

The World's Top Tourism Destination

The Tourism Industry in THAILAND



THAILAND is a world-class tourist destination. Endowed with abundant natural resources, a rich history and a fascinating culture, the country's expanding tourist industry is a pillar of the Thai economy.



Tourists are flocking to the Asia-Pacific and many countries in the region are experiencing significant increases in annual visitors. The industry is an important source of growth for the region and helps to connect it to the global economic community. Tourism is one of Thailand's largest and fastest growing industries, making it vital for the country's continued economic development. Thailand's Ministry of Tourism and Sports recorded 19 million tourists entering Thailand in 2011 — only China, Malaysia, and Hong Kong exceeded this figure in the Asia-Pacific.

Building on this success, Thailand attracted over 21 million tourists in 2012. The Thai government forecasts growth will continue, projecting income from tourism to reach 2 trillion Baht by 2017.

Thailand's success as a travel destination stems from diversity - the country appeals to travelers around the world. Regional travelers from countries such as Malaysia, China, Korea, and Japan flock to Bangkok to enjoy its cosmopolitan culture, stylish shopping, and delectable restaurants. Westerners from both sides of the Atlantic look to escape their own metropolises on the quiet beaches of southern Thailand. Eco-tourists find refuge in pristine locales like the mountains of Chiang Rai or the forests of Khao Yai. Cultural tourists explore the remnants of Thailand's ancient kingdoms or experience the distinct cultures of its ethnic minority groups.



Additionally, Thailand is actively developing niche markets such as Meetings, Incentives, Conventions and Exhibitions (MICE) tourism, health tourism, retirement tourism, golf tourism, cruise tourism and even Buddhist tourism to better cater to its visitors' needs. The development of MICE tourism has been especially successful. Bangkok boasts a large contingent of talented event planning professionals along with numerous unique venues - including large-scale convention centers - all complemented by excellent infrastructure connectivity.



Regional connectivity is also improving, making visiting Thailand easier than ever. Recently upgraded airport facilities and the continued expansion of low-cost carriers like AirAsia, Jetstar and Tiger Airways have drawn together Thailand and other popular regional destinations boosting tourist revenues throughout the region. Thailand is well positioned to handle increasing numbers of travelers from all market segments. Thailand's expansive domestic airport network allows visitors to experience more of the country's charms, while accommodation is plentiful, with options available for all price segments and tastes.



Thailand's beauty and diversity, supported by its superior facilities and infrastructure, make Thailand a superlative year-round destination for independent travelers, package tourists, and business travelers.



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