

Thailand Tourism Report Q4 2015

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Abstracts

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BMI View: Thailand's tourism industry is one of the most well established in the competitive Asia region, and the country has managed to bounce back relatively quickly from declines seen in the wake of the 2014 military coup and political protests. It remains to be seen, however, how severe the impact on international tourism arrivals will be following the deadly Erawan Shrine bombing in Bangkok, which is already resulting in some cancellations and will likely cause a revision of our current industry forecasts, at least for the short term.

Thailand has long been one of the most popular tourism destinations in Asia. The country is renowned for beach tourism but has also developed various eco-attractions including extensive wildlife attractions in the north of Thailand. Bangkok is also an extremely popular city break destination and is frequently rated one of the best cities to visit in the world. However, the bombing attack on the city on August 17 2015 is highly likely to impact the country's tourism industry.

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