

# Travel and Tourism in Thailand

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## Abstracts

Travel and Tourism in Thailand

### Summary

Travel & Tourism in Thailand industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming.

The Thai travel & tourism industry had total revenues of \$125.6bn in 2019, representing a compound annual growth rate (CAGR) of 8.5% between 2015 and 2019.

The hotels & motels segment was the industry's most lucrative in 2019, with total revenues of \$42.4bn, equivalent to 33.7% of the industry's overall value.

Growth in the Thai industry has been stimulated by the rapid increase in tourism experienced by Thailand in recent years. Tourism is crucial to Thailand as spending from foreign tourists amounted to 11% of the national GDP in 2019.

### Scope

*Travel and Tourism in Thailand*

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel & tourism market in Thailand

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Thailand

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Thailand travel & tourism market with five year forecasts

## **Reasons to Buy**

What was the size of the Thailand travel & tourism market by value in 2019?

What will be the size of the Thailand travel & tourism market in 2024?

What factors are affecting the strength of competition in the Thailand travel & tourism market?

How has the market performed over the last five years?

What are the main segments that make up Thailand's travel & tourism market?

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### COMPANIES MENTIONED

Yum! Brands, Inc.

McDonald's Corp

AccorHotels

Thai Airways International Public Co Ltd

The Pizza Company

Centara Hotels & Resorts

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