

TABLE 2-1 PREFERENCE OF "BEACH-ORIENTED" JAPANESE TOURISTS, AS COMPARED TO 3 TOURISM CLUSTERS

Factors deciding the character of Beach Resort	Choices			Score of Importance a x 2 + b	Tourism Clusters in Southern Thailand			Note
	a. Very Important	b. Desirable	c. Not Very Important		Phuket	Surat Thani Ko Samui	Songkhla Hatyai	
<b>A. Nature Condition</b>								
1. Natural beauty	27	46	27	100	2	2	2	
2. Urbanized	16	36	49	68	2	0	0	
3. Many small bays	21	53	27	95	2	2	0	
4. Large-scale beach with facilities	27	41	32	95	1	1	2	
5. With coral reef	17	42	41	76	1	1	0	
6. With sandy shore	54	38	9	146	2	2	1	
7. Superb scenery	69	28	3	166	2	1	0	
8. With small off-shore islands for boat excursion	21	47	33	89	2	0	0	
9. Quiet sheltered bay	21	46	33	88	2	1	1	
10. Ocean-facing shore with big surf	12	35	52	59	1	2	1	
11. Clear blue seawater	74	23	3	171	2	2	0	
<b>B. Social/Situational Condition</b>								
12. Sightseeing tours available	18	33	49	69	2	0	2	
13. Town/city nearby available	46	47	6	139	1	0	2	
14. Night entertainments available	18	30	52	66	2	0	2	
15. Shopping facilities available	44	42	15	130	2	0	2	
16. Security good	84	14	2	182	2	2	2	
17. Sanitation good	76	22	2	174	2	1	1	
18. Non-stop flight available	58	35	7	151	(2)	0	0	( ) availability
19. Jumbo jet service available	61	31	8	153	0	0	0	
20. Easy access from airport to beach	41	45	14	127	1	0	1	
21. Japanese air carrier service available	33	34	33	100	(2)	0	0	( ) availability
22. Public transport convenient in the resort	42	43	9	132	2	0	1	
23. Variety of tour	51	41	7	143	2	0	0	
<b>C. Development Condition</b>								
24. Open resort to local community	31	54	15	116	1	1	1	
25. Close resort only for tourists	5	29	66	39	1	2	1	
26. See many Japanese tourists	3	14	84	20	1	0	0	
27. Do not see many Japanese tourists	23	45	32	91	1	2	2	
28. Resort not very well-known	15	40	45	70	1	2	2	
29. Well-known resort	11	42	48	64	1	0	0	
30. Many hotels on shore	15	40	44	70	2	0	1	
31. One hotel on shore	8	27	65	43	1	1	1	
32. Expensive first-class hotel	15	40	45	70	2	0	1	
33. Cheap bungalow-type accommodation	7	23	70	37	1	2	1	
34. International chain hotel	31	48	21	110	2	0	1	
35. Hotel of local capital	18	48	33	84	1	2	2	
36. Marine sports available	24	38	38	86	2	1	0	
37. Diving/snorkeling available	28	37	36	93	2	1	0	
38. Other sports (tennis, golf, etc) available	28	41	32	97	1	0	0	
<b>D. Facilities Condition</b>								
39. Air conditioned room	55	38	7	148	2	0	1	
40. Fresh water shower	65	30	6	160	2	1	1	
41. Bathing in bathroom	59	30	11	148	2	0	1	
42. Potable water in room and no failure supply	71	25	4	167	2	1	1	
43. Refrigerator in room	58	33	10	149	2	0	1	
44. Direct international telephone call from room	37	36	27	110	1	0	1	
45. Wide selection of cuisine/menu	54	40	6	148	2	0	1	
46. Japanese cuisine/menu available	33	29	39	95	1	0	0	
<b>Evaluation</b>								
A. Nature	Score				2.076	1.567	683	Phuket Cluster: Evaluation made
	Applicable factor				11	9	5	with Phuket tourist resort
B. Social/Situational	Score				2.560	538	1.605	Surat Thani/Samui Cluster: Evaluation made
	Applicable factor				11	2	8	with Ko Samui tourist resort
C. Development	Score				1.519	980	975	Songkhla/Hatyai Cluster: Evaluation made with
	Applicable factor				15	9	10	Songkhla tourist resort: Tarutao NOT considered
D. Facilities	Score				2.045	327	1.030	Score for Applicable Factor (2) denotes "Applicable to apply" (1) denotes "Partially applicable" or "Possible to apply" (0) denotes "Not applicable" or "Not possible to apply"
	Applicable factor				8	2	7	



**TABLE 2-2 PREFERENCE OF BEACH RESORT**

Factors deciding the character of Beach Resort		SCORE : r · score A / score B										
		1.7	1.6	1.5	1.4	1.3	1.2	1.1	1.0	0.9	0.8	0.7
<b>A. Nature Condition</b>												
	1. Natural beauty											
	2. Urbanized											
	3. Many small bays											
	4. Large-scale beach with facilities											
	5. With coral reef											
	6. With sandy shore											
	7. Superb scenery											
	8. With small off-shore islands for boat excursion											
	9. Quiet sheltered bay											
	10. Ocean-facing shore with big surf											
	11. Clear blue seawater											
<b>B. Social/Situational Condition</b>												
	12. Sightseeing tours available											
	13. Town/city nearby available											
	14. Night entertainments available											
	15. Shopping facilities available											
	16. Security good											
	17. Sanitation good											
	18. Non-stop flight available											
	19. Jumbo jet service available											
	20. Easy access from airport to beach											
	21. Japanese air carrier service available											
	22. Public transport convenient in the resort											
	23. Variety of tour											
<b>C. Development Condition</b>												
	24. Open resort to local community											
	25. Close resort only for tourists											
	26. See many Japanese tourists											
	27. Do not see many Japanese tourists											
	28. Resort not very well-known											
	29. Well-known resort											
	30. Many hotels on shore											
	31. One hotel on shore											
	32. Expensive first-class hotel											
	33. Cheap bungalow-type accommodation											
	34. International chain hotel											
	35. Hotel of local capital											
	36. Marine sports available											
	37. Diving/snorkeling available											
	38. Other sports(tennis,golf,etc) available											
<b>D. Facilities Condition</b>												
	39. Air conditioned room											
	40. Fresh water shower											
	41. Bathtub in bathroom											
	42. Potable water in room and no failure supply											
	43. Refrigerator in room											
	44. Direct international telephone call from room											
	45. Wide selection of cuisine/menu											
	46. Japanese cuisine/menu available											

r : 225/375 (number of sample, beginner/repeater)  
score : score of importance  $a \times 2 + b$   
A : beginner  
B : repeater  
a : very important  
b : desirable

## 2. TOURIST DEMAND (1991/2001)

1) The number of tourists to Phuket in fiscal 1987 is not available for the moment. Available is the number of stays of international guests at nine resort hotels and two city hotels. The number stands at 455,183. The rooms at the 11 hotels number 2,199, accounting for \*30.7 percent of the total in Phuket. Based on this figure, the number of stays of tourists to the area in 1987 would be somewhere in the neighborhood of 1.45 million.

- The number of hotel rooms at the time of the survey came to 7,906. In compliance with the condition to cover only hotels for tourists from overseas, the Group-V-Class accommodations under the TAT classification were excluded for this calculation.

Assuming that the average stay of 3.63 in 1987 can be applied, the number of tourists estimated from 1.45 million stays would be some 399,000.

2) Meanwhile, the number of domestic tourists has been on an upswing as shown by a year-to-year increase of 22.4 percent, 33.3 percent, and 17.9 percent since 1983 with the sole exception of minus 3.6 percent in 1985. The sampling survey, which shows fluctuations among hotels, points to a year-to-year rise of 21.7 percent, 30.2 percent, 11 percent and 0.5 percent. The number in 1983 posted a decline of 16.6 percent. Given less fluctuations than tourists from overseas, the number of domestic tourists in 1987 is expected to surge 15 percent to some 2556,000.

- 3) The overall number of estimated tourists in 1987--399,000 international tourists and 256,000 domestic tourists--stands at 655,000, up 37.3 percent over the previous year. The figure is not so unrealistic, considering an increase of 45.7 percent in 1984 and 38.3 percent in 1984) Major factors behind a substantial increase in the number tourists to Phuket in 1987 are security and favorable environments in the area, and rapid economic growth in newly-industrializing economies and the yen's appreciation against the world's major currencies. Above all, however, it is increased hotel supply that has created demand. The number of hotel rooms in 1987 jumped by 66 percent over 4,754 rooms in 1986. In 1986, the number was 4,072 rooms.

On the assumption that the real operation rate, the number of guests per room and the average length of stays remain unchanged in 1987, the total number of tourists would amount to 791,623.

Annual available rooms  $7,906 \times 356 = 2,885,690$  rooms  
 Rooms provided  $2,885,690 \times 0.5658 = 1,632,732$  rooms  
 Total number of guests  $1,632,732 \times 1.76 = 2,873,592$   
 Net number of guests  $2,873,592 \times 3.63 = 791,623$

The estimate is far larger than 655,000 projected in 2-3.

- 4) Following is the study of international tourists from another standpoint. The total number of tourists to Thailand in 1987 advanced 23.6 percent, much smaller than 57.1 percent for that to Phuket. It is true that there is no other area in Thailand with massive hotel supply.

In 1985, international tourists to Thailand numbered 1,438,000. Those to Phuket in the same year came to 156,000, holding a 6.4 percent share. The share in 1983 was 4 percent and rose to 6.18 percent in 1984 and further to 9.01 percent in 1986. There are no negative factors to put the brake on the upward trend in the share. If the share of 9 percent is applied to 1987, the number of tourists to Phuket would stand at 313,000. The estimate of 399,000 tourists calculated in 2-3 means a 11.5 percent share on the basis of the not number.

- 5) Future demands were estimated for every five-year term on the basis of calculated annual rates. Domestic tourists will remain stable with an increase of 15 percent, 10 percent and 7 percent, while tourists from overseas will continue to grow rapidly, though a moderate downswing might be witnessed for the initial five years. Following an annual jump of 57.1 percent in 1987, 1988 will see a 30 percent increase with a rise of 25 percent, 20 percent and 10 percent in the ensuing three years. The five-year period starting in 1992 will show a stable growth of 7 percent, while the following five-year term from 1997 will witness a 6 percent rise. As a result, the number of tourists is projected at 1,304,000 in 1991, 1,923,000 in 1996 and 2,620 in 2001.
- 6) The number of tourists in 1987 leaped 37.3 percent over the preceding year thanks to construction of many hotels in the year under review. Applications for hotel construction and hotels under construction provide further 3,348 rooms. If these hotels are completed in 1988 and 1989, a 40-percent increase in demands should be created. The annual growth rates in Table show 23.8 percent for 1988 and 21.7 percent for 1989. This is translated into a 50.7 percent jump in 1989 over 1987.

- 7) Though annual growth rates serving as basis for demand estimation are not always well-grounded, the rates will be studied here in comparison with other beach resorts. Figure-1 displays growth paths of Hawaii and Guam as tourists resorts. The ratio between Hawaii and Guam of the net number of tourists in 10 to 1, while that of accommodation capacity is 20 to 1. The gap in the large ratio results from the difference in the number of stays. Considering the results in the past 20 years since 1966, both Hawaii and Guam have not yet reached plateau, still growing as tourist resorts with demand and supply interrelated.

In the meantime, only 10 years have passed since Phuket established its position as an international beach resort. Therefore, its growth pattern is expected to continue.

The average growth rate for Hawaii between 1975 and 1985 stands at 5.6 percent, while the rate for Guam between 1977 and 1987 comes to 6.8 percent. Given these figures, the projected annual growth rates of 6 to 8 percent for Phuket in and after 1992 are considered reasonable, barring unexpected negative factors.

TABLE 2-3 HOTEL DISTRIBUTION STUDY (PHASE I)

Phase		Scenario of Distribution				Result of Distribution			
I	1991	Foreigner		Domestic		Foreigner		Domestic	
		100%		100%		856,000		448,000	
Ratio of Classification	District	80		30		Length of Stay		Total Guest Nights	
		Hi	Low	Hi	Low	Nationality	Class	Hi	Low
	South	65	100	67	45	Domestic	Hi 5.5 3.5	2,448.9	1,111.5
	North	20	-	20	-	Foreigner	Low 6.5 4.0	314.2	565.2
	Town	10	-	10	10	Domestic	Hi 5.5 3.5	753.5	-
	Others	-	-	-	-	Foreigner	Low - -	-	-
	Phuket Total	95	100	97	55	Domestic	Hi 4.5 3.0	3,510.7	1,111.5
						Foreigner	Low - 4.0	448.2	690.8
	Bay	2	-	-	10	Domestic	Hi 1.0 -	13.7	31.4
	Thai Muang	-	-	-	-	Foreigner	Low - 1.0	-	-
	Town	-	-	-	5	Domestic	Hi - -	-	-
	Pang Nga Total	2	-	-	15	Foreigner	Low - 2.0	-	31.4
						Domestic	Hi - -	-	-
	Beach	1	-	1	13	Domestic	Hi 5.5 2.5	37.7	163.3
	Town	-	-	-	2	Foreigner	Low - 4.0	-	-
	Krabi Total	1	-	1	15	Domestic	Hi - -	-	6.3
						Foreigner	Low - 1.0	-	-
	Ranong Total	2	-	2	15	Domestic	Hi 5.5 2.5	754	164.9
						Foreigner	Low - 3.5	-	-
	Grand Total	100	100	100	100	Domestic	Hi 5.5 2.5	3,637.5	1,111.5
						Foreigner	Low - 3.5	458.3	1,088.1

Distribution of additional Tourist in Each Phase (%)

Share by each district (%)

Phase	I	1991
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Province district	Nationality	High Class			Low Class		
		Total Guest Nights	Coefficient	Room Required	Total Guest Nights	Coefficient	Room Required
Phuket	Foreigner	2,448,900	f	6,212	1,111,500	f	2,820
	Domestic	314,200	d	558	565,200	d	1,004
	Foreigner	753,500	f	1,911	-	-	-
	Domestic	93,800	d	167	-	-	-
	Foreigner	308,300	f	782	-	-	-
Pang Nga	Domestic	40,200	d	71	125,600	-	223
	Foreigner	-	-	-	-	-	-
	Domestic	-	-	-	-	-	-
	Foreigner	13,700	f	35	-	-	-
	Domestic	-	-	-	31,400	d	56
Krabi	Foreigner	-	-	-	-	-	-
	Domestic	-	-	-	-	-	-
	Foreigner	37,700	f	96	-	-	-
	Domestic	3,400	d	6	163,300	d	290
	Foreigner	-	-	-	-	-	-
Ranong	Domestic	-	-	-	-	-	-
	Foreigner	75,400	f	191	-	-	-
	Domestic	6,700	d	12	164,900	d	293
	Foreigner	3,637,500	-	9,227	1,111,500	-	2,820
	Domestic	458,300	-	814	1,081,800	-	1,933
Grand Total		4,095,900	-	10,041	2,193,300	-	4,753

Coefficient f : 1/1.8 0.6 365 = 2,537<sup>-3</sup>  
d : 1 0.7/1.8 0.6 365 = 1,776<sup>-3</sup>

TABLE 2-4 HOTEL DISTRIBUTION STUDY (PHASE II)

Phase		Scenario of Distribution				Result of Distribution			
II	1996	Foreigner		Domestic		Foreigner		Domestic	
		100%		100%		1,201,000		722,000	
Ratio of Classification		80 <th colspan="4">Length of Stay</th>				Length of Stay			
District		Hi		Low		Nationality		Total Guest Nights	
		Hi		Low		Hi		Low	
Phuket Total	South	50	5	73	38	38	10	20	
	North	30	60	1	25	25	30	7	
	Town	7	-	-	4	19	40		
	Others	-	-	-	-	-	-	-	
Phuket Total		87	74	10	67	64	40	85	
Pang Nga Total	Bay	1	-	-	-	7	-		
	Thai Muang	7	25	12	29	1	55	5	
	Town	-	-	-	-	4	-	-	
	Pang Nga Total	8	25	12	29	12	55	5	
Krabi Total	Beach	2	5	13	3	11	5	5	
	Town	-	-	1	-	2	-	3	
	Krabi Total	2	5	14	3	13	5	8	
	Ranong Total	3	5	-	1	11	-	2	
Grand Total		100	100	100	100	100	100	100	

Total Guest Nights		Foreigner		Domestic		Length of Stay		Phuket Total (000)		Pang Nga Total (000)		Krabi Total (000)		Ranong Total (000)		Grand total (000)		Distribution of additional Tourist in Each Phase (%)	
		1,201,000		722,000		Domestic Foreigner		Hi Low		Hi Low		Hi Low		Hi Low		Hi Low		-	
		961,000		240,000		961,000 240,000		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		289,000		433,000		289,000 433,000		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		384.4		658.2		384.4 658.2		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		15.6		121.2		15.6 121.2		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		302.7		329.1		302.7 329.1		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		-		-		-		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		-		-		-		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		9.6		30.3		9.6 30.3		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		370.0		17.3		370.0 17.3		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		-		34.6		-		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		-		-		-		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		105.7		13.0		105.7 13.0		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		21.7		203.5		21.7 203.5		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		7.2		166.7		7.2 166.7		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	
		994.3		1,560.9		994.3 1,560.9		2,642.8 1,138.8		4,584.1 1,154.4		379.6 187.2		105.7 202.8		105.7 206.4		5,228.0 1,548.0	

Share by each district (%)

Distribution of additional Tourist in Each Phase (%)

Phase		II	1996	Province district				High Class				Low Class			
		Nation ality		Total Guest Nights		Room Required		Total Guest Nights		Room Required		Total Guest Nights		Room Required	
Phuket	South	Foreigner	Domestic	2,642,800	384,400	6,704	683	1,138,800	658,200	2,889	1,169	1,138,800	658,200	2,889	1,169
	North	Foreigner	Domestic	1,585,700	252,900	4,023	449	15,600	121,200	40	215	15,600	121,200	40	215
	Town	Foreigner	Domestic	302,700	34,700	768	62	-	-	-	-	-	-	-	-
	Others	Foreigner	Domestic	-	-	-	-	-	-	-	-	-	-	-	-
Total		Foreigner	Domestic	4,636,900	672,000	11,495	1,194	1,154,400	1,108,500	2,929	1,968	1,154,400	1,108,500	2,929	1,968
Pang Nga	Bay	Foreigner	Domestic	9,600	-	24	-	30,300	-	54	-	30,300	-	54	-
	Thai Muang	Foreigner	Domestic	370,000	293,400	939	521	187,200	17,300	475	31	187,200	17,300	475	31
	Town	Foreigner	Domestic	-	-	-	-	-	-	-	-	-	-	-	-
	Total	Foreigner	Domestic	379,600	293,400	963	521	187,200	17,300	475	31	187,200	17,300	475	31
Krabi	Beach	Foreigner	Domestic	105,700	21,700	268	39	202,800	3,600	514	9	202,800	3,600	514	9
	Town	Foreigner	Domestic	-	-	-	-	-	-	-	-	-	-	-	-
	Total	Foreigner	Domestic	105,700	21,700	268	39	202,800	3,600	514	9	202,800	3,600	514	9
	Total	Foreigner	Domestic	105,700	21,700	268	39	202,800	3,600	514	9	202,800	3,600	514	9
Total	Beach	Foreigner	Domestic	105,700	21,700	268	39	202,800	3,600	514	9	202,800	3,600	514	9
	Town	Foreigner	Domestic	-	-	-	-	-	-	-	-	-	-	-	-
	Total	Foreigner	Domestic	105,700	21,700	268	39	202,800	3,600	514	9	202,800	3,600	514	9
	Total	Foreigner	Domestic	105,700	21,700	268	39	202,800	3,600	514	9	202,800	3,600	514	9
Ranong	Beach	Foreigner	Domestic	158,600	7,200	402	13	166,700	-	296	-	166,700	-	296	-
	Town	Foreigner	Domestic	-	-	-	-	-	-	-	-	-	-	-	-
	Total	Foreigner	Domestic	158,600	7,200	402	13	166,700	-	296	-	166,700	-	296	-
	Total	Foreigner	Domestic	158,600	7,200	402	13	166,700	-	296	-	166,700	-	296	-
Grand Total	Beach	Foreigner	Domestic	158,600	7,200	402	13	166,700	-	296	-	166,700	-	296	-
	Town	Foreigner	Domestic	-	-	-	-	-	-	-	-	-	-	-	-
	Total	Foreigner	Domestic	158,600	7,200	402	13	166,700	-	296	-	166,700	-	296	-
	Total	Foreigner	Domestic	158,600	7,200	402	13	166,700	-	296	-	166,700	-	296	-

Coefficient f : 1/1.8 0.6 365 = 2,537<sup>-3</sup>  
d : 1 0.7/1.8 0.6 365 = 1,776<sup>-3</sup>



TABLE 2-5 HOTEL DISTRIBUTION STUDY (PHASE III)

Phase		Scenario of Distribution				Result of Distribution			
III	2001	Foreigner		Domestic		Foreigner		Domestic	
		100%		100%		1,607,000		1,013,000	
Ratio of Classification		80		50		Total Guest Nights		Length of Stay	
District		Hi	Low	Hi	Low	Nationality	Domestic	Foreigner	
South	37	55	-	22	33	Hi 6.0	4.0	2,854.9	1,235.9
North	23	1	-	31	6	Low 7.0	4.5	1,774.7	22.5
Town	5	-	-	2	16	Hi 6.0	4.0	321.5	-
Others	-	-	-	-	1	Low 7.0	4.5	-	-
Phuket Total	65	56	-	55	56	Hi 5.9	3.5	4,951.1	1,258.4
Bay	6	20	-	9	6	Low -	4.5	115.7	-
Thai Muang	20	60	-	25	1	Hi 6.0	4.0	1,543.2	202.2
Town	-	-	-	-	5	Low 7.0	4.5	-	-
Pang Nga Total	26	80	-	34	12	Hi -	-	1,658.9	202.2
Beach	4	10	29	6	20	Low -	2.5	308.6	651.6
Town	-	-	2	-	2	Hi 6.0	3.0	-	12.8
Krabi Total	4	10	31	6	22	Low 7.0	4.5	308.6	664.4
Ranong Total	5	10	5	5	10	Hi 6.0	3.0	385.8	112.4
Grand Total	100	100	100	100	100	Low 7.0	4.0	7,304.4	2,237.4
						Distribution of additional Tourist in Each Phase (%)			
						Share by each district (%)			

Share by each district (%)

Distribution of additional Tourist in Each Phase (%)

Phase	III	2001
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Province district	Nation ality	High Class		Low Class	
		Total Guest Nights	Coefi- cient Required	Total Guest Nights	Coefi- cient Required
Phuket	Foreigner	2,854,900	f	7,242	f
	Domestic	446,200	d	792	d
	Foreigner	1,774,700	f	4,502	f
	Domestic	628,700	d	1,116	d
	Foreigner	321,500	f	816	-
Pang Nga	Domestic	35,500	d	63	d
	Foreigner	-	-	-	-
	Domestic	-	-	-	-
	Foreigner	115,700	f	294	-
	Domestic	68,400	d	121	d
Krabi	Foreigner	1,543,200	f	3,915	f
	Domestic	507,000	d	900	d
	Foreigner	-	-	-	-
	Domestic	-	-	-	-
	Foreigner	1,658,900	-	4,209	-
Ranong	Domestic	575,400	-	1,021	-
	Total	2,234,300	-	5,230	-
	Foreigner	308,600	f	783	f
	Domestic	91,300	d	162	d
	Foreigner	-	-	-	-
Grand Total	Domestic	-	-	-	-
	Foreigner	308,600	-	783	-
	Domestic	91,300	-	162	-
	Total	399,900	-	947	-
	Foreigner	6,918,600	-	17,552	-
Total	Domestic	1,777,100	-	3,154	-
	Total	8,695,700	-	20,706	-
	Foreigner	385,800	f	979	f
	Domestic	76,100	d	135	d
	Foreigner	7,304,400	-	18,531	-
Grand Total	Domestic	1,853,200	-	3,289	-
	Total	9,157,600	-	21,820	-
	Foreigner	3,994,500	-	8,710	-
	Domestic	112,400	f	285	f
	Foreigner	2,071,900	-	5,675	-
	Domestic	4,309,300	-	9,354	-

Coefficient f : 1/1.8 0.6 365 = 2,537  
d : 1 0.7/1.8 0.6 365 = 1,776

TABLE 2-6 INTERNATIONAL TOURIST ARRIVALS TO THAILAND BY NATIONALITY AND MODE OF TRANSPORT JANUARY-DECEMBER 1987

COUNTRY OF NATIONALITY	TOTAY JAN. - DEC./87	TOTAY JAN. - DEC./87	% CHANGE	% SHARE	AIR	LAND	SEA
GRAND TOTAL	3,482,958	2,818,092	+ 23.59	100.00	2,653,624	783,074	46,260
THE AMERICAS	292,448	224,308	+ 19.70	8.40	281,066	8,172	3,210
ARGENTINA	1,456	1,992	- 26.91	0.04	1,431	17	8
BRAZIL	2,293	2,637	- 13.05	0.07	2,244	44	5
CANADA	44,174	36,700	+ 20.37	1.27	41,305	2,490	379
MEXICO	4,141	2,704	+ 53.14	0.12	4,035	32	74
U.S.A.	235,878	196,429	+ 20.08	6.77	227,641	5,517	2,720
OTHERS	4,506	3,846	+ 17.16	0.13	4,410	72	24
EUROPE	794,320	621,514	+ 27.80	22.81	764,676	26,352	3,292
AUSTRIA	21,458	14,141	+ 51.74	0.62	20,757	632	69
BELGIUM	17,112	12,321	+ 38.88	0.49	16,832	241	39
DENMARK	21,803	19,390	+ 12.44	0.63	20,782	952	69
FINLAND	11,450	9,286	+ 23.30	0.33	11,190	242	18
FRANCE	131,648	100,439	+ 31.07	3.78	129,293	2,164	191
W. GERMANY	148,382	119,441	+ 24.23	4.26	141,944	5,496	942
ITALY	65,928	52,039	+ 26.69	1.89	65,032	800	96
NETHERLANDS	41,562	34,061	+ 22.02	1.19	39,925	1,348	289
NORWAY	10,527	9,209	+ 14.31	0.30	10,133	342	52
SPAIN	12,679	8,946	+ 41.73	0.36	12,556	114	9
SWEDEN	35,953	27,546	+ 30.52	1.03	33,277	2,525	151
SWITZERLAND	45,101	37,074	+ 21.65	1.29	42,908	2,057	136
UNITED KINGDOM	184,415	147,221	+ 25.26	5.29	175,616	7,839	960
EAST EUROPE	15,327	10,711	+ 43.10	0.44	14,067	1,127	133
OTHERS	30,975	19,689	+ 57.32	0.91	30,364	473	138
AFRICA	18,873	13,683	+ 37.93	0.54	18,707	153	13
MIDDLE EAST	117,547	110,619	+ 6.26	3.37	116,858	609	80
ISRAEL	11,188	8,984	+ 24.53	0.32	11,185	3	-
KUWAIT	8,220	9,099	+ 9.66	0.24	8,210	10	-
SAUDI ARABIA	58,632	56,569	+ 3.65	1.68	58,421	149	62
OTHERS	39,507	35,967	+ 9.84	1.13	39,042	447	18
EAST ASIA & PACIFIC	2,042,459	1,167,404	+ 26.28	58.64	1,261,124	741,830	39,505
ASEAN	(1,077,359)	(908,482)	+ 18.59	30.93	(323,007)	(724,627)	(29,725)
BRUNEI	4,419	3,326	+ 32.86	0.13	4,105	261	53
INDONESIA	27,979	28,281	+ 1.07	0.08	25,121	2,596	262
MALAYSIA	765,226	652,913	+ 17.20	21.97	105,296	635,449	24,481
PHILIPPINES	39,700	29,894	+ 32.80	1.14	38,547	806	347
SINGAPORE	240,035	194,068	+ 23.69	6.89	149,938	85,515	4,582
AUSTRALIA	110,747	94,662	+ 16.99	3.18	102,192	8,282	273
CHINA	85,771	75,109	+ 14.20	2.46	85,621	60	90
HONG KONG	132,251	83,957	+ 57.52	3.80	131,442	439	370
JAPAN	341,899	259,381	+ 31.81	9.82	338,667	2,840	392
KOREA	37,039	30,579	+ 21.13	1.06	36,237	698	104
NEW ZEALAND	17,072	13,059	+ 30.73	0.49	14,852	2,121	99
TAIWAN R.O.C.	194,717	111,163	+ 75.16	5.59	194,084	355	278
OTHERS	45,604	41,012	+ 11.20	1.31	35,022	2,408	8,174
SOUTH ASIA	217,311	210,564	+ 3.20	6.24	211,193	5,985	160
BANGLADESH	25,321	23,629	+ 7.16	0.73	24,727	579	15
INDIA	117,579	119,539	- 1.64	3.38	114,074	3,457	48
NEPAL	11,843	14,441	- 17.99	0.34	11,303	527	13
PAKISTAN	43,331	37,339	+ 16.05	1.24	42,068	1,191	72
SRI LANKA	18,057	14,683	+ 22.98	0.52	17,841	204	12
OTHERS	1,180	933	+ 26.47	0.03	1,180	-	-

SOURCE OF DATA 8 IMMIGRATION DIVISION, POLICE DEPARTMENT.

TABLE 2-7 INTERNATIONAL TOURIST ARRIVALS TO THAILAND BY NATIONALITY AND MODE OF ARRIVAL JANUARY-DECEMBER 1987

COUNTRY OF NATIONALITY	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.
GRAND TOTAL	291,700	283,355	274,121	274,698	241,333	249,783	292,776	319,640	229,773	287,350	331,077	407,352
THE AMERICAS	21,845	21,021	24,026	22,903	20,861	20,137	25,685	19,752	19,926	32,589	33,263	30,440
ARGENTINA	109	88	77	120	169	122	96	146	181	183	80	85
BRAZIL	202	157	106	121	205	130	336	146	339	320	111	120
CANADA	4,264	4,402	4,046	3,356	2,759	2,344	2,832	2,444	2,451	4,712	5,485	5,079
MEXICO	137	58	84	334	352	286	878	616	402	543	287	164
U.S.A.	16,911	16,161	19,350	18,615	16,999	16,764	20,941	16,050	16,154	26,292	26,978	24,663
OTHERS	222	155	363	357	377	491	602	350	399	539	322	329
EUROPE	75,032	72,678	72,480	63,755	42,555	40,410	59,833	66,271	45,631	69,077	87,497	99,101
AUSTRIA	2,234	2,457	1,700	1,759	912	994	1,343	1,173	920	1,713	2,706	3,547
BELGIUM	1,394	1,159	1,140	1,260	807	853	1,890	1,131	1,369	1,969	2,240	1,900
DENMARK	2,011	2,345	1,863	1,576	1,565	1,465	1,840	1,234	1,399	1,849	2,450	2,206
FINLAND	1,109	1,251	1,108	682	671	517	595	474	742	946	1,058	2,297
FRANCE	12,074	16,058	16,287	11,630	6,740	4,278	9,061	11,162	4,899	10,470	16,476	12,513
W. GERMANY	17,110	13,580	14,612	12,772	7,232	6,824	8,946	8,077	7,254	12,400	17,618	21,957
ITALY	7,473	6,810	5,416	4,102	2,391	2,594	4,495	9,752	3,740	4,227	5,272	9,656
NETHERLANDS	3,443	2,879	2,676	2,906	2,840	2,807	4,741	3,622	2,981	4,336	3,997	4,334
NORWAY	884	932	817	875	543	728	843	688	680	1,049	1,150	1,338
SPAIN	504	644	724	868	564	650	1,116	2,574	955	1,643	1,719	718
SWEDEN	3,814	3,206	3,180	2,617	2,149	2,219	2,331	1,684	2,294	3,315	3,796	5,294
SWITZERLAND	5,362	4,345	3,841	3,387	2,164	1,984	2,994	1,933	2,112	3,702	5,502	7,775
UNITED KINGDOM	14,689	13,936	15,680	15,789	11,687	11,489	15,406	16,926	12,494	17,182	18,871	20,266
EAST EUROPE	1,300	1,684	1,555	960	826	764	1,087	1,055	1,182	1,568	2,034	1,312
OTHERS	1,631	1,392	1,381	2,518	1,464	2,244	3,145	4,786	2,610	2,708	2,608	3,988
AFRICA	1,398	1,007	1,663	1,593	881	1,463	1,422	1,433	2,223	1,824	1,584	2,382
MIDDLE EAST	12,346	8,535	9,406	8,895	7,173	8,761	12,916	10,842	9,772	9,811	9,033	10,057
ISRAEL	742	668	788	664	866	487	696	768	1,051	2,025	1,322	1,111
KUWAIT	742	705	843	618	349	755	829	884	523	534	606	832
SAUDI ARABIA	7,368	4,450	4,537	4,669	3,766	4,224	7,372	5,213	4,780	4,036	3,807	4,410
OTHERS	3,494	2,712	3,238	2,944	2,192	3,295	4,019	3,977	3,418	3,216	3,298	3,704
EAST ASIA & PACIFIC	164,958	166,870	151,501	161,240	150,692	158,826	174,622	204,377	132,099	153,576	182,089	241,609
ASEAN	82,965	83,020	76,341	92,337	89,025	96,371	80,650	97,091	61,616	74,997	97,153	145,793
BRUNEI	380	409	364	355	402	279	253	389	365	258	379	586
INDONESIA	1,371	1,587	1,836	1,451	3,157	3,973	2,784	2,041	2,108	2,249	2,222	3,200
MALAYSIA	62,041	63,859	53,097	70,877	65,278	54,057	60,615	73,294	43,041	54,123	69,081	95,863
PHILIPPINES	2,980	2,795	2,861	3,885	3,739	2,960	2,837	2,763	3,061	3,528	4,300	3,991
SINGAPORE	16,193	14,370	18,183	15,769	16,449	35,102	14,161	18,604	13,041	14,839	21,171	42,153
AUSTRALIA	10,745	6,578	8,406	8,431	8,110	8,158	9,959	8,496	10,058	11,198	9,722	10,886
CHINA	8,919	6,783	7,104	6,776	6,080	6,665	8,987	8,163	5,294	6,524	6,478	7,998
HONG KONG	10,349	8,037	8,716	10,486	7,505	8,339	14,159	19,665	7,801	11,692	10,055	15,447
JAPAN	27,756	31,372	8,770	22,531	22,266	22,551	29,198	38,453	28,453	25,707	33,084	31,686
KOREA	2,673	2,653	2,791	2,652	2,936	2,787	3,529	3,204	2,642	3,473	3,429	3,270
NEW ZEALAND	1,374	929	1,277	1,162	1,466	1,311	1,613	1,616	1,466	1,518	1,519	1,821
TAIWAN R.O.C.	16,505	23,522	4,504	13,073	10,087	9,238	22,753	23,535	10,757	14,358	16,036	20,347
OTHERS	3,672	3,976	3,596	3,792	3,217	3,406	3,774	4,082	4,082	4,012	3,613	4,361
SOUTH ASIA	16,121	13,244	15,045	16,312	19,171	20,186	18,298	16,965	20,122	20,473	17,611	23,763
BANGLADESH	1,775	1,377	1,677	1,800	2,021	1,788	1,993	2,028	2,480	2,772	2,253	3,357
INDIA	8,680	6,918	7,251	8,242	11,857	11,765	9,208	8,886	11,145	11,259	9,253	13,115
NEPAL	834	744	912	799	1,069	1,215	860	1,233	1,375	978	947	877
PAKISTAN	3,652	2,918	3,617	3,773	2,863	4,009	4,551	3,194	3,510	3,663	3,592	3,989
SRI LANKA	1,075	1,225	1,476	1,611	1,297	1,284	1,611	1,545	1,513	1,720	1,440	2,260
OTHERS	105	62	112	87	64	125	75	79	99	81	126	165

SOURCE OF DATA &amp; IMMIGRATION DIVISION, POLICE DEPARTMENT.



TABLE 2-8 INTERNATIONAL TOURIST ARRIVALS TO THAILAND BY NATIONALITY AND  
MODE OF TRANSPORT JANUARY-DECEMBER 1987

COUNTRY OF NATIONALITY	TOTAY JAN. - DEC./87	TOTAY JAN. - DEC./87	% CHANGE 87/86
GRAND TOTAL	89,532	48,064	+ 86.28
THE AMERICAS	4,945	3,792	+ 30.41
ARGENTINA	25	10	+150.00
BRAZIL	42	17	+147.06
CANADA	1,028	755	+ 36.16
MEXICO	37	6	+516.67
U.S.A.	3,777	2,976	+ 26.92
OTHERS	36	28	+ 28.57
EUROPE	30,583	13,199	+131.71
AUSTRIA	617	244	+152.87
BELGIUM	190	141	+ 34.75
DENMARK	226	144	+ 56.94
FINLAND	87	44	+ 97.73
FRANCE	2,521	1,766	+ 42.75
W. GERMANY	2,548	2,966	- 14.09
ITALY	1,879	838	+124.22
NETHERLANDS	605	386	+ 56.74
NORWAY	175	184	- 4.89
SPAIN	135	111	+ 21.62
SWEDEN	646	351	+ 84.05
SWITZERLAND	1,149	678	+ 69.47
UNITED KINGDOM	19,058	5,089	+274.49
EAST EUROPE	56	26	+115.38
OTHERS	691	231	+199.13
AFRICA	88	51	+ 72.55
MIDDLE EAST	154	95	+ 62.11
ISRAEL	53	20	+165.00
KUWAIT	13	8	+ 62.50
SAUDI ARABIA	25	30	+ 16.67
OTHERS	63	37	+ 70.27
EAST ASIA & PACIFIC	53,606	30,817	+ 73.95
ASEAN	(33,360)	(23,068)	+ 44.62
BRUNEI	32	9	+255.56
MALAYSIA	765,226	652,913	+ 17.20
PHILIPPINES	338	120	+181.67
SINGAPORE	22,451	17,205	+ 30.49
AUSTRALIA	5,491	3,580	+ 53.38
CHINA	45	4	+ 25.00
HONG KONG	0	1	-
JAPAN	5,797	1,870	+210.00
KOREA	248	80	+210.00
NEW ZEALAND	684	435	+ 57.24
TAIWAN R.O.C.	4,428	1,210	+265.95
OTHERS	3,553	569	+524.43
SOUTH ASIA	156	110	+ 41.82
BANGLADESH	7	9	- 22.22
INDIA	103	67	+ 53.73
NEPAL	1	4	- 75.00
PAKISTAN	27	18	+ 50.00
SRI LANKA	18	12	+ 50.00

FIG. 2-1 MONTHLY FLUCTUATION OF TOURIST TO PHUKET FROM MAJOR COUNTRIES/AREAS

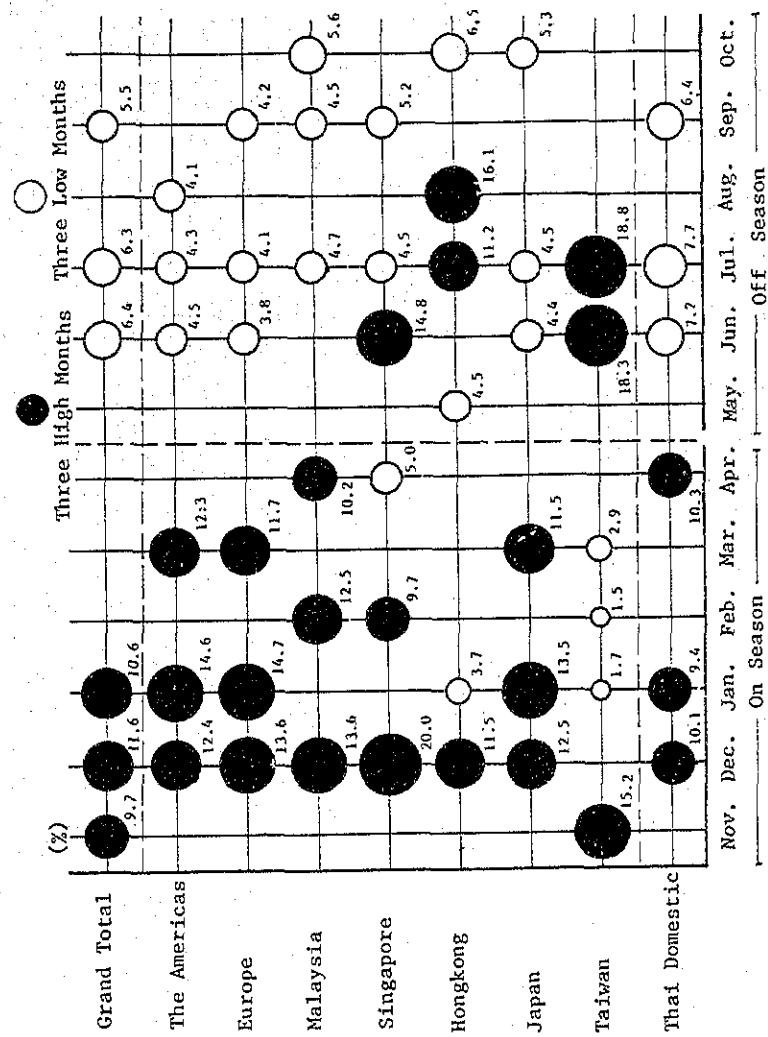


FIG. 2-2 MONTHLY FLUCTUATION OF TOURIST TO THAILAND FROM MAJOR COUNTRIES/AREAS

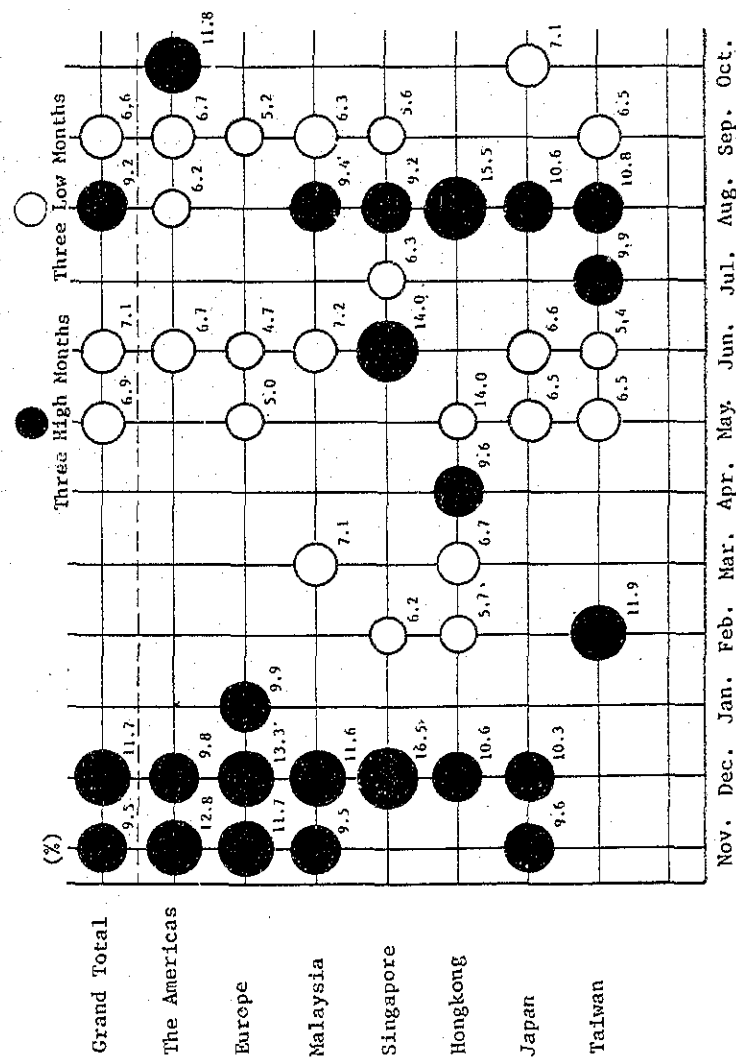


TABLE 2-9 INTERNATIONAL TOURISTS, EXPENDITURE/PERSON/DAY FROM 1984-1987

Remarking	Average/person/day, Unit:Baht				
	Revenue from Tourism, Unit:Million Baht				
	1984	1985	1986	1987	
1st	Mid.East	Mid.East	U S A	Taiwan	
2nd	U S A	U S A	Mid.East	Japan	
3rd	Philippines	Philippines	France	U S A	
4th	Japan	Japan	Australia	Hong Kong	
5th	Australia	Australia	Japan	China	

Comparison : International Tourists' Expenditure/person/day				
From 1984 - 1987				
Average/person/day, Unit:Baht				
Revenue from Tourism, Unit:Million Baht				
Country of Residence	1984	1985	1986	1987
America				
Canada	1,781.02	1,973.91	1,862.05	2,220.17
U.S.A	3,070.57	3,427.02	3,083.35	744.59
Others America				728.24
Europe				
France	1,383.57	1,470.51	2,691.93	2,119.90
W.Germany	1,273.86	1,357.14	1,939.72	1,511.48
Italy	1,966.72	2,101.30	1,946.31	2,251.98
Netherlands	1,726.86	1,833.43	2,158.50	1,936.60
Switzerland	1,821.63	1,968.68	2,334.47	1,903.21
U.K.	1,648.32	1,762.65	1,792.04	2,185.66
Others Europe	1,828.85	2,018.87	1,856.40	2,916.97
Middle East	4,055.28	4,222.86	2,759.54	3,075.78
Asia & Pacific				
Australia	2,218.27	2,400.10	2,636.08	2,208.34
New Zealand	1,339.97	1,451.73	1,515.55	
Hong Kong	1,542.84	1,642.07	2,282.49	2,403.08
India	1,911.20	2,080.24	1,806.01	1,953.26
Japan	2,507.96	2,746.34	2,589.53	3,268.40
Korea				1,951.17
Malaysia	1,726.98	1,940.48	1,715.00	2,010.22
Singapore	2,079.64	2,294.85	1,874.85	1,991.24
Taiwan	1,966.67	2,129.35	2,388.09	3,331.86
Philippines	2,621.19	2,965.06	1,980.16	
China				2,392.13
Others Asia	2,556.16	2,829.33	2,505.38	2,163.65
Others	3,814.36	3,157.16	2,127.05	2,294.75
Average/person/day	2,127.32	2,334.92	2,233.28	2,370.04
Revenue from tourism	27,317.39	31,767.86	37,321.01	50,023.88