

Latest Policies to Support Japanese Investors in Tourism Thailand

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Minister of Tourism
and Sports



- Year 2015 : 28.8 Million Tourists (2.2 MM Baht in Tourism Revenue)
- Year 2016 : 2.3 MMBaht
- Year 2017 : 2.5 MMBaht (75 Billion US Dollars)

Objectives

1. Sustainable Tourism with Quality and Value-Added (Balance: Economic, Social & Environment)
2. Wealth Distribution
3. Pride of Local Heritage



Collaboration Between Public Sector, Private Sector and Local Community

Number from Foreign Tourists

Month	Number			%Change	
	2015	2014	2013	15/14	15/13
Jan	2,616,565	2,282,568	2,318,447	14.63	12.86
Feb	2,670,520	2,075,304	2,367,257	28.68	12.81
Mar	2,562,705	2,018,008	2,322,200	26.99	10.36
Apr	2,419,758	1,934,841	2,057,855	25.06	17.59
May	2,309,250	1,670,860	1,943,968	38.21	18.79
Jun	2,282,645	1,491,300	2,061,782	53.06	10.71
Jul	2,642,761	1,896,098	2,149,173	39.38	22.97
Aug	2,600,171	2,084,839	2,355,660	24.72	10.38
Sep	2,031,496	1,869,491	1,995,343	8.67	1.81
Oct	2,228,796	2,207,775	2,054,548	0.95	8.48
Nov (1-22)	1,885,008	1,791,275	1,752,839	5.23	7.54
Total	26,249,675	21,322,359	23,379,072	23.11	12.28

Top Ten Foreign Tourists

No. of Tourists

No	Country	Inbound Jan-Oct'15			No	Country	Outbound Jan-Jun'15		
		2014	2015	%CH			2014	2015	%CH
1	China	3,628,105	6,681,758	+84.17	1	China	214,395	350,913	+63.68
2	Malaysia	1,976,405	2,777,530	+40.53	2	Malaysia	1,060,405	1,066,871	+0.61
3	Japan	1,017,714	1,141,004	+12.11	3	Japan	123,949	317,527	+156.18
4	Korea	913,285	1,100,372	+20.49	4	Korea	105,631	174,405	+65.11
5	Laos	869,403	998,674	+14.87	5	Laos	498,014	587,081	+17.88
6	India	758,600	879,154	+15.89	6	India	49,511	72,808	+47.05
7	UK	722,633	748,815	+3.62	7	UK	71,832	112,805	+57.04
8	Singapore	625,749	726,687	+16.13	8	Singapore	234,242	282,409	+20.56
9	USA	599,485	677,198	+12.96	9	USA	30,686	39,967	+30.25
10	Australia	689,514	668,112	-3.10	10	Australia	65,607	88,201	+34.44

Tourism Revenue

No	Country	Inbound Jan-Oct'15			No	Country	Outbound Jan-Jun'15 (MB)		
		2014	2015	%CH			2014	2015	%CH
1	China	155,789	321,482	+106.36	1	China	6,392.75	10,981.13	+71.77
2	Malaysia	45,769	67,061	+46.52	2	Malaysia	18,211.70	19,453.90	+6.82
3	UK	50,464	53,832	+6.67	3	UK	5,068.03	8,406.30	+65.87
4	Australia	48,897.38	51,288.70	+4.89	4	Australia	3,640.21	4,853.46	+33.33
5	USA	42,161.74	49,602.12	+17.65	5	USA	1,850.64	2,543.15	+37.42
6	Japan	39,056.73	47,290.08	+21.08	6	Japan	5,799.17	13,834.36	+138.58
7	Korea	35,880.99	46,207.41	+28.78	7	Korea	3,396.89	5,531.79	+62.85
8	Russia	85,187.67	45,322.30	-46.80	8	Russia	165.20	193.59	+17.19
9	Germany	35,357.28	38,955.38	+10.18	9	Germany	2,501.08	2,903.84	+16.10
10	India	30,712.79	38,114.14	+24.10	10	India	1,315.18	2,065.32	+57.04

Japan vs Thai Tourists

Year	Inbound (Japanese)		Revenue		Rev / Trip	
	No.	%CH	Mil. Baht	%CH	Baht/Trip	%CH
2012	1,373,716	+21.79	50,432.29	+32.18	36,712.31	+8.53
2013	1,536,425	+11.84	57,225.32	+13.47	37,245.76	+1.45
2014	1,267,886	-17.48	48,794.28	-14.73	38,484.75	+3.33
2015 (Jan-Oct)	1,141,004	+12.11	47,290.08	+21.08	41,446.02	+8.00
Year	Outbound to Japan		Expense		Exp / Trip	
	No.	%CH	Mil. Baht	%CH	Baht/Trip	%CH
2012	202,015	+5.65	8,239.98	+14.51	40,788.95	+8.38
2013	219,002	+8.41	9,166.72	+11.25	41,856.79	+2.62
2014	426,422	+94.71	17,062.72	+86.14	40,013.70	-4.40
2015 (jan-Jun)	317,527	+156.18	13,834.36	+138.56	43,569.08	+8.89

Thailand Uniqueness

“Discover THAINESS”

Thai Way of Life



Thai Serenity



Thai Creative Experience



Thai Treasures & Luxury



Thai Challenge Activity



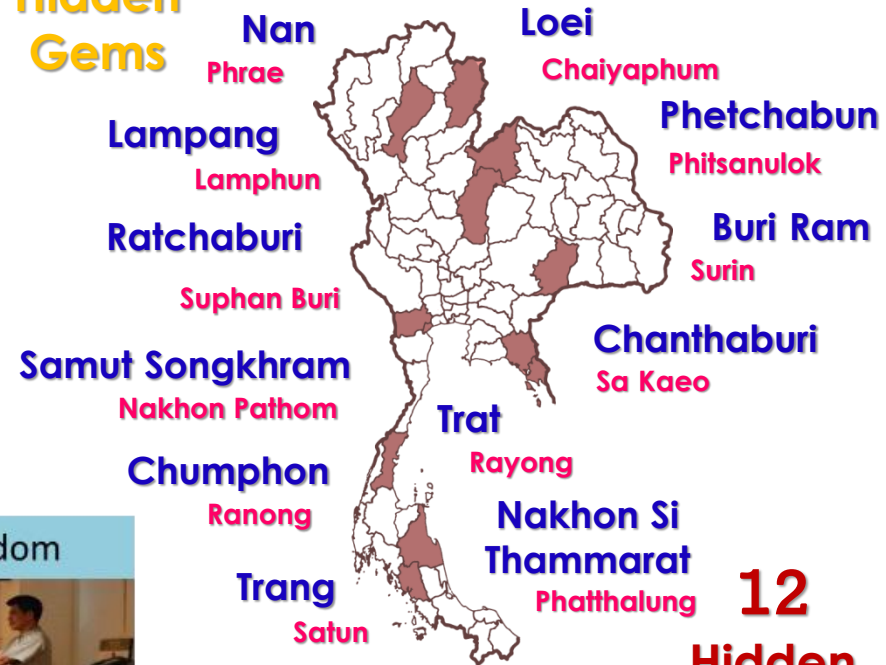
Thai Festivity



Thai Wisdom



12
Hidden
Gems



12
Hidden
Gems
PLUS

Luxury Tourism

- **2 Countries**
1 Destination
- **Weekend**
Destination
- **Border City**



Medical & Wellness

No 1 in The World
Potential for Investment



**112 hot springs
in 29 provinces**



Krabi



amazing
THAILAND

