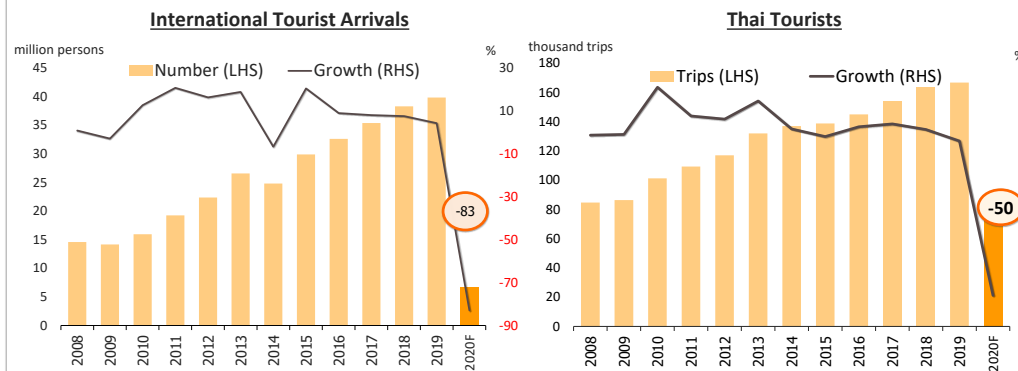
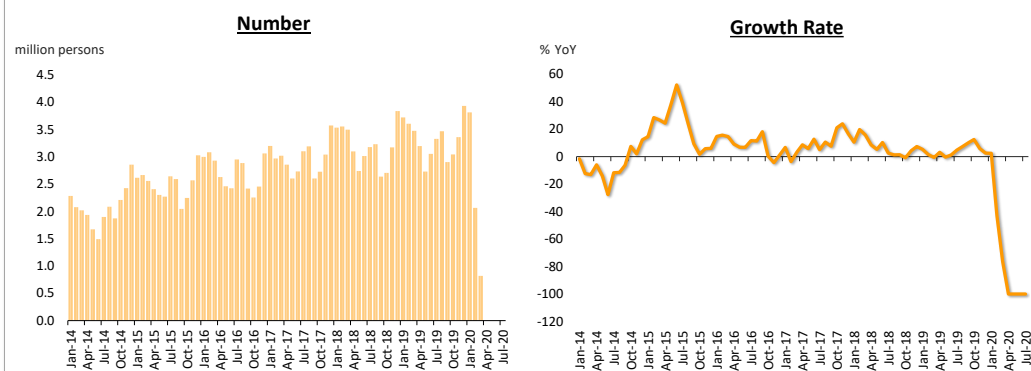


## Demand



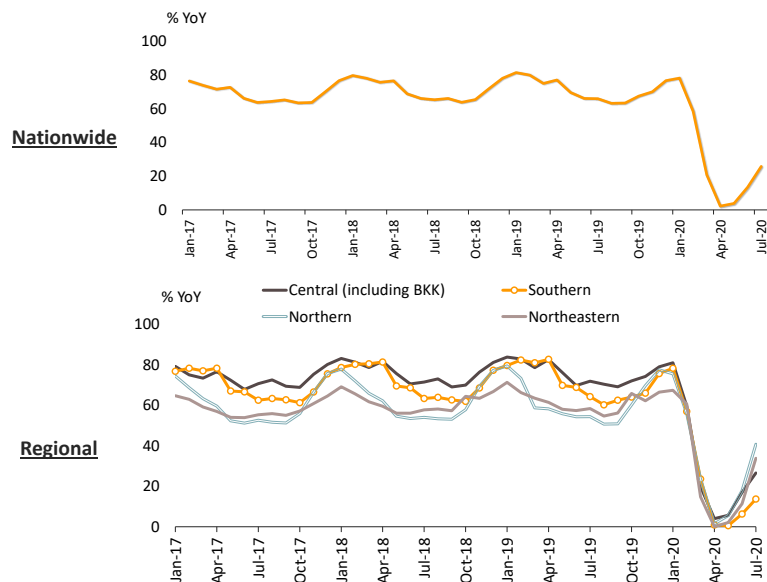
Source: Department of Tourism, by Krungsri Research

## International Tourist Arrivals



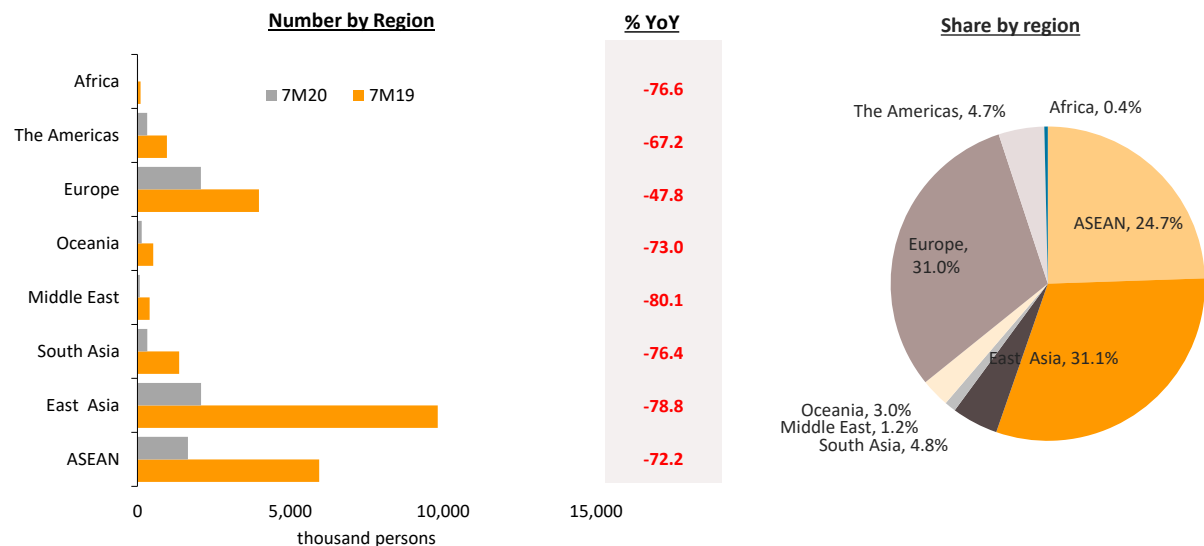
Source: Ministry of Tourism and Sports

## Occupancy Rate



Source: BOT

## International Tourist Arrivals



Source: Ministry of Tourism and Sports

## International Tourist Arrivals by Region

(thousand persons)

| Region       | 2017            | 2018            | 2019            | Jan-Jul         |                | % YoY        |
|--------------|-----------------|-----------------|-----------------|-----------------|----------------|--------------|
|              |                 |                 |                 | 2019            | 2020           |              |
| ASEAN        | 9,322.5         | 10,191.4        | 10,626.5        | 5,946.5         | 1,651.6        | -72.2        |
| East Asia    | 14,523.9        | 15,779.5        | 16,633.3        | 9,825.4         | 2,083.5        | -78.8        |
| South Asia   | 1,773.6         | 1,984.8         | 2,397.4         | 1,362.9         | 321.6          | -76.4        |
| Middle East  | 789.9           | 739.5           | 702.6           | 397.0           | 79.0           | -80.1        |
| Oceania      | 938.9           | 922.0           | 886.2           | 517.9           | 139.6          | -73.0        |
| Europe       | 6,514.0         | 6,760.3         | 6,719.1         | 3,977.1         | 2,074.6        | -47.8        |
| The Americas | 1,542.0         | 1,599.2         | 1,634.0         | 966.6           | 317.5          | -67.2        |
| Africa       | 187.2           | 201.5           | 198.3           | 103.2           | 24.1           | -76.6        |
| <b>Total</b> | <b>35,592.0</b> | <b>38,178.2</b> | <b>39,797.4</b> | <b>23,096.5</b> | <b>6,691.6</b> | <b>-71.0</b> |

Source: Ministry of Tourism and sports

## Demand

International Tourist Arrivals  
(thousand persons)

|              | 2017          | 2018          | 2019          | 2020         |
|--------------|---------------|---------------|---------------|--------------|
| Jan          | 3,197         | 3,531         | 3,719         | 3,810        |
| Feb          | 2,967         | 3,552         | 3,604         | 2,062        |
| Mar          | 3,018         | 3,495         | 3,473         | 819          |
| Apr          | 2,853         | 3,096         | 3,195         | 0            |
| May          | 2,601         | 2,738         | 2,727         | 0            |
| Jun          | 2,731         | 3,013         | 3,052         | 0            |
| Jul          | 3,099         | 3,177         | 3,327         | 0            |
| Aug          | 3,188         | 3,229         | 3,466         |              |
| Sep          | 2,600         | 2,636         | 2,903         |              |
| Oct          | 2,726         | 2,704         | 3,042         |              |
| Nov          | 3,040         | 3,171         | 3,359         |              |
| Dec          | 3,572         | 3,836         | 3,931         |              |
| <b>Total</b> | <b>35,592</b> | <b>38,178</b> | <b>39,797</b> | <b>6,692</b> |

Source: Ministry of Tourism and sports

International Tourist Arrivals (% YoY)

|            | 2017        | 2018        | 2019        | 2020          |
|------------|-------------|-------------|-------------|---------------|
| Jan        | 6.69        | 10.46       | 5.30        | 2.46          |
| Feb        | -3.70       | 19.74       | 1.45        | -42.78        |
| Mar        | 3.12        | 15.78       | -0.62       | -76.41        |
| Apr        | 8.58        | 8.51        | 3.20        | -100.00       |
| May        | 5.76        | 5.28        | -0.40       | -100.00       |
| Jun        | 12.71       | 10.33       | 1.29        | -100.00       |
| Jul        | 5.10        | 2.51        | 4.72        | -100.00       |
| Aug        | 10.56       | 1.28        | 7.35        |               |
| Sep        | 7.59        | 1.38        | 10.11       |               |
| Oct        | 21.00       | -0.80       | 12.51       |               |
| Nov        | 23.94       | 4.32        | 5.92        |               |
| Dec        | 16.69       | 7.39        | 2.48        |               |
| <b>Avg</b> | <b>9.84</b> | <b>7.18</b> | <b>4.44</b> | <b>-73.82</b> |

Occupancy Rate (%)

|            | 2018        | 2019         | 2020         |
|------------|-------------|--------------|--------------|
| Jan        | 79.6        | 81.26        | 77.97        |
| Feb        | 78.0        | 79.76        | 58.39        |
| Mar        | 75.5        | 74.83        | 20.82        |
| Apr        | 76.4        | 76.89        | 2.26         |
| May        | 68.7        | 69.51        | 3.83         |
| Jun        | 66.0        | 65.98        | 13.43        |
| Jul        | 65.2        | 65.80        | 25.70        |
| Aug        | 66.0        | 63.04        |              |
| Sep        | 63.7        | 63.25        |              |
| Oct        | 65.3        | 67.37        |              |
| Nov        | 71.7        | 69.93        |              |
| Dec        | 77.9        | 76.47        |              |
| <b>Avg</b> | <b>71.2</b> | <b>71.17</b> | <b>28.91</b> |

## Supply

Room Rate (THB/room)

|            | 2018           | 2019           | 2020           |
|------------|----------------|----------------|----------------|
| Jan        | 1,747.1        | 1,912.6        | 1,794.9        |
| Feb        | 1,656.0        | 1,823.0        | 1,676.6        |
| Mar        | 1,639.8        | 1,750.6        | 1,473.5        |
| Apr        | 1,670.9        | 1,727.8        | 813.0          |
| May        | 1,657.7        | 1,740.1        | 710.4          |
| Jun        | 1,625.0        | 1,676.2        | 743.5          |
| Jul        | 1,731.2        | 1,692.1        | 1,007.5        |
| Aug        | 1,628.9        | 1,609.4        |                |
| Sep        | 1,690.1        | 1,555.5        |                |
| Oct        | 1,813.5        | 1,667.6        |                |
| Nov        | 1,909.3        | 1,820.6        |                |
| Dec        | 1,933.6        | 1,813.6        |                |
| <b>Avg</b> | <b>1,725.3</b> | <b>1,732.4</b> | <b>1,174.2</b> |

Number of Rooms

|  | Year | Number  | % YoY |
|--|------|---------|-------|
|  | 2004 | 277,273 | -1.71 |
|  | 2005 | 294,117 | 6.07  |
|  | 2006 | 316,169 | 7.50  |
|  | 2007 | 333,740 | 5.56  |
|  | 2008 | 350,249 | 4.95  |
|  | 2009 | 355,358 | 1.46  |
|  | 2010 | 366,869 | 3.24  |
|  | 2011 | 518,602 | 41.36 |
|  | 2012 | 517,365 | -0.24 |
|  | 2014 | 550,269 | 4.39  |
|  | 2015 | 650,643 | 18.24 |
|  | 2016 | 682,824 | 4.95  |
|  | 2017 | 743,107 | 8.83  |
|  | 2018 | 746,400 | 0.44  |

Source: BOT

## Occupancy Rate (%)

Central  
(including BKK)

|      | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Avg  |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 2018 | 83.1 | 81.2 | 78.6 | 81.6 | 75.6 | 70.5 | 71.4 | 73.0 | 69.0 | 69.9 | 76.3 | 81.1 | 76.0 |
| 2019 | 83.8 | 82.8 | 78.5 | 82.5 | 76.1 | 69.7 | 71.9 | 70.4 | 69.1 | 72.0 | 74.2 | 79.0 | 75.8 |
| 2020 | 81.0 | 59.6 | 19.7 | 4.0  | 5.7  | 16.9 | 26.6 |      |      |      |      |      | 30.5 |

Southern

|      | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Avg  |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 2018 | 78.6 | 80.2 | 80.5 | 81.3 | 69.5 | 68.6 | 63.3 | 63.9 | 62.6 | 61.9 | 68.5 | 77.3 | 71.3 |
| 2019 | 79.6 | 82.3 | 81.0 | 82.6 | 69.8 | 68.8 | 64.2 | 60.2 | 62.5 | 64.0 | 65.9 | 75.6 | 71.4 |
| 2020 | 78.2 | 56.9 | 23.6 | 0.9  | 0.5  | 6.3  | 13.7 |      |      |      |      |      | 25.7 |

Northern

|      | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Avg  |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 2018 | 77.8 | 72.0 | 65.9 | 62.2 | 54.6 | 53.4 | 54.0 | 53.3 | 53.1 | 57.8 | 69.4 | 77.2 | 62.5 |
| 2019 | 79.4 | 73.3 | 58.7 | 58.2 | 55.8 | 54.3 | 54.4 | 50.7 | 50.8 | 60.1 | 69.7 | 77.4 | 61.9 |
| 2020 | 75.5 | 55.8 | 23.4 | 1.5  | 5.5  | 17.8 | 40.7 |      |      |      |      |      | 31.5 |

Northeastern

|      | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Avg  |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 2018 | 69.1 | 65.6 | 61.7 | 59.5 | 56.1 | 56.1 | 57.7 | 58.1 | 57.3 | 64.4 | 63.4 | 66.7 | 61.3 |
| 2019 | 71.3 | 66.2 | 63.5 | 61.4 | 58.0 | 57.3 | 58.3 | 54.7 | 56.1 | 65.8 | 62.2 | 66.5 | 61.8 |
| 2020 | 67.4 | 60.6 | 14.7 | 0.1  | 2.1  | 11.3 | 33.8 |      |      |      |      |      | 27.2 |

Source: BOT