

Thailand Outbound - November 2014

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“Thailand’s outbound market is markedly smaller than that of its more developed neighbours such as Malaysia and Singapore. Nonetheless, it is gradually becoming an important market for various tourist destinations, as the number of middle- and upper-class Thais continues to grow.”

- Jessica Rawlinson - Senior Tourism Analyst

This report looks at the following areas:

- Who are Thai outbound travellers?
- Why are Thai outbound travellers – a relatively smaller segment than other major Asian outbound markets – ones to watch?
- What are the key actual destinations they travel to and what are the aspirational destinations they want to travel to?
- How can Thai outbound travellers be targeted?
- What is the outlook for the market given the political and economic upheaval in Thailand?

Most Thais prefer to travel independently, and South East Asia remains their main holiday playground. Travel is still very much seen as a status symbol by Thais, and many aspire to visit iconic destinations such as London, New York and Paris, although in reality, less than 1% of the total population get the opportunity to do so. Medium- and long-haul destinations are therefore dominated by wealthy Thais, who often come from the capital Bangkok. Outbound traffic has grown consistently in the last five years, alongside expenditure. Thais are generous spenders while abroad, and there is mounting evidence that like the Chinese and Russians, affluent Thais are big spenders on designer and luxury goods.

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

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