



# Tourism Flows in Thailand

September 2024

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## Tourism Flows in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Inbound arrivals lag behind pre-pandemic levels amid slow recovery of Chinese tourism, prompting visa exemptions to boost visitors  
Domestic tourism grows amid influencer promotion, yet spending remains sluggish due to economic concerns and rising travel costs

#### PROSPECTS AND OPPORTUNITIES

Tourism Authority of Thailand targets millennial and Generation Z travellers with various soft power campaigns  
Government views MICE as growth opportunity

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