

THAILAND RECLAIMS ITS TITLE AS ASIA'S TOURISM POWER



Thailand has already welcomed more than 7 million tourists between January 1 and October 26, 2022, with the overall target for the year 2022 being up to 10 million visitor arrivals.

Mr. Yuthasak Supasorn, the Governor of the Tourism Authority of Thailand (TAT), said, "the hard times are behind us, Thailand is seeing its efforts rewarded at all levels - from the ongoing marketing and tourism promotion to the incredible Thailand SHA health and safety standards put in place, **with more than 7 million foreign tourists already returned to our shores so far in 2022.**"

The top five source markets of the Thai tourism power are Malaysia with 1,246,242 arrivals, India with 661,751 arrivals, Laos with 538,789 arrivals, Cambodia with 373,811 arrivals and Singapore with 365,593 arrivals.

Compiled by the TAT Intelligence Center based on Bureau of Immigration data, these totals do not include migrants, UN officials, and non-nationals.

The five main entry points into Thailand are Suvarnabhumi Airport in Bangkok (3,891,196 arrivals), Phuket International Airport (958,027 arrivals), Don Mueang International Airport (564,008 arrivals), Sadao Border Checkpoint (451,578 arrivals) and Nong Khai Border Checkpoint (225,859 arrivals).

As of October 30, 4.1 million or 54% of all arrivals came from countries in ASEAN, South Asia and the Asia-Pacific region, while visitors from East Asia exceeded 800,000.

Now fully reopened to international tourism, Thailand no longer requires tourists to show any proof of vaccination or ATK test results, and a longer stay is offered.

From October 1, 2022 to March 31, 2023, the length of stay is extended to 45 days (from 30 days) for tourists from visa waiver countries/territories, and to 30 days (from 15 days) for those eligible for visa on arrival (VOA).

In November and December, some 15,778 flights are expected to land in Thailand with the highest number of arrivals expected from India and Malaysia. During these two months, 3 million visitors are expected to enter the kingdom.

Major international and regional airlines are resuming flights to Thailand from countries around the world, while Thai Airways International (THAI) in its recently announced 2022-2023 winter program (October 30, 2022 - March 25, 2023) operates flights to 34 European countries, Australian and Asian routes with increased frequencies on some routes.

International events and local festivals are again being held throughout Thailand, including the popular annual Loi Krathong festival throughout the country in the first part of November, and the Bangkok Art Biennale (BAB 2022) which runs until February 23, 2023, at various locations in

Bangkok with works by 73 local and international artists.

Thailand is moving towards more sustainable, responsible and inclusive tourism power, in line with the Thai government's Bio-Circular Green Economy or BCG model.

Mr. Yuthasak said, "Going forward, TAT is actively working to ensure that Thailand remains a destination of choice for tourists from around the world with targeted advertising campaigns.

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