Thailand
Country insights

OUTBOUND DEPARTURES (MN) OUTBOUND EXPENDITURE (US$ MN)

2013 2014 2015 2016 2017
2013 2014 2015 2016 2017

MOTIVATIONS TO HOLIDAY IN EUROPE

Europe has scenic beauty and natural landscapes 56%
Enjoy the weather in Europe 54%
Experience the diversity of holiday experiences & activities 54%
Experience the diversity of cultural & historical attractions 53%
Feeling of safety and security in Europe 47%
Can visit many countries in Europe on single trip 46%
Overall, Europe is a value-for-money destination 44%
Europe is a prestigious holiday destination 39%
Europeans are hospitable and friendly people 37%
Shopping for products and brands (high quality luxury) 33%
Ease of accessibility (many flights to Europe) 33%

PURPOSE OF TRAVEL TO EUROPE (IN LAST 5 YEARS)

14% Visit of global sporting events, short study trips, etc.
14% Visiting friends & relatives
6% Health/medical trips
6% Business trips
44% Leisure trips

GENERAL TRAVELLER PROFILE

GENDER

FEMALES 52% MALES 48%

AGE GROUP

18-24 17% 25-34 28% 35-44 21% 45-54 17% 55+ 17%

THAI HOLIDAY-MAKERS GO ON HOLIDAYS WITH FAMILY

53% Family 22% Family & friends 16% Solo 7% Part of tour group

PEAK TRAVEL SEASON FOR THAI TRAVELLERS IS THE LAST QUARTER OF THE YEAR (% OF RESPONDENTS)

Average number of holiday trips to Europe in last 5 years 5.6

ACCOMMODATION

4* hotel/5* hotel or resort 52%
3* hotel/budget hotel/hostel 31%
Hotel apartment/Airbnb 7%

TOP 5 ONLINE INFORMATION SOURCES USED

Social media 75%
Travel booking and comparison websites 41%
Travel review sites 40%
Travel agent/tour operator websites 37%
Search engines 33%

TOP 5 HOLIDAY ACTIVITIES IN EUROPE

Sightseeing/excursion tours 57%
Visiting historical and cultural attractions 49%
Tasting local food/gastronomy 40%
Nature tour/eco tour 35%
City life 68%

TOP 10 EUROPEAN TRAVEL THEMES

74% “Slow” adventure
72% Culture & History
70% Tasting local food/gastronomy
69% Nature
68% City life

TOP 10 EUROPEAN DESTINATIONS MOST LIKELY TO VISIT (NEXT 5 YEARS)

France 18% Switzerland 16% Italy 11% Austria 9% United Kingdom 9% Germany 6% The Netherlands 5% Denmark 4% Spain 3%

Undertaken during the period March to July 2019, the study focused on primary research in four South-East Asian markets (Malaysia, Indonesia, Thailand and Singapore). The research involved online interviews and focus groups with consumers as well as interviews with the travel trade. Online consumer interviews (quantitative) were conducted among 1,000 respondents. Online focus groups (4) were conducted, one in each travel source market. Travel trade interviews were undertaken with a total of 14 representatives in the four countries.