

# Thailand Tourism Industry Report - H1, 2011

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## Abstracts

Thailand's tourism industry recorded a 12.63% year-on-year growth in international tourist arrivals to 15.94 million arrivals in 2010. This represents a recovery from 2009, when arrivals declined to 14.15 million amid the global economic downturn and domestic political unrest. East Asian and European tourists represented the largest share of arrivals to Thailand in 2010, accounting for 51.2% and 27.9% of the total arrivals, respectively. The key tourist generating markets were Malaysia, China, Japan, United Kingdom, and Korea.

The Tourism Authority of Thailand (TAT) estimates that international tourist arrivals will reach 18.86 million in 2011, which would be Thailand's highest number of arrivals to date. In order to maintain this growth momentum, tourism agencies have engaged in aggressive tourism recovery marketing campaigns as well as capitalized on niche markets to attract more quality tourists to visit Thailand. Meanwhile, tourist expenditure was estimated at USD 20,570 million in 2010, contributing 6.5% to GDP. It is expected to increase to USD 22,482 million in 2011.

Boosted by improved economic conditions and increases in tourist numbers, majority of the leading tourism and leisure companies in Thailand reported positive growth in total revenues in 2010 due to improved hotel and restaurant business performance.

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