

## Thai tourism rebounds, hotel bookings surpass pre-covid levels

- A Monitor Report

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Bangkok : Hotel bookings in Thailand are estimated to exceed pre-covid levels in 2024, as international as well as domestic tourism surges, said reports.

Foreign arrivals in the first half this year reached 17.5 million, down 12 per cent compared to the pre-pandemic period in 2019, as per reports. However, Thai domestic travellers rose to 136.2 million, up 21 per cent from the pre-covid level.

This contributed to a 72.6 per cent increase in hotel occupancy rate in all regions across Thailand. The average daily rate was THB 1,920 per room, up 9 per cent compared to 2019.

The ADR in the South of Thailand recovered strongly in the first half to THB 2,486 per room, thanks to the density of upscale hotels and resorts

in the region.

Occupancy rates are expected to remain at 70.5 per cent in 2024, before rising to 71.9 per cent in 2025.

Though foreign arrivals are projected at 36.5 million in 2024, lower than the 39.9 million in 2019, Thai travellers are expected to rise to 271 million, up 19 per cent from pre-pandemic levels.

Reports also mentioned, hotel revenue in 2024 to reach around THB 900 billion, a rise of 13.6 per cent year on year and up 102 per cent compared to pre-pandemic levels.

Of this, THB 500 billion would come from foreign travellers and THB 400 billion from Thai travellers.

Hotel revenue is expected to rise next year to THB 960 billion, up 108 per cent on pre-pandemic times as Thai and foreign travellers increase.

Thai travellers' per-trip accommodation expenses are expected to increase from an average THB 3,500 this year to THB 3,800 next year.