



# Thailand

**Suvarnabhumi Airport welcomed 300,000+ international arrivals during 1-8 Jan 2012.**



By the end of 2011, Bangkok, Thailand welcomed a total of over 19 million international visitors, which represents annual growth of 20% compared to 2010.



There were 15,000 registered restaurants including 700 international restaurants, 400 Thai restaurants, 1,500 fast food outlets, 500 bakery and coffee shops, and 12,000 family-style restaurants

According to the yearly study of the World Bank "Doing Business 2010" Thailand ranks 12th out of 183 friendly countries to do business..

## Who visits

31% aged 45 – 54, 51% male  
The number of women visitors is on the increase. The ratio of male to female visitors to Thailand is now 65:35. Thailand welcomed over 19.1 million visitors in 2011. Of these, five million were women.

## What motivates them to visit

Bangkok is considered to be one of the world's tourist hotspots. Bangkok is Thailand's major tourist gateway, which means that the majority of foreign tourists arrive in Bangkok.

## Market Shape

### Purpose of Visit

41% Holiday, 36% Visiting Family and 14% Business (2011)

### Length of stay

32% of visits to Bangkok and were 15+ nights in 2011

### What to Do!

Shopping and more! There are currently 2.7 million sq m of shopping centers across Bangkok, which includes over 25 shopping malls, 35 lifestyle shopping centers, 40 department stores, 55 superstores, and 1,100 convenience stores around Bangkok.

### Movies Theatres

As of 2010, there were 570 screens in Thailand, with 300 in the Bangkok metropolitan area.

