

Lodging (Destination) in Thailand

<https://marketpublishers.com/r/L178747879CEN.html>

Date: October 2022

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: L178747879CEN

Abstracts

The number of room nights more than halved during 2020 due to COVID-19 restrictions but saw a robust recover during the second half of 2021, which continued into 2022. During the latter year, room nights reached around four fifths of their 2019 level. However, lodging (destination) retail constant value sales have been much slower to recover: During 2022, they stood at around three fifths of their pre-pandemic peak.

Euromonitor International's Lodging (Destination) 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

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

Why buy this report?

Get a detailed picture of the Lodging (Destination) 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

LODGING (DESTINATION) IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Room nights recover faster than revenue

Ending of mandatory COVID-19 testing key to increased occupancy

PROSPECTS AND OPPORTUNITIES

Domestic tourists will remain a more significant source of demand than in the pre-pandemic era

Online booking will grow in importance, particularly for smaller venues

CATEGORY DATA

Table 1 Lodging (Destination) Sales: Value 2017-2022

Table 2 Lodging (Destination) Online Sales: Value 2017-2022

Table 3 Hotels Sales: Value 2017-2022

Table 4 Hotels Online Sales: Value 2017-2022

Table 5 Other Lodging Sales: Value 2017-2022

Table 6 Other Lodging Online Sales: Value 2017-2022

Table 7 Lodging (Destination) Outlets: Units 2017-2022

Table 8 Lodging (Destination) Rooms: Number of Rooms 2017-2022

Table 9 Lodging (Destination) by Incoming vs Domestic: % Value 2017-2022

Table 10 Hotels NBO Company Shares: % Value 2017-2021

Table 11 Hotel Brands by Key Performance Indicators 2022

Table 12 Forecast Lodging (Destination) Sales: Value 2022-2027

Table 13 Forecast Lodging (Destination) Online Sales: Value 2022-2027

Table 14 Forecast Hotels Sales: Value 2022-2027

Table 15 Forecast Hotels Online Sales: Value 2022-2027

Table 16 Forecast Other Lodging Sales: Value 2022-2027

Table 17 Forecast Other Lodging Online Sales: Value 2022-2027

Table 18 Forecast Lodging (Destination) Outlets: Units 2022-2027

CHART 1 Inbound Receipts: 2022-2027

CHART 2 Average Spend per Trip for Inbound Arrivals: 2022-2027

TRAVEL IN THAILAND

EXECUTIVE SUMMARY

Travel in 2022

Airlines: Key trends

Hotels: key trends

Booking: key trends

What next for travel?

MARKET DATA

Table 19 Surface Travel Modes Sales: Value 2017-2022

Table 20 Surface Travel Modes Online Sales: Value 2017-2022

Table 21 Forecast Surface Travel Modes Sales: Value 2022-2027

Table 22 Forecast Surface Travel Modes Online Sales: Value 2022-2027

Table 23 In-Destination Spending: Value 2017-2022

Table 24 Forecast In-Destination Spending: Value 2022-2027

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SOURCES

Summary 1 Research Sources

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