

Travel and Tourism in Thailand

Description: An extraordinary number of arrivals were recorded in 2012, while Thai residents enjoyed travelling within the country as well as going abroad, in particular Asian Countries. Travel accommodation such as hotels witnessed various international chains and local chains expand new hotels mainly in Bangkok, Phuket, Hua Hin, Cha Am, Krabi and Samui. Car rental enjoyed new fleet sizes and new emerging brands from Germany; Sixt, was introduced in 2012. Health and wellness continued to record strong...

The Travel and Tourism in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2008-2012, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2017 illustrate how the market is set to change.

Product coverage: Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Travel and Tourism market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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November 2013

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