

Travel and Tourism - Laos - August 2014

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Laos’ ancient name ‘Lan Xang’ means ‘The Kingdom of a Million Elephants’, and with natural beauty, rich cultural traditions and political stability, the only landlocked country in South East Asia is the region’s new hot spot.”

This report looks at the following areas:

- What is the current situation for tourism in Laos?
- Who travels to and within Laos, why and for how long?
- How do they travel and where do they stay?
- How much has inbound tourism to Laos been affected by external events?
- What does the future of tourism look like in Laos?

Slightly larger than the US state of Utah, and squeezed between Myanmar, Cambodia, China, Thailand and Vietnam, Laos’ rugged mountain terrain and lack of access to the sea meant it existed in relative isolation until the French colonised Indochina at the end of the 19th century.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Travel and Tourism - Laos - August 2014

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Laos – Key Facts

Introduction

Data Sources

Background

History

Geography

Attractions

Luang Prabang

Wat Phou, Champasack

Vientiane

Plain of Jars

Viengxay Caves

Savannakhet

Community-based ecotourism

Si Phan Don (Four Thousand Islands)

Tourism and the Economy

Figure 1: International tourism receipts, 2001-13

Figure 2: Average expenditure in Laos per person per day, 2008-13

Arrivals

International

Figure 3: International arrivals to Laos, 2003-13

Figure 4: International arrivals to Laos by global region, 2009-13

Asia and the Pacific

Figure 5: International arrivals to Laos by nationality, 2009-13

Figure 6: Top 10 source markets to Laos, 2013

Europe

The Americas

Figure 7: International tourist arrivals to Laos by destination, 2009-13

Figure 8: Visitor arrivals to Luang Prabang Province by nationality, 2012-13

Domestic

Figure 9: Domestic arrivals in Laos by province, 2013

Market Characteristics

International

Purpose of visit

Figure 10: International tourist arrivals to Laos by purpose of visit (%), 2008-13

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Travel and Tourism - Laos - August 2014

Report Price: £175.00 | \$283.40 | €222.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Seasonality

Figure 11: International tourist arrivals to Laos by month & type, 2010-13

Length of stay

Figure 12: Average length of stay in Laos by type of tourist, 2008-13

Other

Figure 13: International tourists in Laos by gender (%), 2008-13

Figure 14: International tourists in Laos by age (%), 2008-13

Figure 15: International tourists in Laos by main interest (%), 2008-13

Domestic

Purpose of visit

Figure 16: Domestic tourists in Laos by purpose of visit, 2013

Seasonality

Length of stay

Transport

Figure 17: Arrivals in Laos by mode of transport, 2010-13

Air

Road

Rail

Sea

Accommodation

Figure 18: Hotel & guesthouse capacity in Laos, 2013

Figure 19: International tourist arrivals to Laos by type of accommodation (%), 2008-13

Figure 20: Room occupancy rates by province in Laos, 2013

Tourism News

What Next?

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com