

Unlocking Chiang Rai's Tourism Potential

**Insights to Drive Improved
Tourist Engagement**

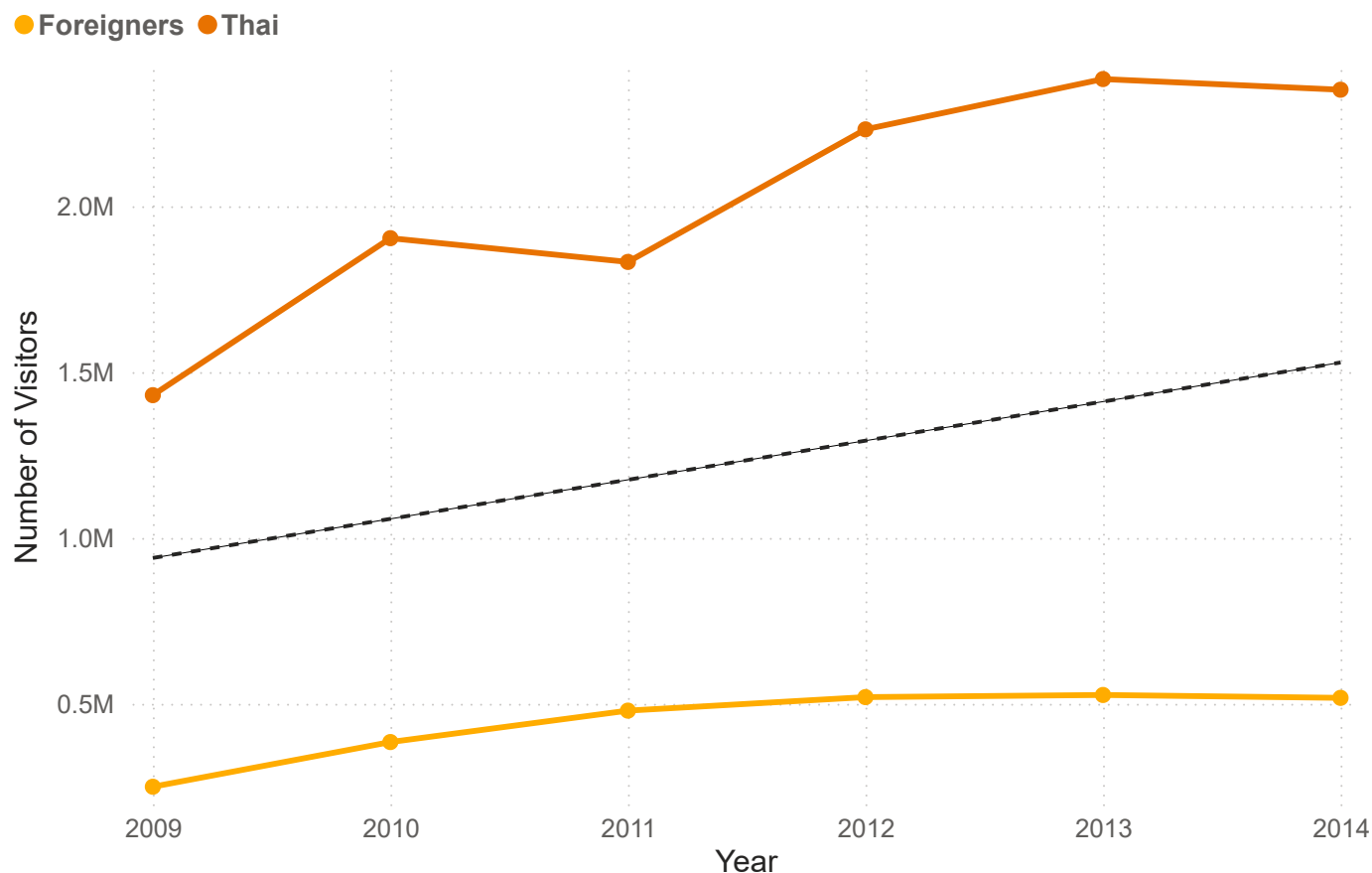
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Number Of Visitors to Chiang Rai

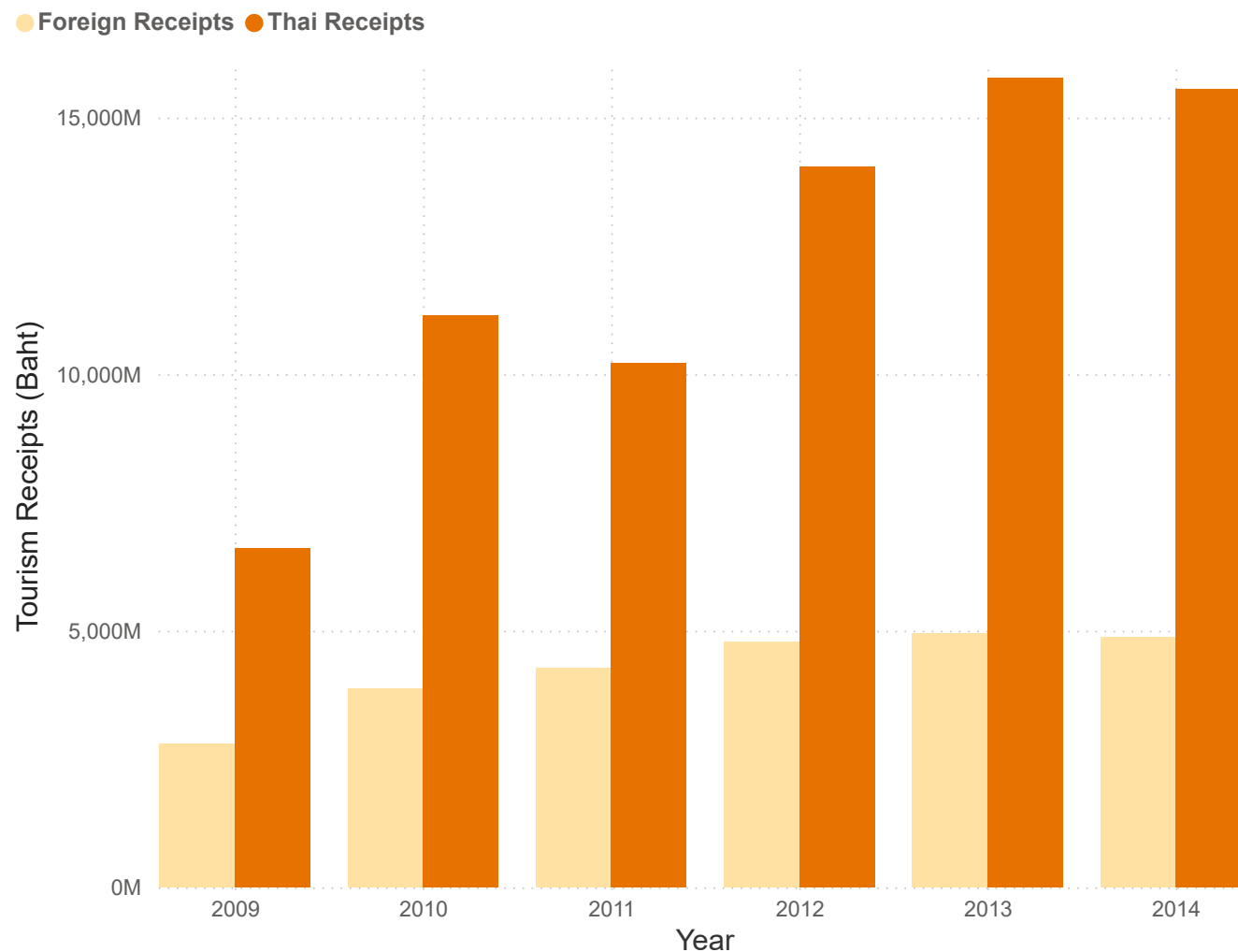


Overview Tourism in Chiang Rai

A consistent increase in the number of Thai tourists.

Despite a smaller foreign tourist base, **there is a steady growth trend**, indicating potential for further expansion in this segment.

Tourism Receipts in Chiang Rai



Tourism Receipts in Chiang Rai

Growth Over Time:

Tourism receipts in Chiang Rai for both Thai and foreign tourists have consistently increased over the years.

Thai Tourists Contribute More:

Thai tourists have consistently contributed a larger share to the total tourism receipts in Chiang Rai compared to foreign tourists.

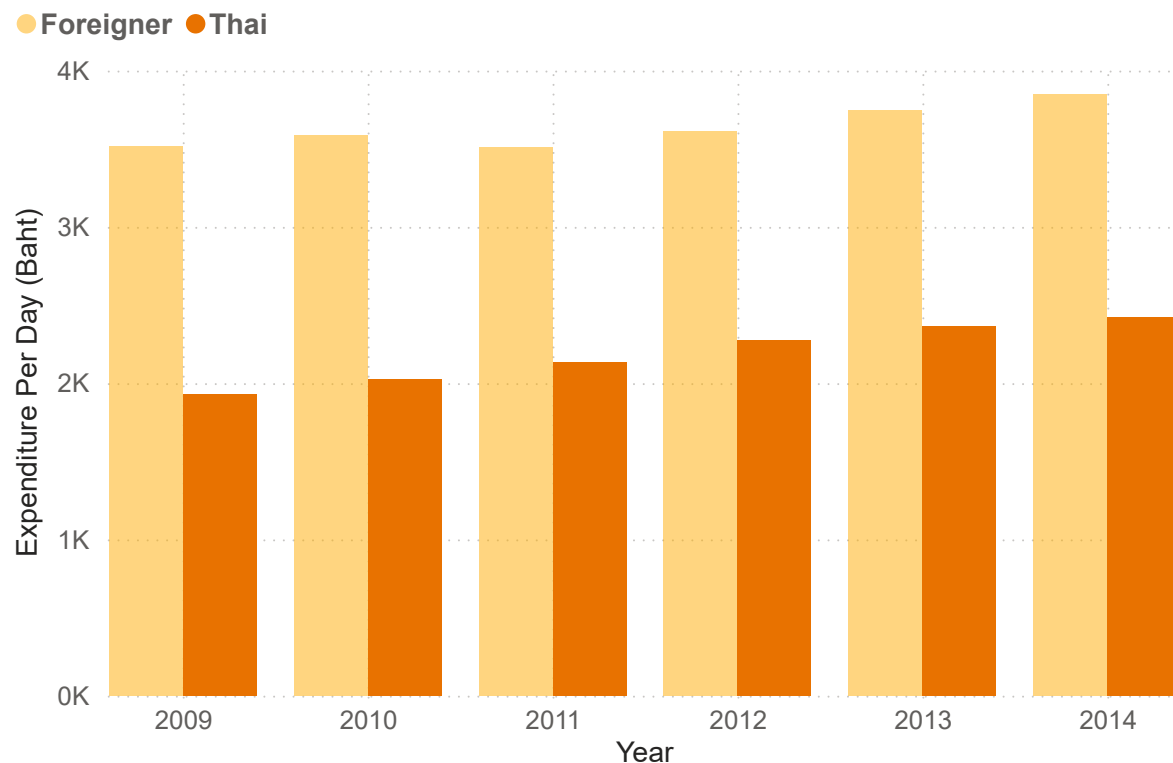
Total of Foreign Receipts

25.56bn

Total of Thai Receipts

73.33bn

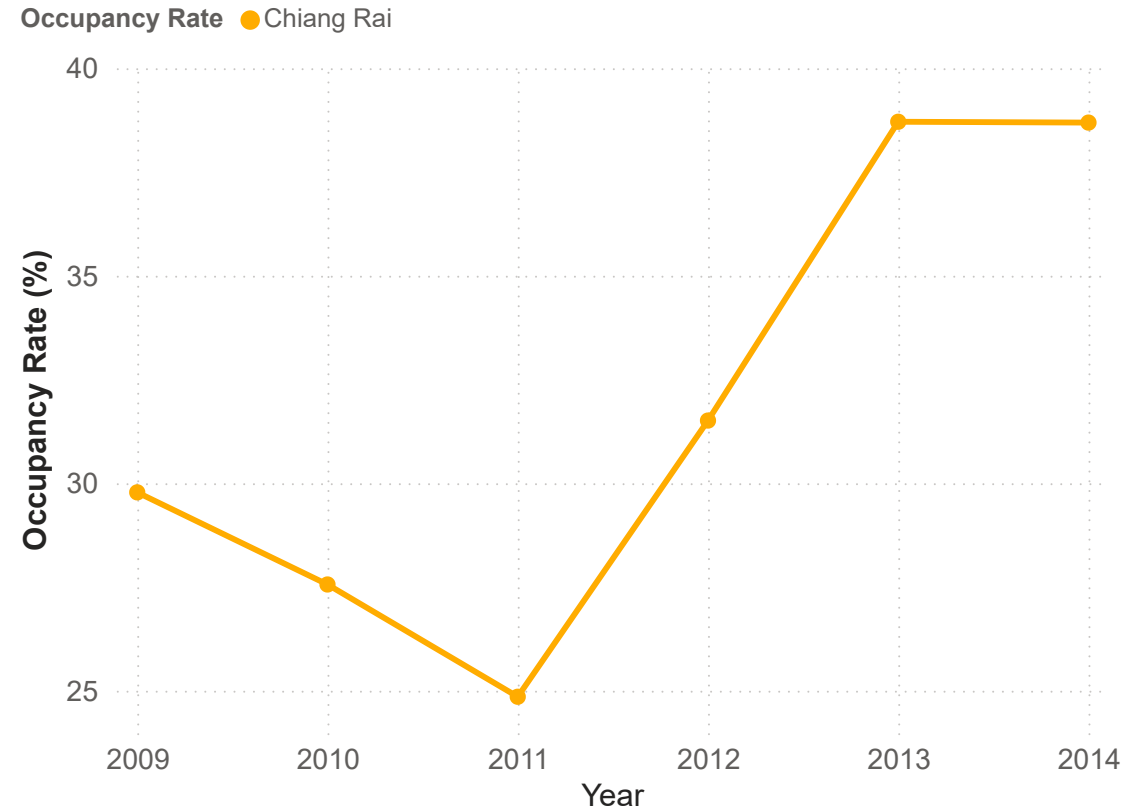
Average Expenditure Per Day



Overview Tourism in Chiang Rai

Foreign tourists consistently spent more per day compared to Thai tourists, with **expenditures steadily increasing** over the years for both groups

Occupancy Rate in Chiang Rai



Overview Tourism in Chiang Rai

After a decline in the occupancy rate from 2009 to 2011, **there was a significant recovery starting in 2012**, with the rate steadily increasing.

Average of Thai Visitors

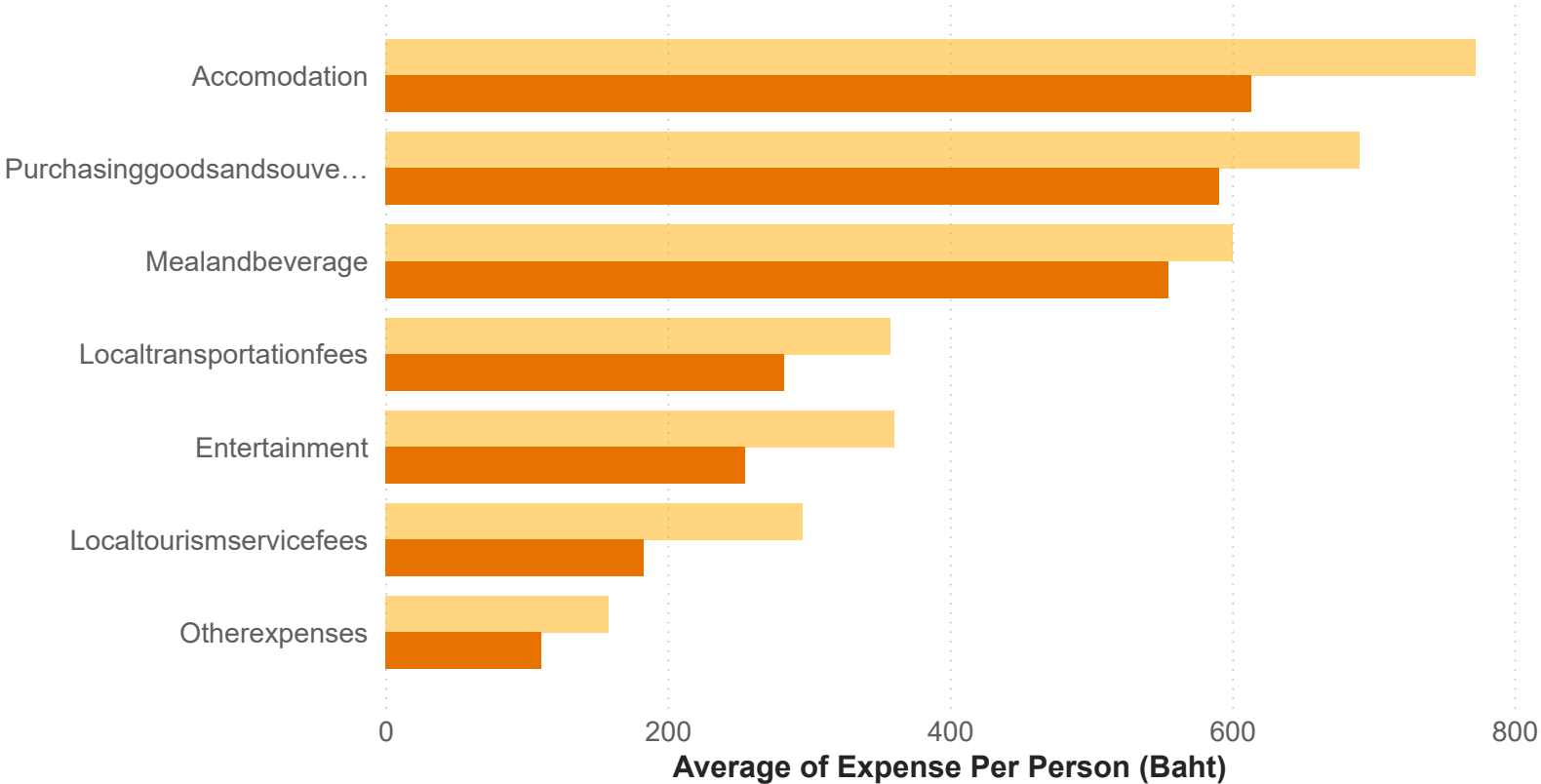
2.59K

Average of Foreign Visitors

3.23K

Chiang Rai's Average Expense by Categories

Foreigner Thai

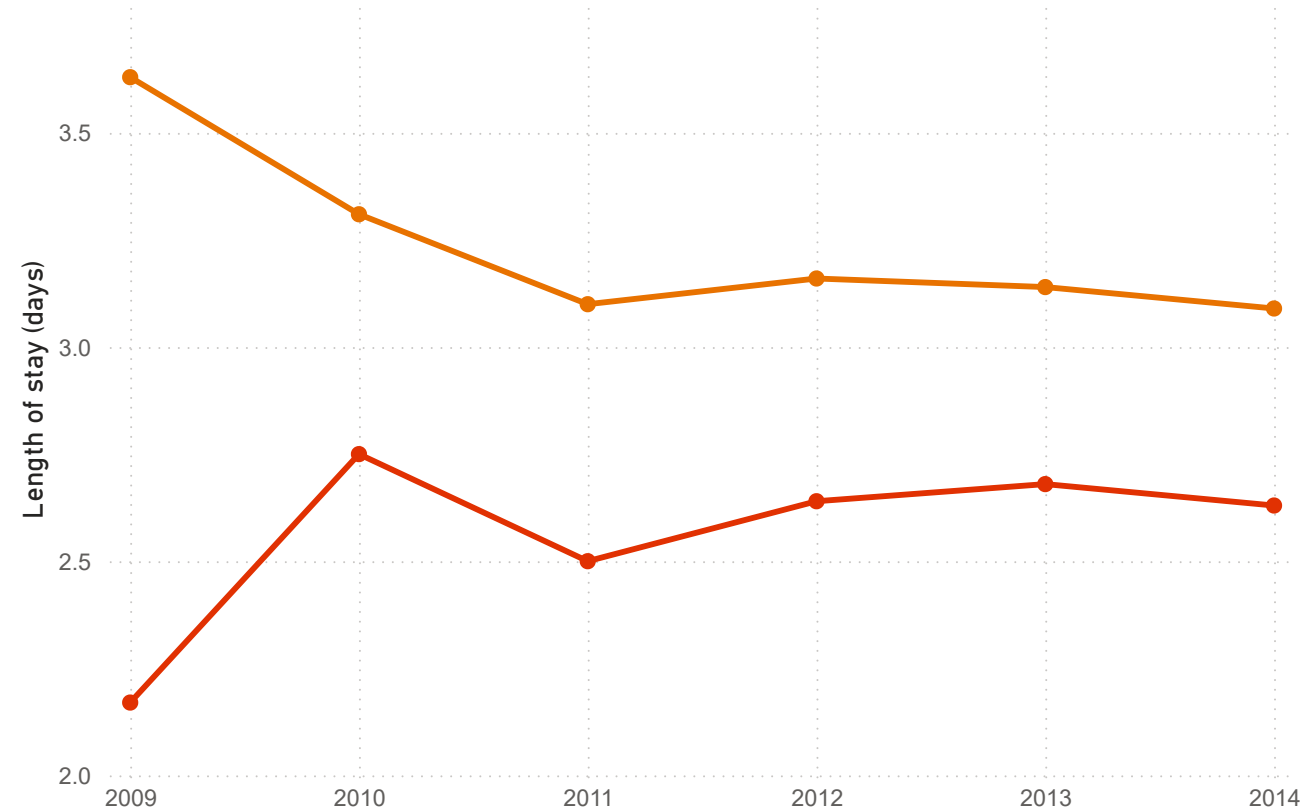


Chiang Rai's average expenditure per person reveals

Foreign tourists tend to spend more across all categories, compared to Thai tourists

Length of stay in Chiang Rai

Nationality ● Foreigner ● Thai



Overview Tourism in Chiang Rai

The length of stay for **foreign tourists** in Chiang Rai has **steadily declined**. Meanwhile, **Thai tourists' stay** duration has remained **stable** after peaking in 2010.

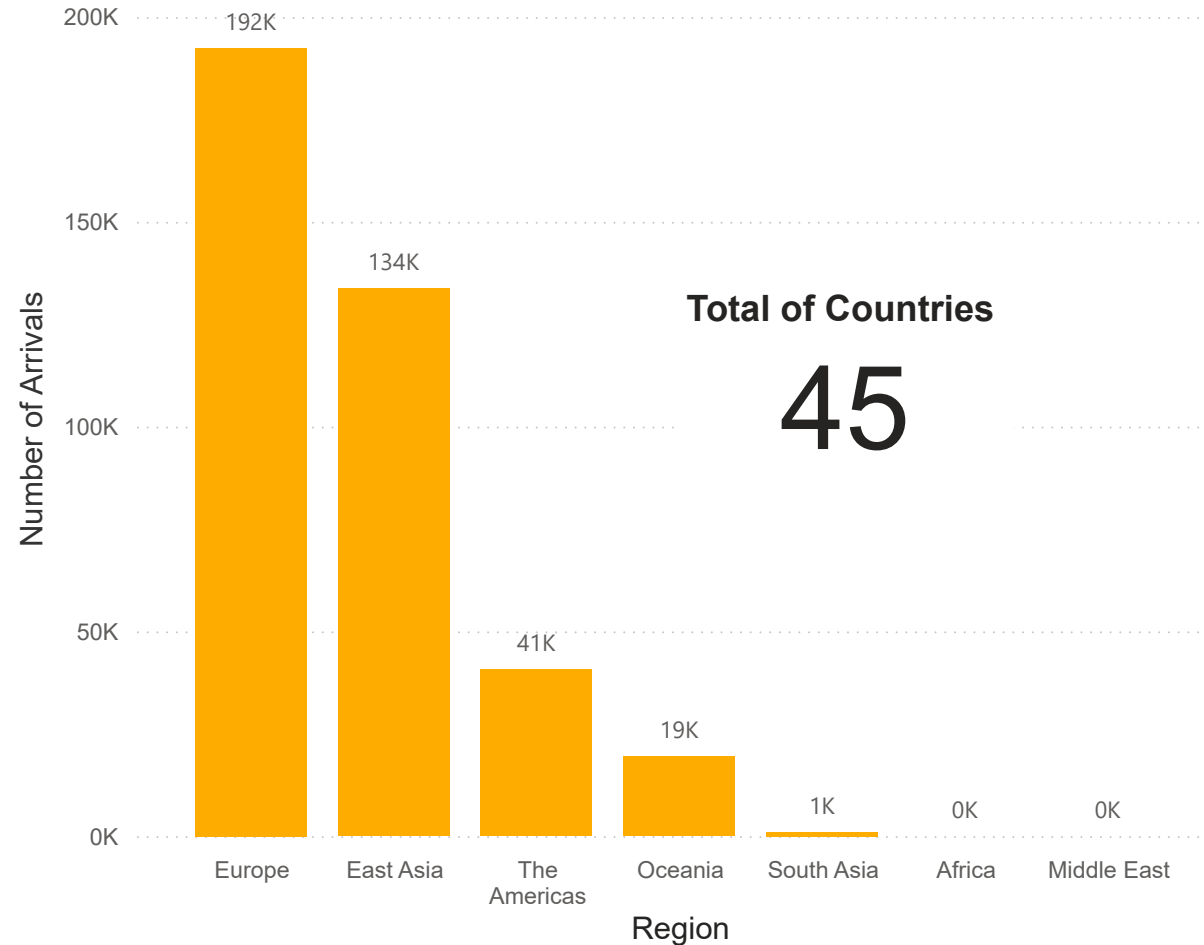
Strategy to Increase Tourism Income in Chiang Rai

Targeting High-Value Markets in Europe and Asia

Why Focus on Europe and Asia?

1. High Arrival Numbers: Europe and Asia lead in tourist arrivals, with Europe contributing the most overall and East Asia, particularly China, showing strong potential.

Number of Arrivals - Chiang Rai 2014



Tourism in Chiang Rai

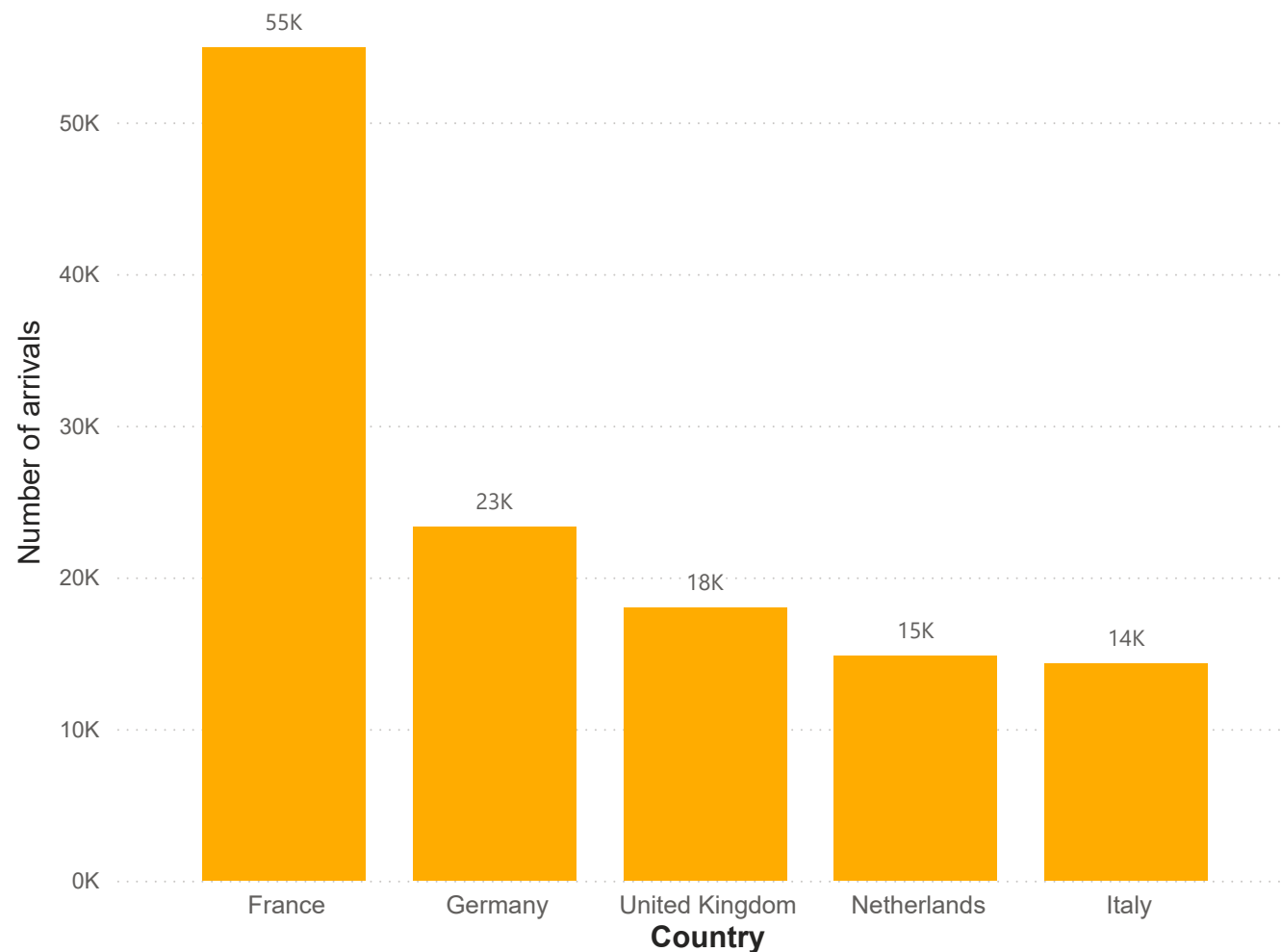
Europe as a Key Market: Europe is the dominant region, making up nearly half of the total foreign arrivals.

East Asia's Strong Presence: East Asia also plays a crucial role in tourism for Chiang Rai, being the second-largest source of visitors.

Total of Foreign Tourists

387K

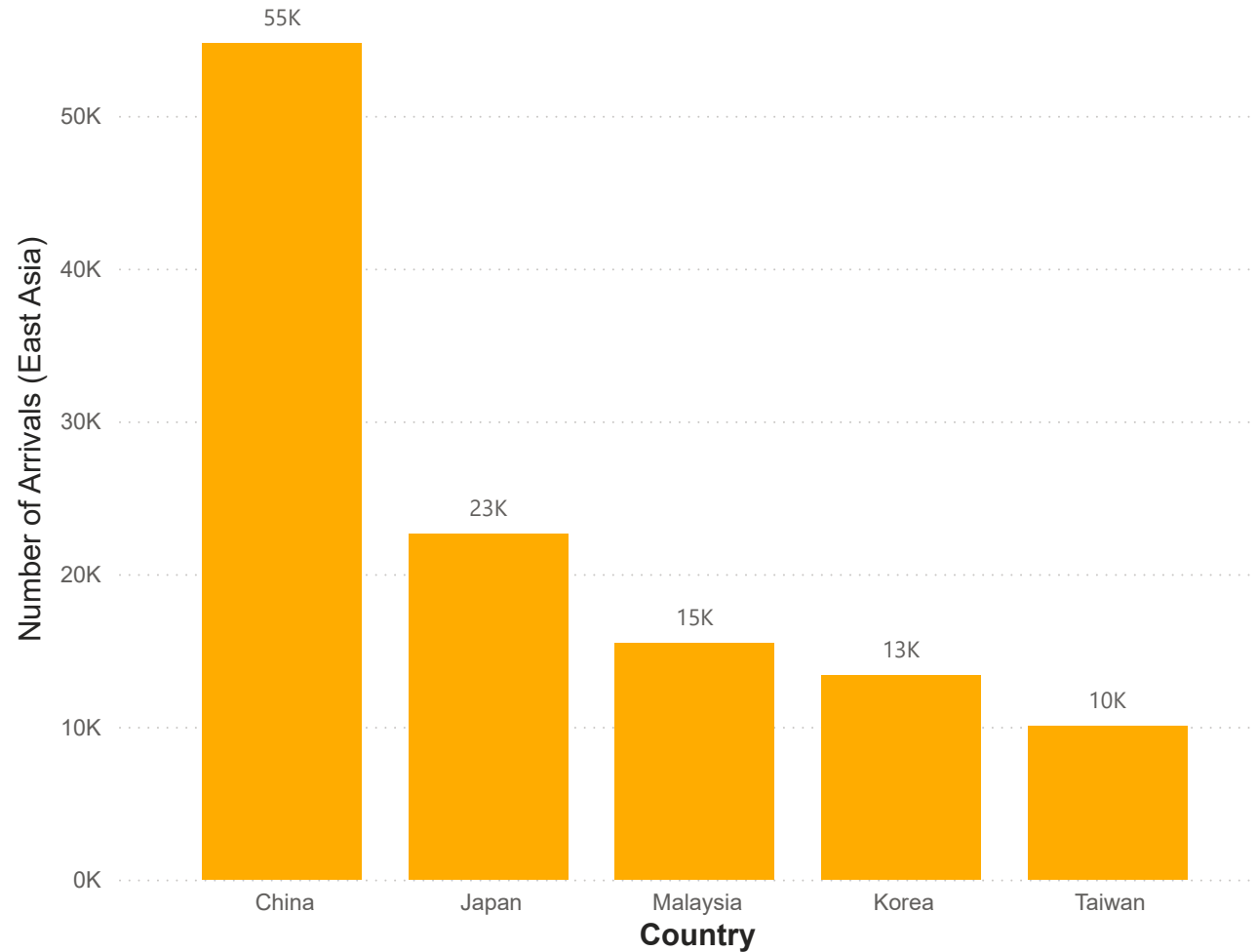
Number of Arrivals - Chiang Rai by Country in 2014



Europe Tourists in Chiang Rai

France is the leading country, making it the most significant contributor among foreign visitors.

Number of Arrivals in Chiang Rai 2014



East Asia Tourists in Chiang Rai

China Leads the Way: China is the dominant source of tourists from East Asia

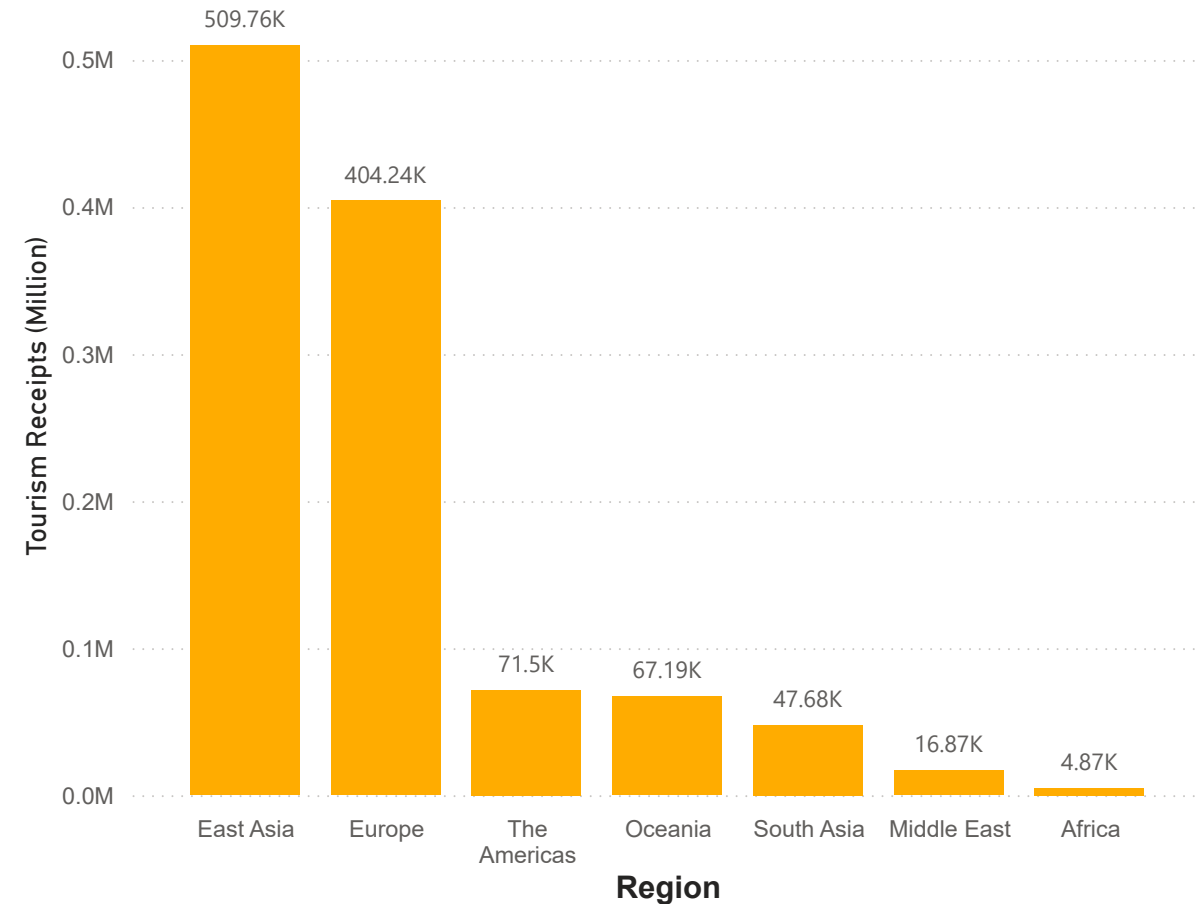
Strategy to Increase Tourism Income in Chiang Rai

Targeting High-Value Markets in Europe and Asia

Why Focus on Europe and Asia?

2. Economic Impact: Tourists from these regions tend to have higher spending power refer to the share in level of country, making them high-value targets for boosting tourism revenue in Chiang Rai.

Tourism Receipts in Thailand 2014



Strategy to Increase Tourism Income in Chiang Rai

Actionable Campaigns:



For Europe:

Extended Stay Discounts: Special offers for tourists who stay longer than 5 days.



For East Asia:

Convenient Travel Packages: Direct flights, group travel discounts

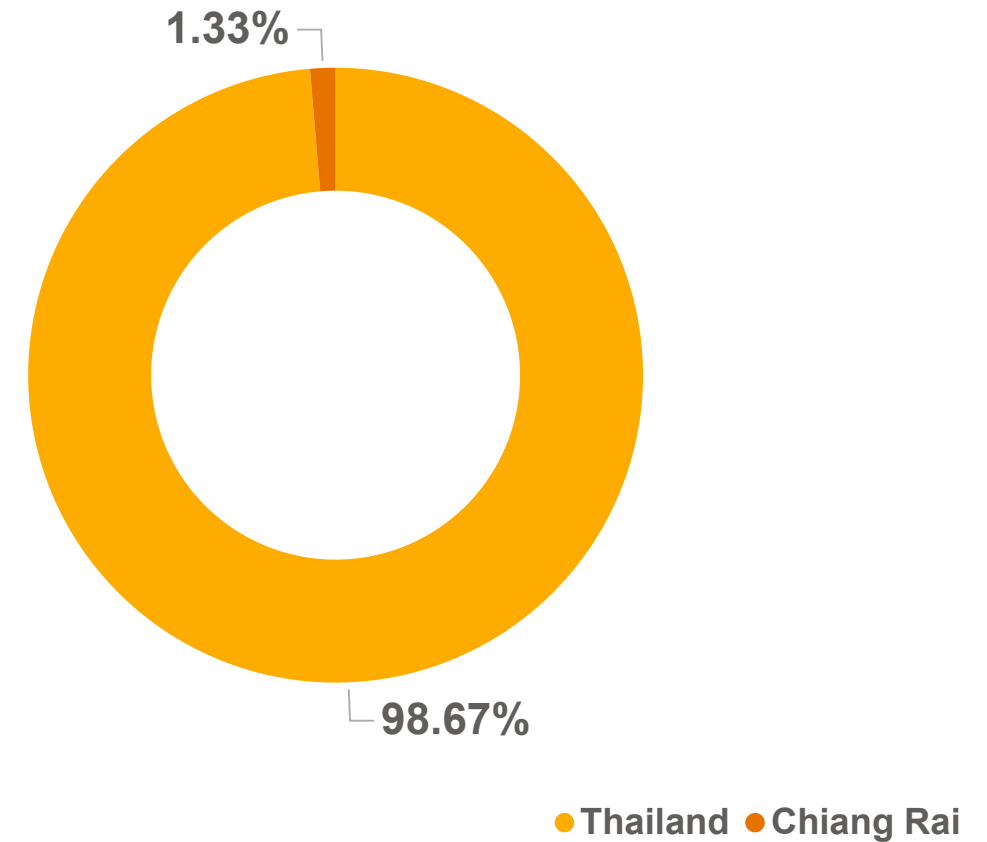
Market Share of Tourists in Chiang Rai vs. Thailand

Limited Market Share:

Chiang Rai's small percentage highlights its relatively minor role in the broader tourism landscape of Thailand.

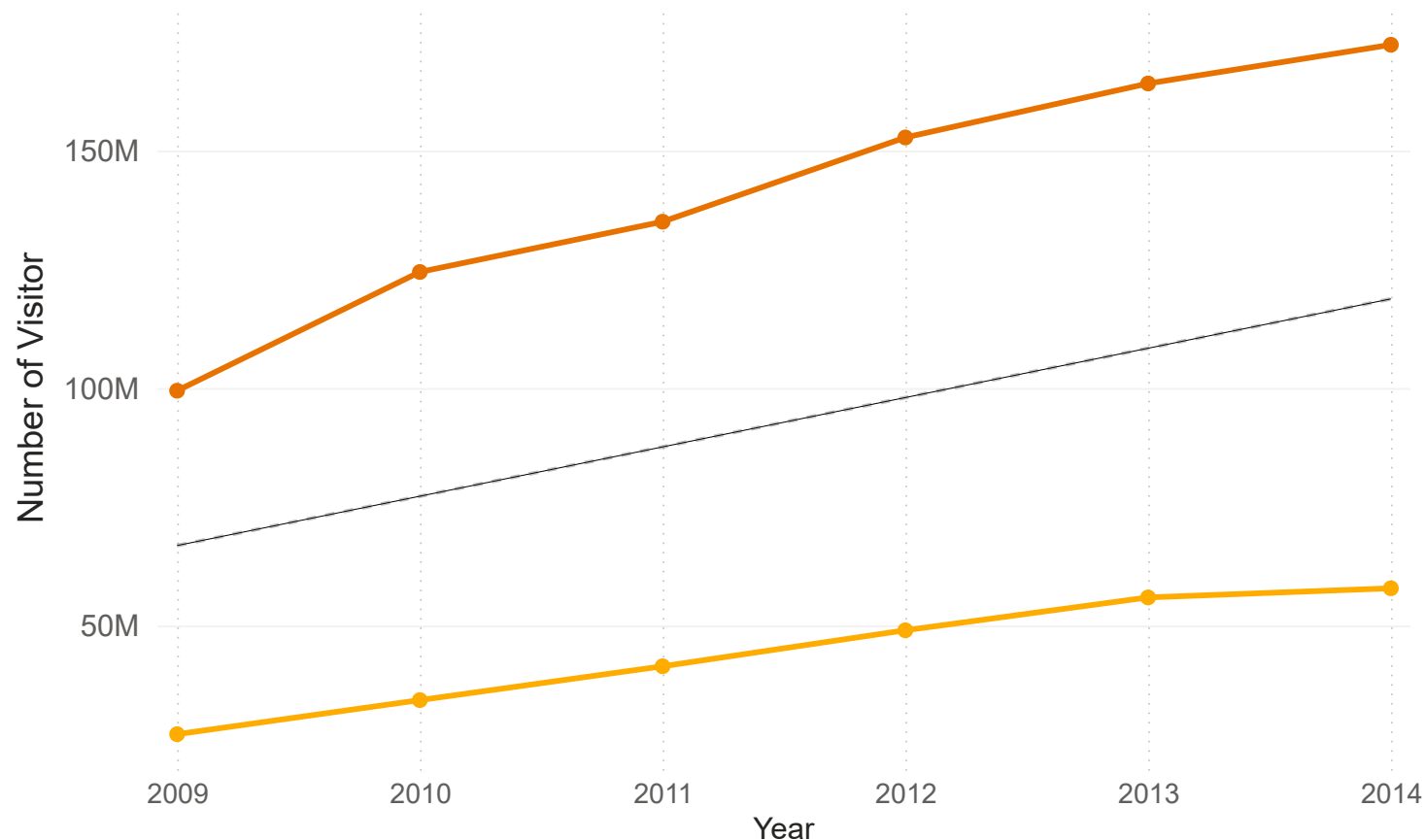
Growth Potential: The low market share presents an opportunity for significant growth.

Number of Tourists in Thailand



Number of Tourists in Thailand

Nationality ● Foreigners ● Thai



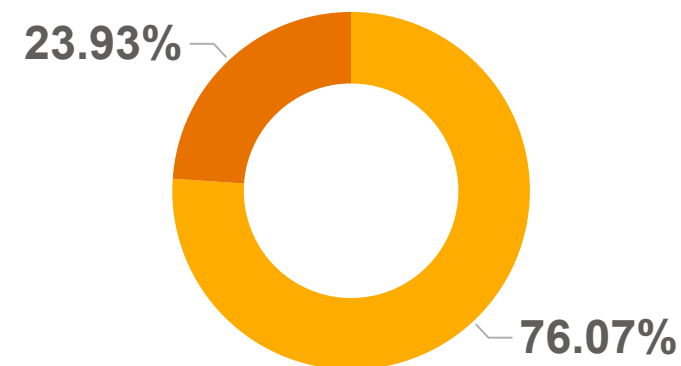
Overview Thailand Tourism

Rising tide of tourism: **Thai travelers** lead the surge

Whereas, the number of **foreign tourists**, while growing at a **slower pace**, also shows a positive trend.

Domestic Tourism in Thailand

Nationality
● Thai
● Foreigners



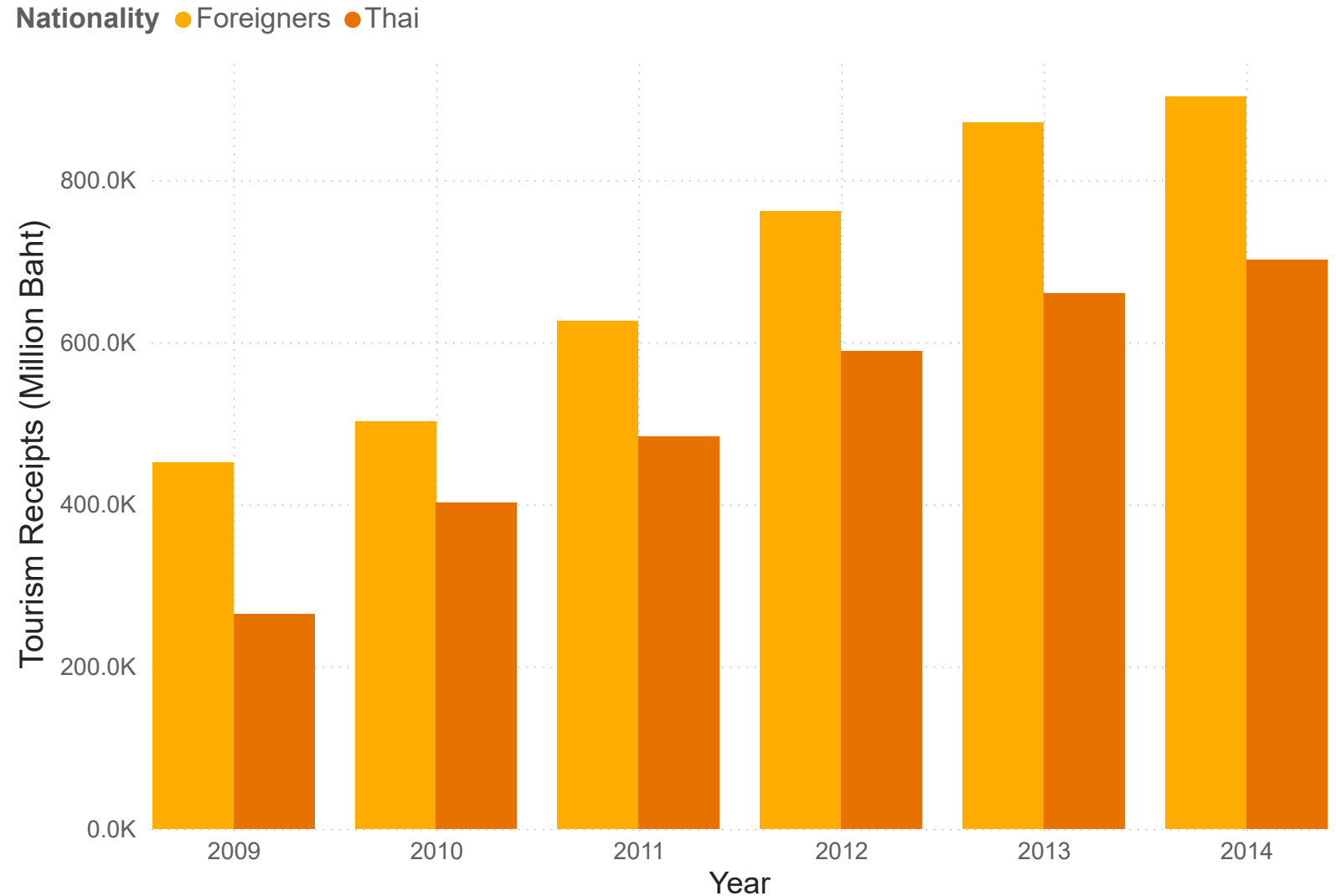
Tourism Receipts

Growth Over Time:

Both Thai and foreign tourism receipts have shown growth over the six years

Foreigners Spend More:

Foreign tourists consistently spent more money in Thailand compared to Thai tourists



Enhancing Chiang Rai Tourism with IT Solutions

Tourism Data Analytics Platform:

- ➡ **Purpose:** To centralize and analyze data on tourist arrivals, expenditures, and behaviors.
- ➡ **Benefits:** Provides real-time insights into tourist demographics, spending patterns, and areas needing improvement.
- ➡ **How it Works:** This platform will aggregate data from multiple sources (e.g., hotels, transport, and attractions) to provide a comprehensive overview of the tourism landscape in Chiang Rai.

Thank You