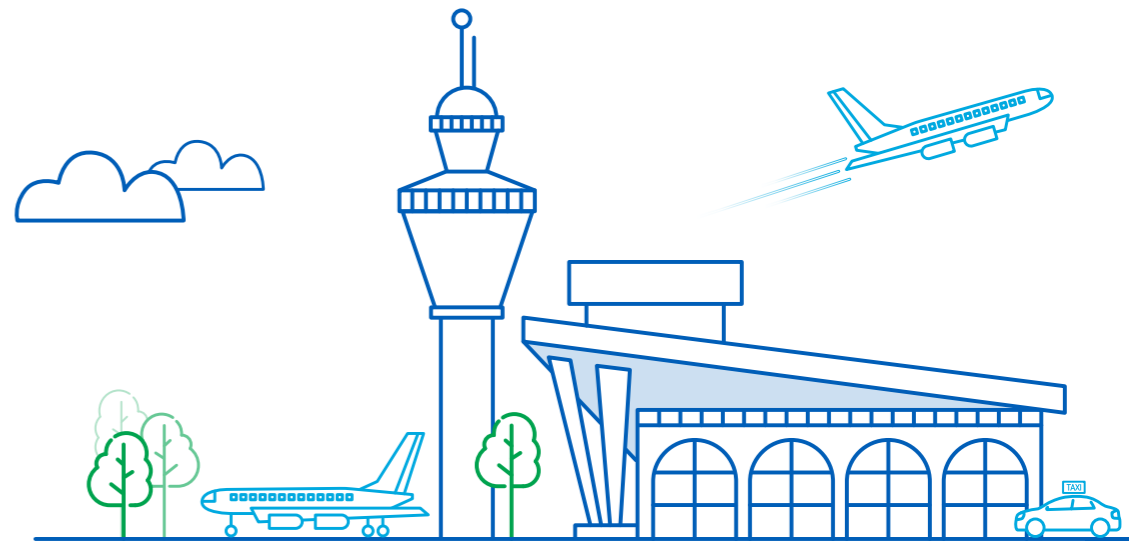


Thailand Future of Tourism report



Thailand is in a strong position to continue growing its lucrative tourism industry in the next decade, but it needs a **smarter** travel infrastructure to cope with rising demand.



7.5%
year-on-year growth in international arrivals in 2018



Thailand's travel and tourism sector grew by **6.0%**, ahead of the global average of **3.9%** and ahead of Thailand's wider economy which grew by **4.4%** last year



Travel and tourism is responsible for **15.9%** of all employment in Thailand and contributes **21.6%** to the overall GDP



The 'Thailand Future of Tourism' report

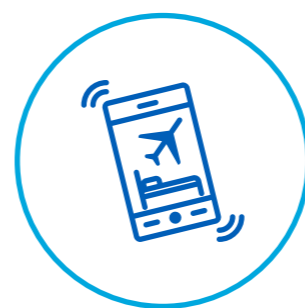
authored by travel technology company Amadeus, Thailand's Digital Economy Promotion Agency (depa) and the Pacific Asia Travel Association (PATA) – identifies four areas of opportunity for Thailand to grow tourism sustainably.



Using off-airport check-in and bag-drop, self-service check-in kiosks and biometrics to increase the processing capacity of existing airports without the need for physical expansion



Improving direct, overland connections from Thailand's airports to second cities and MICE venues



Increasing public-private partnership to scale up smart mobility technology nationwide



Using data to manage visitor numbers and reduce the impact of over-tourism