THAILAND’s SYSTEM OF TOURISM STATISTICS

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System of International Tourism Statistics

To collect international tourist data
- Number of Residence
- Length of Stay

To survey the spending of international tourist
- Average Expenditure

Tourism Receipts
TO COLLECT INTERNATIONAL TOURIST DATA

To collect the number of international tourist arrivals to Thailand and outgoing Thai traveler data.

- The number of international tourist arrivals to Thailand by country of residence
- The number of outgoing Thai Traveler by country of destination
- Average Length of Stay
- Profile of tourist
  - Sex
  - Age
  - Occupation
  - Purpose of visit
  - Travel arrangement
  - Accommodations
  - Income
  - Frequency of visit

TO COLLECT INTERNATIONAL TOURIST DATA

To collect international tourist data from immigration card (immigration checkpoints)

- By air
- By land
- By sea
To survey the spending behavior of international tourist
To calculate Tourism balance

Sample

- The number of international tourist arrivals to Thailand by country of residence
- The number of outgoing Thai Traveler by country of destination
- Thai oversea
- Foreigner excursionist and Thai excursionist
TO SURVEY THE SPENDING OF INTERNATIONAL TOURIST

Survey areas

International airport

Immigration checkpoints

Survey Topics

- The structure of tourist (residence, length of stay, sex, age, occupation, etc.)

- Travel behavior of tourist
  - Travel arrangement (Group Tour & Non-Group Tour)
  - Frequency of visit (First visit & Revisit)
  - Types of activities (shopping, entertainment, sightseeing, etc.)
The spending behavior of tourists in tourism expenditure.

- Accommodation
- Food and Beverage
- Entertainment
- Local Transport
- Shopping
- Sightseeing
- Miscellaneous