



MINISTRY OF TOURISM AND SPORTS

Thailand Tourism Strategy for Post-Pandemic Era

#Resilience #Sustainability #InclusiveGrowth



Thailand Tourism Economic Impact In 2019 – pre- covid



The ratio of tourism GDP to the country's GDP

- Tourism GDP of 3,055,552-million-baht (**17.79%** of the **GDP**)
- Increase 1.77% from 2018 (slowing down from 4.51% growth in 2018)



Tourism employment

- 4,366,392 employed in the tourism sector (**11.61%** of total employment)

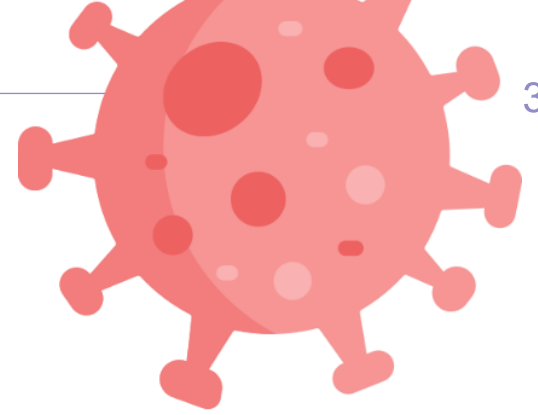


The value of domestic tourism consumption

- Hotel and accommodation service sector 770.77 billion baht (highest)
- Food and beverage sector 648.28 billion baht
- Sales of tourism products 206.78 billion baht

Source :

- Summary report of the National Accounting for Tourism 2019, Tourism and Sports Economics Division, Office of the Permanent Secretary, Ministry of Tourism and Sports.
- Research on "Evaluation of Tourism Leakage to Create Balance in Income Distribution" by Office of the Science Research and Innovation Promotion Committee.



The impact of COVID-19 on tourism in 2020

-83.2%

Number of foreign tourists arrivals

Decreased

-70.68%

Tourists' expenditure

Decreased

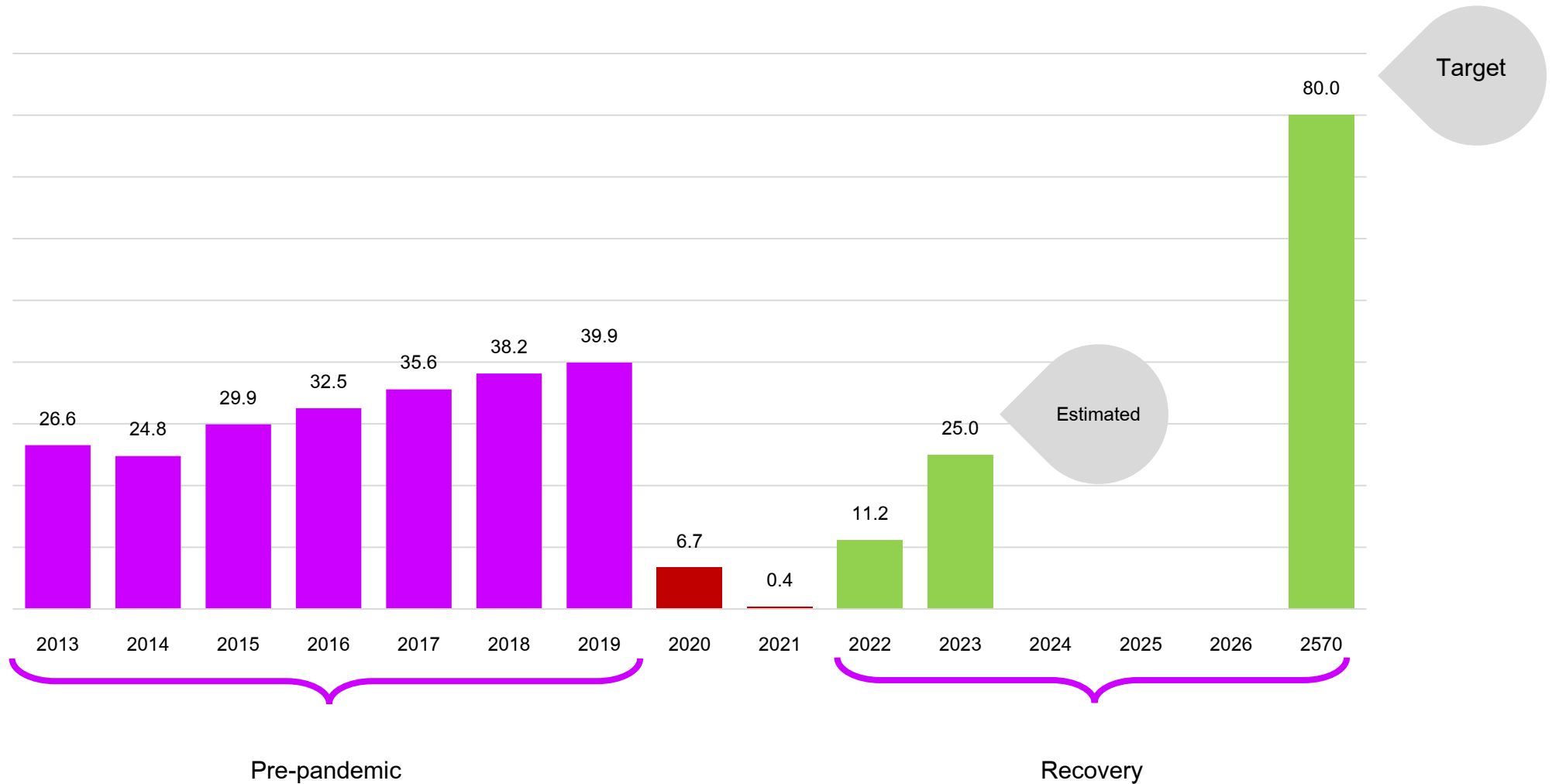
-38.3%

Tourism GDP in accommodation and hotel

Decreased









Number of Thailand International Tourists (million)

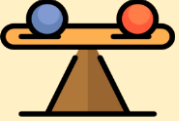


Source :
 • Office of the Permanent Secretary, Ministry of Tourism and Sports, 2021. Tourism Development and National Accounting Project Fiscal Year 2020


Current (Challenges)

-  Imbalance
-  Leakage
-  Disconnect
-  Risk
-  Outdatedness
-  Unsustainability


During 2023 - 2027



Strengthening and balancing



Upgrading infrastructure, standards and connectivity




Delivering a traveler-centered experience




Sustainable growth and immunity


2028 - 2032




Sustainable and complete connection



Dependent more on domestic tourism

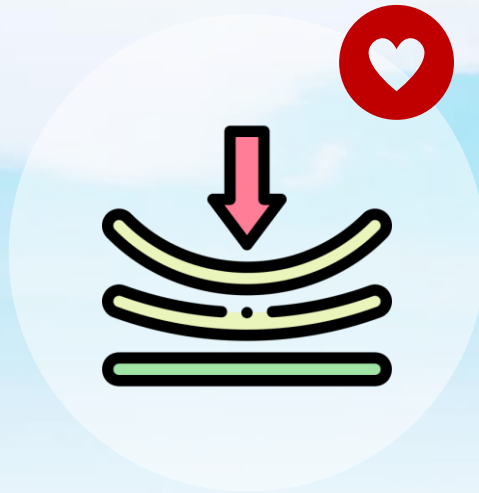


Resilient

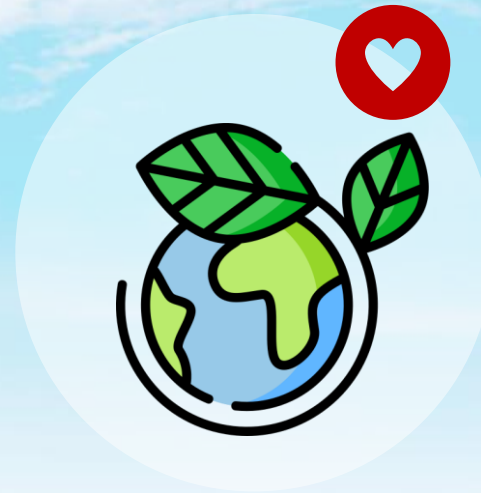


Comprehensive application of technology and innovation

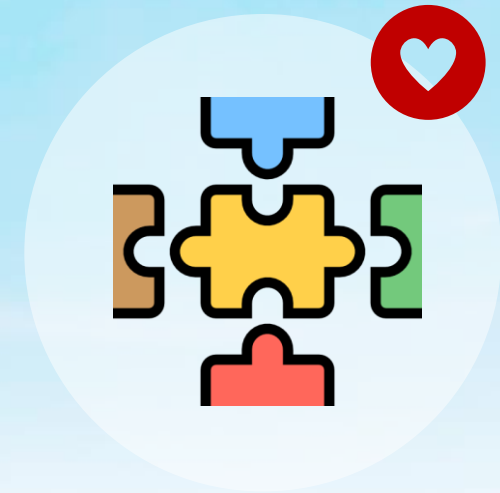
Our new approach is centered around three key pillars:



Resilience



Sustainability



Inclusive Growth

Our Vision

Rebuilding High Value Tourism Industry with
Resilience, Sustainability and Inclusive
Growth

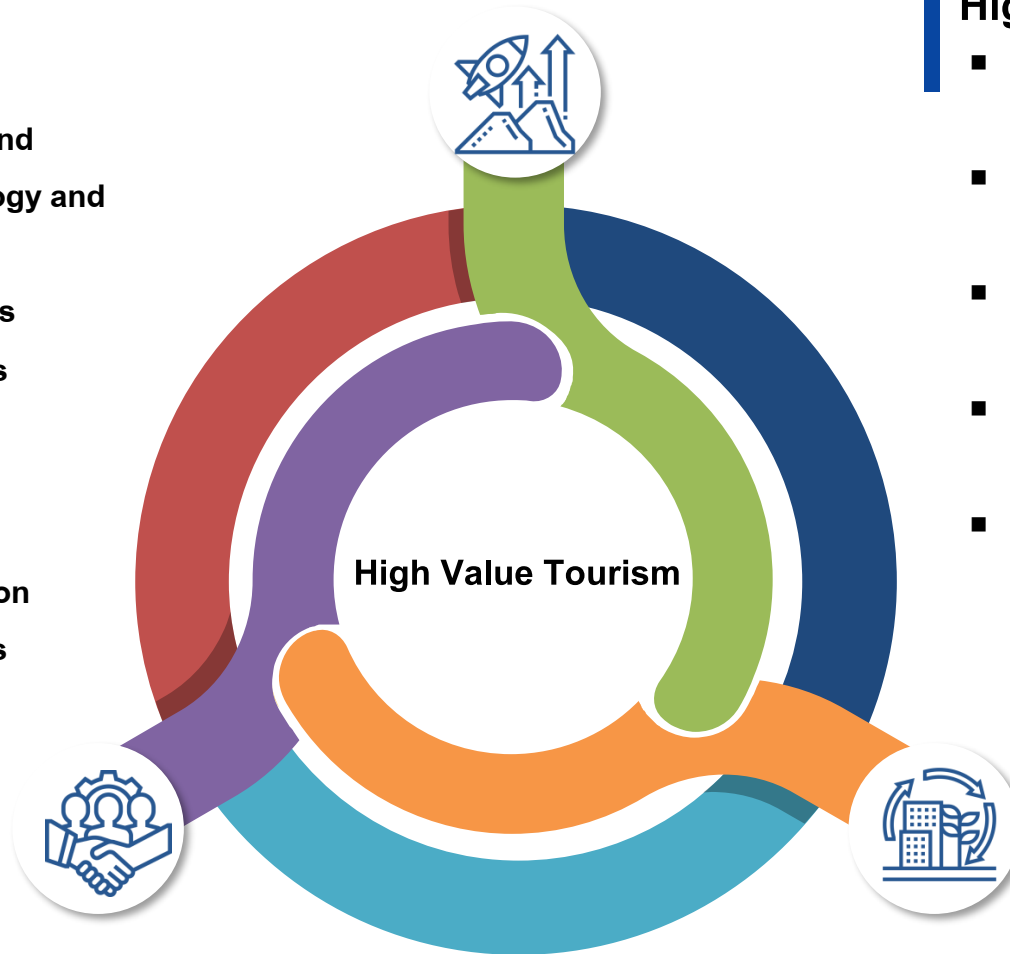


High Value Economy

- Increase tourists expenditure
- Increase value in tourism products and services with the support of technology and innovation
- Less dependency on inbound tourists
- Up-Skill and Re-Skill tourism workers

High Value Society

- Expand participation and collaboration between private and public sector, as well as the locals.
- Highlight and promote Thai identity
- Inclusive distribution of the benefits of tourism
- Promote Thailand as the year-round destination



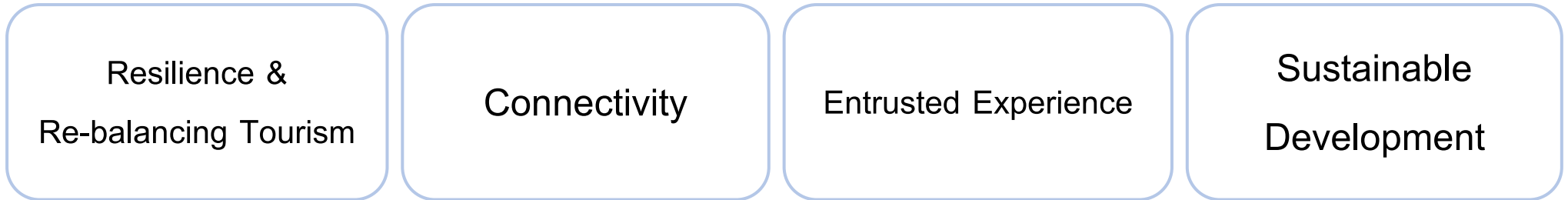
High Value Environment

- Add more value to the natural and environmental capital in tourism sector
- Effectively manage tourism attractions and natural resources
- Support effective consumption of water and energy in the tourism sector
- Reduce tourism's greenhouses gas emission
- Mitigate the impacts of climate change

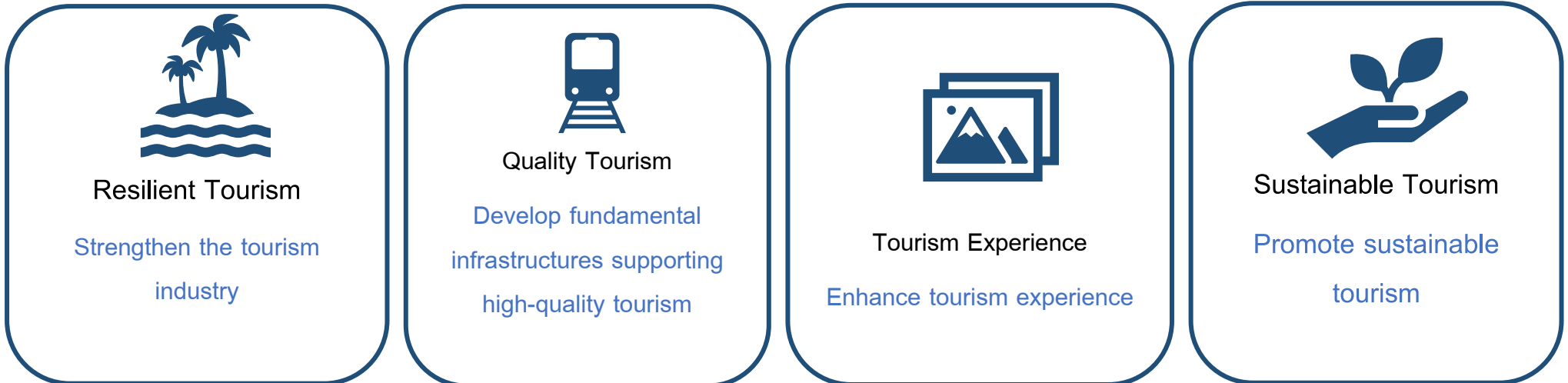
VISION

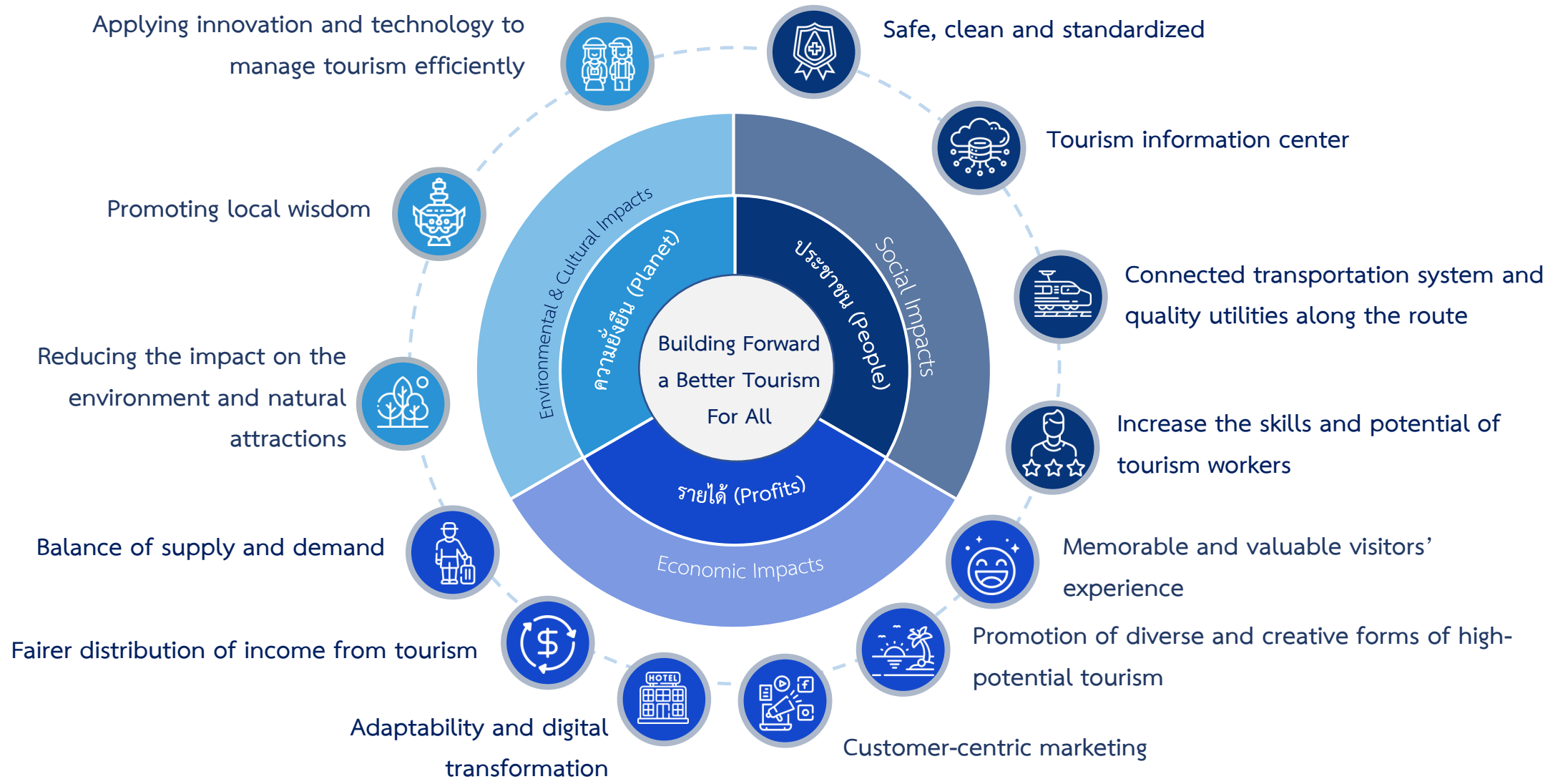
Rebuilding High Value Tourism Industry with Resilience, Sustainability and Inclusive Growth

GOAL



PRIMARY STRATEGIES





Let's work together to build a brighter future

For the tourism industry

#Resilience #Sustainability #InclusiveGrowth



MINISTRY OF TOURISM AND SPORTS