



Thailand  
GRAND INVITATION  
2006



# *Thailand's International Tourism Expenditure Survey*

Presented by  
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# Data Collection

- **Manager – Tourism Authority of Thailand (TAT)**

- **Research firm contracted by TAT on an annual basis**



## **Regular Statistics :**

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### **Tourist Expenditure Survey : Data Collection**



**Sample Size :** 20,200 international tourists  
( 0.2% of total tourist arrivals)

**Sampling :** Quota Sampling

Target samples will be divided into quota by market share of each country of residence with confidential level of 95%

**Methodology:** Face to face interview

## **Regular Statistics :**

# **Tourist Expenditure Survey : Data Collection**

## **Survey Areas:**

### **International airports :**

- Bangkok, Phuket, Chiang Mai, Had Yai and U-tapao

### **Border checkpoints :**

- Thailand – Malaysia : Sadao, Padang Besar, Sungai Kolok
- Thailand – Lao PDR : Nong Khai



# **Regular Statistics :**

## **Tourist Expenditure Survey : Structure**

### **1. Profile of Tourist :**

- Country of residence
- Length of stay
- Demographic : Income, Occupation, Age, Sex

### **2. Tourist Behaviour :**

- Travel arrangement
- Mode of transport
- Purpose of visit
- Frequency of visit

### **3. Spending Behaviour :**

- Expense by mode of transport
- Structure of Expenditure

- Accommodation
- Food and Beverage
- Shopping
- Entertainment
- Local transport
- Sightseeing
- Others



## **Regular Statistics :**

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### **Tourist Expenditure Survey : Data Collection**



#### **Problems:**

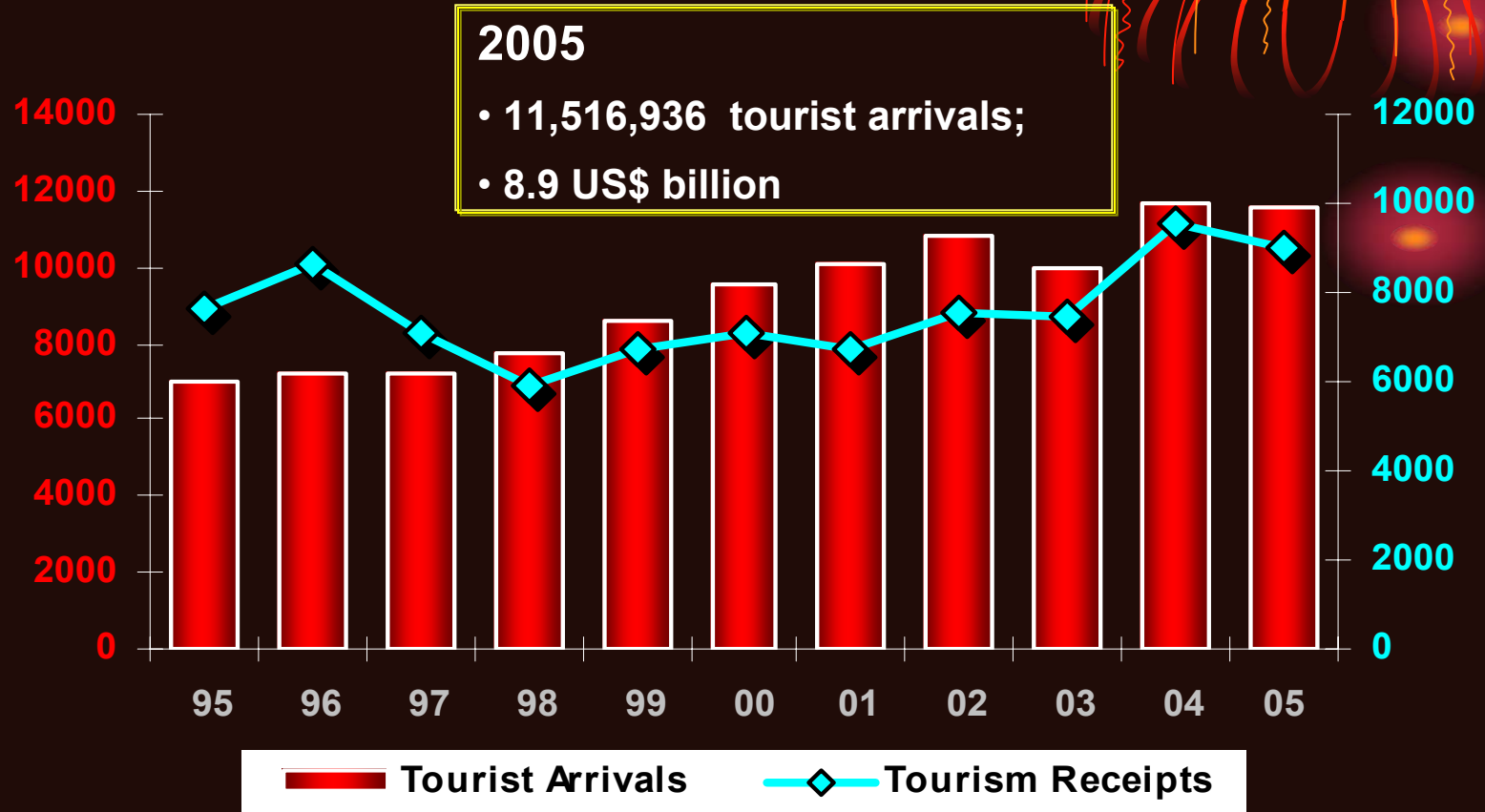
- Report 3 months late
- Lack of cooperation from public and private sectors such as airport authorities, airlines and tour operators
- Under representation from business class passengers



# International Tourist Arrivals and Tourism Revenue (1995 – 2005)

Arrivals : 1,000

Revenue (US\$ million.)



## **Regular Statistics :**

### **Other source of tourist expenditure survey**

#### **Visa international**

- Support Tourism Authority of Thailand (TAT) with data collection and analysis
- Identify high value spending patterns
- Relevance – Visa International delivers 26 percent of Thailand's tourism revenues

#### **-Benefits:**

- Statistics on real – time basis
- Estimates on high – end tourists' spending patterns





# **Regular Statistics :**

## **Other source of tourist expenditure survey**



### **Visa international**

#### **-Analysis of visitor spending in Thailand**

- Top spend by geographical provinces**
- Top spenders by cardholders country of origin**
- Total spend by merchant categories**
- Top retail purchases**
- Average transaction size by cardholder**
- Growth in online payments**

## **Regular Statistics :**

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**Other source of tourist expenditure survey**

**Visa international :**

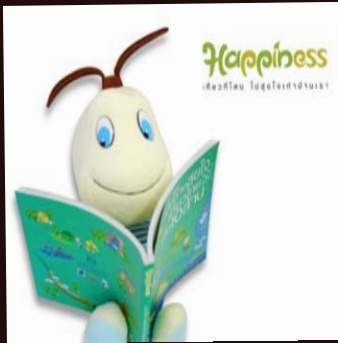
**Top 10 Visa spenders in Thailand are mainly long-haul:**

**USA, UK, Japan, Australia, Sweden, Norway, France, Germany, South Korea and Singapor**

**Top 10 spend by merchant categories: General retail & trade, accommodation, transport, healthcare, sports & leisure, restaurant / food & beverages, professional and commercial services, home construction & furnishing and education**

**Top 10 retail purchases: jewelry stores, duty free shops, department & discount shops, gift / card & novelty, tailored goods, clothing, luggage/leather, discount stores, variety stores.**





**Thank you**  
[www.tourismthailand.org](http://www.tourismthailand.org)