



# International Visitor Profile

## Thailand

### Visitor Profile 2007

#### Thailand Visitor Summary

- In 2007 there were 83,042 visitors to Australia, an increase of 12% from the previous year, rating Thailand as Australia's sixteenth largest inbound market for arrivals.
- In 2007, the average length of stay for Thailand visitors was 43 nights, much higher than the average of 30 nights for all visitors.
- Travellers from Thailand accounted for 2% of all international visitor nights in Australia in 2007.
- Thailand is Australia's eighteenth largest source market in terms of total expenditure. In 2007, travellers from Thailand spent a total of \$377 million on trips to Australia, with an average expenditure of \$4,929 per trip.
- In 2007, 21% of Thailand visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Thailand including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on [www.TRA.Australia.com](http://www.TRA.Australia.com)

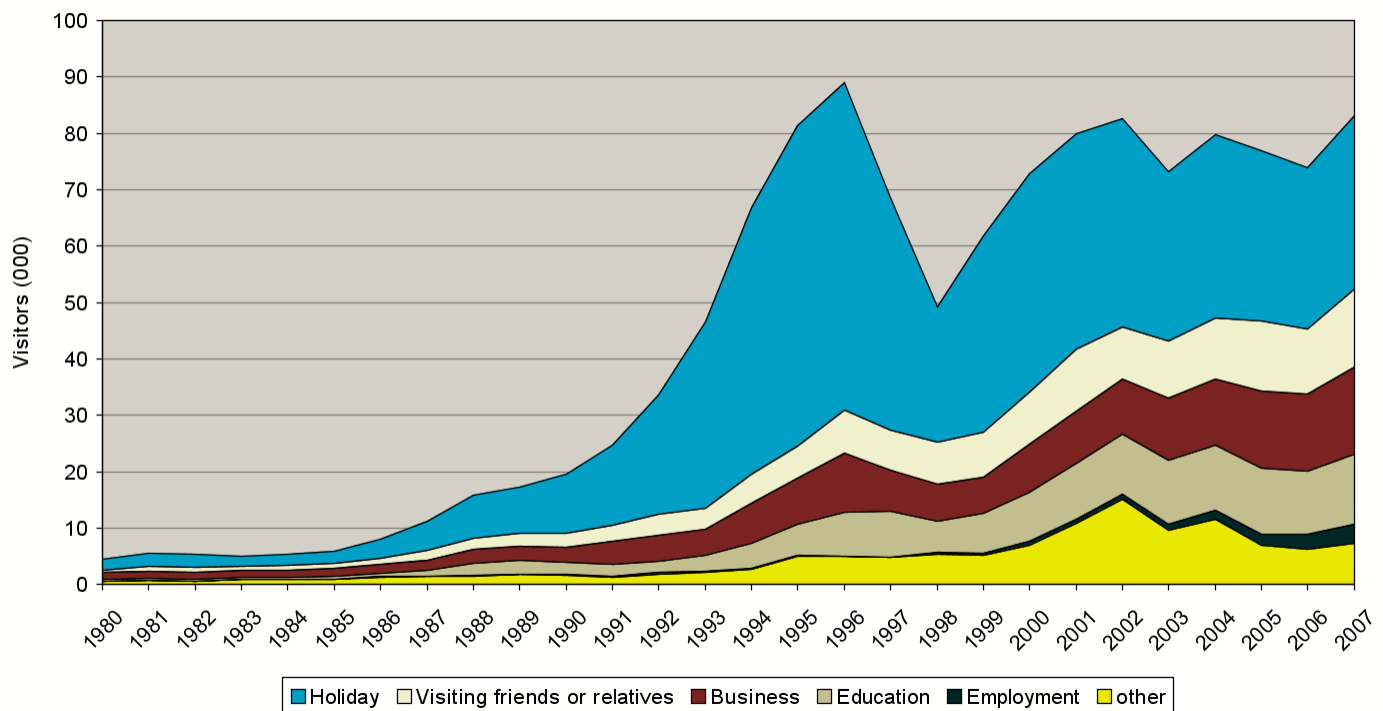
# Thailand

## Visitor Profile 2007

### Visitor Arrivals

- In 2007, the number of visitors from Thailand totalled 83,042 almost nineteen times the 4,449 arrivals in 1980 (Figure 1). Thailand is currently Australia's sixteenth largest inbound tourist market.
- In 2007, 30,646 visitors came for a holiday, 13,793 came to visit friends and relatives (VFR), 15,473 on business, 3,334 for employment, 12,405 for education and 7,390 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Thailand was 6%. This was one of the highest growth rates for an Asian market during the period.
- In 2007, 59% or 45,143 of all visitors from Thailand were repeat visitors (Figure 2). This is higher than the average of 57% across all markets.
- Total visitor arrival numbers from Thailand increased by 12% in 2007

Figure 1 - Visitors from Thailand by main purpose of visit 1980 - 2007



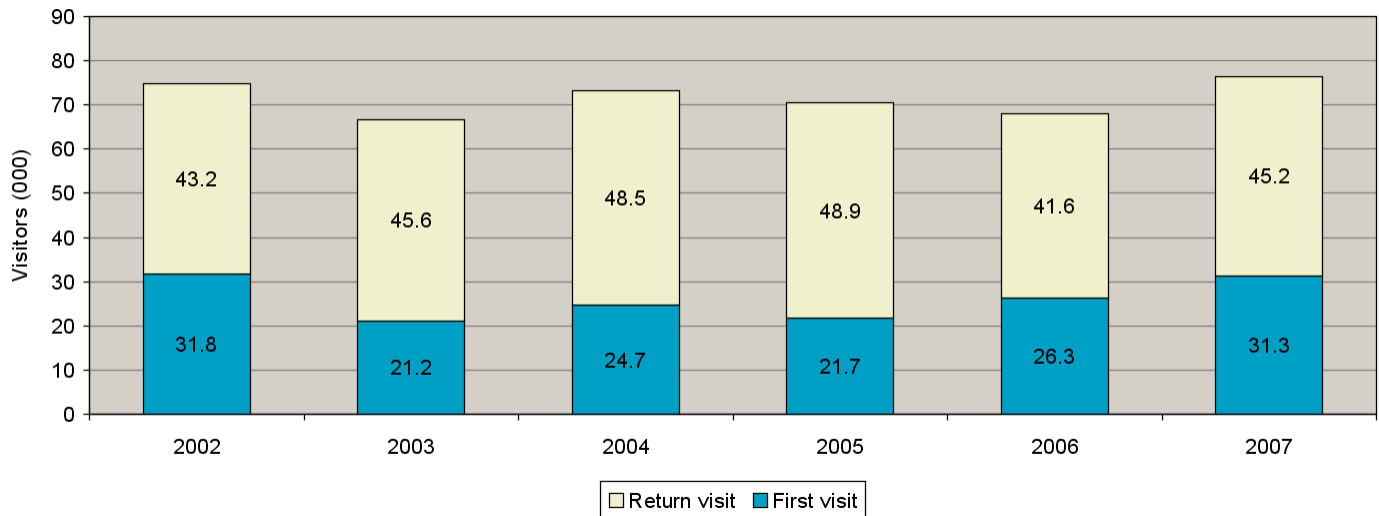
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

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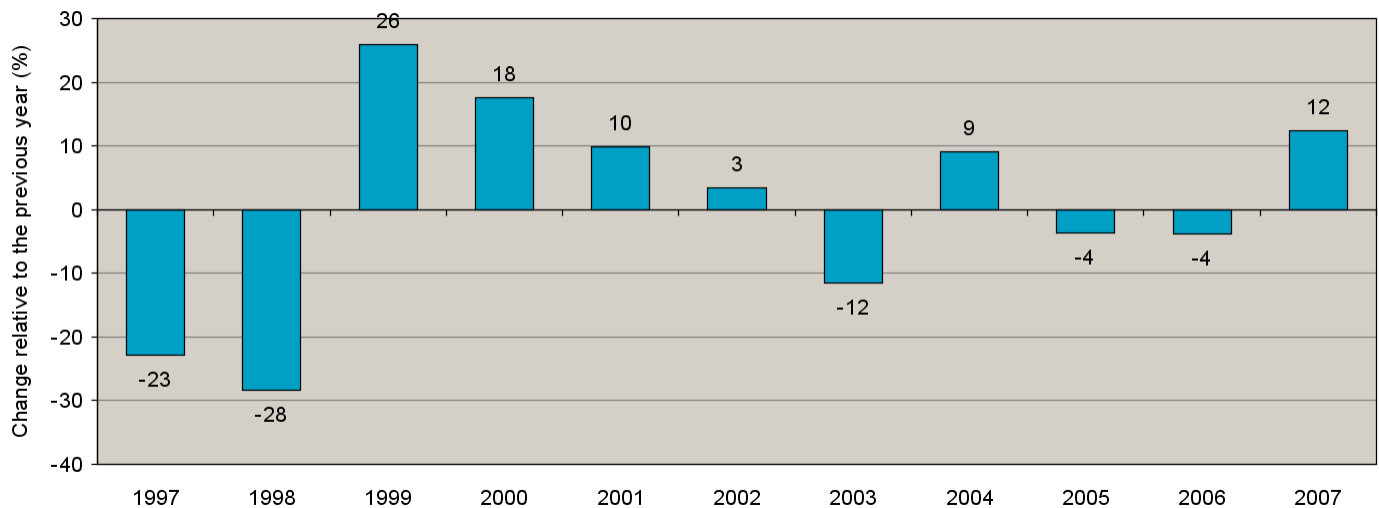
## Visitor Profile 2007

Figure 2 - Visitors from Thailand by first or return visit 2002 - 2007



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Thailand 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

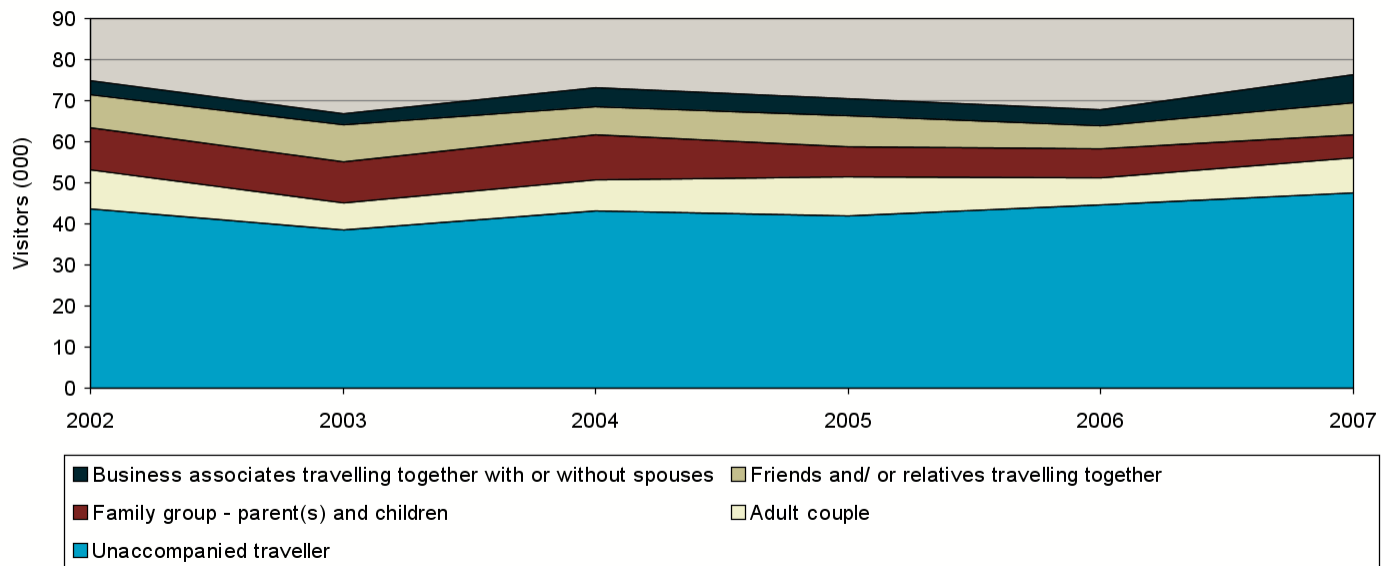
# Thailand

## Visitor Profile 2007

### Travel Party

- The majority of visitors from Thailand travelled as an unaccompanied traveller (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Thailand was 47,579 or 62% of all visitors from Thailand.

Figure 4 - Visitors from Thailand by travel party description 2002 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Table 1 - Visitors from Thailand by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	43.7	58	38.5	58	43.1	59	41.9	59	44.7	66	47.6	62
Adult couple	9.5	13	6.8	10	7.8	11	9.6	14	6.5	10	8.5	11
Family group - parent(s) and children	10.3	14	9.8	15	11.0	15	7.3	10	7.1	11	5.6	7
Friends and/ or relatives travelling together	8.1	11	9.1	14	6.7	9	7.6	11	5.6	8	7.7	10
Business associates travelling together with or without spouses	3.4	5	2.6	4	4.6	6	4.1	6	4.0	6	7.0	9
<b>Total</b>	<b>74.9</b>	<b>100</b>	<b>66.7</b>	<b>100</b>	<b>73.2</b>	<b>100</b>	<b>70.5</b>	<b>100</b>	<b>67.9</b>	<b>100</b>	<b>76.4</b>	<b>100</b>

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.  
Source: Tourism Research Australia, International Visitor Survey.

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## Visitor Profile 2007

### Visitor Demographics

Figure 5 - Visitors from Thailand by age 1995 - 2007.

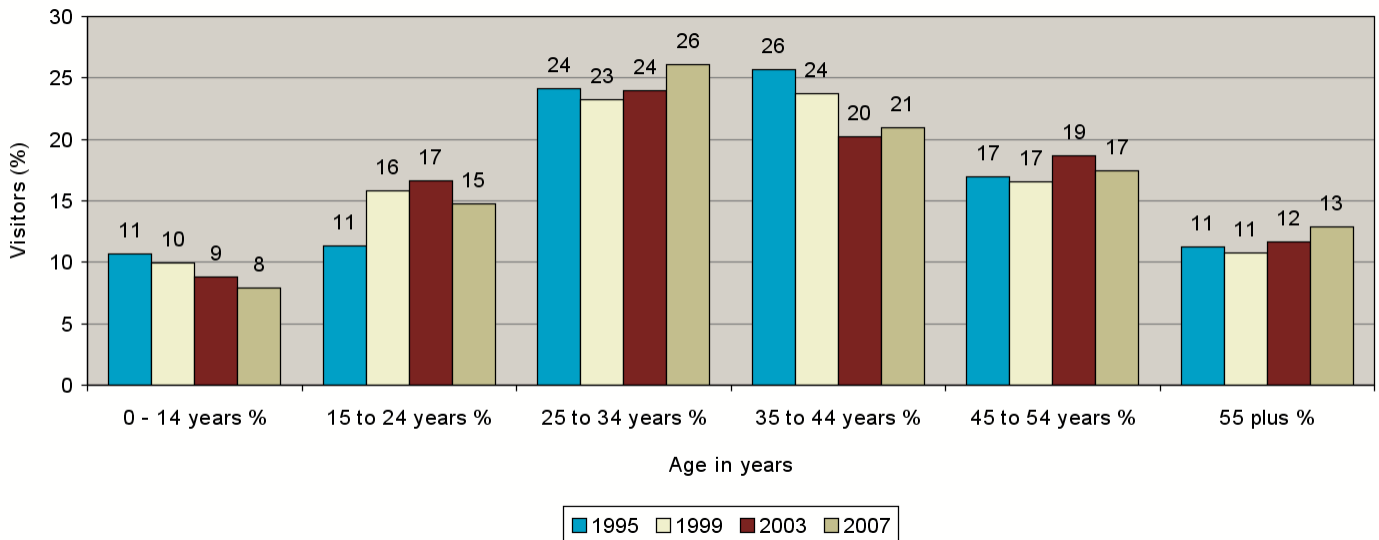
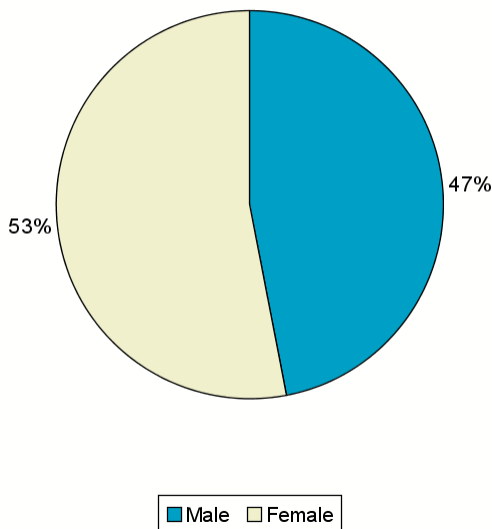


Figure 6 - Visitors from Thailand by gender 2007



- In 2007, the age distribution shows 8% were aged 0-14 years, 15% were 15-24 years, 26% were 25-34 years, 21% were 35-44 years, 17% were aged 45-54 years and 13% were 55 and over.
- Of visitors from Thailand, 47% were males or 39,410 visitors and 53% females or 43,632 visitors. The gender ratio of visitors from Thailand is 90 males per 100 females.

Source: Department of Immigration and Citizenship.  
Base : All International visitors.

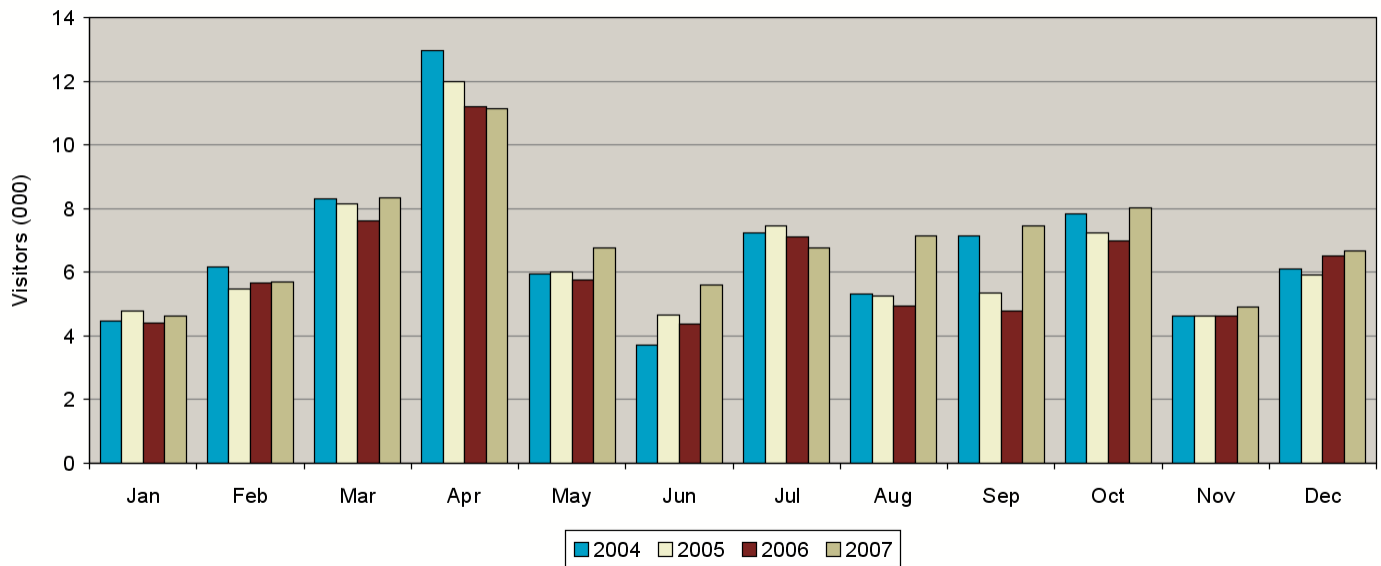
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## Visitor Profile 2007

### Seasonality

- The seasonality of visitor arrivals from Thailand is shown in Figure 7.
- In 2007, April was the peak month for visitors from Thailand, followed by March and October.

Figure 7 - Visitors from Thailand by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
Base : All international visitors

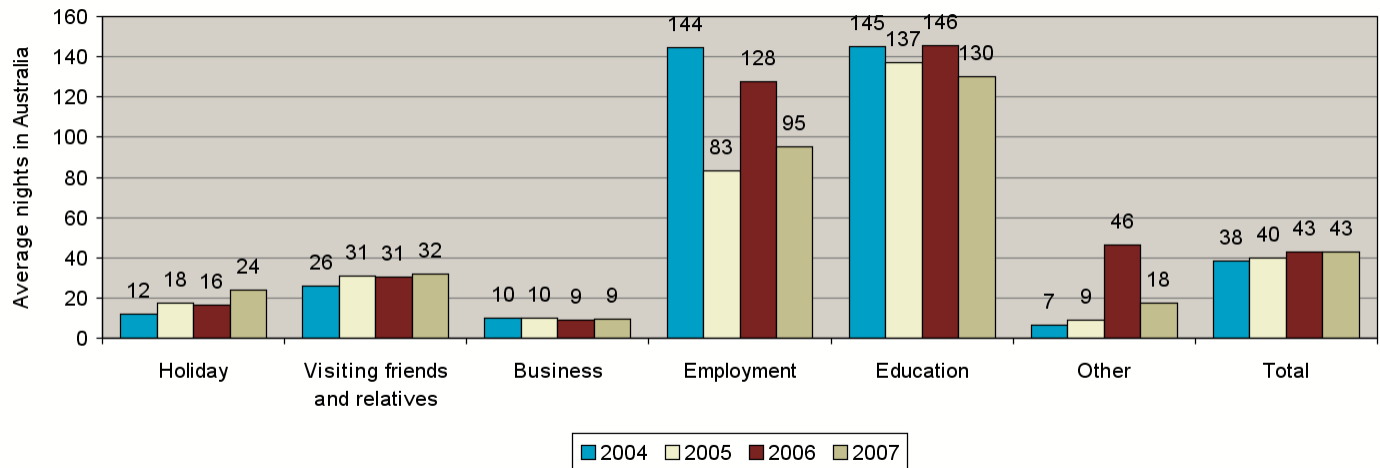
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## Visitor Profile 2007

### Duration of Stay

- During 2007, visitors from Thailand spent 3.3 million nights in Australia, being 2% of all visitor nights.

Figure 8 - Duration of stay for visitors from Thailand by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Thailand by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
<b>Main purpose of journey</b>								
Holiday	12	18	16	24	6	9	8	10
Visiting friends and relatives	26	31	31	32	12	14	12	16
Business	10	10	9	9	5	6	5	5
Employment	144	83	128	95	36	90	89	47
Education	145	137	146	130	127	120	128	120
Other	7	9	46	18	1	5	3	6
Total	38	40	43	43	8	10	9	12

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

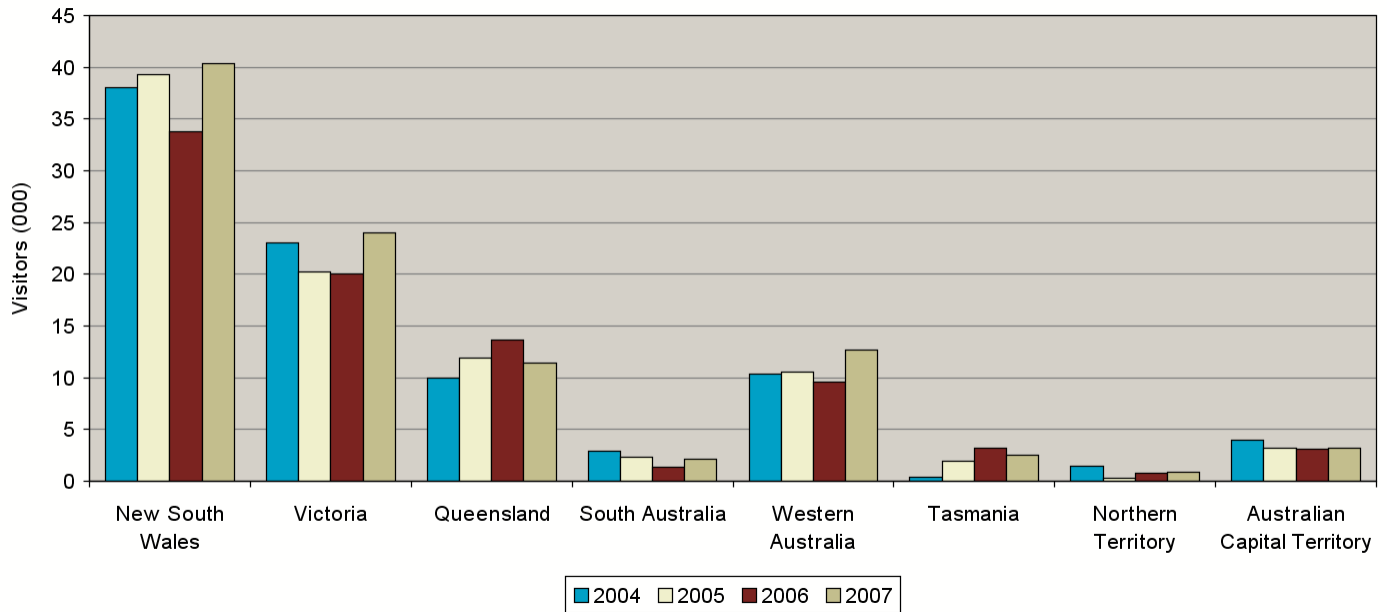
# Thailand

## Visitor Profile 2007

### Destination Visited

- In 2007, the most popular State or Territory for visitors from Thailand was New South Wales with 40,307 or 53% of visitors, staying for 1.3 million nights.

Figure 9 - Visitors from Thailand by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

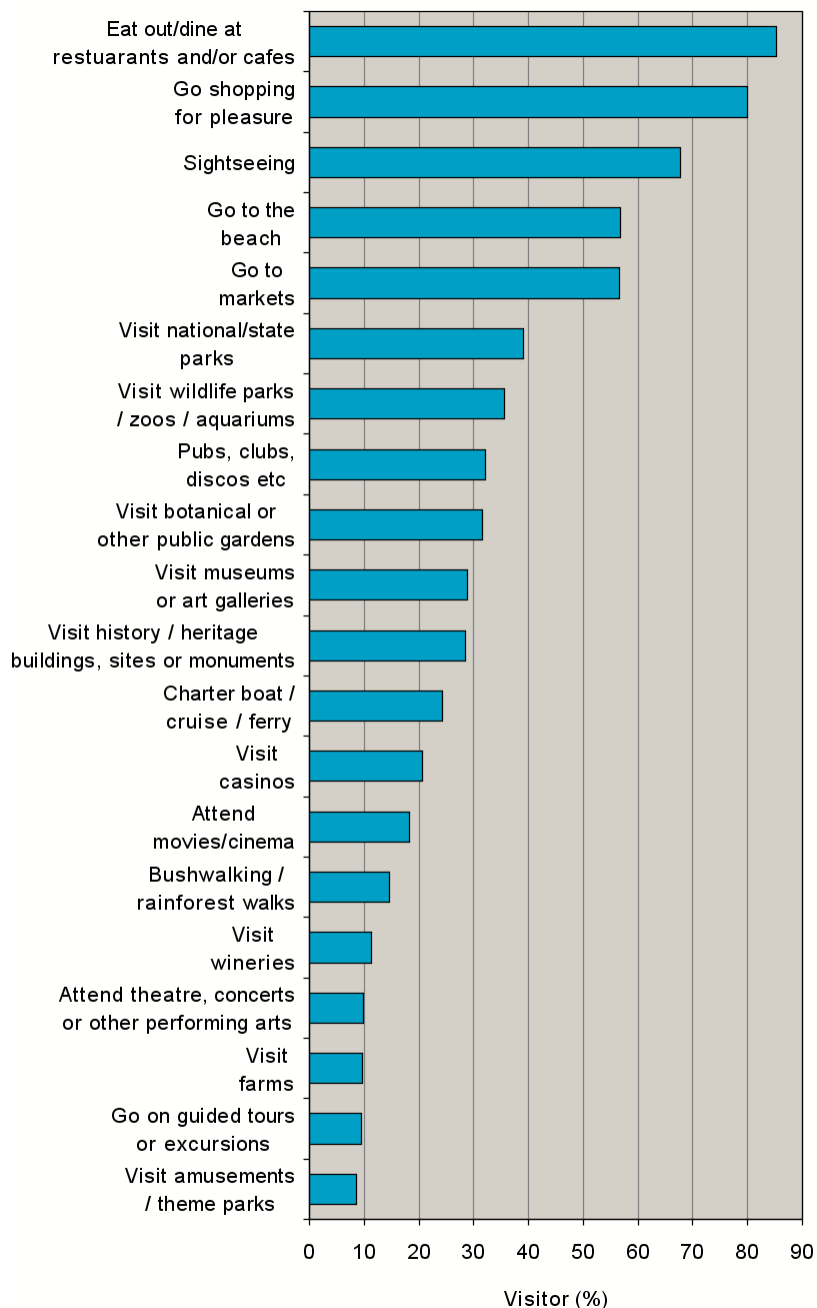
# Thailand

## Visitor Profile 2007

### Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Thailand whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the beach (including swimming, surfing and diving) and go to the markets.

Figure 10 - Visitors from Thailand by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

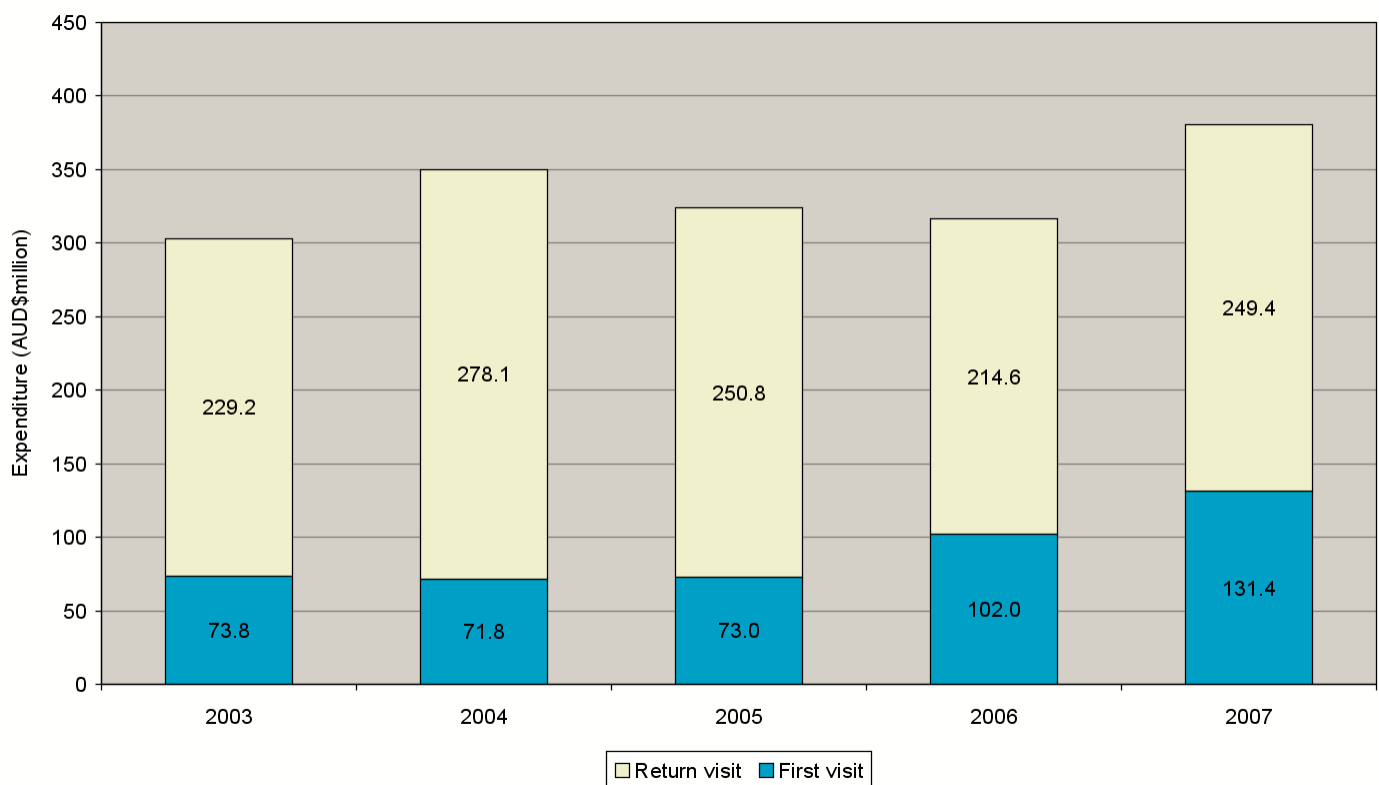
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## Visitor Profile 2007

### Expenditure

- During 2007, visitors from Thailand had a Total Inbound Economic Value (TIEV) of \$381 million on trips to Australia (Figure 11). This is an increase of 20% on the previous year.
- Travellers from Thailand accounted for 2% of all TIEV.
- A total of \$249 million or 65% of TIEV came from visitors on a return trip to Australia, while first time visitors spent \$131 million.
- In 2007, the average TIEV for visitors from Thailand was \$4,982.

Figure 11 - Visitors from Thailand : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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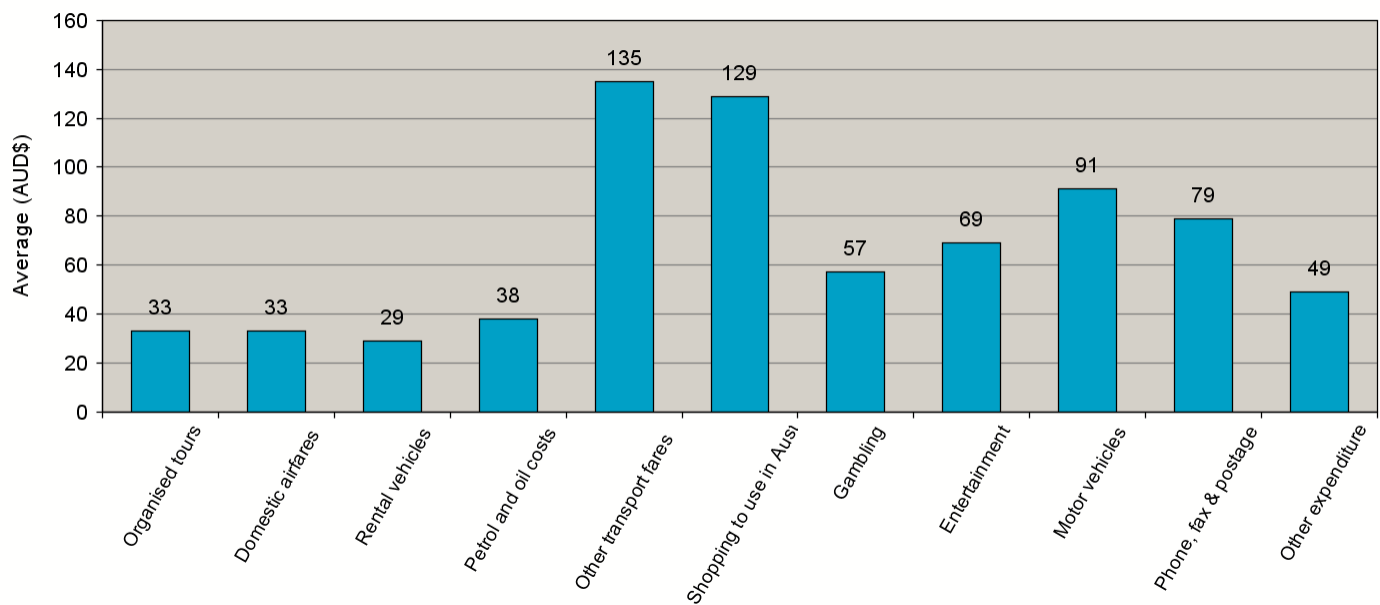
## Visitor Profile 2007

### Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from Thailand. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	903
Food, drink & accommodation	1,599
Shopping to take home	327
Education	1,168
Package tour	183
Other (total of items charted)	742

Figure 12 - Average expenditure for visitors from Thailand by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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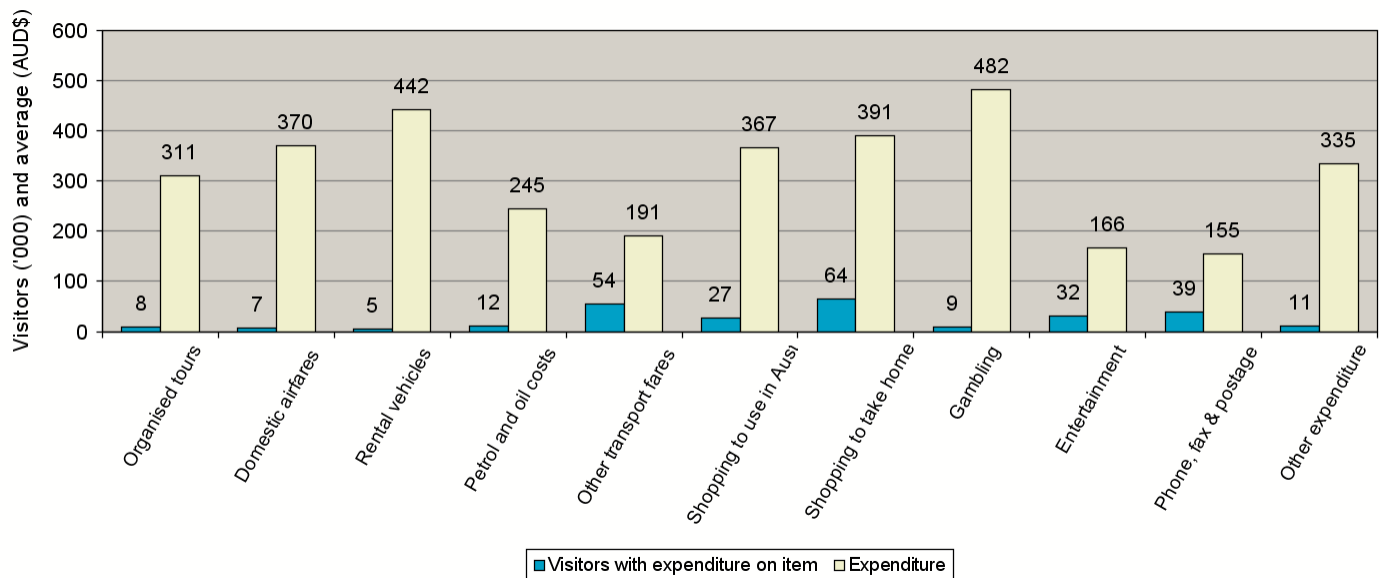
## Visitor Profile 2007

### Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 1% of all visitors from Thailand had expenditure on the purchase a motor vehicle however this was one of the largest expenditure items by this measure.
- In 2007, 84% of Thailand travellers purchased 'shopping to take home' and 35% purchased 'shopping to use in Australia'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	69	1,006
Food, drink & accommodation	69	1,776
Motor vehicles	0	16,112
Package tour	8	1,807
Education	10	8,867

Figure 13 - Average expenditure for visitors from Thailand with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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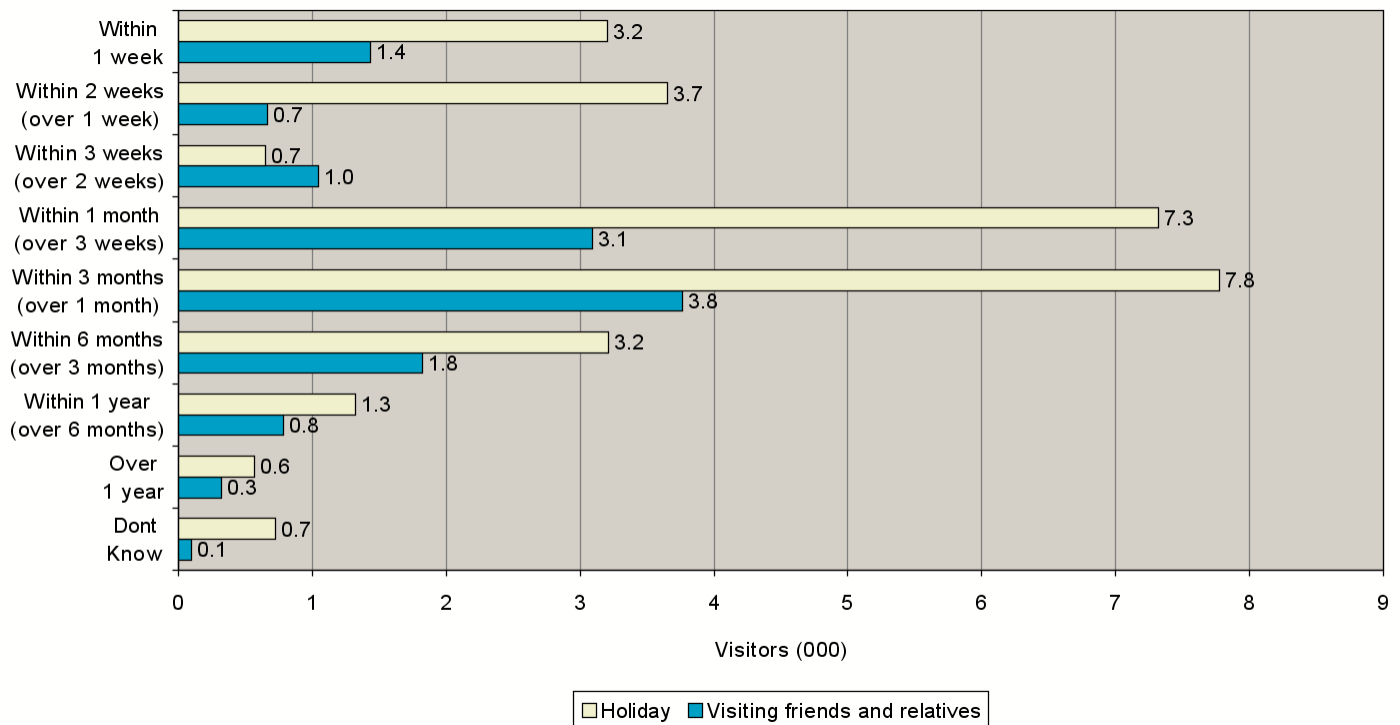
## Visitor Profile 2007

### Planning and Booking Horizons

- Of the leisure travellers from Thailand, 79% prepare their trip within 3 months of arriving in Australia.
- In 2007, 80% of holiday visitors started planning within 3 months prior to arriving in Australia, 52% planned less than 1 month ahead.
- Of the travellers visiting friends and relatives (VFR), 77% had started planning within 3 months of arriving in Australia while 8% began planning more than six months before arrival.

Figure 14 - Leisure visitors from Thailand: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

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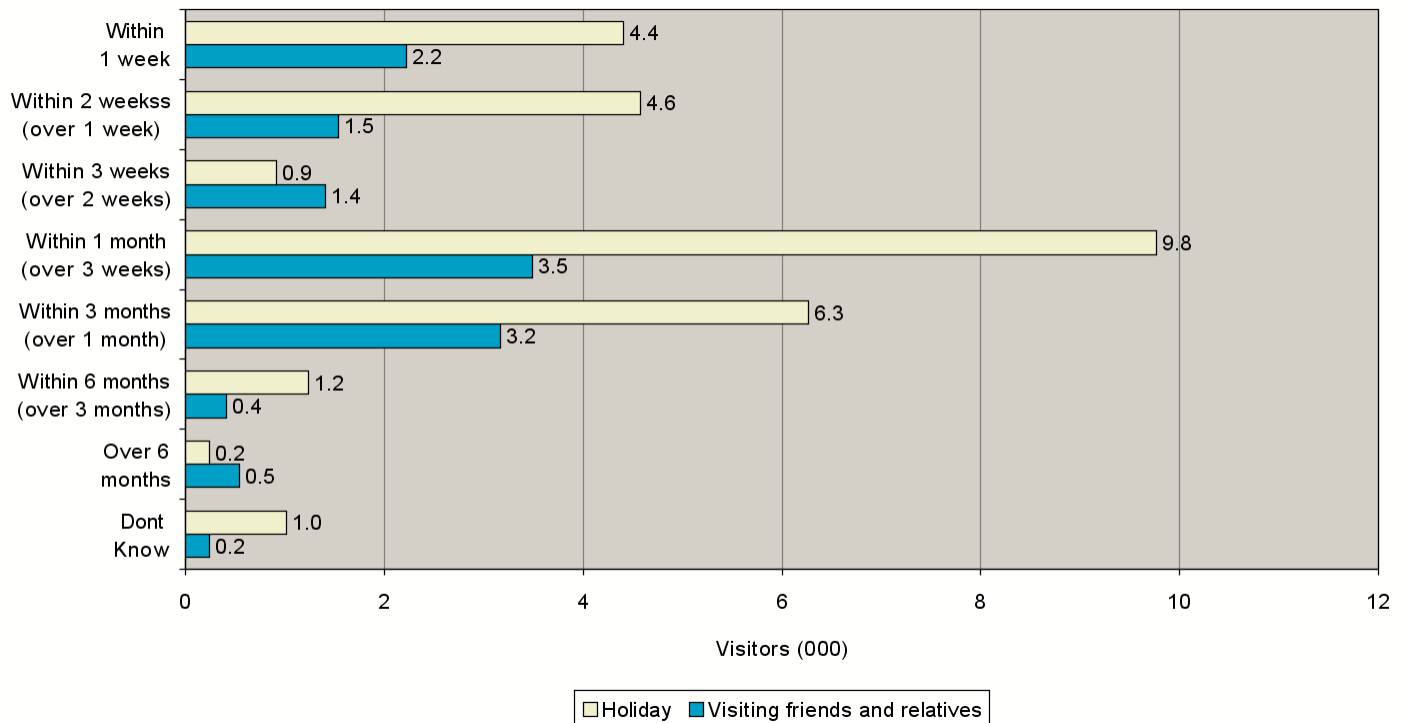
## Visitor Profile 2007

### Planning and Booking Horizons

- When booking flights, 69% of holiday travellers booked their ticket within one month of arrival, while 67% of travellers visiting friends and relatives (VFR) booked within one month.
- Of the leisure travellers, 2% booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from Thailand: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

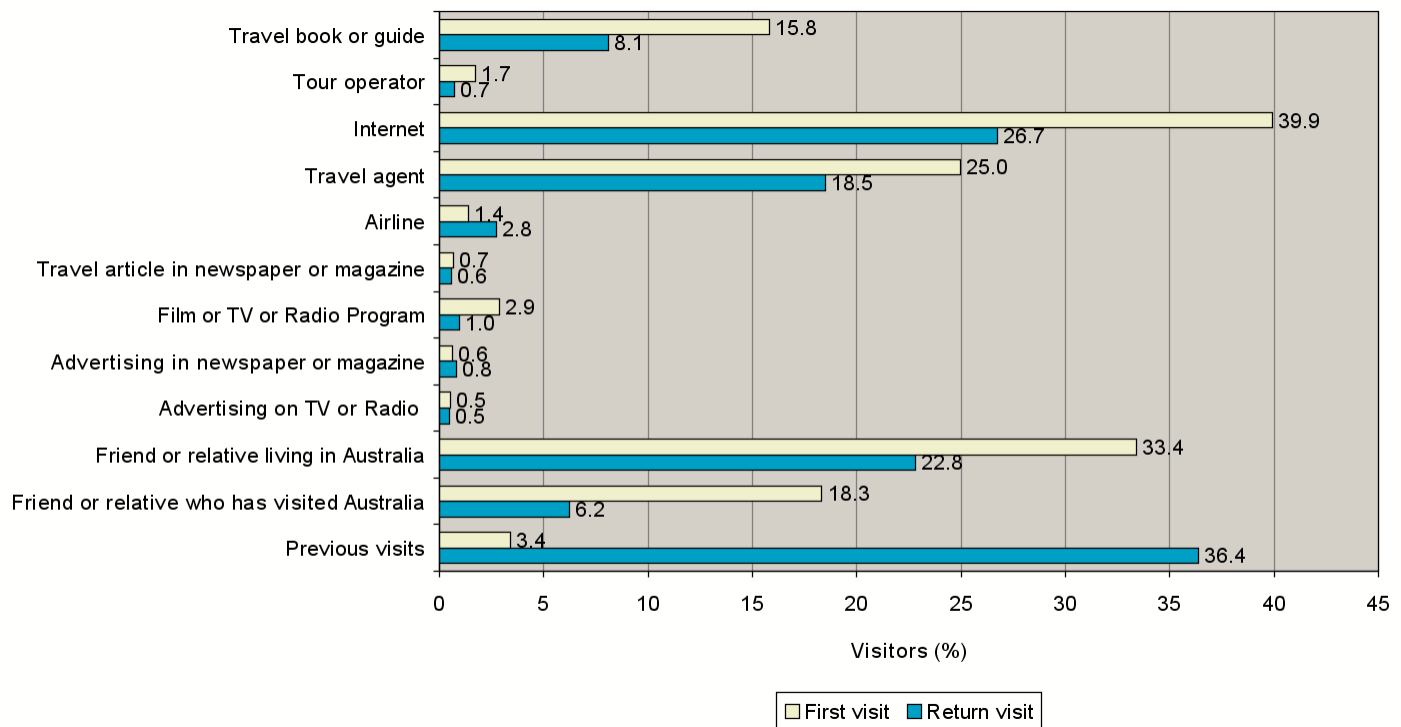
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## Visitor Profile 2007

### Information Sources

- The most common source of information for first time travellers from Thailand was the internet, this was used by 40% of first time visitors when planning their travel while 33% obtained information from a friend or relative living in Australia.
- Of the return visitors from Thailand, 36% relied on knowledge from a previous visit or visits as a source of information about Australia.
- Of the return visitors, 27% obtained information from the internet.

Figure 16 - Visitors from Thailand: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

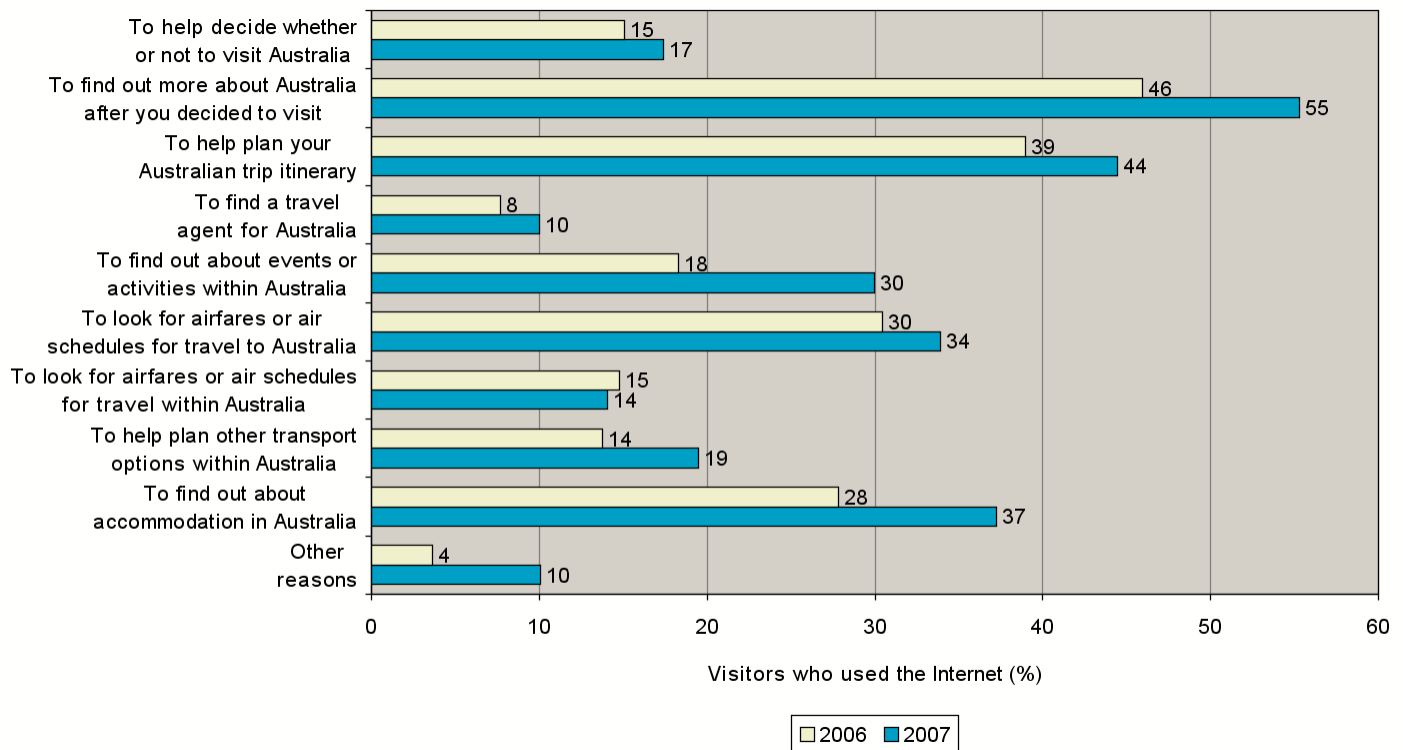
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## Visitor Profile 2007

### Internet Usage

- In 2007, a total of 37,098 or 49% of visitors from Thailand used the internet when planning their trip to Australia.
- Most visitors from Thailand (55%) used the internet to find out more about Australia after they decided to visit.

Figure 17 - Visitors from Thailand by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

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## Visitor Profile 2007

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Publication Date: May 2008