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
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
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
Tourist Expenditure Survey: Data Collection

Regular Statistics:

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

2005
- 11,516,936 tourist arrivals;
- 8.9 US$ billion
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
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:

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 Singapore.

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