

Flows in Thailand

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Abstracts

The number of inbound arrivals continued to grow in 2017, with the development of low cost carriers one of the main reasons for the increase in the number of tourists visiting Thailand. However, in the fourth quarter of 2016, the Tourism and Sports Ministry and the China National Tourism Administration suppressed zero-dollar tourism from China, which lead to lower growth in the number of Chinese tourists travelling to Thailand in 2017.

Euromonitor International's Flows in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Executive Summary

Spending by International Tourists Increases

Social Networks Play An Important Role in Travel and Tourism

New Challenge for Airbnb in Thailand

New Sharing Economy Start-ups in Car Rental

Online Travel Sales To Residents Is Expected To Record Healthy Growth Over the Forecast Period

SWOT

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