

# ASEAN Overseas Travel Awareness Survey Report <Thailand>

March 2021



Survey conducted by:

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### [Survey Overview]

Method	<ul style="list-style-type: none"> <li>• Internet survey</li> <li>• Screening survey (preliminary survey) was first conducted by the Internet survey firm (Micromill, Inc.) utilizing survey monitor panel the firm maintains and actual survey conducted to qualified respondents.</li> </ul>
Survey Period	<ul style="list-style-type: none"> <li>• Friday, January 22 and Saturday, January 23, 2021</li> </ul>
Sample Qualification	<ul style="list-style-type: none"> <li>• Male/female 20 years old or older. Travels abroad at least once every 3 years and intends to travel abroad in the future.</li> </ul> <p>*For each country, ensure to include at least 30 samples with experience of visiting the country.</p>



- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), **16.9% had visited Thailand** with the purpose of visits being for sightseeing (13.6%) and business trips (3.2%).
  - By gender-age group, the highest percentage of respondents **who had previously visited Thailand were males aged 60 and over (22.6%)**. The group with the highest percentage of visits for sightseeing purposes was females 60 and over (18.6%), followed by females in their 40s (17.2%).

### **[Questions for people who have visited Thailand]**

- 45.1 of respondents had visited Thailand once, however the percentage who'd visited **5 times or more was also high (20.2%)**, with this percentage increasing for males in particular as the age group increased; notably, the male 60 and over group gave a response rate of 36.2%.
- The highest purpose of visiting Thailand was "Sightseeing/leisure" (77.6%), with the second highest purpose being "Business trips" (12.8%). **Gender-wise, approx. 90% of females visited for sightseeing/leisure, while 20% of males visited for business.**
- Regarding deciding factor in choosing Thailand as a destination, 26.2% of respondents answered "Recommended by family/friends/acquaintances," 19.7% answered "The trip was low cost," and 18.0% answered "There was a good deal." Age-wise, **a higher percentage of people in their 20s/30s answered "Viewed on social media" compared to other age groups.**
- In terms of points of satisfaction upon visiting Thailand, "Food ingredients and cuisine" (51.8%) ranked highest, followed by "Scenery and atmosphere" (45.1%), then "Places of interest/historical sites" (41.6%). Age-wise, a higher percentage of people in their 20s answered "Cost" (45.6%) and Experience/activities (38.2%) compared to the overall group.
- 54.0% of respondents answered that they were dissatisfied with "Nothing in particular," and notably, this was the response of over 60% of males in their 50s/60s who visit Thailand frequently. There's a possibility that the high number of visits contribute to lack of dissatisfaction with the travel destination.



### **[Questions for all respondents with intention to travel overseas]**

- Regarding impression of Thailand, the highest percentage of respondents answered “Rich in history and culture” (33.0%), followed by “Delicious food” (32.7%).
  - **The response rate of “I don’t have any impression, I don’t know” was particularly low (13.0%) even among respondents who’ve never visited,** suggesting that even people who’ve never visited Thailand have some kind of impression of what it is like.
- Regarding intention to travel to Thailand for sightseeing, over **70% answered “I want to go.”** A high percentage of those who had visited wanted to go again (80.9%). Also, a higher percentage of males expressed intention to go to than females.
- As for the reason why people had no intention to travel to Thailand for sightseeing, the highest percentage of people (36.7%) answered “There are other destinations I’d like to travel to,” followed by “The level of public security concerns me” (29.6%), and “I’m not partial to the local food” (21.2%).  
**Many young people responded “I don’t know what that country offers in the first place.”**
- Of Thailand’s major five tourism resources, the highest percentage of respondents answered “I’ve heard of it and I know what kind of place it is” for Bangkok (68.4%) . For all of the sightseeing resources, **the response rate of “I know what it is” was higher the higher the age group, and low for the younger groups, demonstrating a gap in the level of awareness depending on generation.**



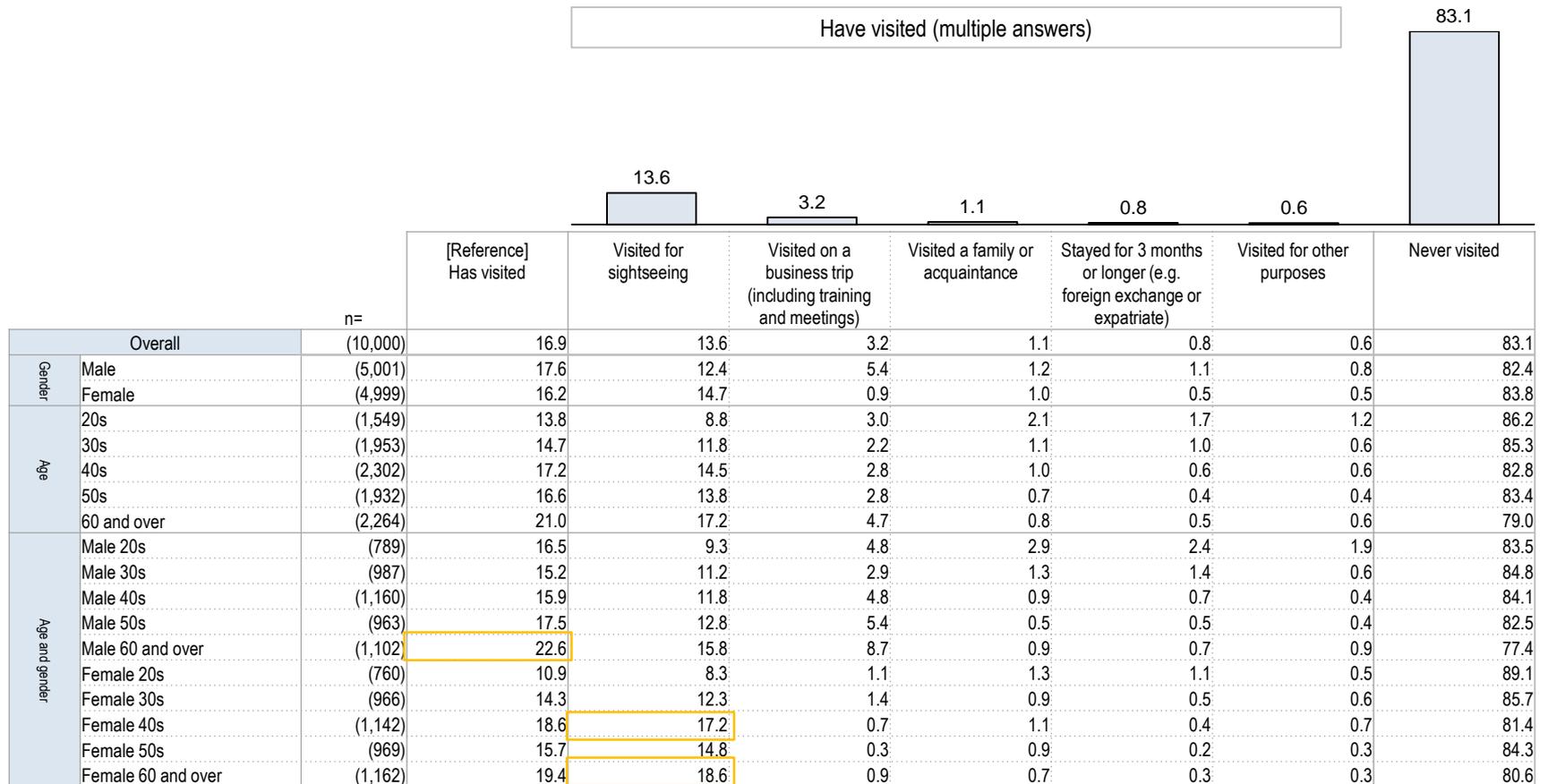
# Survey Results [Screening survey]

## 1. Visit experience (details)

- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), 16.9 % had visited Thailand with the purpose of visits being for sightseeing (13.6%) and business trips (3.2%).
- By gender-age group, the highest percentage of respondents who had previously visited Thailand were males aged 60 and over (22.6%). The group with the highest percentage of visits for sightseeing purposes was females 60 and over (18.6%), followed by females in their 40s (17.2%).

### People who have visited Thailand (Screening survey)

Q. Have you ever visited the below country or region? Please give all applicable answers for each country/region. **[Thailand]**





# Survey Results

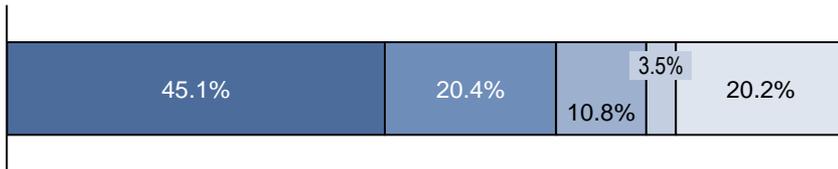
## 2. [People who have visited] Number/timing of visits

- 45.1 of respondents had visited Thailand once, however the percentage who'd visited 5 times or more was also high (20.2%), with this percentage increasing for males in particular as the age group increased; notably, the male 60 and over group gave a response rate of 36.2%.
- Approx. half of all respondents (46.0%) visited 2016 or earlier. The younger the age group, the higher the response rate of having visited Thailand in 2018 or later.

### [People who have visited] Number of visits

Q. How many times have you visited each country? Please only give one applicable answer for each country.  
\*Regardless of purpose – e.g. sightseeing, business, etc. [Thailand]

Once Twice 3 times 4 times 5 times or more

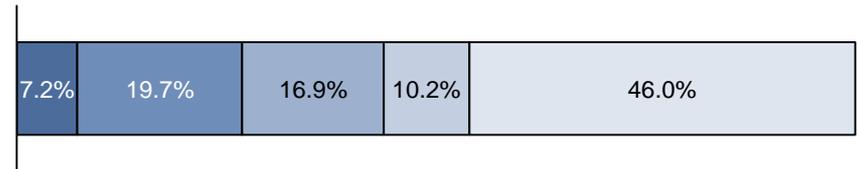


		n=	Once	Twice	3 times	4 times	5 times or more
Gender	Overall	(539)	45.1	20.4	10.8	3.5	20.2
	Male	(324)	38.0	21.9	12.0	3.4	24.7
	Female	(215)	55.8	18.1	8.8	3.7	13.5
Age	20s	(68)	52.9	25.0	7.4	4.4	10.3
	30s	(96)	45.8	25.0	13.5	4.2	11.5
	40s	(102)	46.1	24.5	9.8	1.0	18.6
	50s	(121)	43.8	19.0	5.8	5.8	25.6
	60 and over	(152)	41.4	13.8	15.1	2.6	27.0
	Age and gender	Male 20s	(39)	51.3	30.8	10.3	5.1
Male 30s		(62)	40.3	24.2	16.1	6.5	12.9
Male 40s		(59)	35.6	30.5	10.2	0.0	23.7
Male 50s		(70)	35.7	20.0	7.1	4.3	32.9
Male 60 and over		(94)	34.0	12.8	14.9	2.1	36.2
Female 20s		(29)	55.2	17.2	3.4	3.4	20.7
Female 30s		(34)	55.9	26.5	8.8	0.0	8.8
Female 40s		(43)	60.5	16.3	9.3	2.3	11.6
Female 50s		(51)	54.9	17.6	3.9	7.8	15.7
Female 60 and over		(58)	53.4	15.5	15.5	3.4	12.1

### [People who have visited] Timing of visit

Q. When did you take the trip? Please only give one applicable answer for each country.  
\*If you have visited a country more than once, please tell us the purpose of your most recent trip. [Thailand]

2020 or later Around 2019 Around 2018 Around 2017 2016 or earlier



		n=	2020 or later	Around 2019	Around 2018	Around 2017	2016 or earlier
Gender	Overall	(539)	7.2	19.7	16.9	10.2	46.0
	Male	(324)	9.9	19.1	18.5	13.3	39.2
	Female	(215)	3.3	20.5	14.4	5.6	56.3
Age	20s	(68)	11.8	35.3	14.7	22.1	16.2
	30s	(96)	7.3	27.1	24.0	9.4	32.3
	40s	(102)	6.9	13.7	17.6	9.8	52.0
	50s	(121)	5.8	16.5	19.0	4.1	54.5
	60 and over	(152)	6.6	14.5	11.2	10.5	57.2
	Age and gender	Male 20s	(39)	10.3	20.5	15.4	33.3
Male 30s		(62)	9.7	24.2	29.0	12.9	24.2
Male 40s		(59)	10.2	16.9	22.0	10.2	40.7
Male 50s		(70)	8.6	21.4	20.0	5.7	44.3
Male 60 and over		(94)	10.6	14.9	9.6	12.8	52.1
Female 20s		(29)	13.8	55.2	13.8	6.9	10.3
Female 30s		(34)	2.9	32.4	14.7	2.9	47.1
Female 40s		(43)	2.3	9.3	11.6	9.3	67.4
Female 50s		(51)	2.0	9.8	17.6	2.0	68.6
Female 60 and over		(58)	0.0	13.8	13.8	6.9	65.5



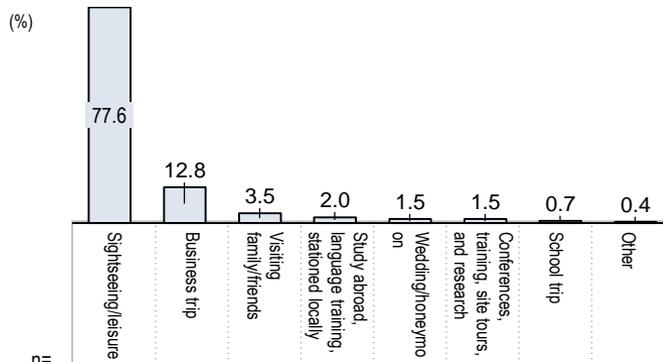
# Survey Results

## 3. [People who have visited] Purpose/companion

- The highest purpose of visiting Thailand was “Sightseeing/leisure” (77.6%), with the second highest purpose being “Business trips” (12.8%). Gender-wise, approx. 90% of females visited for sightseeing/leisure, while 20% of males visited for business.
- In terms of travel companion, the highest was “Spouse/partner” (28.4 %), then “Friends and acquaintances” (28.0%), followed by “Family and relatives” (21.5%).

### [People who have visited] Purpose of visit

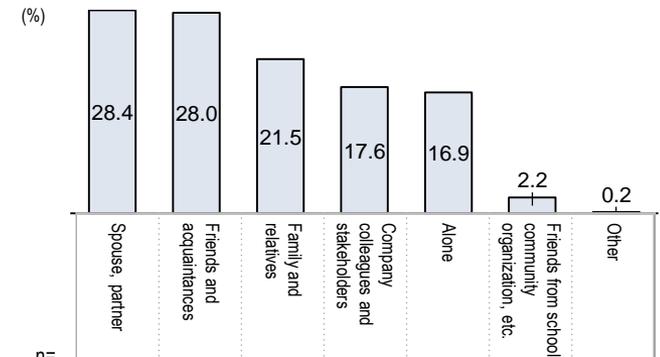
Q. What was the main purpose of the trip? Please only give one applicable answer as the purpose of visiting each country. \*If you have visited a country more than once, please tell us the purpose of your most recent trip. [Thailand]



	n=	Sightseeing/leisure	Business trip	Visiting family/friends	Study abroad, language training, stationed locally	Wedding/honeymoon	Conferences, training, site tours, and research	School trip	Other
Overall	(539)	77.6	12.8	3.5	2.0	1.5	1.5	0.7	0.4
Gender	Male (324)	69.8	19.8	3.4	2.8	1.9	0.9	1.2	0.3
	Female (215)	89.3	2.3	3.7	0.9	0.9	2.3	0.0	0.5
Age	20s (68)	73.5	10.3	5.9	1.5	2.9	2.9	2.9	0.0
	30s (96)	71.9	11.5	3.1	7.3	5.2	0.0	1.0	0.0
	40s (102)	84.3	10.8	1.0	2.0	0.0	2.0	0.0	0.0
	50s (121)	77.7	13.2	5.8	0.0	0.0	1.7	0.0	1.7
	60 and over (152)	78.3	15.8	2.6	0.7	0.7	1.3	0.7	0.0
Age and gender	Male 20s (39)	69.2	10.3	7.7	2.6	2.6	2.6	5.1	0.0
	Male 30s (62)	66.1	14.5	1.6	9.7	6.5	0.0	1.6	0.0
	Male 40s (59)	78.0	18.6	1.7	1.7	0.0	0.0	0.0	0.0
	Male 50s (70)	71.4	22.9	2.9	0.0	0.0	1.4	0.0	1.4
	Male 60 and over (94)	66.0	25.5	4.3	1.1	1.1	1.1	1.1	0.0
	Female 20s (29)	79.3	10.3	3.4	0.0	3.4	3.4	0.0	0.0
	Female 30s (34)	82.4	5.9	5.9	2.9	2.9	0.0	0.0	0.0
	Female 40s (43)	93.0	0.0	0.0	2.3	0.0	4.7	0.0	0.0
	Female 50s (51)	86.3	0.0	9.8	0.0	0.0	2.0	0.0	2.0
	Female 60 and over (58)	98.3	0.0	0.0	0.0	0.0	1.7	0.0	0.0

### [People who have visited] Travel companion

Q. Who accompanied you on the trip? Please give all the answers that are applicable for each country. \*If you have visited a country more than once, please tell us about your companion on your most recent trip. [Thailand]



	n=	Spouse, partner	Friends and acquaintances	Family and relatives	Company colleagues and stakeholders	Alone	Friends from school, community organization, etc.	Other
Overall	(539)	28.4	28.0	21.5	17.6	16.9	2.2	0.2
Gender	Male (324)	28.7	21.3	15.7	23.1	22.2	2.8	0.3
	Female (215)	27.9	38.1	30.2	9.3	8.8	1.4	0.0
Age	20s (68)	14.7	47.1	20.6	10.3	8.8	5.9	0.0
	30s (96)	18.8	35.4	21.9	18.8	12.5	4.2	0.0
	40s (102)	25.5	25.5	20.6	15.7	22.5	0.0	0.0
	50s (121)	31.4	26.4	19.0	19.0	19.8	2.5	0.8
	60 and over (152)	40.1	17.8	24.3	20.4	17.1	0.7	0.0
Age and gender	Male 20s (39)	20.5	38.5	15.4	10.3	12.8	10.3	0.0
	Male 30s (62)	17.7	27.4	17.7	24.2	11.3	4.8	0.0
	Male 40s (59)	27.1	16.9	20.3	22.0	28.8	0.0	0.0
	Male 50s (70)	30.0	20.0	10.0	22.9	28.6	1.4	1.4
	Male 60 and over (94)	39.4	13.8	16.0	28.7	24.5	1.1	0.0
	Female 20s (29)	6.9	58.6	27.6	10.3	3.4	0.0	0.0
	Female 30s (34)	20.6	50.0	29.4	8.8	14.7	2.9	0.0
	Female 40s (43)	23.3	37.2	20.9	7.0	14.0	0.0	0.0
	Female 50s (51)	33.3	35.3	31.4	13.7	7.8	3.9	0.0
	Female 60 and over (58)	41.4	24.1	37.9	6.9	5.2	0.0	0.0



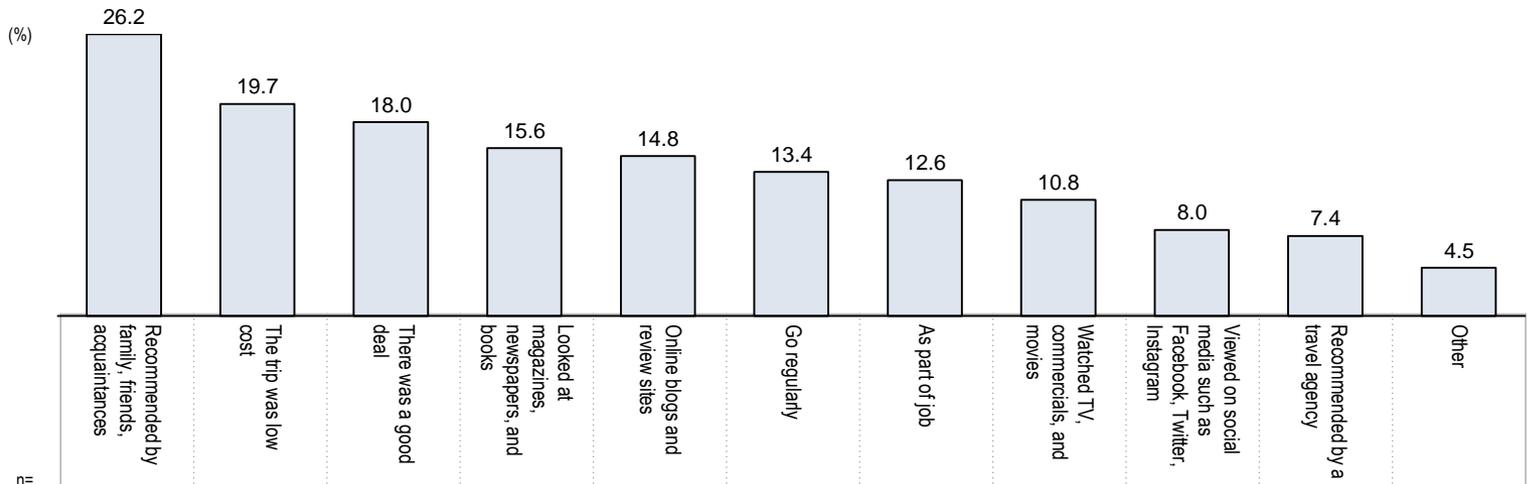
# Survey Results

## 4. [People who have visited] Deciding factor in choosing travel destination

- Regarding deciding factor in choosing Thailand as a destination, 26.2% of respondents answered “Recommended by family/friends/acquaintances,” 19.7% answered “The trip was low cost,” and 18.0% answered “There was a good deal.”
- Age-wise, a higher percentage of people in their 20s/30s answered “Viewed on social media such as Facebook, Twitter, Instagram” compared to other age groups.

### [People who have visited] Deciding factor in choosing travel destination

Q. What was the deciding factor in choosing your travel destination? Please give all the answers that are applicable. \*If you have visited a country more than once, please tell us about your most recent trip. **[Thailand]**



		n=	26.2	19.7	18.0	15.6	14.8	13.4	12.6	10.8	8.0	7.4	4.5
Gender	Overall	(539)	26.2	19.7	18.0	15.6	14.8	13.4	12.6	10.8	8.0	7.4	4.5
	Male	(324)	24.1	19.4	15.7	14.8	15.1	15.7	18.8	10.8	9.3	7.1	1.9
	Female	(215)	29.3	20.0	21.4	16.7	14.4	9.8	3.3	10.7	6.0	7.9	8.4
Age	20s	(68)	27.9	26.5	19.1	10.3	14.7	8.8	7.4	10.3	14.7	7.4	1.5
	30s	(96)	34.4	21.9	10.4	13.5	20.8	13.5	7.3	8.3	14.6	9.4	5.2
	40s	(102)	27.5	18.6	19.6	14.7	21.6	16.7	12.7	9.8	7.8	6.9	6.9
	50s	(121)	24.0	20.7	19.8	18.2	12.4	14.0	14.0	14.0	7.4	4.1	5.0
	60 and over	(152)	21.1	15.1	19.7	17.8	8.6	12.5	17.1	10.5	1.3	9.2	3.3
	Age and gender	Male 20s	(39)	25.6	28.2	20.5	15.4	17.9	5.1	7.7	15.4	17.9	7.7
	Male 30s	(62)	29.0	24.2	11.3	11.3	25.8	12.9	9.7	11.3	17.7	9.7	0.0
	Male 40s	(59)	25.4	16.9	15.3	13.6	25.4	23.7	18.6	10.2	11.9	8.5	1.7
	Male 50s	(70)	20.0	22.9	21.4	17.1	11.4	15.7	22.9	11.4	7.1	2.9	2.9
	Male 60 and over	(94)	22.3	11.7	12.8	16.0	3.2	17.0	26.6	8.5	0.0	7.4	3.2
	Female 20s	(29)	31.0	24.1	17.2	3.4	10.3	13.8	6.9	3.4	10.3	6.9	3.4
	Female 30s	(34)	44.1	17.6	8.8	17.6	11.8	14.7	2.9	2.9	8.8	8.8	14.7
	Female 40s	(43)	30.2	20.9	25.6	16.3	16.3	7.0	4.7	9.3	2.3	4.7	14.0
	Female 50s	(51)	29.4	17.6	17.6	19.6	13.7	11.8	2.0	17.6	7.8	5.9	7.8
	Female 60 and over	(58)	19.0	20.7	31.0	20.7	17.2	5.2	1.7	13.8	3.4	12.1	3.4



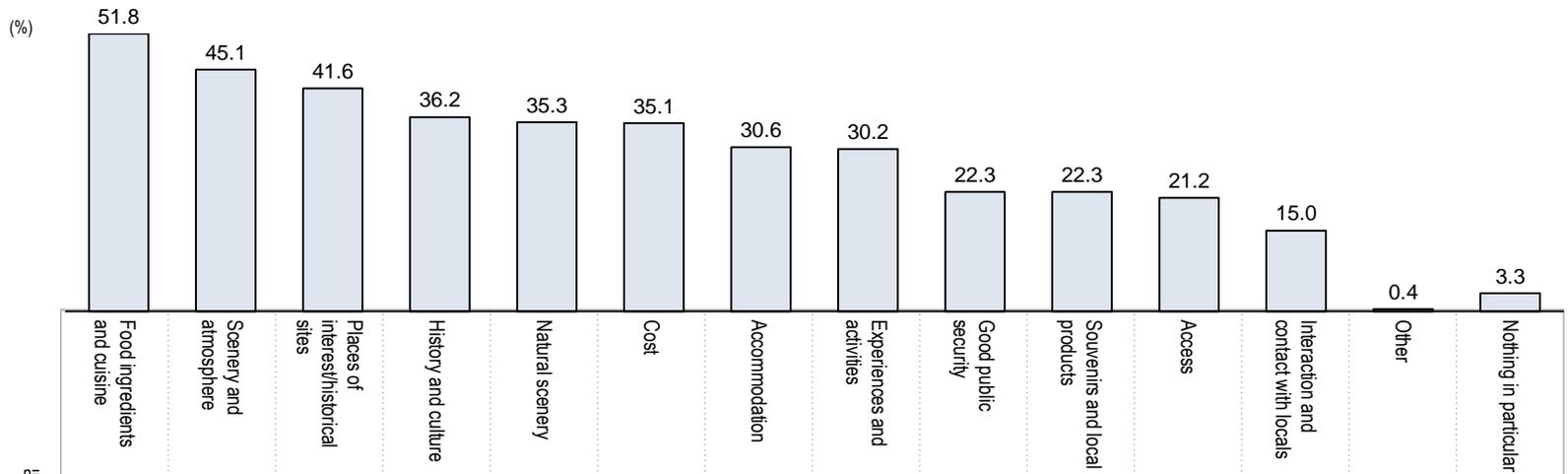
# Survey Results

## 5. [People who have visited] Points of satisfaction

- In terms of points of satisfaction upon visiting Thailand, “Food ingredients and cuisine” (51.8%) ranked highest, followed by “Scenery and atmosphere” (45.1%), then “Places of interest/historical sites” (41.6%).
- Age-wise, a higher percentage of people in their 20s answered “Cost” (45.6%) and “Experience/activities” (38.2%) compared to the overall group.

### [People who have visited] Points of satisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Thailand]



		n=	Food ingredients and cuisine	Scenery and atmosphere	Places of interest/historical sites	History and culture	Natural scenery	Cost	Accommodation	Experiences and activities	Good public security	Souvenirs and local products	Access	Interaction and contact with locals	Other	Nothing in particular
Overall		(539)	51.8	45.1	41.6	36.2	35.3	35.1	30.6	30.2	22.3	22.3	21.2	15.0	0.4	3.3
Gender	Male	(324)	49.4	44.4	35.8	36.4	32.7	34.0	30.9	27.2	21.3	17.3	21.6	15.7	0.6	3.1
	Female	(215)	55.3	46.0	50.2	35.8	39.1	36.7	30.2	34.9	23.7	29.8	20.5	14.0	0.0	3.7
	Age															
20s		(68)	38.2	41.2	42.6	32.4	23.5	45.6	17.6	38.2	17.6	16.2	16.2	11.8	0.0	1.5
30s		(96)	51.0	38.5	35.4	27.1	30.2	31.3	25.0	34.4	22.9	26.0	19.8	20.8	0.0	0.0
40s		(102)	52.9	48.0	42.2	36.3	36.3	37.3	37.3	33.3	24.5	28.4	30.4	16.7	0.0	7.8
50s		(121)	55.4	46.3	43.8	40.5	37.2	34.7	36.4	28.1	19.8	23.1	26.4	14.0	0.8	1.7
60 and over		(152)	54.6	48.0	42.8	40.1	41.4	31.6	30.9	23.7	24.3	17.8	13.8	12.5	0.7	4.6
Age and gender																
Male 20s		(39)	30.8	35.9	46.2	35.9	25.6	41.0	7.7	35.9	12.8	20.5	10.3	15.4	0.0	0.0
Male 30s		(62)	38.7	33.9	30.6	21.0	27.4	27.4	29.0	30.6	24.2	22.6	19.4	22.6	0.0	0.0
Male 40s		(59)	52.5	52.5	33.9	42.4	32.2	40.7	42.4	30.5	25.4	22.0	37.3	16.9	0.0	5.1
Male 50s		(70)	58.6	42.9	31.4	34.3	28.6	31.4	32.9	22.9	15.7	12.9	24.3	10.0	1.4	2.9
Male 60 and over		(94)	55.3	51.1	39.4	44.7	42.6	33.0	33.0	22.3	24.5	12.8	16.0	14.9	1.1	5.3
Female 20s		(29)	48.3	48.3	37.9	27.6	20.7	51.7	31.0	41.4	24.1	10.3	24.1	6.9	0.0	3.4
Female 30s		(34)	73.5	47.1	44.1	38.2	35.3	38.2	17.6	41.2	20.6	32.4	20.6	17.6	0.0	0.0
Female 40s		(43)	53.5	41.9	53.5	27.9	41.9	32.6	30.2	37.2	23.3	37.2	20.9	16.3	0.0	11.6
Female 50s		(51)	51.0	51.0	60.8	49.0	49.0	39.2	41.2	35.3	25.5	37.3	29.4	19.6	0.0	0.0
Female 60 and over		(58)	53.4	43.1	48.3	32.8	39.7	29.3	27.6	25.9	24.1	25.9	10.3	8.6	0.0	3.4



# Survey Results

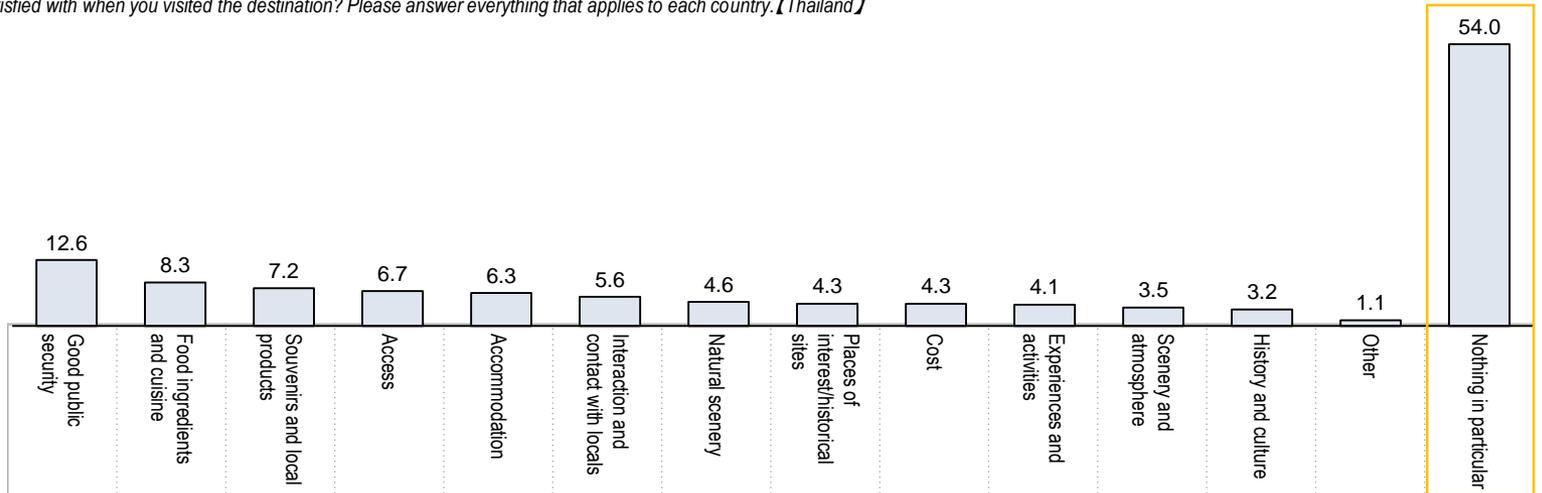
## 6. [People who have visited] Points of dissatisfaction

- As opposed to the previous page, when asked what they were dissatisfied with upon visiting Thailand, the highest percentage of respondents answered they were not satisfied with the aspect of “Good public security” (12.6%), followed by “Food and ingredients” (8.3%).
- 54.0% of respondents answered that they were dissatisfied with “Nothing in particular,” and notably, this was the response of over 60% of males in their 50s/60s who visit Thailand frequently. There’s a possibility that the lack of dissatisfaction with the travel destination is due to the higher number of visits.

### [People who have visited] Points of dissatisfaction

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Thailand]

(%)



	n=	Good public security	Food ingredients and cuisine	Souvenirs and local products	Access	Accommodation	Interaction and contact with locals	Natural scenery	Places of interest/historical sites	Cost	Experiences and activities	Scenery and atmosphere	History and culture	Other	Nothing in particular	
Overall	(539)	12.6	8.3	7.2	6.7	6.3	5.6	4.6	4.3	4.3	4.1	3.5	3.2	1.1	54.0	
Gender	Male	(324)	10.5	7.4	7.4	5.9	4.6	5.9	5.9	6.2	4.6	3.4	3.1	1.2	54.0	
	Female	(215)	15.8	9.8	7.0	5.6	7.0	7.0	2.8	1.9	1.4	3.3	3.7	0.9	54.0	
Age	20s	(68)	17.6	16.2	7.4	5.9	14.7	5.9	4.4	4.4	7.4	4.4	5.9	0.0	39.7	
	30s	(96)	13.5	9.4	7.3	10.4	5.2	8.3	9.4	9.4	4.2	6.3	5.2	0.0	38.5	
	40s	(102)	16.7	10.8	7.8	5.9	2.9	3.9	3.9	4.9	2.9	6.9	3.9	2.9	1.0	54.9
	50s	(121)	8.3	1.7	5.8	5.8	6.6	6.6	5.8	5.8	4.1	3.3	2.5	2.5	2.5	61.2
	60 and over	(152)	10.5	7.9	7.9	5.9	5.3	3.9	1.3	2.0	0.7	2.6	1.3	1.3	1.3	63.8
Age and gender	Male 20s	(39)	17.9	15.4	5.1	5.1	15.4	5.1	7.7	7.7	12.8	5.1	7.7	5.1	0.0	33.3
	Male 30s	(62)	9.7	9.7	9.7	14.5	4.8	9.7	11.3	8.1	14.5	4.8	6.5	8.1	0.0	33.9
	Male 40s	(59)	10.2	8.5	8.5	6.8	3.4	5.1	6.8	5.1	5.1	8.5	3.4	3.4	0.0	59.3
	Male 50s	(70)	4.3	2.9	7.1	5.7	4.3	2.9	5.7	8.6	4.3	2.9	2.9	0.0	4.3	64.3
	Male 60 and over	(94)	12.8	5.3	6.4	5.3	5.3	2.1	1.1	2.1	0.0	3.2	0.0	1.1	1.1	64.9
	Female 20s	(29)	17.2	17.2	10.3	6.9	13.8	6.9	0.0	0.0	0.0	3.4	3.4	6.9	0.0	48.3
	Female 30s	(34)	20.6	8.8	2.9	2.9	5.9	5.9	5.9	0.0	0.0	2.9	5.9	0.0	0.0	47.1
	Female 40s	(43)	25.6	14.0	7.0	4.7	2.3	2.3	0.0	4.7	0.0	4.7	4.7	2.3	2.3	48.8
	Female 50s	(51)	13.7	0.0	3.9	5.9	9.8	11.8	5.9	2.0	3.9	3.9	2.0	5.9	0.0	56.9
	Female 60 and over	(58)	6.9	12.1	10.3	6.9	5.2	6.9	1.7	1.7	1.7	1.7	3.4	1.7	1.7	62.1



# Survey Results

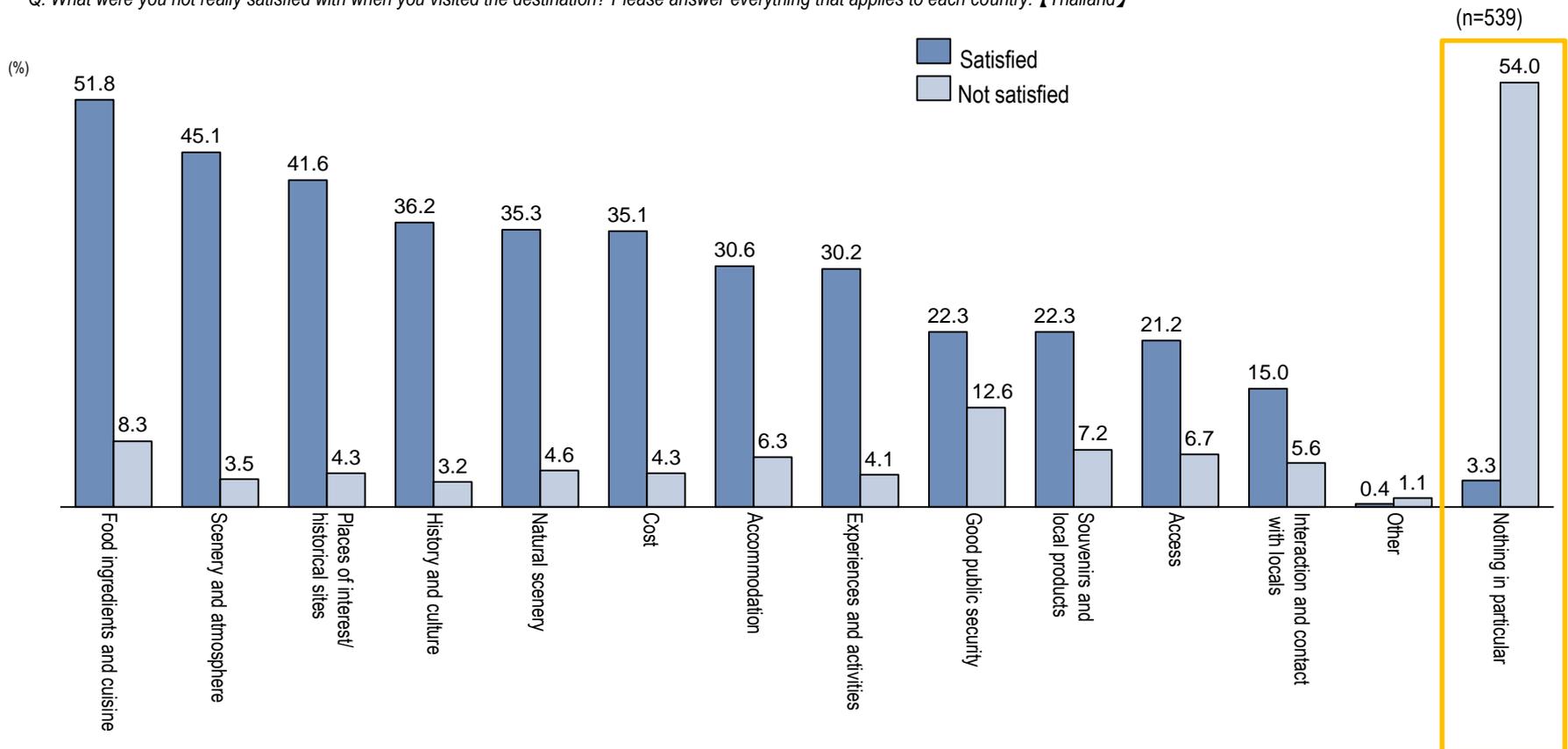
## [Reference] Comparison of points of satisfaction/dissatisfaction

- A comparison of points of satisfaction and points of dissatisfaction showed that, overall, a high percentage of respondents answered “Satisfied,” demonstrating a general high level of satisfaction.
- The level of satisfaction was high for most items, however response rates for dissatisfaction regarding public security and souvenirs/local products were comparatively high.

### [People who have visited] Points of satisfaction/dissatisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Thailand]

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Thailand]





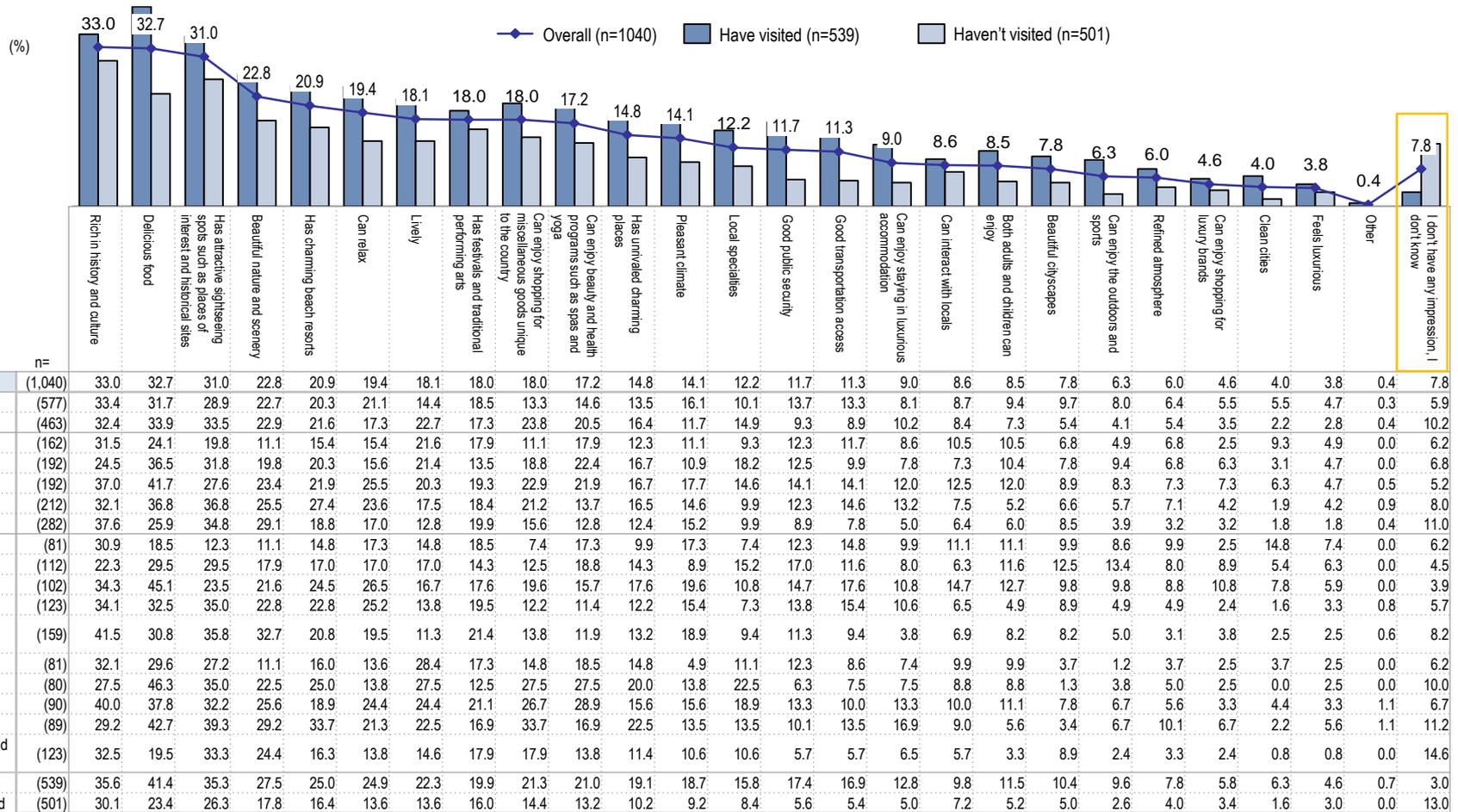
# Survey Results

## 7. Impression of Thailand

- When all respondents were asked their impression of Thailand, the responses were, the highest percentage of respondents answered “Rich in history and culture” (33.0%), followed by “Delicious food” (32.7%). The response rate of “I don't have any impression, I don't know” was particularly low (13.0%) even among respondents who've never visited, suggesting that even people who've never visited Thailand have some kind of impression of what it is like.

### Impression of Thailand

Q. What are your impressions of the following 10 countries? Please answer everything that applies to each country. [Thailand]





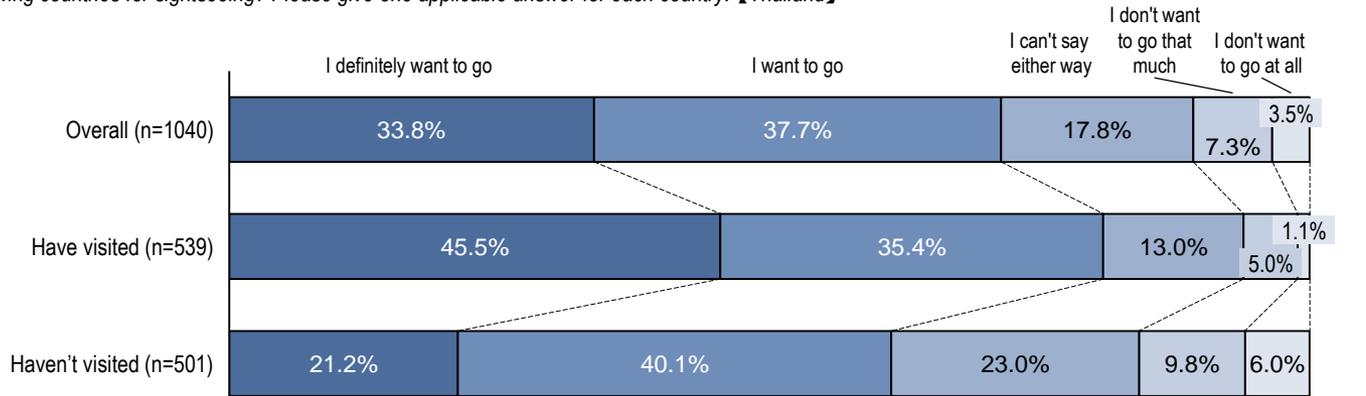
# Survey Results

## 8. Intention to visit (sightseeing)

- Regarding intention to travel to Thailand for sightseeing purposes, 71.5% of the overall group answered “I want to go.” (“Definitely want to go” & “I want to go”).
- A high percentage of those who had visited wanted to go again (80.9%). Also, a higher percentage of males expressed intention to go to Thailand than females.

### Intention to visit Thailand (sightseeing)

Q. Would you like to travel to the following countries for sightseeing? Please give one applicable answer for each country. **[Thailand]**



		n=	I definitely want to go	I want to go	I can't say either way	I don't want to go that much	I don't want to go at all	(%)	
	Overall	(1,040)	33.8	37.7	17.8	7.3	3.5		
Gender	Male	(577)	36.4	38.1	16.8	6.2	2.4		
	Female	(463)	30.5	37.1	19.0	8.6	4.8		
Age	20s	(162)	34.0	36.4	15.4	9.3	4.9		
	30s	(192)	33.3	43.2	16.7	4.7	2.1		
	40s	(192)	43.2	32.8	13.5	5.2	5.2		
	50s	(212)	36.8	33.0	19.3	7.5	3.3		
	60 and over	(282)	25.2	41.5	21.6	9.2	2.5		
	Age and gender	Male 20s	(81)	33.3	33.3	17.3	9.9	6.2	
Male 30s		(112)	35.7	40.2	17.9	5.4	0.9		
Male 40s		(102)	49.0	33.3	9.8	5.9	2.0		
Male 50s		(123)	40.7	35.8	17.9	3.3	2.4		
Male 60 and over		(159)	27.0	44.0	19.5	7.5	1.9		
Female 20s		(81)	34.6	39.5	13.6	8.6	3.7		
Female 30s		(80)	30.0	47.5	15.0	3.8	3.8		
Female 40s		(90)	36.7	32.2	17.8	4.4	8.9		
Female 50s		(89)	31.5	29.2	21.3	13.5	4.5		
Female 60 and over		(123)	22.8	38.2	24.4	11.4	3.3		
Visited/Not visited		Have visited	(539)	45.5	35.4	13.0	5.0	1.1	
		Haven't visited	(501)	21.2	40.1	23.0	9.8	6.0	



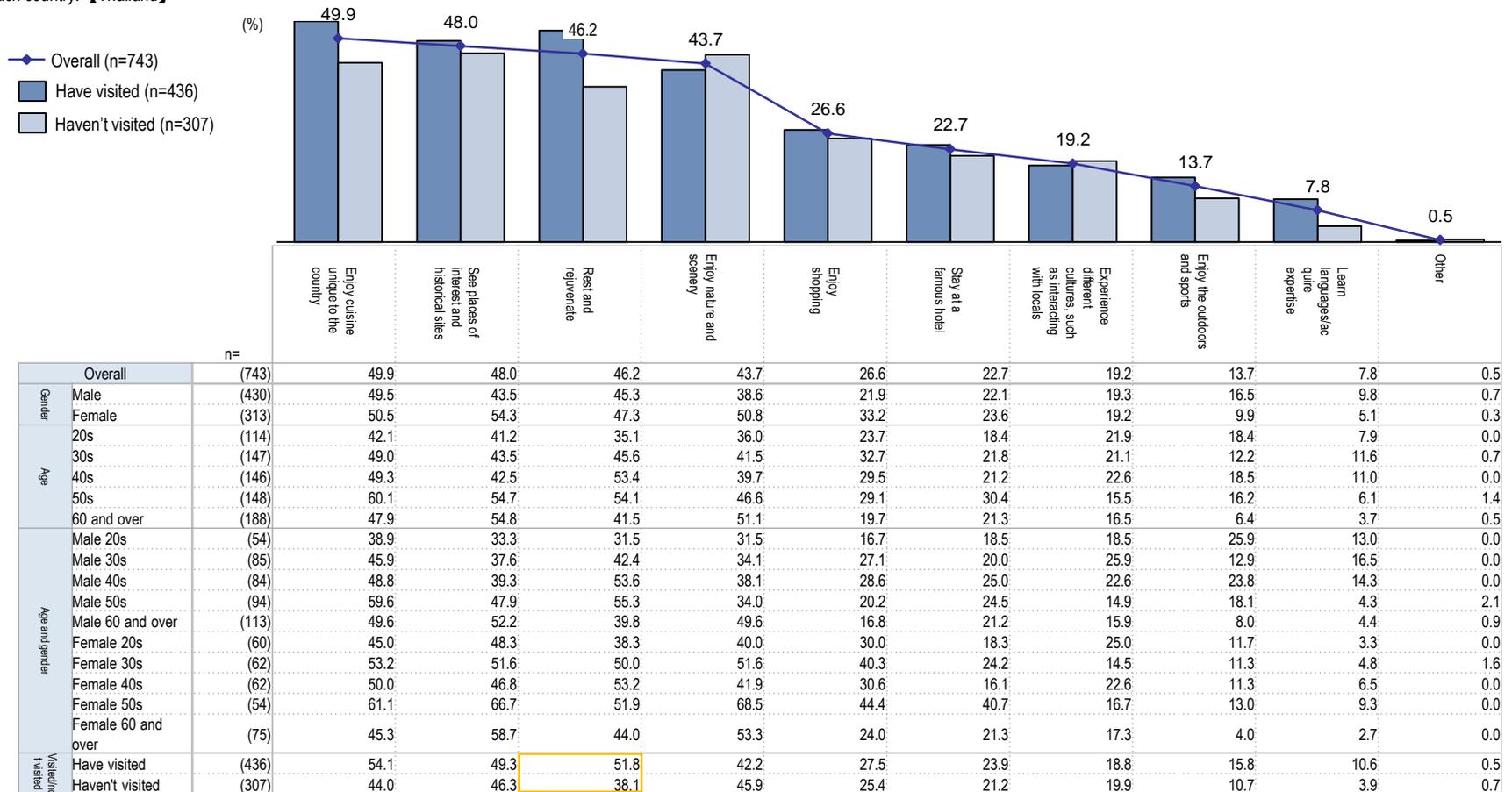
# Survey Results

## 9. [People with intention to visit] What respondent wants to do at destination

- When those respondents who answered “I definitely want to go” or “I want to go” in the previous question were asked what they want to do in Thailand, most (49.9%) answered “Enjoy cuisine unique to the country,” followed by “See places of interest and historical sites” (48.0%).
- Those who had visited primarily responded “Rest and rejuvenate” (51.8%) more than those who had never visited.

### [People with intention to visit] What respondent wants to do in Thailand

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. What would you like to do if you take a sightseeing trip to the country? Please give all applicable answers for each country. [Thailand]





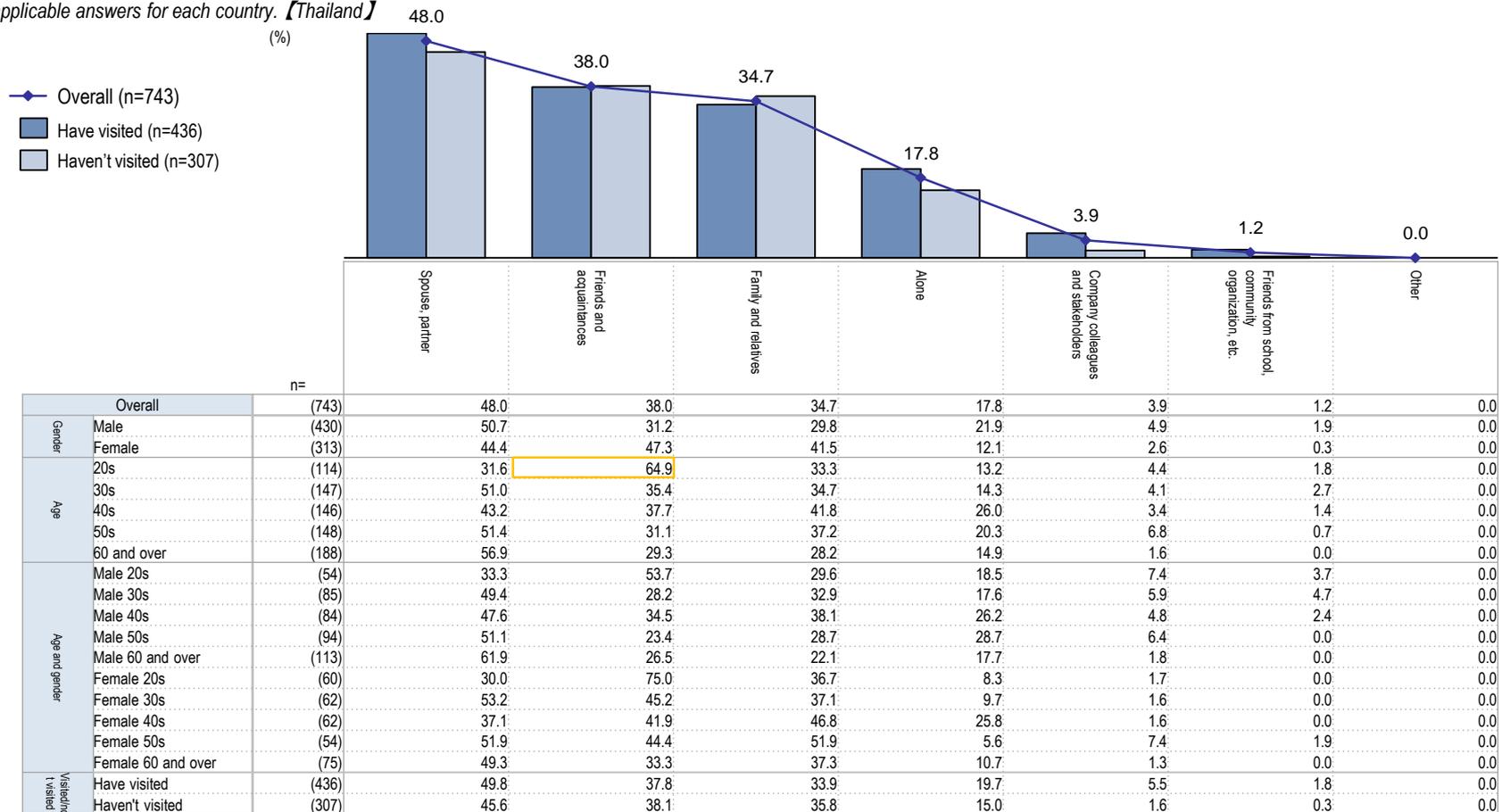
# Survey Results

## 10. [People with intention to visit] Who respondent wants to go with (Travel companion)

- When asked who they'd like to travel to Thailand with, the highest percentage of respondents answered "Spouse/partner" (48.0%), followed by "Friends and acquaintances" (38.0%).
- Age-wise, 64.9% of people in their 20s responded "Friends and acquaintances" and 26.0% of people in their 40s responded "Alone," which were higher response rates compared to the overall group.

### [People with intention to visit] Preferred travel companion to Thailand

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. If you were to make the trip, who would you like to travel with? Please give all applicable answers for each country. **[Thailand]**





# Survey Results

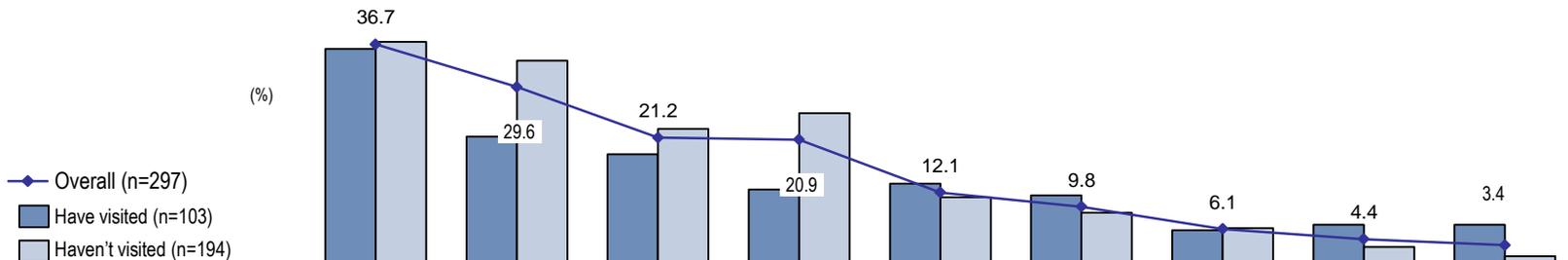
## 11. [People with no intention to visit] Reasons for having no intention to visit



- When respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" regarding their intention to visit Thailand were asked the reason why, the highest percentage answered (36.7) answered "There are other destinations I want to go to," followed by "The level of public security concerns me" (29.6%), then "I'm not partial to the local food," (21.2%). Many young people answered "I don't know what that country offers in the first place"

### [People with no intention to visit] Reasons for having no intention to visit Thailand

Q. This question is for respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" in the previous question. Why don't you want to take a sightseeing trip to that destination? Please give all applicable answers for each country. [Thailand]



		n=	There are other destinations I want to go to	The level of public security concerns me	I'm not partial to the local food	I don't know what that country offers in the first place	I'm worried about language	I have no one to go with	Poor access to country	High travel cost	Other
	Overall	(297)	36.7	29.6	21.2	20.9	12.1	9.8	6.1	4.4	3.4
Gender	Male	(147)	37.4	27.2	16.3	21.8	16.3	10.9	9.5	6.1	2.0
	Female	(150)	36.0	32.0	26.0	20.0	8.0	8.7	2.7	2.7	4.7
Age	20s	(48)	25.0	33.3	27.1	39.6	12.5	14.6	8.3	6.3	6.3
	30s	(45)	35.6	15.6	15.6	28.9	15.6	6.7	17.8	13.3	2.2
	40s	(46)	32.6	32.6	30.4	15.2	19.6	6.5	4.3	2.2	2.2
	50s	(64)	39.1	42.2	15.6	14.1	15.6	10.9	3.1	4.7	3.1
	60 and over	(94)	43.6	24.5	20.2	14.9	4.3	9.6	2.1	0.0	3.2
Age and gender	Male 20s	(27)	18.5	33.3	18.5	48.1	22.2	22.2	14.8	11.1	3.7
	Male 30s	(27)	40.7	11.1	11.1	29.6	18.5	7.4	22.2	14.8	0.0
	Male 40s	(18)	22.2	27.8	33.3	16.7	16.7	5.6	5.6	0.0	0.0
	Male 50s	(29)	44.8	37.9	6.9	6.9	24.1	13.8	3.4	6.9	0.0
	Male 60 and over	(46)	47.8	26.1	17.4	13.0	6.5	6.5	4.3	0.0	4.3
	Female 20s	(21)	33.3	33.3	38.1	28.6	0.0	4.8	0.0	0.0	9.5
	Female 30s	(18)	27.8	22.2	22.2	27.8	11.1	5.6	11.1	11.1	5.6
	Female 40s	(28)	39.3	35.7	28.6	14.3	21.4	7.1	3.6	3.6	3.6
	Female 50s	(35)	34.3	45.7	22.9	20.0	8.6	8.6	2.9	2.9	5.7
	Female 60 and over	(48)	39.6	22.9	22.9	16.7	2.1	12.5	0.0	0.0	2.1
Visited/not visited	Have visited	(103)	35.9	21.4	18.4	12.6	13.6	11.7	5.8	6.8	6.8
	Haven't visited	(194)	37.1	34.0	22.7	25.3	11.3	8.8	6.2	3.1	1.5



- Of Thailand's major five tourism resources, the highest percentage of respondents answered "I've heard of it and I know what kind of place it is" for Bangkok (68.4%) . For all of the tourism resources, the response rate of "I know what it is" was higher for people aged 40 and over, and low for the younger groups, demonstrating a gap in the level of awareness depending on generation. (Awareness of Samui Island was also low in people in their 60s).

### Awareness of tourism resources

Q. Do you know the following places and tourist spots? Please give one applicable answer for each. [Thailand]

(%)

			Bangkok	Chiang Mai	Phuket	Samui Island (Ko Samui)	Pattaya				
			I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it, but I don't know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.			
Overall		n= (1,040)	68.4	27.5	4.1	22.9	31.3	45.9	38.1	37.9	24.0
Gender	Male	(577)	70.4	24.3	5.4	25.3	32.6	42.1	42.8	37.4	19.8
	Female	(463)	65.9	31.5	2.6	19.9	29.6	50.5	32.2	38.4	29.4
Age	20s	(162)	59.3	33.3	7.4	16.0	35.2	48.8	22.8	40.1	37.0
	30s	(192)	59.9	30.7	9.4	24.0	36.5	39.6	32.3	39.6	28.1
	40s	(192)	75.0	23.4	1.6	25.0	34.4	40.6	43.8	33.3	22.9
	50s	(212)	74.1	24.5	1.4	29.7	32.1	38.2	44.8	36.3	18.9
	60 and over	(282)	70.6	27.0	2.5	19.5	22.7	57.8	41.8	39.7	18.4
Age and gender	Male 20s	(81)	58.0	29.6	12.3	19.8	33.3	46.9	28.4	40.7	30.9
	Male 30s	(112)	58.0	28.6	13.4	25.9	34.8	39.3	37.5	40.2	22.3
	Male 40s	(102)	80.4	18.6	1.0	27.5	38.2	34.3	49.0	33.3	17.6
	Male 50s	(123)	74.8	23.6	1.6	30.1	37.4	32.5	43.9	36.6	19.5
	Male 60 and over	(159)	75.5	22.6	1.9	22.6	23.3	54.1	49.1	37.1	13.8
	Female 20s	(81)	60.5	37.0	2.5	12.3	37.0	50.6	17.3	39.5	43.2
	Female 30s	(80)	62.5	33.8	3.8	21.3	38.8	40.0	25.0	38.8	36.3
	Female 40s	(90)	68.9	28.9	2.2	22.2	30.0	47.8	37.8	33.3	28.9
	Female 50s	(89)	73.0	25.8	1.1	29.2	24.7	46.1	46.1	36.0	18.0
	Female 60 and over	(123)	64.2	32.5	3.3	15.4	22.0	62.6	32.5	43.1	24.4
Visited/ not visited	Have visited	(539)	84.2	12.4	3.3	34.3	34.3	31.4	53.4	35.4	11.1
	Haven't visited	(501)	51.3	43.7	5.0	10.6	27.9	61.5	21.6	40.5	37.9



# Survey Results

## 13. Photo preference

- When we asked respondents to choose the photo of Thailand they like the most out of three photos, ① Wat Si Chum was the most popular overall at 45.6%.
- By age and gender, ① Wat Si Chum was popular amongst females, ② Wat Saman Rattanaram was popular amongst males aged in their 20s through 40s, and ③ Fruit carving was popular with males aged 60 and over compared to the overall group.

### Photo preference (Thailand)

Q. There are 3 photos for each of the following 10 countries. Which photo do you like the most? Please tell us which photo you like the most for each country. **[Thailand]**

