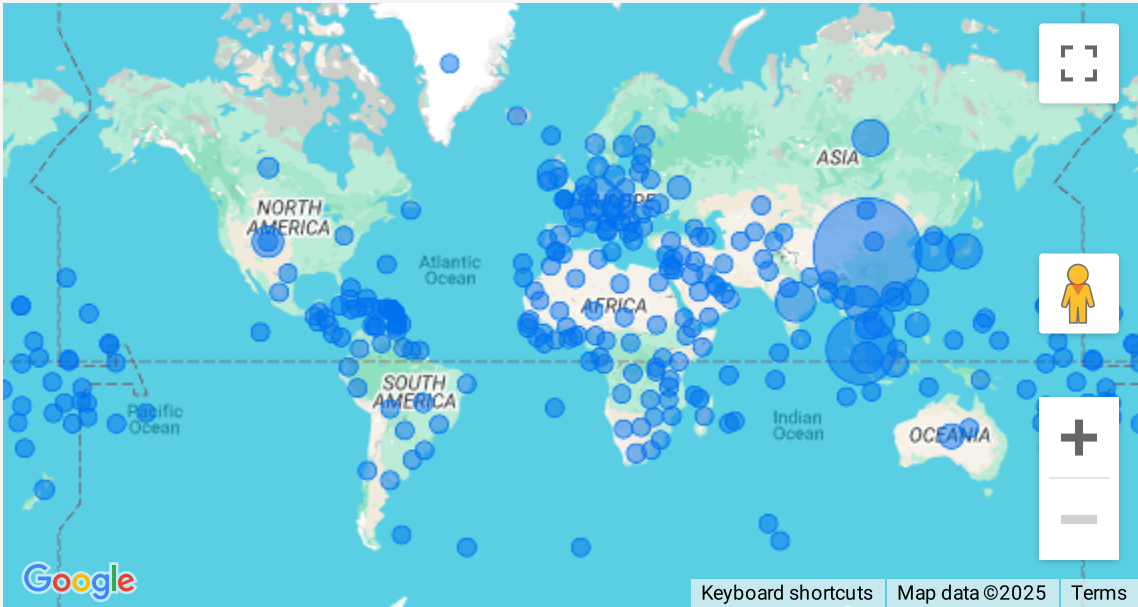
Top 10 Countries



Dynamics of Changes in the Tourist Flow from Top 5 Countries

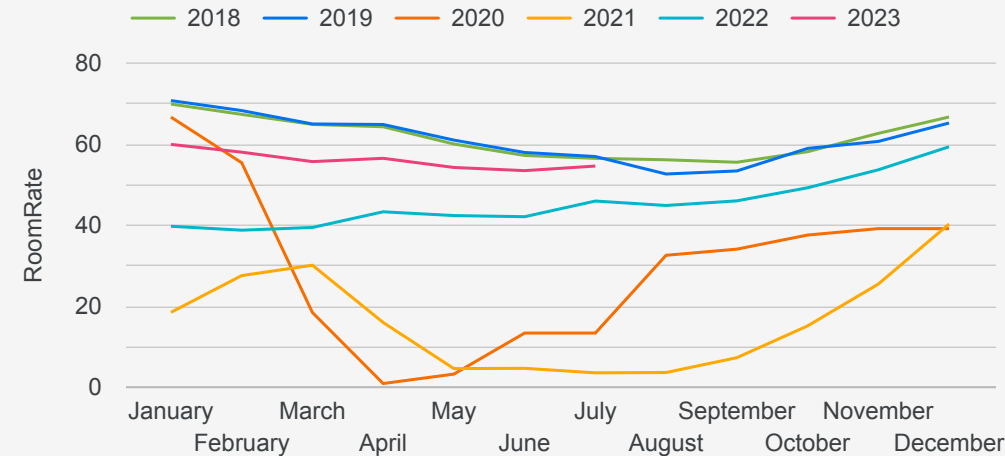
Top 5 – cou...	year / tourist_number					
	2018	2019	2020	2021	2022	2023
China	10.5M	11M	1.2M	13K	273.6K	3.1M
Malaysia	4M	3.9M	948.5K	5.5K	1.9M	4M
India	1.6M	2M	261.8K	6.5K	997.9K	1.5M
Republic of Korea	1.8M	1.9M	260.2K	12.1K	538.8K	1.5M
Russian Federation	1.5M	1.5M	587.2K	30.8K	435K	1.3M

Geography

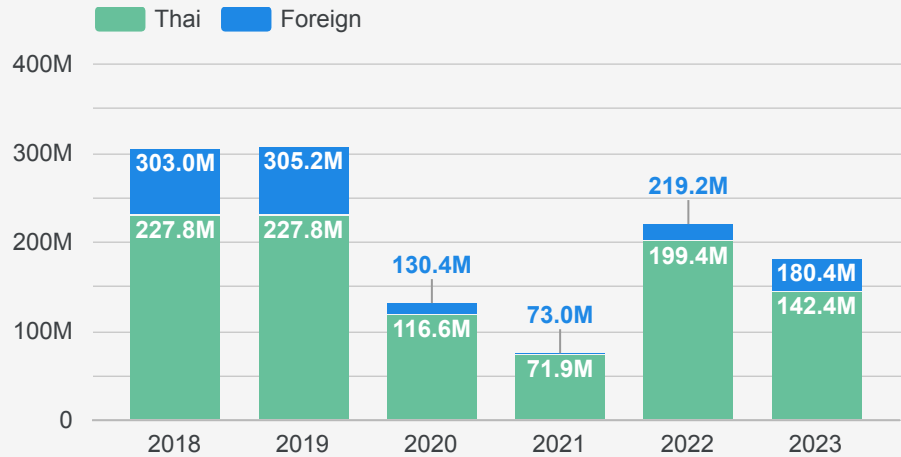


Season trends and popular destinations 2018 - 2023

Average Thailand Occupancy Rate by Month



International vs. Domestic Tourists Over the Years



☒ Year

☒ 2018

☒ 2019

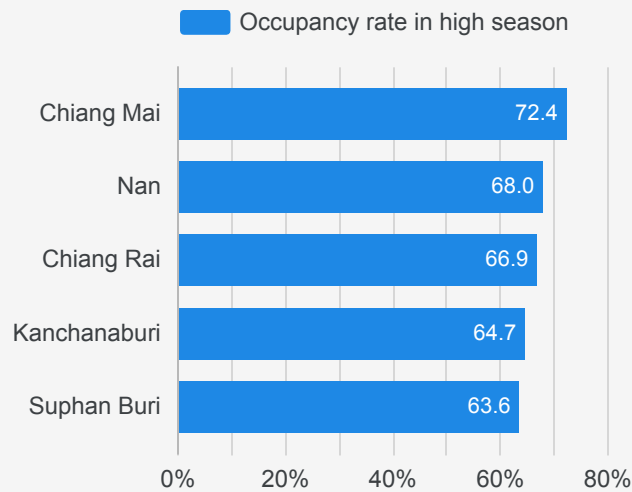
☒ 2020

☒ 2021

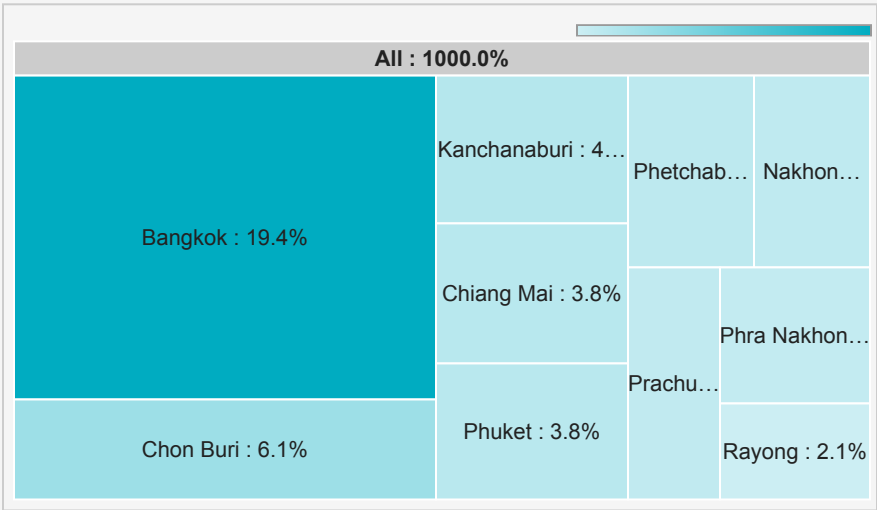
☒ 2022

☒ 2023

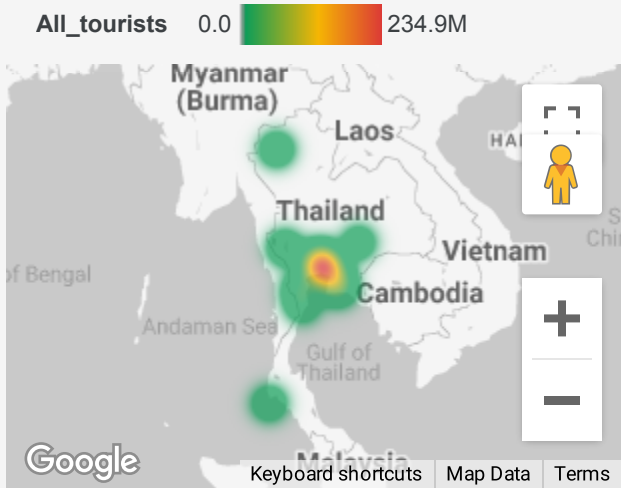
Top 5 Provinces by Occupancy Rate



Top 10 Provinces by Number of All Tourists



Popular Destinations



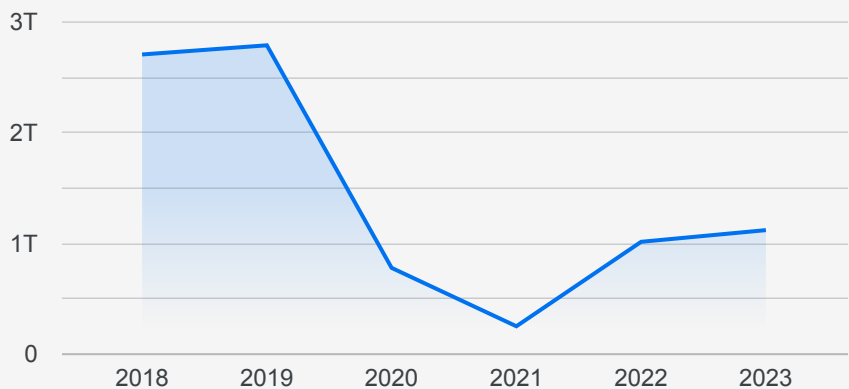
High Season Parameters (excluding covid years)

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

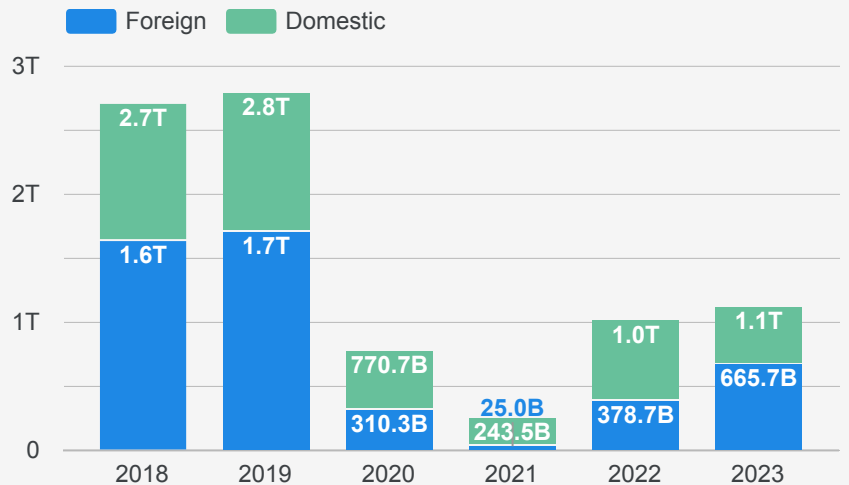
Low Season Parameters (excluding covid years)

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

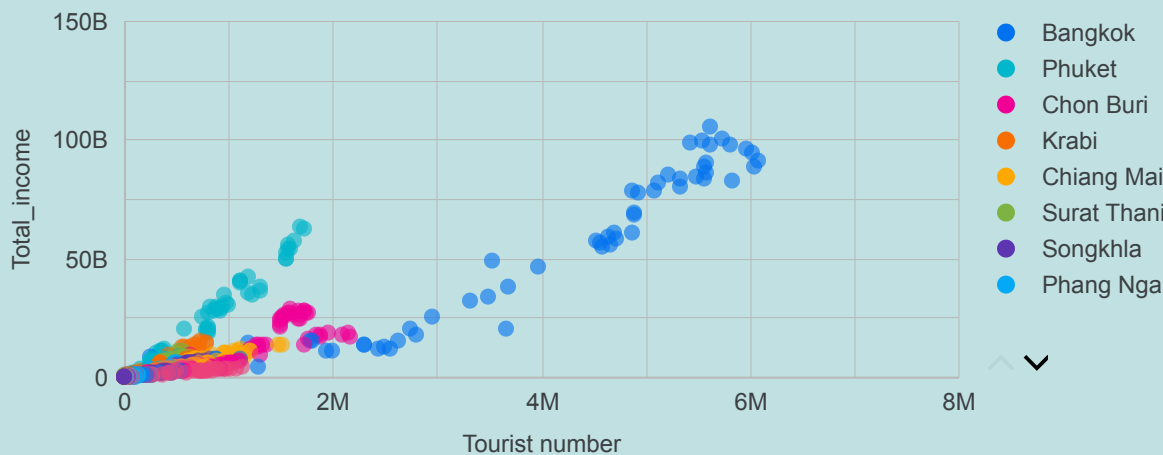
## Annual Revenue Over Time



## International vs. Domestic Tourists Over the Years



## Correlation Between Tourist Numbers and Revenue



## Average Annual Income

฿1.4T

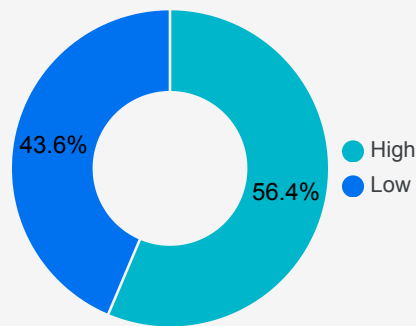
## Income from 1 Thai Tourist

4.0K

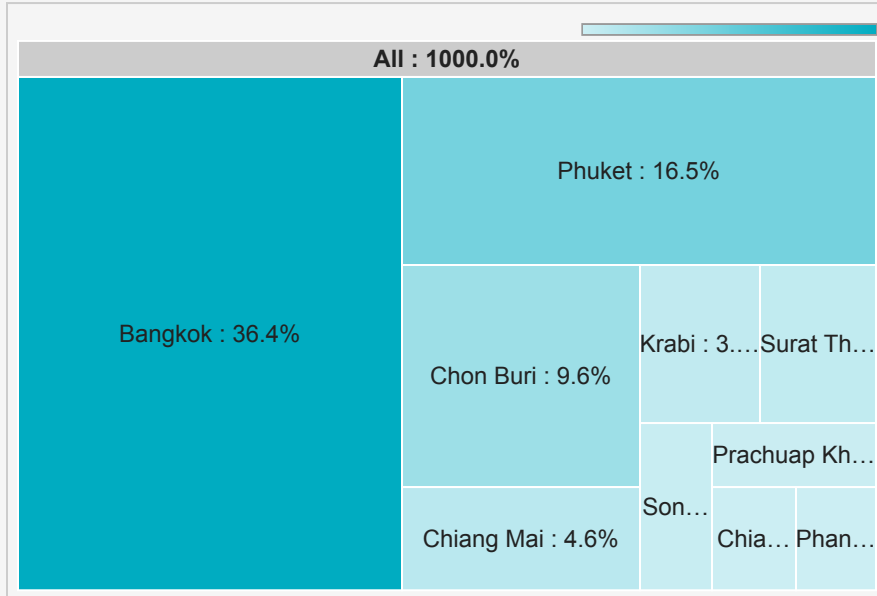
## Income from 1 Foreigner

20.9K

## High vs. Low Season Revenue Distribution



## Which Regions Drive the Most Tourism Revenue



## Provinces with Highest Income From 1 Tourist

