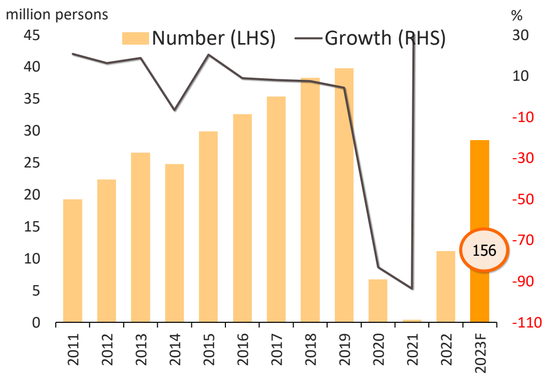
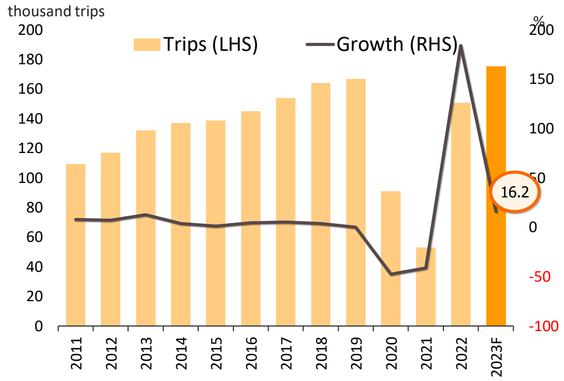
Tourist Accommodation (โรงแรม)

Demand

International Tourist Arrivals



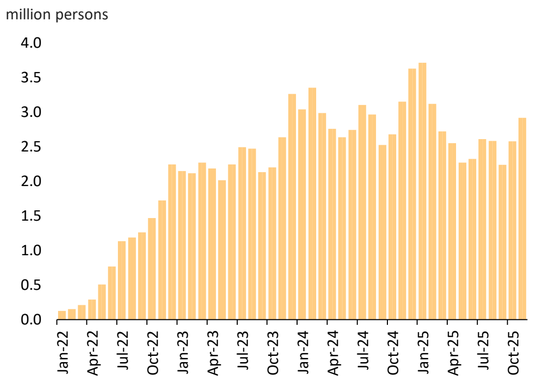
Thai Tourists



Source: Department of Tourism, by Krungsri Research

International Tourist Arrivals

Number



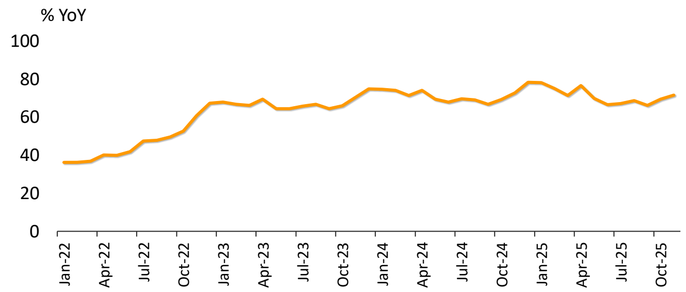
Growth Rate



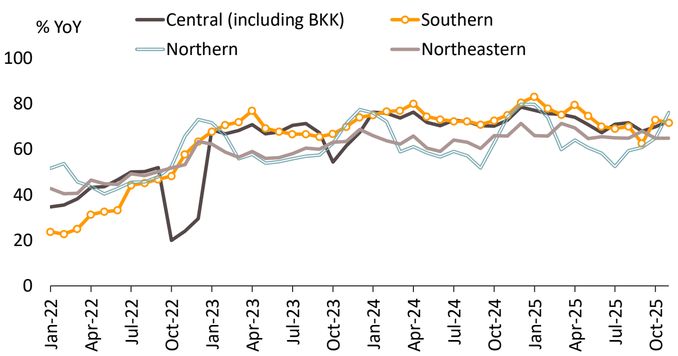
Source: Ministry of Tourism and Sports

Occupancy Rate

Nationwide



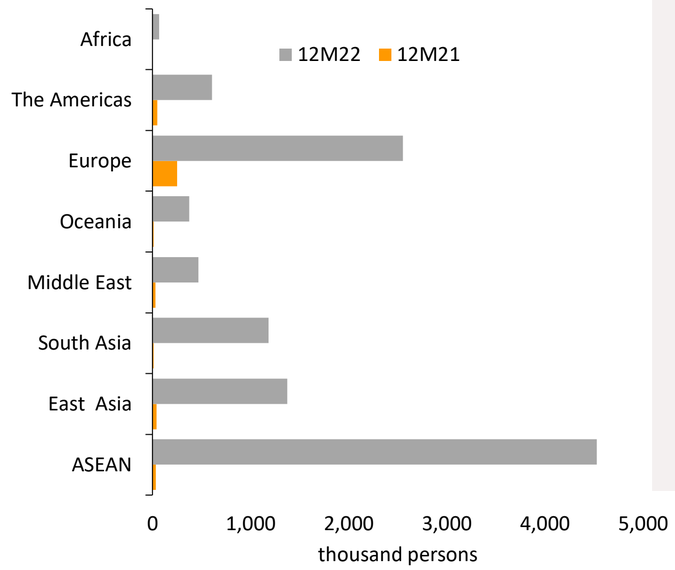
Regional



Source: BOT

International Tourist Arrivals

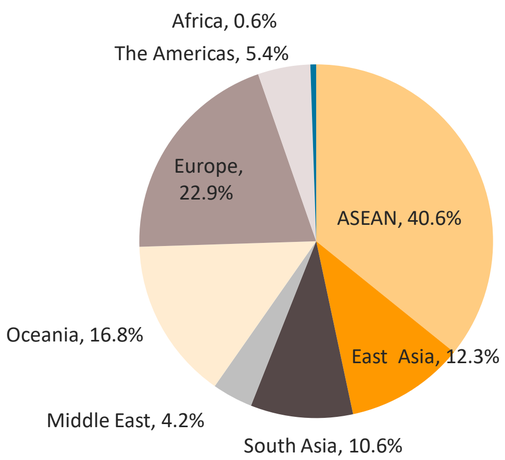
Number by Region



% YoY

Africa	1,935.5
The Americas	1,180.3
Europe	916.8
Oceania	3,355.2
Middle East	1,481.7
South Asia	9,533.7
East Asia	3,283.1
ASEAN	13,692.3

Share by region



Source: Ministry of Tourism and Sports

Tourist Accommodation (โรงแรม)

International Tourist Arrivals by Region

(thousand persons)

Region	2019	2020	2021	Jan-Dec		% YoY
				2021	2022	
ASEAN	10,693.8	1,652.6	32.8	32.8	4,526.6	13,692.3
East Asia	16,639.8	2,086.8	40.6	40.6	1,373.8	3,283.1
South Asia	2,397.4	321.8	12.3	12.3	1,182.8	9,533.7
Middle East	702.6	79.7	29.7	29.7	469.7	1,481.7
Oceania	886.3	139.9	10.9	10.9	374.9	3,355.2
Europe	6,720.2	2,079.0	250.9	250.9	2,551.7	916.8
The Americas	1,635.0	318.4	47.4	47.4	606.8	1,180.3
Africa	198.3	24.3	3.3	3.3	66.7	1,935.5
Total	**39,873.5**	**6,702.4**	**427.9**	**427.9**	**11,153.0**	**2,506.6**

Source: Ministry of Tourism and sports

Demand

International Tourist Arrivals (thousand persons)

	2022	2023	2024	2025
Jan	128	2,145	3,035	3,709
Feb	152	2,114	3,352	3,119
Mar	208	2,270	2,983	2,720
Apr	288	2,182	2,757	2,547
May	508	2,014	2,633	2,267
Jun	769	2,241	2,740	2,323
Jul	1,135	2,491	3,103	2,610
Aug	1,188	2,468	2,963	2,584
Sep	1,259	2,131	2,521	2,236
Oct	1,467	2,197	2,679	2,574
Nov	1,721	2,637	3,150	2,915
Dec	2,241	3,261	3,627	
Total	**11,065**	**28,150**	**35,546**	**29,604**

International Tourist Arrivals (% YoY)

	2022	2023	2024	2025
Jan	1640.28	1572.81	41.51	22.20
Feb	2660.89	1292.38	58.61	-6.95
Mar	3125.86	990.69	31.41	-8.79
Apr	3420.40	658.96	26.35	-7.62
May	8669.23	296.29	30.77	-13.93
Jun	14001.78	191.45	22.27	-15.24
Jul	6464.08	119.45	24.60	-15.89
Aug	8115.00	107.71	20.06	-12.81
Sep	10646.49	69.19	18.32	-11.31
Oct	7459.06	49.73	21.9	-3.94
Nov	1870.00	53.19	19.5	-7.47
Dec	915.39	45.52	11.2	
Avg	**5749.04**	**453.95**	**27.21**	**-7.43**

Occupancy Rate (%)

	2023	2024	2025
Jan	68.0	74.64	78.22
Feb	66.8	74.13	75.10
Mar	66.2	71.37	71.46
Apr	69.4	74.16	76.64
May	64.4	69.44	69.89
Jun	64.5	68.00	66.66
Jul	65.9	69.75	67.27
Aug	66.7	69.06	68.72
Sep	64.5	66.80	66.20
Oct	66.0	69.38	69.50
Nov	70.4	72.73	71.71
Dec	75.0	78.37	
Avg	**67.3**	**71.49**	**71.03**

Source: Ministry of Tourism and sports

Supply

Room Rate (THB/room)

	2023	2024	2025
Jan	1,404.9	1,815.7	1,918.5
Feb	1,416.3	1,866.9	1,862.0
Mar	1,434.0	1,923.7	1,790.8
Apr	1,385.3	1,985.5	1,834.6
May	1,358.9	2,007.9	1,753.9
Jun	1,388.0	1,921.2	1,794.8
Jul	1,447.2	1,895.6	1,802.4
Aug	1,509.7	1,834.0	1,741.4
Sep	1,554.8	1,780.0	1,758.3
Oct	1,643.8	1,831.6	1,878.8
Nov	1,691.6	1,862.2	1,876.4
Dec	1,743.2	1,889.1	
Avg	**1,498.1**	**1,884.4**	**1,819.3**

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
2020	799,894	4.39
2021	777,391	-2.81
2022	792,144	1.90
2023	808,783	2.10
2024	847,029	4.73

Source: BOT

Occupancy Rate (%)

Central (including BKK)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	68.5	66.8	68.2	70.8	66.7	67.5	70.4	71.2	67.2	54.3	61.4	67.4	**66.7**
2024	76.2	75.7	73.6	76.3	71.7	70.3	72.7	72.0	70.2	70.1	72.7	78.4	**73.3**
2025	77.0	75.6	75.2	73.9	70.8	67.2	71.0	71.6	67.8	69.9	72.3		**72.0**

Southern

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	67.6	70.5	71.8	76.8	69.2	67.6	66.5	66.5	65.4	66.7	69.7	74.0	**69.4**
2024	74.9	76.5	76.9	79.9	74.3	73.0	72.2	72.2	70.8	72.6	74.9	80.3	**74.9**
2025	83.0	77.8	75.1	79.4	74.5	69.9	69.0	69.9	62.5	72.8	71.5		**73.2**

Northern

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	71.6	65.9	55.8	57.7	53.8	54.5	55.7	56.8	57.4	62.6	71.3	77.4	**61.7**
2024	76.0	72.1	58.8	61.1	58.3	56.6	59.0	57.0	51.7	62.7	73.9	79.7	**63.9**
2025	79.6	74.0	59.8	63.9	60.5	58.1	52.4	59.4	60.7	64.8	76.0		**64.5**

Northeastern

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	62.2	58.7	56.4	59.1	55.9	56.2	58.0	60.5	60.0	63.0	63.4	68.7	**60.2**
2024	66.0	63.6	62.3	65.7	60.5	58.9	64.0	63.0	60.2	66.0	65.7	71.3	**63.9**
2025	66.0	65.7	71.3	69.4	64.6	65.4	64.9	64.8	67.8	64.8	64.7		**66.3**

Source: BOT