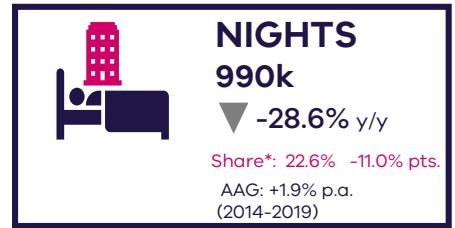
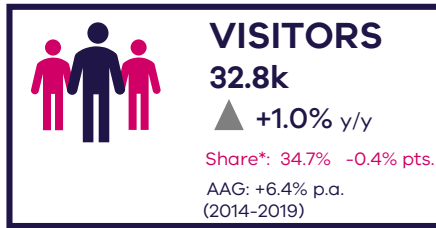
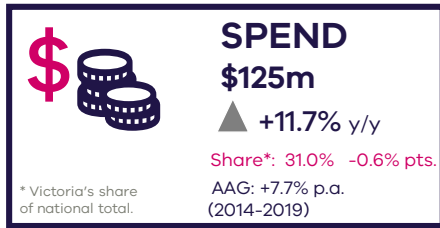


# International Tourism Summary: Thailand

## Year ending December 2019

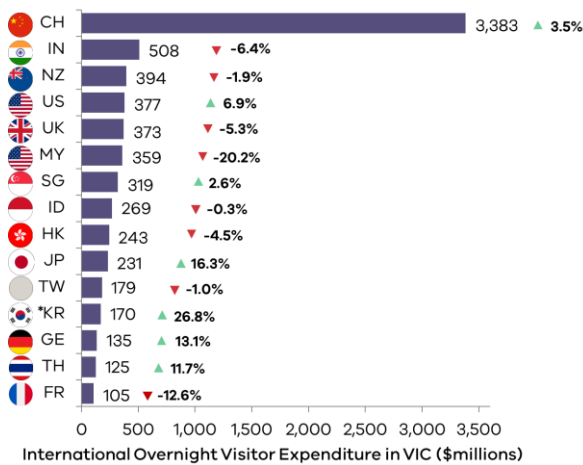


**32,800 Thai visitors spent 990,000 nights and \$125 million on trips to Victoria in the year ending December 2019.**

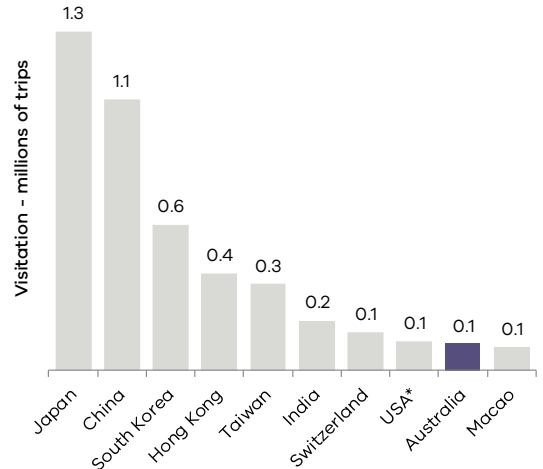


**Context:** In the year ending December 2019, international overnight visitors to Victoria (3.1 million) accounted for 3 per cent of total visitors to the state and 27 per cent (\$8.8 billion) of total visitor expenditure in Victoria.

### International Overnight Expenditure in Victoria (\$m)



### Top 10 Out-of-Region Destinations for Thai Travellers



Thai visitors spent \$125 million on trips to Victoria in the year ending December 2019, a year-on-year increase of 11.7 per cent. This represents 1.4 per cent of all international overnight visitor spend in Victoria. Thailand is ranked Victoria's 14<sup>th</sup> largest international market in terms of expenditure.

Australia was ranked #9 for visitation against other out-of-region destinations for Thai travellers in the year ending December 2019 (the same as in 2018).

\*USA including Hawaii Source: Tourism Economics, YE2019

\* In the year ending December 2019, all Korean visitors to Australia were from South Korea.

### AUSTRALIA



**\$403m** Spend  
 ▲ 14.0%  
**95k** Visitors  
 ▲ 2.1%  
**4.4m** Nights  
 ▲ 6.0%

### NEW SOUTH WALES



**\$154m** Spend  
 ▲ 6.6%  
**46k** Visitors  
 ▲ 4.4%  
**1.8m** Nights  
 ▲ 13.3%

### QUEENSLAND



**\$57m** Spend  
 ▲ 62.8%  
**19k** Visitors  
 ▲ 6.3%  
**699k** Nights  
 ▲ 42.2%

The rate of growth of Thai expenditure on trips to Victoria (+11.7% year-on-year) was behind the national average (+14.0%) and Queensland (+62.8%) but ahead of New South Wales (+6.6%).

### MELBOURNE



**\$122m** Spend  
 ▲ 18.2%  
**30k** Visitors  
 ▲ 3.1%  
**940k** Nights  
 ▼ -24.8%

### REGIONAL VICTORIA

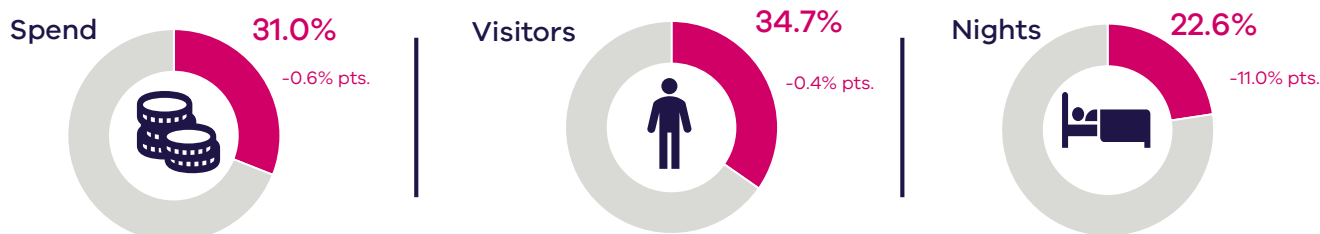


np  
 np  
 np

In the year ending December 2019, 30,000 Thai visitors spent 940,000 nights and \$122 million on trips to Melbourne. Figures for regional Victoria are represented with 'np' as they are below publishable threshold.

## Thai Spend, Visitors and Nights by Key States Visited

Victoria's Market Share of Thai spend, visitors and nights



### Thai Overnight Expenditure in Australia by Key States, 2014-2019

Expenditure by Visitors from Thailand Year Ending December	Total Expenditure (\$ million)					Share of National %			Expenditure Per Night \$			Expenditure Per Visitor \$		
	2014	2018	2019	Av Ann 14-19	% Change 18-19	2014	2018	2019	2014	2018	2019	2014	2018	2019
New South Wales	122	145	154	4.9% p.a.	6.6%	43.7%	41.0%	38.3%	69	91	85	3,285	3,297	3,369
<b>Victoria</b>	<b>86</b>	<b>112</b>	<b>125</b>	<b>7.7% p.a.</b>	<b>11.7%</b>	<b>31.0%</b>	<b>31.6%</b>	<b>31.0%</b>	<b>96</b>	<b>80</b>	<b>126</b>	<b>3,592</b>	<b>3,437</b>	<b>3,804</b>
Queensland	27	35	57	16.4% p.a.	62.8%	9.6%	9.9%	14.1%	50	71	81	1,888	1,941	2,973
<b>Australia</b>	<b>278</b>	<b>353</b>	<b>403</b>	<b>7.7% p.a.</b>	<b>14.0%</b>				<b>71</b>	<b>86</b>	<b>92</b>	<b>3,880</b>	<b>3,818</b>	<b>4,261</b>

<b>Total VIC International Expenditure</b>	4,903	8,467	8,826	12.5% p.a.	4.2%
<b>Thailand's Share of VIC International Expenditure</b>	1.8%	1.3%	1.4%		

AAG = Average Annual Growth

NB: Visitor expenditure includes expenditure on packages attributable to destination. Estimates may differ from those published by Tourism Australia

Source: Regional Expenditure Model, International Visitor Survey, December 2014-2019, Tourism Research Australia, Canberra.

Victoria received 31.0 per cent of Thai overnight visitors' expenditure in Australia in the year ending December 2019, well ahead of Queensland (14.1%) but behind New South Wales (38.3%). Thai visitors' expenditure per night in Victoria (\$126) was higher than the national average (\$92), Queensland (\$81) and New South Wales (\$85). Victoria received a higher total spend per visitor (\$3,804) compared with Queensland (\$2,973) and New South Wales (\$3,369).

### Thai Overnight Visitation (000s) to Australia by Key States, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19	Share of Visitors %
<b>Australia</b>	<b>72</b>	<b>73</b>	<b>85</b>	<b>91</b>	<b>93</b>	<b>95</b>	<b>5.7% p.a.</b>	<b>2.1%</b>	
New South Wales	37	33	42	46	44	46	4.4% p.a.	4.4%	48%
<b>Victoria</b>	<b>24</b>	<b>27</b>	<b>30</b>	<b>33</b>	<b>32</b>	<b>33</b>	<b>6.4% p.a.</b>	<b>1.0%</b>	<b>35%</b>
Queensland	14	14	16	20	18	19	6.2% p.a.	6.3%	20%

Thai overnight visitors to Victoria increased by 1.0 per cent in the year ending December 2019, behind the national average (+2.1%) and key competitor states Queensland (+6.3%) and New South Wales (+4.4%). Over the longer term (2014 to 2019), Thai overnight visitors to Victoria increased at an average annual rate of 6.4 per cent, ahead of the national average (+5.7% p.a.), New South Wales (+4.4% p.a.) and Queensland (+6.2% p.a.).

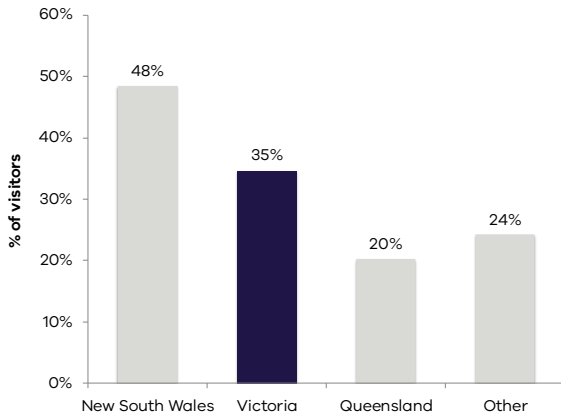
### Thai Visitor Nights (000s) in Australia by Key States, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19	Share of Nights %
<b>Australia</b>	<b>3,890</b>	<b>3,433</b>	<b>4,322</b>	<b>5,028</b>	<b>4,130</b>	<b>4,377</b>	<b>2.4% p.a.</b>	<b>6.0%</b>	
New South Wales	1,773	1,420	1,747	2,295	1,594	1,807	0.4% p.a.	13.3%	41%
<b>Victoria</b>	<b>901</b>	<b>921</b>	<b>1,122</b>	<b>1,353</b>	<b>1,387</b>	<b>990</b>	<b>1.9% p.a.</b>	<b>-28.6%</b>	<b>23%</b>
Queensland	535	602	668	803	492	699	5.5% p.a.	42.2%	16%

In the year ending December 2019, Thai visitor nights to Victoria declined by 28.6 per cent year-on-year, in contrast to growth nationally (+6.0%), Queensland (+42.2%) and New South Wales (+13.3%). Over the longer term (2014 to 2019), Thai visitor nights spent in Victoria increased at an average annual rate of 1.9 per cent, behind the national average (+2.4% p.a.) and Queensland (+5.5% p.a.) however ahead of New South Wales (+0.4% p.a.).

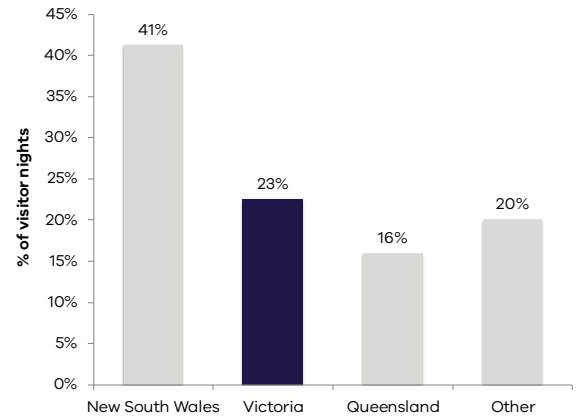
## Market Share by Key States<sup>1</sup>

Thai Overnight Visitors to Australia  
Year ending December 2019 – Market Share by Key States



In the year ending December 2019, 35 per cent of Thai visitors to Australia stayed overnight in Victoria; ahead of Queensland (20%) but behind New South Wales (48%).

Thai Visitor Nights to Australia  
Year ending December 2019 – Market Share by Key States



Victoria's market share of visitor nights spent by Thai travellers to Australia in the year ending December 2019 was 23 per cent; well ahead of Queensland (16%) but behind New South Wales (41%).

## Main Purpose of Trip (000s) to Australia by Key States Visited and Market Share

Year Ending December 2019

Year Ending December 2019	Holiday	Visiting friends and relatives	Total Leisure*	Total
New South Wales	18	12	30	46
Market Share %	49%	42%	46%	48%
<b>Victoria</b>	<b>16</b>	<b>8</b>	<b>24</b>	<b>33</b>
Market Share %	<b>43%</b>	<b>30%</b>	<b>37%</b>	<b>35%</b>
Queensland	6	7	12	19
Market Share %	15%	24%	19%	20%
<b>Australia</b>	<b>37</b>	<b>28</b>	<b>65</b>	<b>95</b>

\* Total Leisure = Holiday + VFR

NB: Where there is a '-', figures are unreliable and are unable to be published.

NB: Figures for 'Business', 'Education', 'Employment' and 'Other' visitors are unreliable and are unable to be published

In the year ending December 2019, 37 per cent of Thai leisure visitors to Australia stayed overnight in Victoria, including 43 per cent of holiday and 30 per cent of visiting friends and relatives (VFR) visitors. New South Wales' share of Thai leisure visitors was higher at 46 per cent, while Queensland's share was lower at 19 per cent.

## Purpose of Visit to Victoria (and the Destinations Within)

Some international visitors to Victoria visit more than one destination in the state, and for different purposes. For example, a visitor might stay in Melbourne for education reasons, and visit the Great Ocean Road region for a holiday. As such, the percentages of international visitors who visited Victoria for each purpose total more than 100 per cent.

Thai Overnight Expenditure and Visitation to Victoria by Destination Purpose of Visit – Year Ending December 2019

Year Ending December 2019	Holiday	Visiting friends and relatives	Total Leisure*	Education	Total
<b>Overnight Expenditure (\$M)</b>	28	-	46	71	125
<b>Overnight Visitors (000s)</b>	15	11	25	-	33
<b>Visitor Nights (000s)</b>	-	-	380	553	990
<b>Average Length of Stay</b>	-	-	15.0	-	30.2
<b>Spend per Visitor</b>	1,905	-	1,818	-	3,804
<b>Spend per Night</b>	-	-	121	128	126

\* Total Leisure = Holiday + VFR (NB total leisure may equal more than the sum of holiday + VFR, since visitors can visit more than one destination in Victoria with more than one purpose)

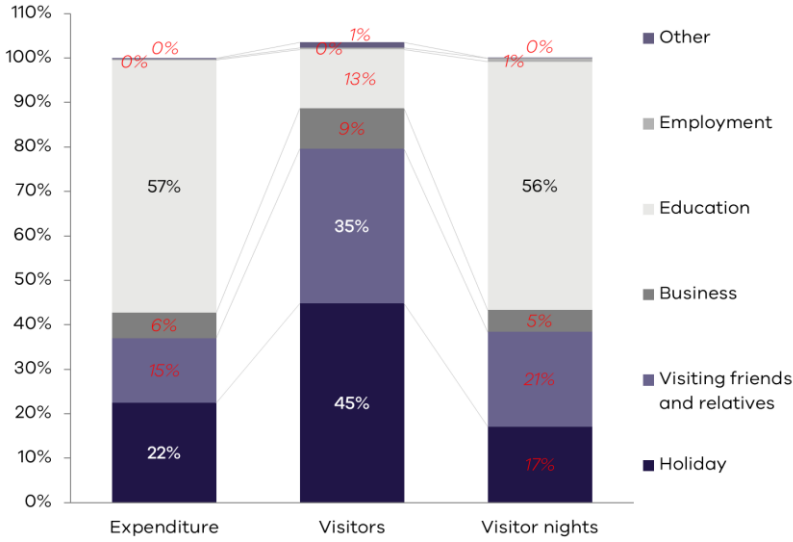
NB: Where there is a '-', figures are unreliable and are unable to be published.

NB: Figures for 'Business', 'Employment' and 'Other' visitors are unreliable and are unable to be published

<sup>1</sup>NOTE: The proportion of Visitors to the States and Territories will not add up to 100% as visitors can travel to multiple destinations in one trip; while the proportion of Visitor Nights to the States and Territories will add to 100% as this measure is mutually exclusive.

# Thai Overnight Expenditure, Visitors and Nights to Victoria by Purpose of Visit

Year Ending December 2019



In the year ending December 2019, 57 per cent of Thai visitor expenditure in Victoria was accounted for by education visitors, while leisure visitors (comprising holiday and VFR combined) contributed a further 37 per cent.

During the same period, 45 per cent of Thai visitors travelled to Victoria for holiday purposes and 35 per cent travelled for VFR.

Fifty-six per cent (56%) of all nights spent in Victoria by Thai visitors in the year ending December 2019 were accounted for by education visitors, while VFR visitors accounted for 21 per cent of visitor nights and holiday visitors for 17 per cent of nights.

Note: Percentages of visitors will not add up to 100% as visitors can travel to multiple destinations in Victoria with different purposes.

Note: Percentages in red are based on small survey samples and are subject to high levels of sampling variability. Results should be interpreted with caution.

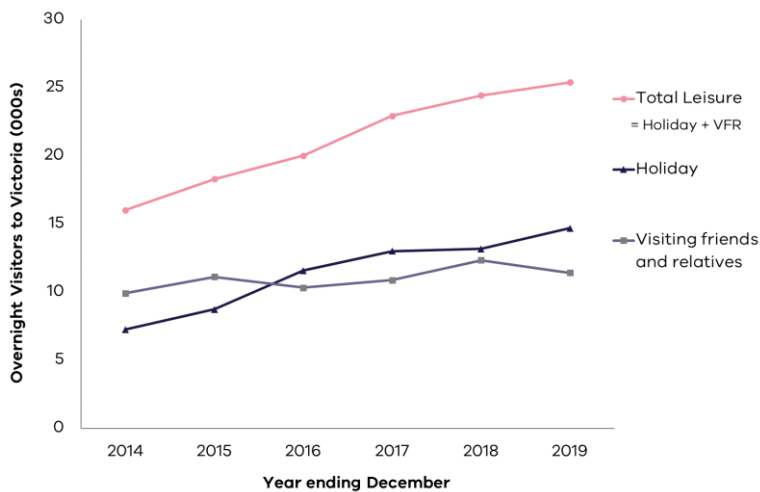
## Thai Overnight Visitation (000s) to Victoria by Destination Purpose of Visit, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19
<b>Holiday</b>	7	9	12	13	13	15	15.2% p.a.	11.5%
<b>Visiting friends and relatives</b>	10	11	10	11	12	11	2.8% p.a.	-7.5%
<b>Total Leisure</b>	16	18	20	23	24	25	9.7% p.a.	4.0%

NB: Where there is a '-', figures are unreliable and are unable to be published.

NB: Figures for 'Business', 'Education', 'Employment' and 'Other' visitors are unreliable and are unable to be published

## Thai Overnight Visitation (000s) to Victoria by Destination Purpose of Visit, 2014-2019

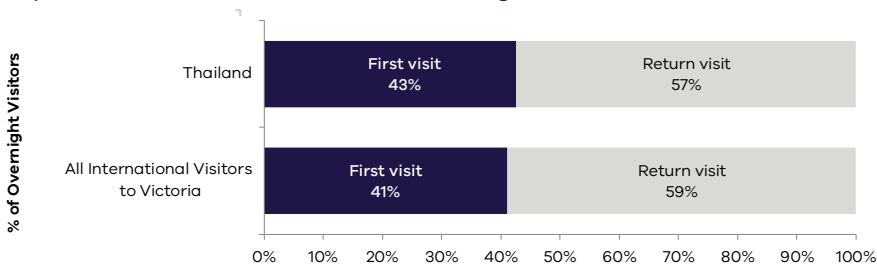


Of all the main purpose segments, the Thai holiday market has provided the strongest growth to overnight visitor numbers to Victoria over the past five years (+15.2% p.a.), while VFR visitors have increased at an average annual rate of 2.8 per cent per annum.

Overall, overnight Thai leisure visitors to Victoria have increased at an average annual rate of 9.7 per cent per annum over the period 2014-2019.

## Repeat Visitation to Australia

### Repeat Visitation to Australia (% of Thai overnight visitors to Victoria vs all international overnight visitors to Victoria)



In the year ending December 2019, 43 per cent of overnight visitors from Thailand to Victoria were visiting Australia for the first time, compared with 41 per cent of international overnight visitors to Victoria overall.

## Melbourne and Regional Victoria Overnight Visitation

### Thai Overnight Visitation (000s)\* to Victoria, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change	
							14/19	18/19
Melbourne	23	24	27	29	29	30	5.4% p.a.	3.1%
<b>Victoria</b>	<b>24</b>	<b>27</b>	<b>30</b>	<b>33</b>	<b>32</b>	<b>33</b>	<b>6.4% p.a.</b>	<b>1.0%</b>

There were 30,000 Thai overnight visitors to Melbourne in the year ending December 2019, a 3.1 per cent increase over the previous year. Thai visitors to Melbourne have grown at an average annual rate of 5.4 per cent over the period 2014 to 2019.

### Thai Visitor Nights (000s)# to Victoria, 2 years<sup>2</sup> (rolling), 2014-2019

2 Years Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change	
							14/19	18/19
Melbourne	1,564	1,639	1,819	2,256	2,476	2,190	7.0% p.a.	-11.5%
<b>Victoria</b>	<b>1,692</b>	<b>1,822</b>	<b>2,043</b>	<b>2,475</b>	<b>2,740</b>	<b>2,377</b>	<b>7.0% p.a.</b>	<b>-13.2%</b>

Thai visitors spent 2.2 million nights in Melbourne in the two years ending December 2019, a decline of 11.5 per cent compared with the two years ending December 2018. During the period 2014 to 2019 (using two years of data per annum\*), visitor nights spent in Melbourne increased at an average annual rate of 7.0 per cent.

#Regional estimates for visitors and nights are not available for Thailand as they do not meet the reliability threshold.

\* where 2014 includes years ending December 2013 and 2014 and 2019 includes years ending December 2018 and 2019.

## Places Visited in Regional Victoria and Melbourne Attractions

### Places Visited in Regional Victoria – Year Ending December 2019

Selected Places Visited - Overnight Visit or Daytrip (% of all Overnight Visitors to Victoria)	Thailand Visitors	All International Visitors
Ballarat, Sovereign Hill	-	6%
Bendigo	-	3%
Daylesford, Hepburn Springs, Mt. Macedon	-	1%
Geelong & the Bellarine Peninsula	-	9%
Great Ocean Road/Twelve Apostles	34%	33%
Healesville Sanctuary	-	2%
Mornington Peninsula	-	8%
Phillip Island/Penguin Parade	21%	17%
Puffing Billy and Dandenong Ranges	-	10%
Victorian Snowfields	-	2%
Wilson's Promontory	-	3%
Yarra Valley	18%	12%

NB: Where there is a '-', figures are unreliable and are unable to be published.

In the year ending December 2019, 34 per cent of Thai overnight visitors to Victoria spent time (daytrip or overnight) in the Great Ocean Road/Twelve Apostles region. This region is very popular generally, with 33 per cent of all international overnight visitors to Victoria travelling there.

Twenty-one per cent (21%) of Thai overnight visitors to Victoria went to the Phillip Island/Penguin Parade area (compared with 17 per cent of international overnight visitors to Victoria overall) and 18 per cent visited the Yarra Valley (compared with 12 per cent of international visitors overall).

### Melbourne Attractions Visited – Year Ending December 2019

Selected Places Visited - Melbourne Attractions (% of Overnight Visitors to Victoria)	Thailand Visitors	All International Visitors
Australian Centre for the Moving Image (ACMI)	-	4%
Brunswick Street	-	10%
Chadstone Shopping Centre	21%	15%
Chapel Street	-	9%
Crown Casino/entertainment complex	27%	19%
Docklands/Marvel Stadium (prev. Etihad Stadium)	17%	19%
Federation Square	36%	38%
Melbourne CBD Shopping Precinct	70%	63%
Melbourne Cricket Ground (MCG)	-	6%
Melbourne Museum (Royal Exhibition Building)	24%	16%
Melbourne Zoo	-	8%
National Gallery of Victoria (NGV)	15%	17%
Queen Victoria Market	57%	44%
Shrine of Remembrance	-	12%
Southbank/Southgate	23%	26%
St Kilda	35%	28%

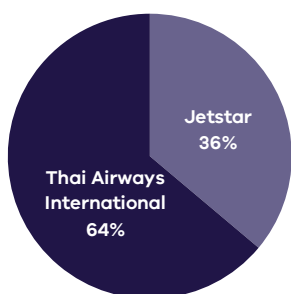
NB: Where there is a '-', figures are unreliable and are unable to be published.

The most visited Melbourne attractions by Thai overnight visitors to Victoria were the CBD shopping precinct (70 per cent compared with 63 per cent of international visitors overall) and the Queen Victoria Market (57 per cent compared with 44 per cent of international visitors overall).

Other attractions that Thai visitors were more likely to visit compared to international visitors overall included St Kilda (35 per cent of Thai overnight visitors compared with 28 per cent of international overnight visitors to Victoria overall), Crown Casino/entertainment complex (27 per cent compared with 19 per cent of international visitors overall), Melbourne Museum (24 per cent compared with 16 per cent of international visitors overall) and Chadstone Shopping Centre (21 per cent compared with 15 per cent of international overnight visitors overall).

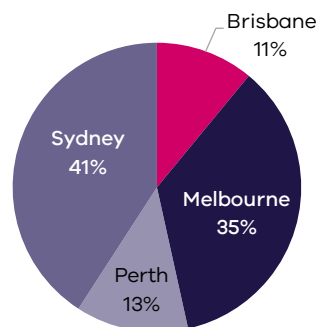
## Aviation<sup>3</sup>

### Airline Market Share – Direct Seats into Melbourne from Thailand – Year ending December 2019



In the year ending December 2019, Thai Airways International contributed 64 per cent of the 302,400 available seats on direct flights from Thailand to Melbourne, while Jetstar contributed the remaining 36 per cent.

### Direct Flight Market Share – Direct Seats into Australian Airports from Thailand – Year ending December 2019



In the year ending December 2019, Melbourne received 35 per cent of the 851,800 available seats on direct flights from Thailand to Australia. Sydney received the highest share (41%) of available seats on direct flights from Thailand to Australia.

<sup>3</sup> Note: Aviation capacity is measured by "available seats", which includes international visitors and Australian residents returning home.

## Sources:

- International Visitor Survey (IVS), years ending December 2014-2019, Tourism Research Australia (data released 8 April 2020)
- Regional Expenditure Model (REX) 2014-2019, Tourism Research Australia (data released 8 April 2020)
- Tourism Australia Consumer Demand Project, Tourism Economics, April 2020
- International Airlines Operated Flights and Seats, year ending December 2019, Department of Infrastructure and Regional Development (BITRE)
- Visitor Arrivals and Departures, year ending December 2019, Tourism Research Australia

Base for IVS and Expenditure data: Only those trips where International visitors aged 15 years or over who have stayed in Australia for less than 12 months are in scope. Expenditure includes package expenditure.

Figures that are unreliable and unable to be published are represented by '-'. Figures might not add up due to rounding.

To view the full suite of 15 International Tourism Summaries (Victoria's top 15 international markets in terms of expenditure, visitors and nights), see <https://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on IVS and Expenditure data sources used please refer to our Guide to Tourism Data Sources and Definitions document found here: <https://www.business.vic.gov.au/tourism-industry-resources/research/teve-research>

For further information on Tourism Australia's Consumer Demand Project, see <http://www.tourism.australia.com/en/markets-and-research/reports/consumer-research.html>

Further information on international visitor statistics: <https://www.tra.gov.au/international>;  
<http://www.tourism.australia.com/en/markets-and-research/market-regions.html>

Factsheet produced by the TEVE Research Unit, May 2020.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for the use of this information.