

# THAILAND IS TARGETING THE CHINESE TOURISTS



According to the Thai Tourism Board (TAT), Thailand is projected to welcome 12.2 million foreign tourists in the last four months of 2024, bringing the total for the year to nearly 36 million arrivals. This influx is expected to generate 1.8 trillion baht in revenue. The authority highlights the importance of the Chinese tourists.

Thapanee Kiatphaibool, the governor of the TAT, highlighted the success of the visa waiver and the numerous festive events. She also noted the rebound in international flights, reaching 82% of the 2019 level, which is anticipated to significantly bolster market growth and bring a sense of optimism for the future of tourism in Thailand.

As of the end of August, **Thailand had already welcomed 23 million international arrivals in 2024.** The steady stream of bookings from East Asia, especially China, followed by Europe and South Asia, for the rest of the year, reflects the diversity of tourists visiting Thailand.

Nevertheless, Ms. Thapanee Kiatphaibool pointed out potential risks to be cautious of, such as fierce competition from other Asian countries, global economic uncertainty, and geopolitical tensions.

In the past four months, the TAT expects 72.5 million domestic trips, which are projected to generate 335 billion baht. The TAT's commitment to the Chinese tourists, particularly the independent tourists, is evident in its collaboration with Nanjing Tuniu International Travel Service, an online travel platform. This collaboration, which includes data sharing and mutual participation in travel events, instills confidence in the future of Chinese tourists in Thailand.

Tuniu has reported a 161% increase in group travel bookings in Thailand in the first seven months of 2024 compared to the previous year. In 2023, groups accounted for 79% of bookings on the platform, while self-guided travel and custom packages accounted for 11% and 10%, respectively.

Students attending summer camps and booking through the platform are eager to experience attractions in Thailand, including local communities and museums. Additionally, they are interested in studying English at international schools in Chiang Mai, Phuket, and Bangkok.

**The TAT aims to welcome 8 million Chinese tourists this year.** However 3.25 million arrivals are still needed to meet that goal.

Date: 2024-09-08

Article link:

<https://www.tourism-review.com/thailand-plans-to-welcome-8-m-chinese-tourists-news14577>