

Visitor Arrivals to Thailand up 26% for Jan – Jun 2011, Tourism Authority of Thailand Press Release (Sep 2011)



Bangkok, September, 2011 — According to official data, international visitor arrivals to Thailand by nationality totalled 11,178,275 in the period January – July 2011, up 26.52 percent over the same period of 2010.

In each of the markets, the following performance analysis is based on the figures tabulated so far:

Overview: Visitors from East Asia totalled 5,936,796 (market share: 53.11% of total arrivals), Europe 3,014,207 (29.96% of total arrivals), the Americas 567,733 (5.08% of total arrivals), South Asia 701,685 (6.28% of total arrivals), Oceania 506,417 (4.53% of total arrivals), Middle East 371,847 (3.33% of total arrivals) and Africa 79,590 (0.71% of total arrivals).

East Asia: Arrivals from East Asia grew by 34.64%.

- Malaysia was the best performer with the largest market share of 12.39% (or 1.38 million visitors).
- China was the second biggest source market with total arrivals of 975,770, up 73.65%.
- Japan recorded total arrivals of 664,066, up 21.39%.
- Korea recorded total arrivals of 598,672, up 34.30%.
- Arrivals from the neighbouring ASEAN countries also showed good growth, e.g., Brunei (+18.46%), Cambodia (+57.13%), Indonesia (+43.80%), Laos (+16.85%), Myanmar (+37.21%), Philippines (+25.14%), Singapore (+24.43%) and Vietnam (+44.19%).

Europe: Arrivals from Europe grew by 17.52%.

- Russia overtook UK and Germany to become the largest source market from Europe. In January – July 2011, Russian visitors to Thailand totalled 578,532, up 77.82% over the same period of 2010. In the early days, Russian visitors began flocking on charters to Pattaya to escape the harsh winters. Today, they have become mainstream travellers.
- United Kingdom and Germany ranked the second and third largest sources of visitor arrivals — 498,675 (+4.71%) and 369,634 (+4.62%), respectively.
- French visitor arrivals totalled 310,549 (+14.11%).
- Arrivals from the Nordic countries of Denmark and Sweden grew by 7.64% and 10.42%, respectively. Norway had a lower growth of 3.66%.

The Americas: Arrivals from the Americas grew by 15.35%.

- The US was the tenth biggest source market for Thailand. American visitor arrivals totalled 405,442 (+13.80%).
- Canadian visitors to Thailand grew by 17.77% to 117,933.

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South Asia: Visitor arrivals from South Asia showed a good growth of 31.82%.

- India was the biggest source of visitors in South Asia experienced growth of 36.21% to 552,321.
- Visitors from Pakistan and Sri Lanka grew respectively by 21.87% and 20.91%.
- Bangladesh showed a growth of 18.44%.

Oceania: Visitor arrivals from Oceania grew by 15.38%.

- Arrivals from Australia and New Zealand were up 16.21% to 451,537 and 8.04% to 53,118, respectively.

Middle East: Visitors from Middle East grew by 11.69%.

- All major Middle East markets significantly grew especially Saudi Arabia (53.56%) and Kuwait (33.07%). Arrivals from the UAE grew by 12.20%. Egypt experienced a decline of 3.21%.

Africa: Visitor arrivals from Africa grew strongly by 22.58% to 79,590.

A recent survey showed that foreign tourists still had a positive attitude toward Thailand. Moreover, Asian economies have showed steady economic improvements and the short-haul markets; such as, India, China and Indonesia are promising. At the same time, the airline industry is adding more flights from key markets; such as, Australia, Japan, and Singapore.

For 2011, from the estimated trend, TAT estimates that there will be 18.5 million visitors with foreign exchange earnings of USD 23 billion.

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