

THAILAND

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



10.3%

Total GDP contribution



330MN

Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%

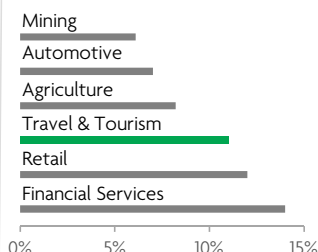
2.5%

3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years



Global GDP impact by sector (2018 data). Share of total economy GDP



THAILAND 2019 KEY DATA



CONTRIBUTION OF
TRAVEL & TOURISM
TO GDP

19.7% OF TOTAL ECONOMY

Total T&T GDP = THB3,319.6BN
(USD107.0BN)

+1.8%

2019 Travel & Tourism GDP growth
vs **+2.3%** real economy GDP growth



CONTRIBUTION OF
TRAVEL & TOURISM TO
EMPLOYMENT

8,054.6 JOBS (000's)
(21.4% of total employment)



INTERNATIONAL
VISITOR IMPACT

THB2,137.5_{BN}

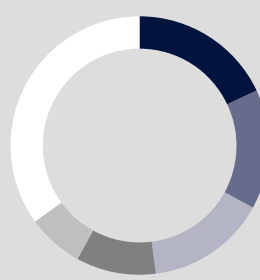
in visitor spend (21.1% of total exports)
(USD68.9BN)

INBOUND ARRIVALS



- 1. CHINA **27%**
- 2. MALAYSIA **10%**
- 3. SOUTH KOREA **5%**
- 4. LAOS **5%**
- 5. JAPAN **4%**
- **REST OF WORLD 49%**

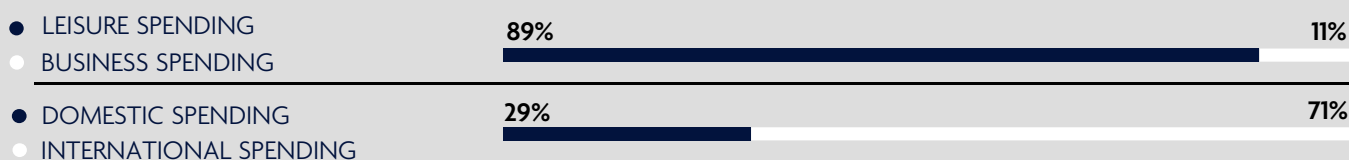
OUTBOUND DEPARTURES



- 1. MALAYSIA **18%**
- 2. MYANMAR **15%**
- 3. LAOS **15%**
- 4. JAPAN **10%**
- 5. CHINA **7%**
- **REST OF WORLD 35%**

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020