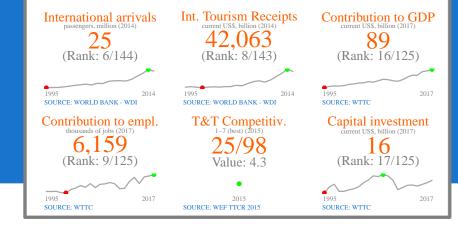
Tourism 360

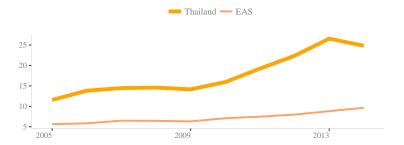
# Thailand

Country Snapshot



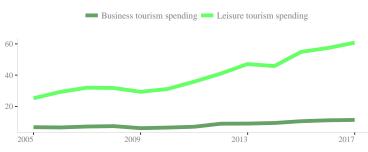
### **TOURISM DEMAND**

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

#### TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

### RESOURCE BASE

**CULTURAL RESOURCES** 

Tourist service infrast. 15/98 Value: 5.7

1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

#### NATURAL RESOURCES

Natural resources 13/98 Value: 4.5

1-7 (best) (2015)

Natural and cultural res. subindex

1-7 (best) (2015)

17/98 Value: 3.6

F TTCR 2015 SOURCE: WEF TTCR 2015

Value: 2.8

# TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

23/97

TRAVEL SERVICES, % of commercial service exports



EAS (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

Thailand (2014)

EAS (average, 2014)





T&T policy & enabling cond.

Safety & security Environmental sustain.

Health & hygiene Price competitiv.

HR & labour inkt Intl. Openness

ICT readiness Prioritiz. of T&T

Thailand ● EAS ● World

SOURCE: WORLD BANK - WDI

SOURCE: WEF TTCR 2015

### TOURISM ECONOMIC INDICATORS

#### DIRECT v. TOTAL CONTRIBUTION Total contribution to GDP, current US\$, billion-89.3 80.4% (2017)Total contribution to employment, thousands of-6,158.5 15.4% jobs (2017) Direct contribution to 40.0 36% GDP, current US\$, billion-(2017)Direct contribution to 2,498.3 6.2% employment, thousands ofjobs (2017)

#### CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	55.2	(Rank: 13/125)
Domestic tourism spending (2017)	13.4	(Rank: 20/125)
Capital investment (2017) SOURCE: WTTC	11.6	(Rank: 17/125)
ACCESS AND TRANSPORT		
Air transport infrast.  1–7 (best) (2015)	11/97	Value: 4.6
Ground & port infrast.  1–7 (best) (2015)	48/98	Value: 3.4

### SOURCE: WTTC

# INTERNATIONAL TOURISM, in \$US (\*)

International tourism, receipts for travel items- (2014)		38,433
International tourism, receipts for passenger-transport items (2014)	3,630	
International tourism, expenditures for travel items- (2014)	7,070	
International tourism, expenditures for passenger- transport items (2014)	1,752	

SOURCE: WORLD BANK - WDI

## OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1–7 (best) (2015)	25/98	Value: 5.1	Prioritiz. of T&T 1–7 (best) (2015)	28/97	Value: 5
Business envmnt	25/97	Value: 4.8	HR & labour mkt	22/98	Value: 5
1–7 (best) (2015)			1-7 (best) (2015)		
SOURCE: WEF TTCR 2015			SOURCE: WEF TTCR 2015		

SOURCE: WEF TTCR 2015

(\*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

