

# THAILAND

## TOURISM ANALYSIS



## Summary -

Given Thailand's popularity as a tourist destination, we chose their tourism industry as our focus for this data analysis project.

## Objective -

To analyze tourism data and uncover insights about the contrasting behaviors and contributions of foreign and Thai tourists, ultimately shedding light on their impact on Thailand's overall tourism industry.

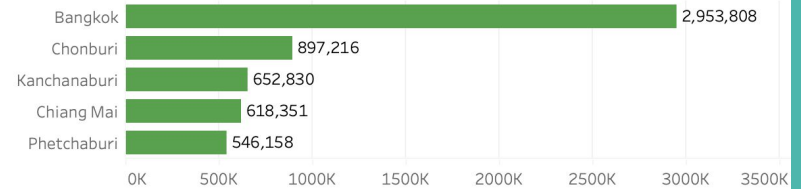
## Top Provinces

When observing the amount of tourists, we can see that there are more Thai Tourists than Foreign tourists.

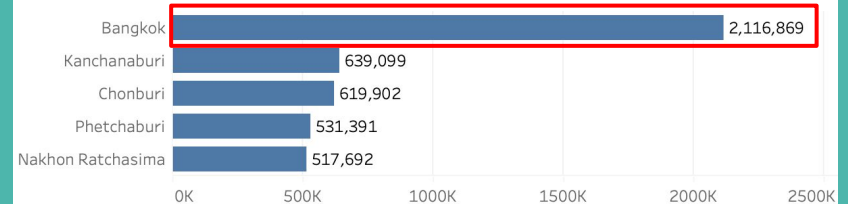
When looking at top provinces we see some commonality between Thai and Foreigners such as Bangkok and Chonburi

### Top Provinces by Tourist Type\*

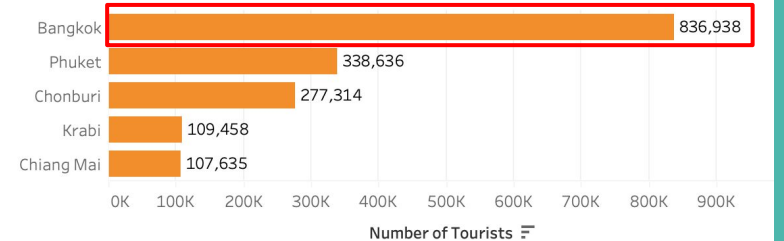
#### All Tourists



#### Thai Tourists



#### Foreign Tourists



\*Using 2019 Data

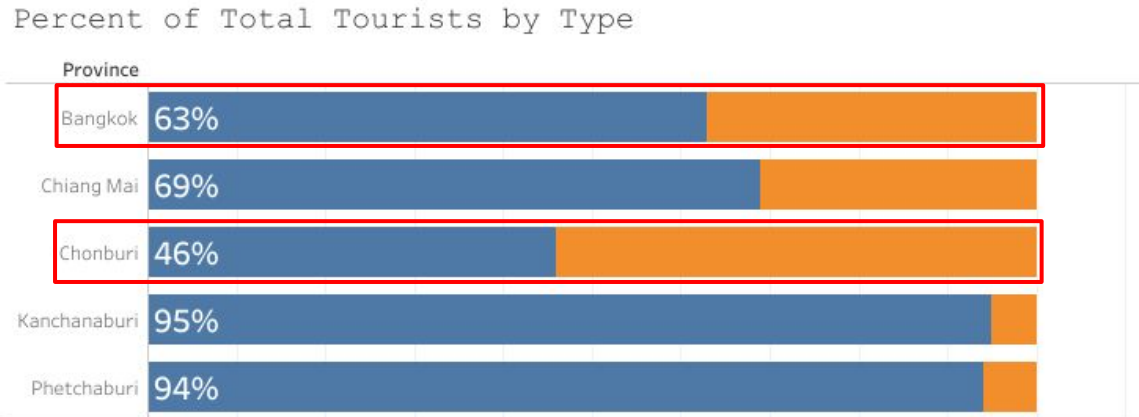
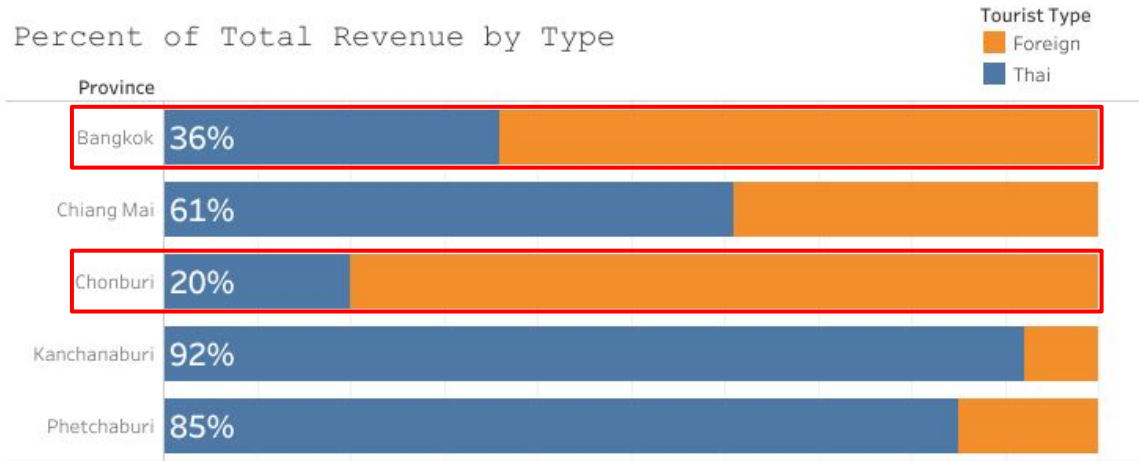
# 197%

**More Thai tourists than Foreign tourists**

## Tourists Vs. Revenue\*

By percentage there are more Thai tourists than Foreign tourists in Bangkok and Chonburi.

But Foreigners make up more of the total revenue than Thai tourists in those two regions

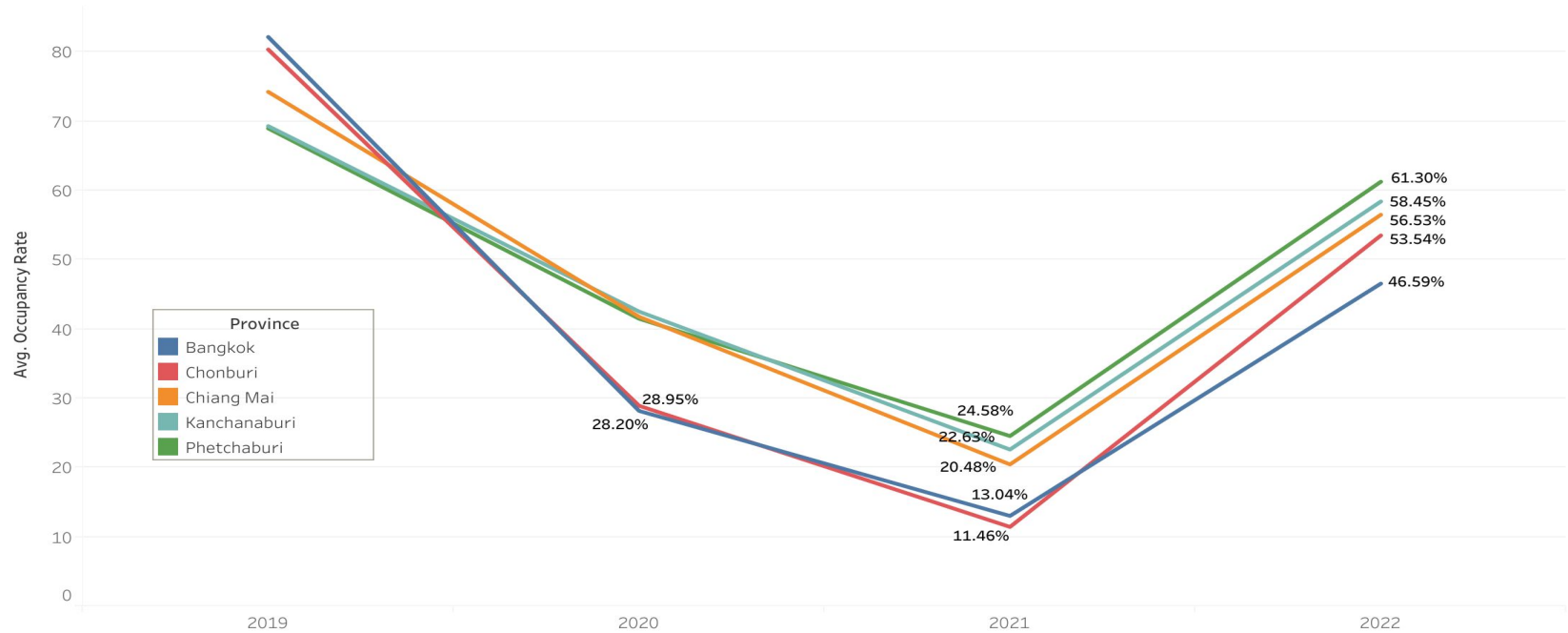


\*Using the top 5 most visited provinces from slide 3

# 52%

**More revenue generated from Foreigners than Thai tourist**

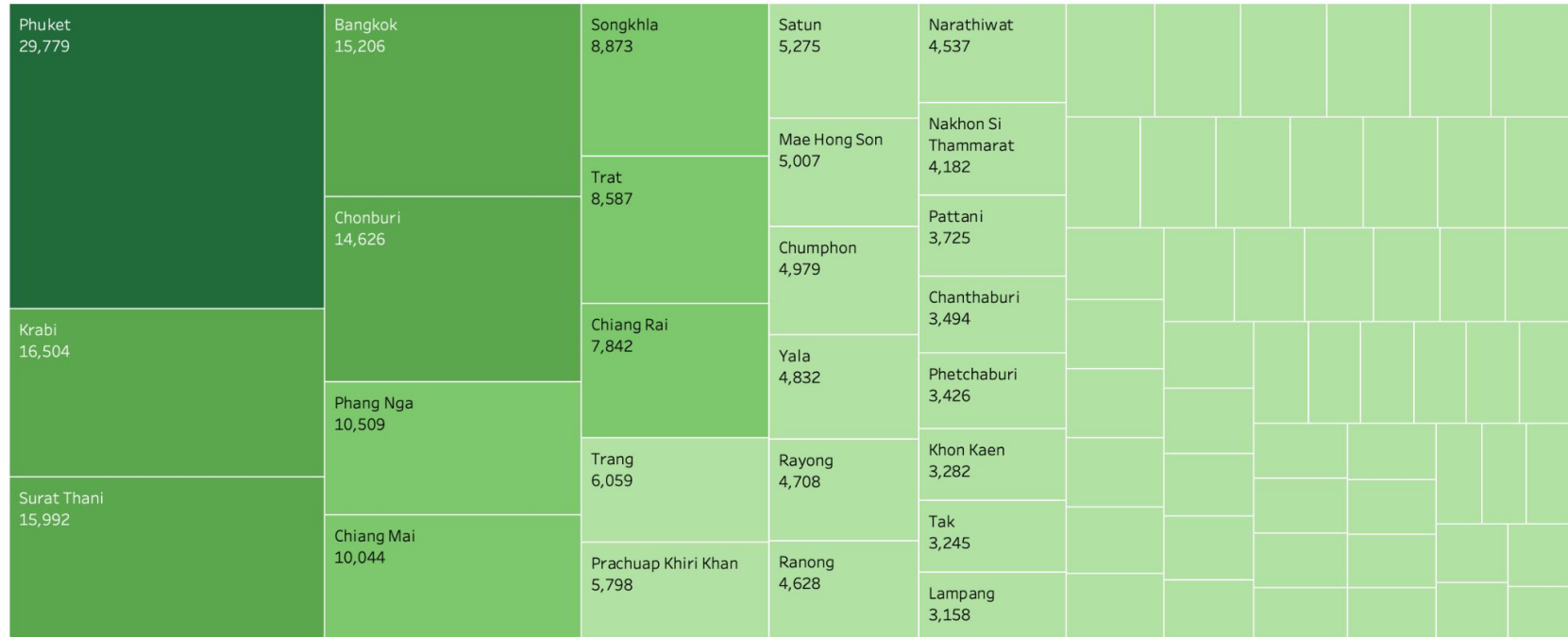
Average Hotel Occupancy Rate by Year\*



\*Using the top 5 most visited provinces from slide 3

- Hotel's were 70-80% full in the year pre-covid, 2021 was the worst year
- Bangkok and Chonburi are more popular tourist destinations meaning more hotels
  - They were impacted more severely
- Kanchanaburi and Phetchaburi likely have fewer hotels thus a less sensitive occupancy rate

## Average Spending Per Tourist\*



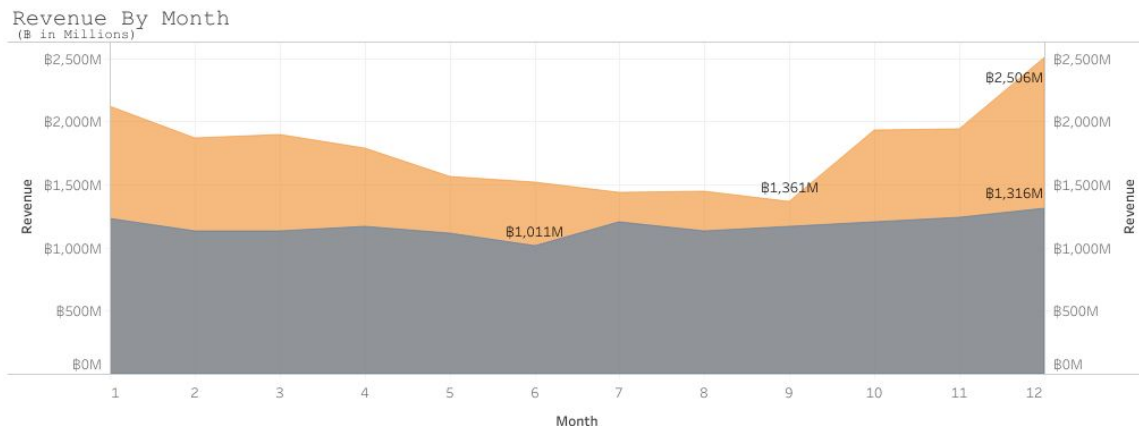
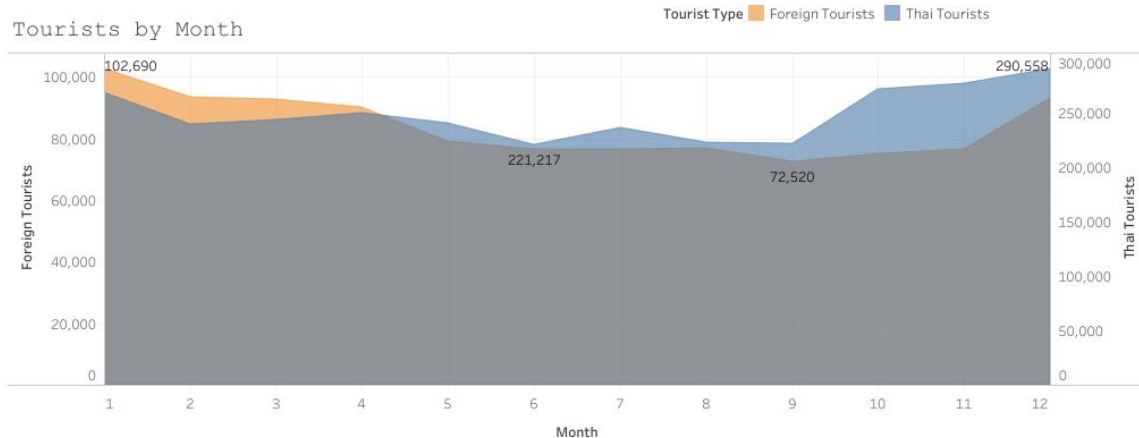
\*using 2019 data

- Beachy and Islandy provinces are where tourists spend the most
- Southern provinces bring in tourists from neighboring provinces (Malaysia + Singapore)
  - Which is why they're on this list
- Bangkok and Chiang Mai (the 2 biggest cities) have more activities for tourists to spend on explaining why they're towards the top



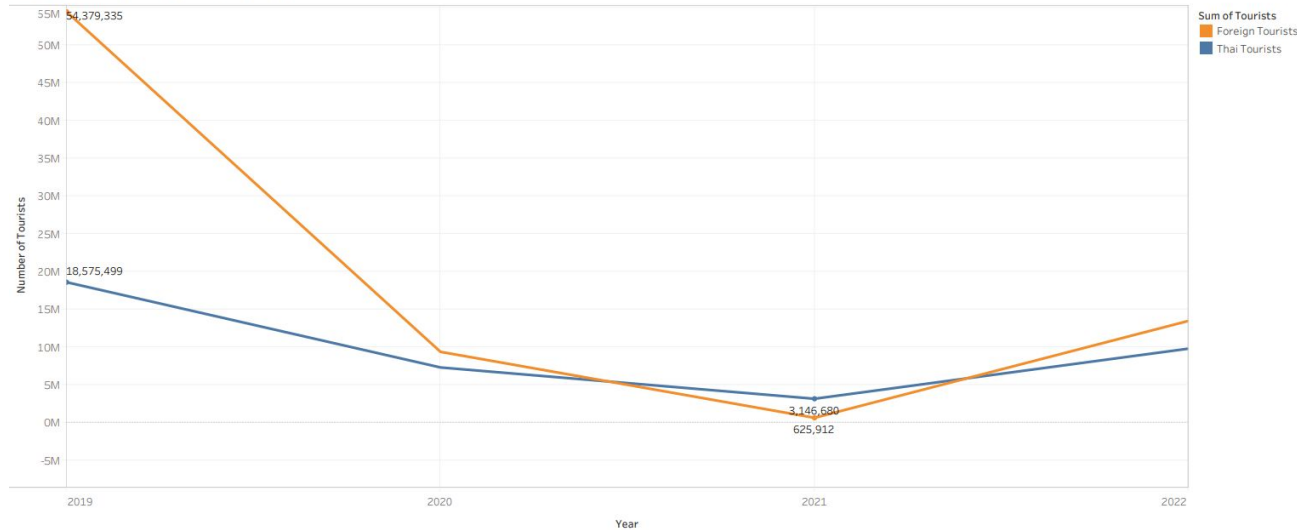
# Tourism by Month

- Thai tourist begin traveling sooner than Foreigners, October Vs. September.
- From August-December revenue from Thai tourist steadily increase vs Foreigners sharp increase September - December.



## Change in Revenue

Change in Revenue from 2019-2022



Foreigners generated more than double revenue than foreigners pre-Covid during the pandemic

Thai tourists generated the majority of the income post-covid (2022).

Foreigner generated most of the revenue, but not as much as they did pre-covid

\*Using the top 5 most visited provinces from slide 3

## Key Takeaways

- There are more Thai tourists but foreign tourists spend more
- Bangkok and Chonburi (Pattaya) are the most visited provinces
- October - January are the peak months
- Provinces with islands and beaches generate the most revenue per tourist
- Hotel's occupancy rates are slowly rising towards their pre-covid levels