

Thailand Community Based Tourism Market By Traveler Type (Solo, Group) , By Age (Generation X, Generation Y, Generation Z) By Sales Channel (Travel Agents, Direct) : Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

Thailand Community Based Tourism Market

The Thailand community based tourism market was valued at \$29.6 billion in 2023 and is projected to reach \$140.3 billion by 2034, growing at a CAGR of 15.3% from 2024 to 2034.

Community-based tourism represents a form of sustainable travel that actively involves local residents in offering enriched experiences to visitors. This tourism model prioritizes preservation of cultural heritage, promotion of local traditions, and enhancement of the quality of life of local individuals. Community-based tourism emphasizes eco-friendly practices such as responsible management of waste and reduction of carbon footprints. In addition, it attracts cost-conscious travelers by offering comprehensive and affordable travel packages, which include accommodations, meals, sightseeing, and local experiences.

The introduction of the visa waiver program for several countries by the Government of Thailand has upsurged the visit of travelers and propelled the growth of the market. In addition, abundance of cultural heritage, traditions, and biodiversity in Thailand has gained notable traction in recent years, which has driven the Thailand community based tourism market. In recent times, the assimilation of community based tourism with digital nomadism has become a prominent trend in Thailand. With increasing adoption of remote work culture globally, several individuals are opting for cities such as Bangkok or

Phuket owing to their affordability and vibrant community. To further support digital nomadism in the country, the government offers a digital nomad visa to travelers that allows them to stay for up to 180 days at each entry and remains valid for five years.

However, increase in popularity of Thailand as a holiday destination has posed the threat of overtourism, resulting in restrained growth of the Thailand community based tourism market owing to degradation of natural environments and minimization of authentic experiences. Contrarily, as tourism remarkably contributes to boosting the economy of the country, the Thailand community based tourism market is poised to witness lucrative opportunities in the future. For instance, the government hosts huge events & festivals every year such as Amazing Thailand Countdown and the Maha Songkran World Water Festival, which enable travelers to witness the cultural richness of the country. Moreover, Thailand has established a goal of hosting 40 million international tourists in 2025, which is projected to open new avenues for the Thailand community based tourism market.

Segment Review

The Thailand community based tourism market is segmented into traveler type, age, and sales channel. On the basis of traveler type, the market is bifurcated into solo and group. Depending on age, it is classified into generation X, generation Y, and generation Z. By sales channel, it is categorized into travel agents and direct.

Key Findings

On the basis of traveler type, the group segment was the highest shareholder in 2023.

Depending on age, the generation Y segment acquired a notable stake in the market in 2023.

By sales channel, the travel agents segment was the highest revenue generator in 2023.

Competition Analysis

The major players in the Thailand community based tourism market include Local Alike, Thai Ecotourism and Adventure Travel Association, Nutty's Adventures, Andaman Discoveries, Mae Kampong Village Homestay, Designated Areas for Sustainable

Tourism Administration (DASTA), Community based Tourism Institute (CBT-I), Ban Mae Klang Luang Community Tourism, Sapphaya Old Police Station Homestay, and Mae Hong Son CBT Network. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Consumer Buying Behavior Analysis

Average Consumer Expenditure

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Historic market data

Key Market Segments

By Traveler Type

Solo

Group

By Age

Generation X

Generation Y

Generation Z

By Sales Channel

Travel Agents

Direct

Key Market Players

Local Alike

Thai Ecotourism and Adventure Travel Association

Nutty's Adventures

Andaman Discoveries

Mae Kampong Village Homestay

Designated Areas for Sustainable Tourism Administration (DASTA)

Community based Tourism Institute (CBT-I)

Ban Mae Klang Luang Community Tourism

Sapphaya Old Police Station Homestay

Mae Hong Son CBT Network

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