

Thailand Tourism Report Q2 2016

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Date: March 2016

Pages: 34

Price: US\$ 1,295.00 (Single User License)

ID: TCE9E795E94EN

Abstracts

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BMI View: Thailand's tourism industry is set to grow significantly over 2016 as the sector recovers from a difficult 2015. Security concerns were high in the previous year following a terrorist attack in August 2015. Combined with political turmoil in recent years, the year proved difficult for tourism in the country. Thailand depends highly on the economic benefits provided by the industry and the country has a wide range of tourist attractions, as well as continued investment by domestic and international companies. Further investment on travel infrastructure is important for future growth, and the country needs to continue diversifying its source markets to prevent over-exposure to Chinese tourists.

Key Updates And Forecasts

Hilton Hotels has reconfirmed their commitment to the Thai tourism industry, with plans to expand the Hilton Garden Inn brand to three properties in Bangkok, Phuket, and Pattaya. It also has plans to open a Waldorf Astoria hotel in Bangkok.

International air connectivity continues to expand: China Southern Airlines launched a new flight routes between Nanning and Chiang Mai in November 2015 and Thomson plans to launch direct flights between Manchester in the UK and Phuket in 2016. Additionally, a new air route connecting Bangkok and Myanmar opened in early 2016 as well.

2016 is expected to be a solid year for tourism in Thailand, with growth of 6.6%. The total passenger figure should rise to 30.0mn by the end of the year.

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