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Travel Accommodation in Thailand

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Abstracts

The rise number of arrivals pushed up the high demand for travel accommodation in Thailand and finally average daily rates increased accordingly. Despite the political turbulence in Bangkok at the end of 2013; other popular tourist destinations like Chiang Mai, Chiang Rai, Phuket, Samui and Krabi reported with the outstanding number of international arrivals so that those positive trends compensated for the loss of occupancy rate in Bangkok to represent the overall positive upward occupancy...

Euromonitor International's Travel Accommodation 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 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Travel Accommodation by Category, Travel Accommodation by Channel.

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

Why buy this report?

Get a detailed picture of the Travel Accommodation market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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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.

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