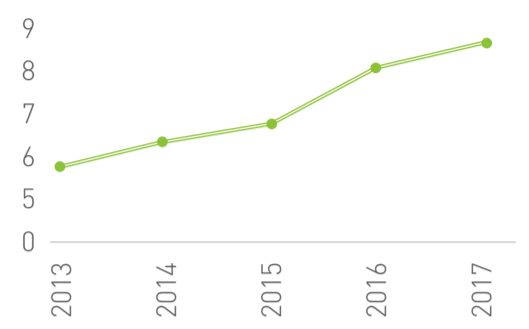


Thailand

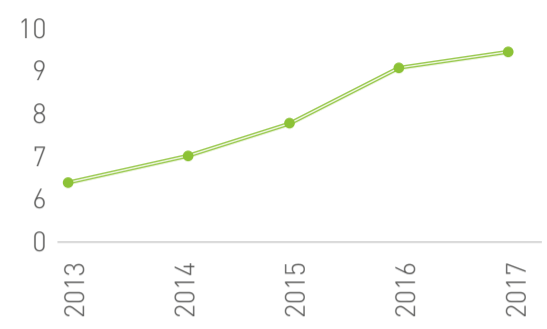
Country insights



OUTBOUND DEPARTURES (MN)

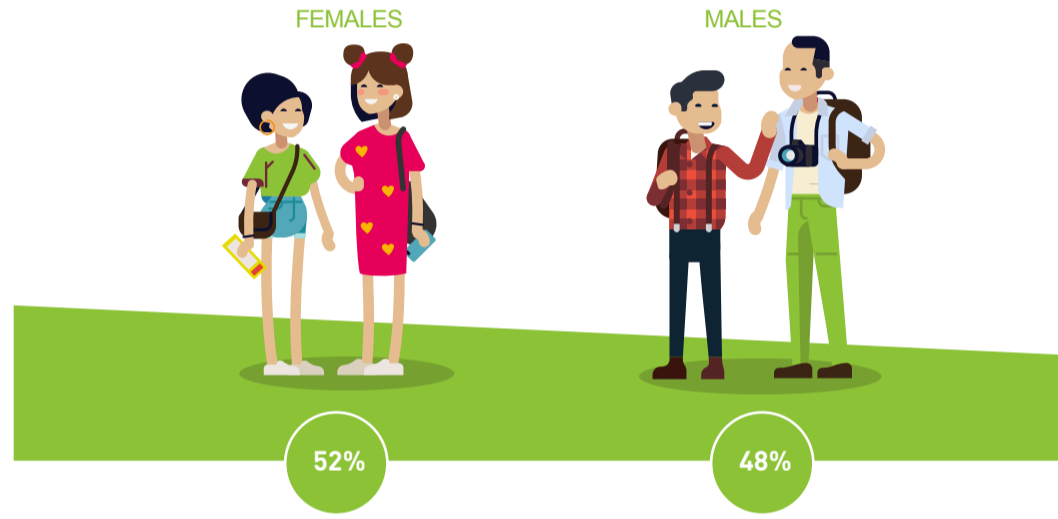


OUTBOUND EXPENDITURE (US\$ MN)

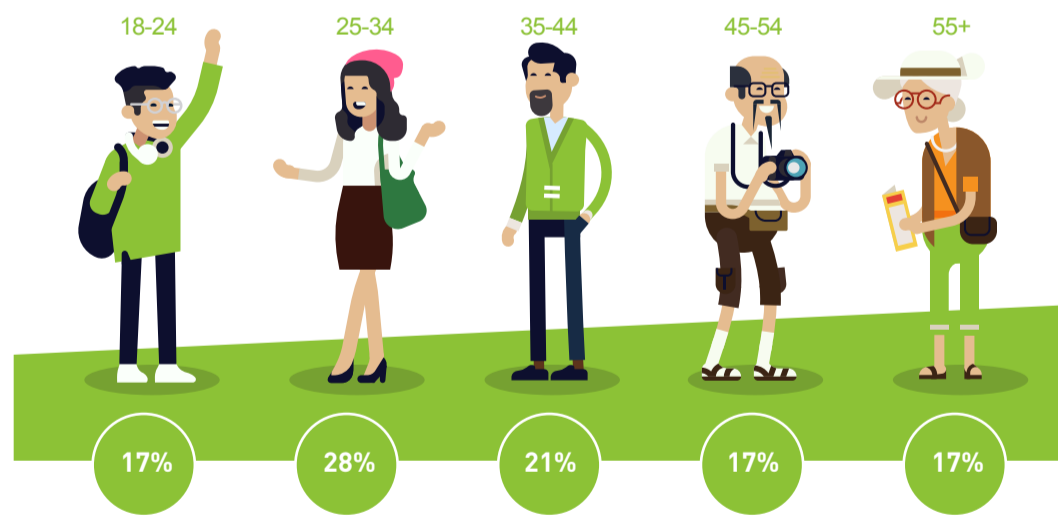


GENERAL TRAVELLER PROFILE

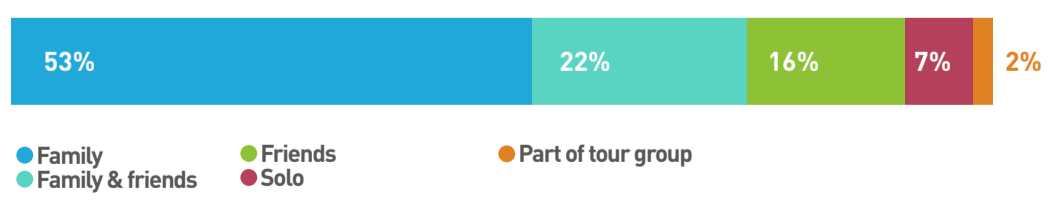
GENDER



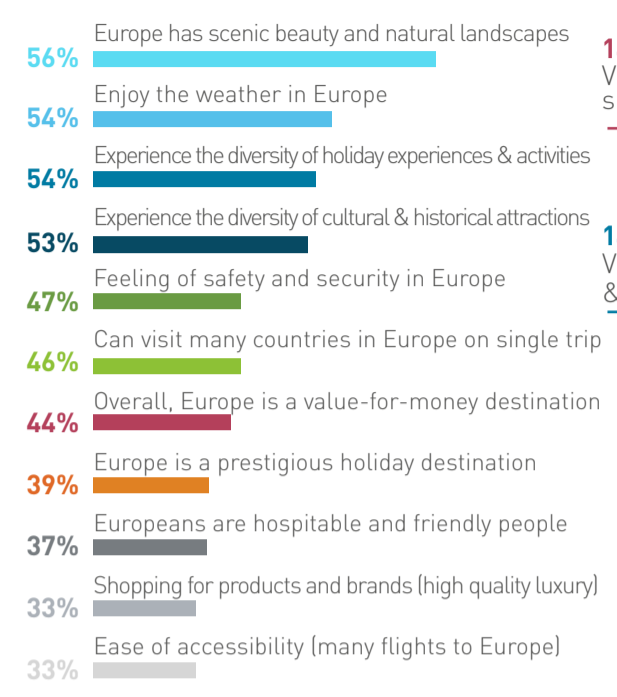
AGE GROUP



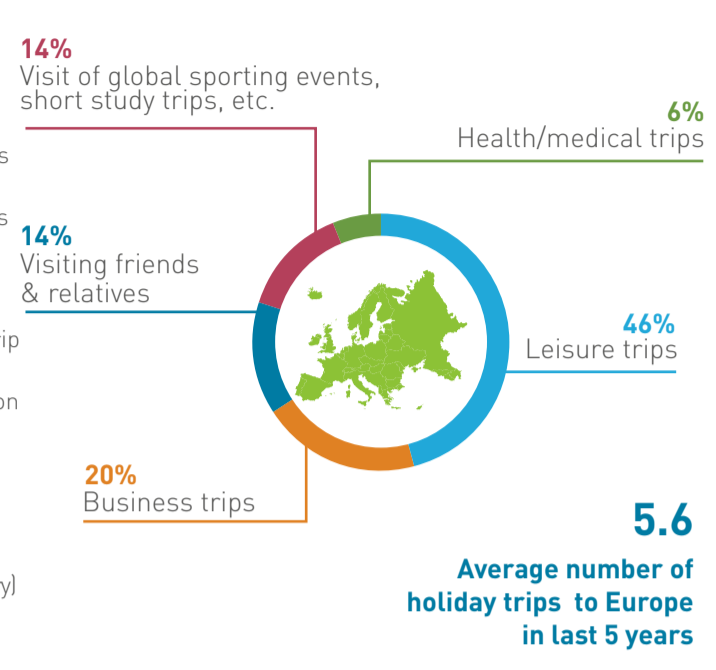
THAI HOLIDAY-MAKERS GO ON HOLIDAYS WITH FAMILY



MOTIVATIONS TO HOLIDAY IN EUROPE

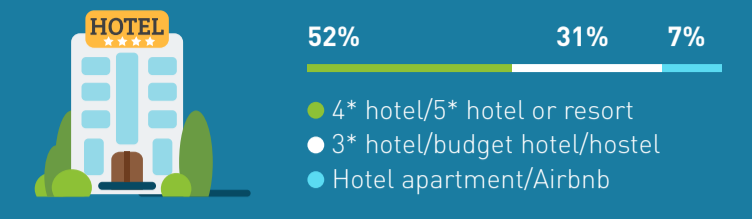


PURPOSE OF TRAVEL TO EUROPE (IN LAST 5 YEARS)



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

ACCOMMODATION



AVERAGE NUMBER OF NIGHTS SPENT IN EUROPE:



6.7

AVERAGE SPEND PER PERSON ON TRIP TO EUROPE:



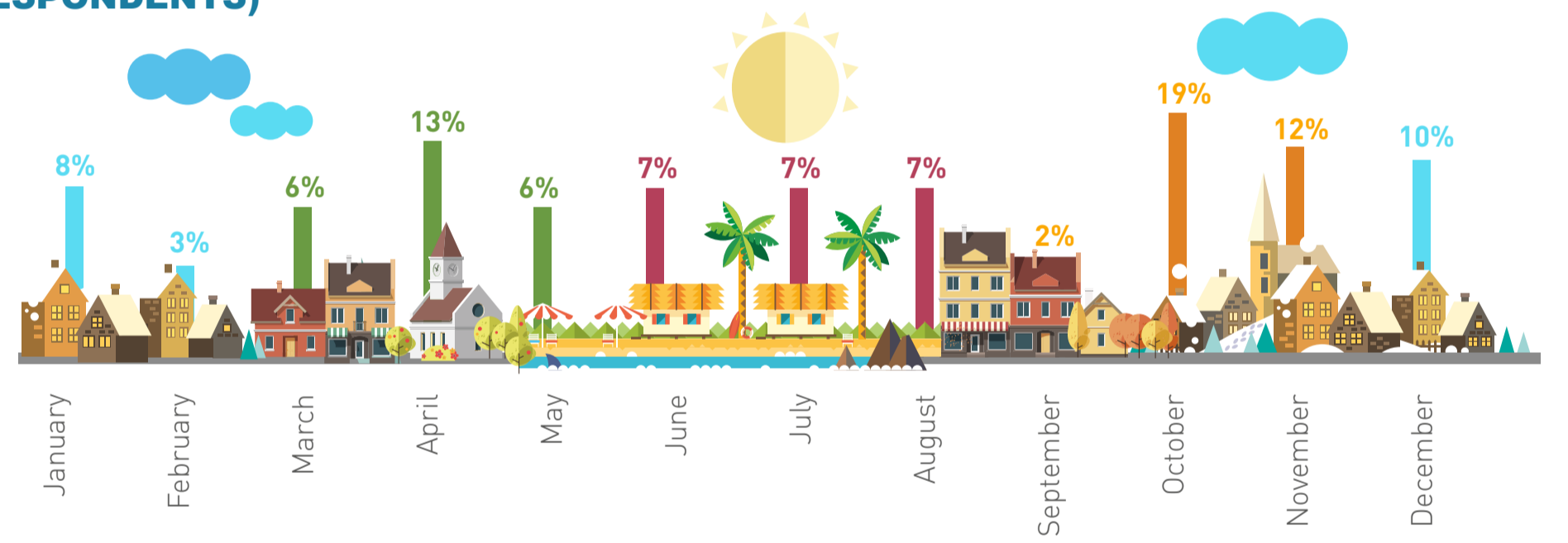
US\$1,550

AVERAGE SPEND PER PERSON PER NIGHT:

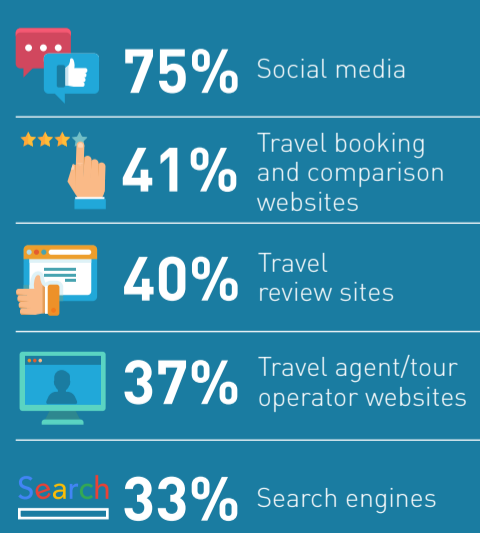


US\$230

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



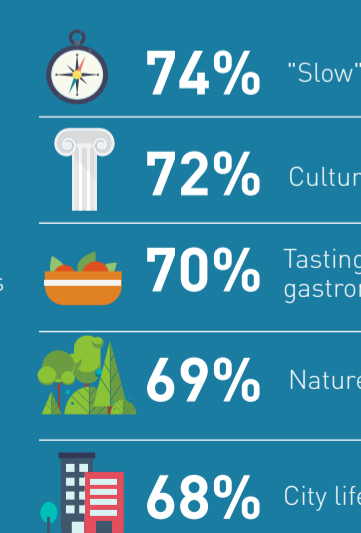
TOP 5 ONLINE INFORMATION SOURCES USED



TOP 5 HOLIDAY ACTIVITIES IN EUROPE



PAN-EUROPEAN TRAVEL THEMES



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

