

สถิติการท่องเที่ยวภายในประเทศ (DOMESTIC TOURISM)



ห้องสมุดการท่องเที่ยว

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1996

Domestic tourism -
สถิติการท่องเที่ยวภายใน

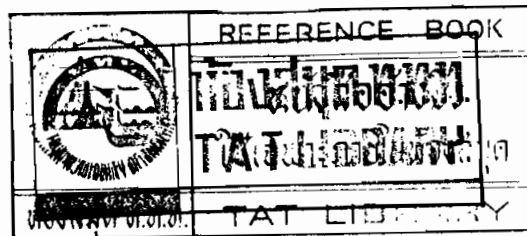


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กองสถิติและวิจัย
การท่องเที่ยวแห่งประเทศไทย



สถิติการท่องเที่ยวภายในประเทศ (DOMESTIC TOURISM)



กองสถิติและวิจัย
การท่องเที่ยวแห่งประเทศไทย



EASTERN

♥ **TRAD**

♥ **RAYONG**

♥ **PATTYA**

♥ **NAKHON NAYOK**

DOMESTIC TOURISM IN TRADE (1)
1990-1992

Type of Data	1990	Δ (%)	1991	Δ (%)	1992	Δ (%)
Visitor	224,059	-	230,244	+ 2.76	275,565	+ 19.68
Thai	206,161	-	212,182	+ 2.92	231,063	+ 8.90
Foreigners	17,898	-	18,062	+ 0.92	44,502	+ 146.38
Tourist	182,504	-	197,272	+ 8.09	221,613	+ 12.34
Thai	165,445	-	179,337	+ 8.40	181,229	+ 1.05
Foreigners	17,059	-	17,935	+ 5.14	40,384	+ 125.17
Excursionist	41,555	-	32,972	- 20.65	53,952	+ 63.63
Thai	40,716	-	32,845	- 19.33	49,834	+ 51.72
Foreigners	839	-	127	- 84.86	4,118	+ 3,142.52
Average Length of Stay (Day)	1.78	-	3.03	-	3.47	-
Thai	1.61	-	2.96	-	2.86	-
Foreigners	3.39	-	3.75	-	4.95	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,205.97	-	1,091.00	- 9.53	963.75	- 11.66
Thai	1,043.92	-	1,087.00	+ 4.13	949.89	- 12.61
Foreigners	3,169.70	-	1,142.00	- 63.97	1,035.70	- 9.31
Tourist	1,155.92	-	1,226.00	+ 6.06	1,052.56	- 14.15
Thai	971.65	-	1,234.00	+ 27.00	1,051.52	- 14.79
Foreigners	2,944.39	-	1,147.00	- 61.04	1,057.23	- 7.83
Excursionist	1,505.54	-	283.00	- 81.20	598.96	+ 111.65
Thai	1,368.18	-	283.00	- 79.32	580.32	+ 105.06
Foreigners	7,000.00	-	392.00	- 94.40	824.53	+ 110.34
Revenue (Million Baht)						
Visitor	490.67	-	741.54	+ 51.13	788.67	+ 6.36
Thai	314.52	-	664.35	+ 111.23	573.94	- 13.61
Foreigners	176.15	-	77.19	- 56.18	214.74	+ 178.18
ACCOMMODATION ESTABLISHMENTS						
Establishments	19	-	37	+ 94.74	53	+ 43.24
Rooms	695	-	791	+ 13.81	1,240	+ 56.76
Occupancy Rate (%)	43.94	-	48.67	+ 10.76	45.78	- 5.94
Average Length of Stay (Day)	1.60	-	1.73	-	2.05	-
Number of Guest Arrivals	151,848	-	159,441	+ 5.00	111,563	- 30.03
Thai	135,334	-	142,101	+ 5.00	104,263	- 26.63
Foreigners	16,514	-	17,340	+ 5.00	7,300	- 57.90

DOMESTIC TOURISM IN TRADE (2)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	309,995	+ 12.49	427,568	+ 37.93	298,926	- 30.09
Thai	263,493	+ 14.04	342,452	+ 29.97	244,573	- 28.58
Foreigners	46,502	+ 4.49	85,116	+ 83.04	54,353	- 36.14
Tourist	263,496	+ 18.90	385,632	+ 46.35	269,672	- 30.07
Thai	218,704	+ 20.68	307,275	+ 40.50	219,680	- 28.51
Foreigners	44,792	+ 10.92	78,357	+ 74.94	49,992	- 36.20
Excursionist	46,499	- 13.81	41,936	- 9.81	29,254	- 30.24
Thai	44,789	- 10.12	35,177	- 21.46	24,893	- 29.24
Foreigners	1,710	- 58.47	6,759	+ 295.26	4,361	- 35.48
Average Length of Stay (Day)	3.42	-	3.33	-	3.30	-
Thai	2.88	-	3.04	-	3.04	-
Foreigners	6.07	-	4.43	-	4.43	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,033.28	+ 7.21	1,219.41	+ 18.01	1,348.25	+ 10.57
Thai	1,008.99	+ 6.22	1,162.25	+ 15.19	1,278.36	+ 9.99
Foreigners	1,170.37	+ 13.00	1,449.41	+ 23.84	1,662.76	+ 14.72
Tourist	1,112.66	+ 5.71	1,277.17	+ 14.79	1,412.62	+ 10.61
Thai	1,097.80	+ 4.40	1,220.61	+ 11.19	1,341.70	+ 9.92
Foreigners	1,185.16	+ 12.10	1,498.97	+ 26.48	1,724.26	+ 15.03
Excursionist	583.24	- 2.62	688.28	+ 18.01	754.90	+ 9.68
Thai	575.61	- 0.81	652.43	+ 13.35	719.36	+ 10.26
Foreigners	782.95	- 5.04	874.85	+ 11.74	957.76	+ 9.48
Revenue (Million Baht)						
Visitor	1,040.82	+ 31.97	1,689.38	+ 62.31	1,231.10	- 27.13
Thai	717.25	+ 24.97	1,163.14	+ 62.17	884.12	- 23.99
Foreigners	323.57	+ 50.68	526.24	+ 62.64	346.98	- 34.06
ACCOMMODATION ESTABLISHMENTS						
Establishments	87	+ 64.15	83	- 4.60	95	+ 14.46
Rooms	2,161	+ 74.27	3,090	+ 42.99	2,376	- 23.11
Occupancy Rate (%)	46.09	+ 0.31	47.33	+ 1.24	39.48	- 7.85
Average Length of Stay (Day)	3.22	-	2.64	-	2.36	-
Number of Guest Arrivals	214,288	+ 92.08	367,677	+ 71.58	255,435	- 30.53
Thai	169,496	+ 62.57	289,320	+ 70.69	205,443	- 28.99
Foreigners	44,792	+ 513.59	78,357	+ 74.94	49,992	- 36.20

DOMESTIC TOURISM IN TRADE (3)

1996

Type of Data	1996	Δ (%)
Visitor	310,686	+ 3.93
Thai	258,423	+ 5.66
Foreigners	52,263	- 3.85
Tourist	279,770	+ 3.74
Thai	231,539	+ 5.40
Foreigners	48,231	- 3.52
Excursionist	30,916	+ 5.68
Thai	26,884	+ 8.00
Foreigners	4,032	- 7.54
Average Length of Stay (Day)	3.43	-
Thai	3.14	-
Foreigners	4.80	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,341.16	- 0.53
Thai	1,281.32	+ 0.23
Foreigners	1,637.03	- 1.55
Tourist	1,407.16	- 0.39
Thai	1,347.08	+ 0.40
Foreigners	1,695.55	- 1.67
Excursionist	743.90	- 1.46
Thai	714.94	- 0.61
Foreigners	937.00	- 2.17
Revenue (Million Baht)		
Visitor	1,394.90	+ 13.31
Thai	998.59	+ 12.95
Foreigners	396.31	+ 14.22
ACCOMMODATION ESTABLISHMENTS		
Establishments	101	+ 6.32
Rooms	2,687	+ 13.09
Occupancy Rate (%)	36.68	- 2.80
Average Length of Stay (Day)	2.66	-
Number of Guest Arrivals	261,483	+ 2.37
Thai	211,078	+ 2.74
Foreigners	50,405	+ 0.83

DOMESTIC TOURISM IN RAYONG (1)

1990-1992

Type of Data	1990	Δ (%)	1991	Δ (%)	1992	Δ (%)
Visitor	1,284,182	-	1,312,458	+ 2.20	1,412,475	+ 7.62
Thai	1,226,981	-	1,237,998	+ 0.90	1,281,944	+ 3.55
Foreigners	57,201	-	74,460	+ 30.17	130,531	+ 75.30
Tourist	879,864	-	834,879	- 5.11	893,379	+ 7.01
Thai	824,832	-	785,637	- 4.75	796,299	+ 1.36
Foreigners	55,032	-	49,242	- 10.52	97,080	+ 97.15
Excursionist	404,318	-	477,579	+ 18.12	519,096	+ 8.69
Thai	402,149	-	452,361	+ 12.49	485,645	+ 7.36
Foreigners	2,169	-	25,218	+ 1,062.66	33,451	+ 32.65
Average Length of Stay (Day)	1.72	-	2.84	-	2.45	-
Thai	1.68	-	2.71	-	2.28	-
Foreigners	2.24	-	5.00	-	3.01	-
Average Expenditure (Baht/Person/Day)						
Visitor	879.21	-	935.00	+ 6.35	1,041.81	+ 9.09
Thai	813.91	-	889.00	+ 9.23	954.06	+ 7.32
Foreigners	2,283.77	-	1,691.00	- 25.96	1,903.60	+ 12.57
Tourist	978.44	-	1,114.00	+ 13.85	1,376.18	+ 23.54
Thai	889.11	-	1,051.00	+ 18.21	1,267.33	+ 20.58
Foreigners	2,316.82	-	2,119.00	- 8.54	2,269.02	+ 7.08
Excursionist	663.31	-	622.00	- 6.23	466.36	- 25.02
Thai	659.77	-	609.00	- 7.70	440.41	- 27.68
Foreigners	1,375.00	-	855.00	- 37.82	843.10	- 1.39
Revenue (Million Baht)						
Visitor	1,785.96	-	3,056.43	+ 71.14	3,206.03	+ 4.89
Thai	1,497.38	-	2,513.15	+ 67.84	2,514.80	+ 0.07
Foreigners	288.58	-	543.28	+ 88.26	691.23	+ 27.23
ACCOMMODATION ESTABLISHMENTS						
Establishments	109	-	180	+ 65.14	109	- 39.44
Rooms	3,193	-	5,750	+ 80.08	4,356	- 24.24
Occupancy Rate (%)	33.69	-	32.74	- 2.82	33.14	+ 1.22
Average Length of Stay (Day)	1.58	-	1.38	-	1.66	-
Number of Guest Arrivals	570,907	-	578,728	+ 1.37	590,158	+ 1.98
Thai	515,875	-	529,486	+ 2.64	506,074	- 4.42
Foreigners	55,032	-	49,242	- 10.52	84,084	+ 70.76

DOMESTIC TOURISM IN RAYONG (2)

1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	1,463,746	+ 3.63	1,589,428	+ 8.59	1,840,874	+ 15.82
Thai	1,310,053	+ 2.19	1,294,287	- 1.20	1,515,127	+ 17.06
Foreigners	153,693	+ 17.74	295,141	+ 92.03	325,747	+ 10.37
Tourist	918,500	+ 2.81	1,039,951	+ 13.22	1,199,012	+ 15.30
Thai	803,687	+ 0.93	835,962	+ 4.02	973,334	+ 16.43
Foreigners	114,813	+ 18.27	203,989	+ 77.67	225,678	+ 10.63
Excursionist	545,246	+ 5.04	549,477	+ 0.78	641,862	+ 16.81
Thai	506,366	+ 4.27	458,325	- 9.49	541,793	+ 18.21
Foreigners	38,880	+ 16.23	91,152	+ 134.44	100,069	+ 9.78
Average Length of Stay (Day)	2.23	-	2.04	-	2.03	-
Thai	2.11	-	1.94	-	1.94	-
Foreigners	3.10	-	2.44	-	2.44	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,222.88	+ 17.38	1,310.89	+ 7.20	1,385.28	+ 5.67
Thai	1,131.42	+ 18.59	1,201.55	+ 6.20	1,268.67	+ 5.59
Foreigners	2,001.86	+ 5.16	1,790.38	- 10.56	1,927.65	+ 7.67
Tourist	1,535.45	+ 11.57	1,602.77	+ 4.38	1,699.86	+ 6.06
Thai	1,423.12	+ 12.29	1,471.75	+ 3.42	1,560.77	+ 6.05
Foreigners	2,321.74	+ 2.32	2,139.72	- 7.84	2,299.77	+ 7.48
Excursionist	696.21	+ 49.29	758.47	+ 8.94	797.63	+ 5.16
Thai	668.49	+ 51.79	708.73	+ 6.02	743.92	+ 4.97
Foreigners	1,057.26	+ 25.40	1,008.59	- 4.60	1,088.45	+ 7.92
Revenue (Million Baht)						
Visitor	3,619.26	+ 12.89	3,868.61	+ 6.89	4,669.53	+ 20.70
Thai	2,751.80	+ 9.42	2,711.66	- 1.46	3,315.82	+ 22.28
Foreigners	867.46	+ 25.49	1,156.94	+ 33.37	1,353.71	+ 17.01
ACCOMMODATION ESTABLISHMENTS						
Establishments	194	+ 77.98	203	+ 4.64	182	- 10.34
Rooms	7,313	+ 67.88	7,488	+ 2.39	7,230	- 3.45
Occupancy Rate (%)	33.39	+ 0.25	39.47	+ 6.08	36.25	- 3.22
Average Length of Stay (Day)	2.49	-	2.51	-	1.95	-
Number of Guest Arrivals	607,751	+ 2.98	766,678	+ 26.15	881,857	+ 15.02
Thai	495,890	- 2.01	562,688	+ 13.47	656,179	+ 16.62
Foreigners	111,861	+ 33.03	203,990	+ 82.36	225,678	+ 10.63

DOMESTIC TOURISM IN RAYONG (3)

1996

Type of Data	1996	Δ (%)
Visitor	2,108,460	+ 14.54
Thai	1,889,314	+ 24.70
Foreigners	219,146	- 32.73
Tourist	1,463,411	+ 22.05
Thai	1,291,433	+ 32.68
Foreigners	171,978	- 23.79
Excursionist	645,049	+ 0.50
Thai	597,881	+ 10.35
Foreigners	47,168	- 52.86
Average Length of Stay (Day)	2.13	-
Thai	1.82	-
Foreigners	4.50	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,451.53	+ 4.78
Thai	1,379.74	+ 8.75
Foreigners	2,100.95	+ 8.99
Tourist	1,734.81	+ 2.06
Thai	1,651.98	+ 5.84
Foreigners	2,416.64	+ 5.08
Excursionist	821.78	+ 3.03
Thai	793.19	+ 6.62
Foreigners	1,150.56	+ 5.71
Revenue (Million Baht)		
Visitor	6,281.57	+ 34.52
Thai	4,357.06	+ 31.40
Foreigners	1,924.51	+ 42.17
ACCOMMODATION ESTABLISHMENTS		
Establishments	156	- 14.29
Rooms	6,886	- 4.76
Occupancy Rate (%)	54.78	+ 18.53
Average Length of Stay (Day)	1.89	-
Number of Guest Arrivals	1,202,533	+ 36.36
Thai	1,030,555	+ 57.05
Foreigners	171,978	- 23.79

DOMESTIC TOURISM IN PATTAYA (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	3,060,854	2,767,686	- 9.58	2,447,448	- 11.57
Thai	1,628,021	1,309,470	- 19.57	1,018,379	- 22.23
Foreigners	1,432,833	1,458,216	+ 1.77	1,429,069	- 2.00
Tourist	1,970,935	1,924,448	- 2.36	1,751,255	- 9.00
Thai	694,373	607,789	- 12.47	475,520	- 21.76
Foreigners	1,276,562	1,316,659	+ 3.14	1,275,735	- 3.11
Excursionist	1,089,919	843,238	- 22.63	696,193	- 17.44
Thai	933,648	701,681	- 24.85	542,859	- 22.63
Foreigners	156,271	141,557	- 9.42	153,334	+ 8.32
Average Length of Stay (Day)	4.30	4.92	-	5.05	-
Thai	1.91	2.46	-	2.06	-
Foreigners	5.60	6.06	-	6.17	-
Average Expenditure (Baht/Person/Day)					
Visitor	767.96	1,293.51	+ 68.43	1,501.54	+ 16.08
Thai	571.14	707.04	+ 23.79	917.98	+ 29.83
Foreigners	1,539.51	1,820.15	+ 18.23	1,917.39	+ 5.34
Tourist	885.91	1,550.35	+ 75.00	1,739.05	+ 12.17
Thai	680.41	885.01	+ 30.07	1,092.23	+ 23.41
Foreigners	1,532.57	1,857.48	+ 21.20	1,980.15	+ 6.60
Excursionist	482.00	707.34	+ 46.75	904.08	+ 27.81
Thai	452.77	552.89	+ 22.11	765.35	+ 38.43
Foreigners	2,021.67	1,472.92	- 27.14	1,395.22	- 5.28
Revenue (Million Baht)					
Visitor	12,597.01	16,740.43	+ 32.89	17,285.65	+ 3.26
Thai	1,325.12	1,711.18	+ 29.13	1,485.39	- 13.19
Foreigners	11,271.88	15,029.25	+ 33.33	15,800.26	+ 5.13
ACCOMMODATION ESTABLISHMENTS					
Establishments	259	316	+ 22.01	323	+ 2.22
Rooms	14,297	18,097	+ 26.58	19,433	+ 7.38
Occupancy Rate (%)	62.85	58.27	- 4.58	53.60	- 4.67
Average Length of Stay (Day)	3.43	3.97	-	3.99	-
Number of Guest Arrivals	1,727,025	1,692,201	- 2.02	1,581,303	- 6.55
Thai	471,508	398,354	- 15.51	329,322	- 17.33
Foreigners	1,255,517	1,293,847	+ 3.05	1,251,981	- 3.24

DOMESTIC TOURISM IN PATTAYA (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	2,124,202	- 13.21	2,049,662	- 3.51	2,181,255	+ 6.42
Thai	872,215	- 14.35	899,665	+ 3.15	863,772	- 3.99
Foreigners	1,251,987	- 12.39	1,149,997	- 8.15	1,317,483	+ 14.56
Tourist	1,584,802	- 9.50	1,662,500	+ 4.90	1,818,277	+ 9.37
Thai	445,300	- 6.36	602,952	+ 35.40	593,611	- 1.55
Foreigners	1,139,502	- 10.68	1,059,548	- 7.02	1,224,666	+ 15.58
Excursionist	539,400	- 22.52	387,162	- 28.22	362,978	- 6.25
Thai	426,915	- 21.36	296,713	- 30.50	270,161	- 8.95
Foreigners	112,485	- 26.64	90,449	- 19.59	92,817	+ 2.62
Average Length of Stay (Day)	4.36	-	3.98	-	3.92	-
Thai	4.09	-	1.65	-	1.51	-
Foreigners	4.46	-	5.31	-	5.10	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,883.00	+ 25.40	1,757.00	- 6.69	1,871.84	+ 6.54
Thai	1,140.00	+ 24.19	1,298.00	+ 13.86	1,325.88	+ 2.15
Foreigners	2,401.00	+ 25.22	2,116.00	- 11.87	2,235.27	+ 5.64
Tourist	2,186.00	+ 25.70	1,946.00	- 10.98	2,060.39	+ 5.88
Thai	1,512.00	+ 38.43	1,528.00	+ 1.06	1,564.00	+ 2.36
Foreigners	2,450.00	+ 23.73	2,184.00	- 10.86	2,301.00	+ 5.36
Excursionist	995.00	+ 10.06	944.00	- 5.13	947.13	+ 0.33
Thai	750.00	- 2.01	831.00	+ 10.80	802.00	- 3.49
Foreigners	1,924.00	+ 37.90	1,315.00	- 31.65	1,368.00	+ 4.03
Revenue (Million Baht)						
Visitor	15,741.72	- 8.93	14,173.29	- 9.96	16,117.12	+ 13.71
Thai	3,073.96	+ 106.95	1,766.73	- 42.53	1,618.56	- 8.39
Foreigners	12,667.76	- 19.83	12,406.56	- 2.06	14,498.55	+ 16.86
ACCOMMODATION ESTABLISHMENTS						
Establishments	299	- 7.43	316	+ 5.69	314	- 0.63
Rooms	21,842	+ 12.40	24,957	+ 14.26	30,027	+ 20.31
Occupancy Rate (%)	50.57	- 3.03	45.45	- 5.12	42.49	- 2.96
Average Length of Stay (Day)	4.15	-	4.36	-	4.08	-
Number of Guest Arrivals	1,462,590	- 7.51	1,456,942	- 0.39	1,608,935	+ 10.43
Thai	343,124	+ 4.19	417,574	+ 21.70	415,527	- 0.49
Foreigners	1,119,466	- 10.58	1,039,368	- 7.16	1,193,408	+ 14.87

DOMESTIC TOURISM IN PATTAYA (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	2,557,709	+ 17.26	2,774,183	+ 8.46	2,856,689	+ 2.97
Thai	1,008,160	+ 16.72	981,806	- 2.61	1,030,805	+ 4.99
Foreigners	1,549,549	+ 17.61	1,792,377	+ 15.67	1,825,884	+ 1.87
Tourist	2,362,615	+ 29.94	2,585,632	+ 9.44	2,668,728	+ 3.21
Thai	845,410	+ 42.42	830,394	- 1.78	874,916	+ 5.36
Foreigners	1,517,205	+ 23.89	1,755,238	+ 15.69	1,793,812	+ 2.20
Excursionist	195,094	- 46.25	188,551	- 3.35	187,961	- 0.31
Thai	162,750	- 39.76	151,412	- 6.97	155,889	+ 2.96
Foreigners	32,344	- 65.15	37,139	+ 14.83	32,072	- 13.64
Average Length of Stay (Day)	3.52	-	3.61	-	4.31	-
Thai	1.97	-	1.97	-	2.07	-
Foreigners	4.38	-	4.38	-	5.40	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,134.20	+ 14.02	2,306.66	+ 8.08	2,799.69	+ 21.37
Thai	1,685.29	+ 27.11	1,802.74	+ 6.97	2,193.68	+ 21.69
Foreigners	2,426.26	+ 8.54	2,582.69	+ 6.45	3,141.82	+ 21.65
Tourist	2,228.40	+ 8.15	2,396.49	+ 7.54	2,905.91	+ 21.26
Thai	1,831.75	+ 17.12	1,951.42	+ 6.53	2,370.54	+ 21.48
Foreigners	2,449.42	+ 6.45	2,607.05	+ 6.44	3,177.07	+ 21.86
Excursionist	993.40	+ 4.89	1,074.76	+ 8.19	1,291.55	+ 20.17
Thai	924.50	+ 15.27	987.32	+ 6.80	1,201.05	+ 21.65
Foreigners	1,340.08	- 2.04	1,431.23	+ 6.80	1,731.40	+ 20.97
Revenue (Million Baht)						
Visitor	19,521.78	+ 21.12	23,595.58	+ 20.87	35,310.95	+ 49.65
Thai	3,201.16	+ 97.78	3,360.36	+ 4.97	4,480.46	+ 33.33
Foreigners	16,320.62	+ 12.57	20,235.22	+ 23.99	30,830.49	+ 52.36
ACCOMMODATION ESTABLISHMENTS						
Establishments	335	+ 6.69	275	- 17.91	264	- 4.00
Rooms	25,286	- 15.79	24,263	- 4.05	25,229	+ 3.98
Occupancy Rate (%)	49.62	+ 7.13	51.55	+ 1.93	57.21	+ 5.66
Average Length of Stay (Day)	3.47	-	3.31	-	3.50	-
Number of Guest Arrivals	2,257,634	+ 40.32	2,360,032	+ 4.54	2,425,638	+ 2.78
Thai	740,430	+ 78.19	604,795	- 18.32	631,826	+ 4.47
Foreigners	1,517,204	+ 27.13	1,755,237	+ 15.69	1,793,812	+ 2.20

DOMESTIC TOURISM IN NAKORNNAYOK
1994 - 1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	444,495	-	351,010	- 21.03	567,216	+ 61.60
Thai	442,728	-	346,833	- 21.66	565,567	+ 63.07
Foreigners	1,767	-	4,177	+ 136.39	1,649	- 60.52
Tourist	149,633	-	121,218	- 18.99	244,121	+ 101.39
Thai	148,981	-	119,823	- 19.57	243,602	+ 103.30
Foreigners	652	-	1,395	+ 113.96	519	- 62.80
Excursionist	294,862	-	229,792	- 22.07	323,095	+ 40.60
Thai	293,747	-	227,010	- 22.72	321,965	+ 41.83
Foreigners	1,115	-	2,782	+ 149.51	1,130	- 59.38
Average Length of Stay (Day)	1.35	-	1.35	-	1.33	-
Thai	1.35	-	1.35	-	1.33	-
Foreigners	1.39	-	1.39	-	1.38	-
Average Expenditure (Baht/Person/Day)						
Visitor	295.44	-	386.95	+ 30.98	429.25	+ 10.93
Thai	294.45	-	385.18	+ 30.81	428.92	+ 11.35
Foreigners	543.43	-	533.79	- 1.77	544.23	+ 1.96
Tourist	445.32	-	589.99	+ 32.49	593.66	+ 0.62
Thai	443.41	-	586.45	+ 32.26	593.11	+ 1.14
Foreigners	881.75	-	894.08	+ 1.40	852.94	- 4.60
Excursionist	219.38	-	279.85	+ 27.56	304.88	+ 8.94
Thai	218.90	-	278.95	+ 27.43	304.69	+ 9.23
Foreigners	345.61	-	353.12	+ 2.17	402.44	+ 13.97
Revenue (Million Baht)						
Visitor	154.67	-	166.59	+ 7.71	291.33	+ 74.88
Thai	153.48	-	163.89	+ 6.78	290.26	+ 77.11
Foreigners	1.18	-	2.70	+ 127.95	1.07	- 60.37
ACCOMMODATION ESTABLISHMENTS						
Establishments	14	-	13	- 7.14	15	+ 15.38
Rooms	556	-	504	- 9.35	752	+ 49.21
Occupancy Rate (%)	33.08	-	36.65	+ 3.57	30.33	- 6.32
Average Length of Stay (Day)	2.09	-	1.84	-	1.28	-
Number of Guest Arrivals	67,525	-	58,898	- 12.78	139,699	+ 137.19
Thai	66,872	-	57,503	- 14.01	139,180	+ 142.04
Foreigners	653	-	1,395	+ 113.63	519	- 62.80

CENTRAL

♣ BANGKOK

♣ LOPBURI

♣ CHA-AM

♣ HUA-HIN

♣ AYUTHAYA

♣ KANCHANABURI

DOMESTIC TOURISM IN BANGKOK (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	17,684,322	18,095,802	+ 2.33	17,860,436	- 1.30
Thai	12,764,484	12,785,457	+ 0.16	12,311,903	- 3.70
Foreigners	4,919,838	5,310,345	+ 7.94	5,548,533	+ 4.49
Tourist	10,503,106	12,306,519	+ 17.17	12,310,074	+ 0.03
Thai	5,809,667	7,178,089	+ 23.55	7,132,534	- 0.63
Foreigners	4,693,439	5,128,430	+ 9.27	5,177,540	+ 0.96
Excursionist	7,181,216	5,789,283	- 19.38	5,550,362	- 4.13
Thai	6,954,817	5,607,368	- 19.37	5,179,369	- 7.63
Foreigners	226,399	181,915	- 19.65	370,993	+ 103.94
Average Length of Stay (Day)	4.22	4.11	-	4.16	-
Thai	3.62	4.24	-	4.65	-
Foreigners	4.95	3.92	-	3.49	-
Average Expenditure (Baht/Person/Day)					
Visitor	1,117.20	1,737.27	+ 55.50	1,345.36	- 22.56
Thai	731.00	651.47	- 10.88	843.18	+ 29.43
Foreigners	2,695.20	3,208.59	+ 19.05	2,459.71	- 23.34
Tourist	1,255.54	2,225.52	+ 77.26	1,545.00	- 30.58
Thai	534.76	709.76	+ 32.72	870.80	+ 22.69
Foreigners	2,703.96	3,236.03	+ 19.68	2,473.80	- 23.55
Excursionist	937.92	699.39	- 25.43	902.17	+ 28.99
Thai	904.48	576.86	- 36.22	805.15	+ 39.57
Foreigners	2,514.24	2,659.81	+ 5.79	2,262.61	- 14.93
Revenue (Million Baht)					
Visitor	80,926.06	90,375.49	+ 11.68	78,591.39	- 13.04
Thai	17,537.03	24,836.28	+ 41.62	33,051.37	+ 33.08
Foreigners	63,389.03	65,539.21	+ 3.39	45,540.03	- 30.51
ACCOMMODATION ESTABLISHMENTS					
Establishments	116	120	+ 3.45	133	+ 10.83
Rooms	25,605	26,532	+ 3.62	29,155	+ 9.89
Occupancy Rate (%)	77.98	79.86	+ 1.88	72.21	- 7.65
Average Length of Stay (Day)	2.46	2.50	-	2.49	-
Number of Guest Arrivals	4,884,951	5,359,614	+ 9.72	5,397,133	+ 0.70
Thai	443,784	109,154	- 75.40	179,001	+ 63.99
Foreigners	4,441,167	5,250,460	+ 18.22	5,218,132	- 0.62

DOMESTIC TOURISM IN BANGKOK (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	15,912,069	- 10.91	14,598,936	- 8.25	15,496,751	+ 6.15
Thai	10,792,692	- 12.34	8,969,948	- 16.89	9,408,509	+ 4.89
Foreigners	5,119,377	- 7.73	5,628,988	+ 9.95	6,088,242	+ 8.16
Tourist	11,034,501	- 10.36	10,438,228	- 5.40	11,729,672	+ 12.37
Thai	6,315,848	- 11.45	5,253,362	- 16.82	6,121,074	+ 16.52
Foreigners	4,718,653	- 8.86	5,184,866	+ 9.88	5,608,598	+ 8.17
Excursionist	4,877,568	- 12.12	4,160,708	- 14.70	3,767,079	- 9.46
Thai	4,476,844	- 13.56	3,716,586	- 16.98	3,287,435	- 11.55
Foreigners	400,724	+ 8.01	444,122	+ 10.83	479,644	+ 8.00
Average Length of Stay (Day)	2.66	-	2.40	-	2.45	-
Thai	2.93	-	2.47	-	2.61	-
Foreigners	2.30	-	2.25	-	2.28	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,783.00	+ 32.53	2,054.34	+ 15.22	2,285.01	+ 11.23
Thai	1,157.00	+ 37.22	1,431.38	+ 23.71	1,738.99	+ 21.49
Foreigners	3,100.00	+ 26.03	3,047.03	- 1.71	3,128.15	+ 2.66
Tourist	2,273.00	+ 47.12	2,578.66	+ 13.45	2,752.61	+ 6.75
Thai	1,567.00	+ 79.95	2,001.21	+ 27.71	2,291.78	+ 14.52
Foreigners	3,226.00	+ 30.41	3,163.73	- 1.93	3,254.91	+ 2.88
Excursionist	667.69	- 25.99	738.93	+ 10.67	828.90	+ 12.18
Thai	578.58	- 28.14	625.92	+ 8.18	709.69	+ 13.38
Foreigners	1,145.30	- 49.38	1,684.63	+ 47.09	1,645.95	- 2.30
Revenue (Million Baht)						
Visitor	67,058.64	- 14.67	65,949.69	- 1.65	81,358.51	+ 23.36
Thai	31,588.23	- 4.43	28,293.59	- 10.43	38,946.54	+ 37.65
Foreigners	35,470.41	- 22.11	37,656.09	+ 6.16	42,411.97	+ 12.63
ACCOMMODATION ESTABLISHMENTS						
Establishments	141	+ 6.02	155	+ 9.93	210	+ 35.48
Rooms	30,220	+ 3.65	34,611	+ 14.53	44,245	+ 27.84
Occupancy Rate (%)	62.44	- 9.77	53.22	- 9.22	56.56	+ 3.34
Average Length of Stay (Day)	2.67	-	2.39	-	2.45	-
Number of Guest Arrivals	4,952,208	- 11.74	5,176,273	+ 8.67	5,938,111	+ 14.72
Thai	663,524	+ 270.68	553,648	- 16.56	728,254	+ 31.54
Foreigners	4,288,684	- 17.81	4,622,625	+ 7.79	5,209,857	+ 12.70

DOMESTIC TOURISM IN BANGKOK (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	16,410,948	+ 5.90	20,265,384	+ 23.49	20,372,015	+ 0.53
Thai	10,357,215	+ 10.08	14,234,701	+ 37.44	13,695,258	- 3.79
Foreigners	6,053,733	- 0.57	6,030,683	- 0.38	6,676,757	+ 10.71
Tourist	12,054,333	+ 2.77	14,601,335	+ 21.13	14,679,171	+ 0.53
Thai	6,619,423	+ 8.14	8,897,466	+ 34.41	8,425,919	- 5.30
Foreigners	5,434,910	- 3.10	5,703,869	+ 4.95	6,253,252	+ 9.63
Excursionist	4,356,615	+ 15.65	5,664,049	+ 30.01	5,692,844	+ 0.51
Thai	3,737,792	+ 13.70	5,337,235	+ 42.79	5,269,339	- 1.27
Foreigners	618,823	+ 29.02	326,814	- 47.19	423,505	+ 29.59
Average Length of Stay (Day)	2.29	-	2.30	-	2.22	-
Thai	2.40	-	2.39	-	2.27	-
Foreigners	2.16	-	2.16	-	2.16	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,404.38	+ 5.22	2,425.60	+ 0.88	2,853.08	+ 17.62
Thai	1,880.85	+ 8.16	1,944.15	+ 3.37	2,037.47	+ 4.80
Foreigners	3,300.07	+ 5.50	3,562.01	+ 7.94	4,526.06	+ 27.06
Tourist	2,910.42	+ 5.73	3,006.83	+ 3.31	3,563.43	+ 18.51
Thai	2,461.64	+ 7.41	2,594.21	+ 5.39	2,728.77	+ 5.19
Foreigners	3,457.01	+ 6.21	3,650.47	+ 5.60	4,688.09	+ 28.42
Excursionist	1,004.20	+ 21.15	947.38	- 5.66	1,021.43	+ 7.82
Thai	852.30	+ 20.09	881.79	+ 3.46	932.05	+ 5.70
Foreigners	1,921.71	+ 16.75	2,018.48	+ 5.04	2,133.53	+ 5.70
Revenue (Million Baht)						
Visitor	84,065.29	+ 3.33	105,220.06	+ 25.16	121,329.73	+ 15.31
Thai	42,292.85	+ 8.59	59,575.74	+ 40.86	57,104.02	- 4.15
Foreigners	41,772.44	- 1.51	45,644.32	+ 9.27	64,225.71	+ 40.71
ACCOMMODATION ESTABLISHMENTS						
Establishments	304	+ 44.76	232	- 23.68	186	- 19.83
Rooms	43,261	- 2.22	48,801	+ 12.81	45,569	- 6.62
Occupancy Rate (%)	55.56	- 1.00	59.62	+ 4.06	58.76	- 0.86
Average Length of Stay (Day)	2.30	-	2.36	-	2.22	-
Number of Guest Arrivals	6,278,007	+ 5.72	7,486,881	+ 19.26	7,611,342	+ 1.66
Thai	1,224,261	+ 68.11	2,008,428	+ 64.05	1,653,299	- 17.68
Foreigners	5,053,746	- 3.00	5,478,453	+ 8.40	5,958,043	+ 8.75

DOMESTIC TOURISM IN LOPBURI (1)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	1,381,075	-	1,486,386	+ 7.63	2,741,532	+ 84.44
Thai	1,007,758	-	1,018,895	+ 1.11	1,347,672	+ 32.27
Foreigners	373,317	-	467,491	+ 25.23	1,393,860	+ 198.16
Tourist	427,384	-	428,496	+ 0.26	553,998	+ 29.29
Thai	397,012	-	403,699	+ 1.68	484,301	+ 19.97
Foreigners	30,372	-	24,797	- 18.36	69,697	+ 181.07
Excursionist	953,691	-	1,057,890	+ 10.93	2,187,534	+ 106.78
Thai	610,746	-	615,196	+ 0.73	863,371	+ 40.34
Foreigners	342,945	-	442,694	+ 29.09	1,324,163	+ 199.11
Average Length of Stay (Day)	2.03	-	1.71	-	1.68	-
Thai	2.08	-	1.73	-	1.72	-
Foreigners	1.34	-	1.44	-	1.44	-
Average Expenditure (Baht/Person/Day)						
Visitor	519.03	-	528.60	+ 1.84	594.18	+ 12.41
Thai	503.16	-	516.64	+ 2.68	597.66	+ 15.68
Foreigners	561.85	-	554.66	- 1.28	590.80	+ 6.52
Tourist	599.59	-	630.05	+ 5.08	736.83	+ 16.95
Thai	592.14	-	615.75	+ 3.99	710.68	+ 15.42
Foreigners	697.05	-	862.78	+ 23.78	918.55	+ 6.46
Excursionist	482.93	-	487.51	+ 0.95	558.05	+ 14.47
Thai	445.33	-	451.60	+ 1.41	534.27	+ 18.31
Foreigners	549.87	-	537.40	- 2.27	573.55	+ 6.73
Revenue (Million Baht)						
Visitor	977.91	-	974.96	- 0.14	1,897.26	+ 94.60
Thai	760.96	-	706.70	- 6.98	1,048.63	+ 48.38
Foreigners	216.94	-	268.26	+ 23.86	848.63	+ 216.35
ACCOMMODATION ESTABLISHMENTS						
Establishments	24	-	24	0	22	- 8.33
Rooms	882	-	882	0	1,043	+ 18.25
Occupancy Rate (%)	46.73	-	48.18	+ 1.45	54.90	+ 6.72
Average Length of Stay (Day)	1.63	-	1.24	-	1.51	-
Number of Guest Arrivals	206,315	-	226,902	+ 9.98	237,555	+ 4.69
Thai	178,656	-	202,105	+ 13.13	167,858	- 16.95
Foreigners	27,659	-	24,797	- 10.35	69,697	+ 181.07

DOMESTIC TOURISM IN LOPBURI (2)

1996

Type of Data	1996	Δ (%)
Visitor	2,124,548	- 22.51
Thai	1,576,633	+ 16.99
Foreigners	547,915	- 60.69
Tourist	584,517	+ 5.51
Thai	556,731	+ 14.96
Foreigners	27,786	- 60.13
Excursionist	1,540,031	- 29.60
Thai	1,019,902	+ 18.13
Foreigners	520,129	- 60.72
Average Length of Stay (Day)	1.74	-
Thai	1.76	-
Foreigners	1.41	-
Average Expenditure (Baht/Person/Day)		
Visitor	629.06	+ 5.87
Thai	630.57	+ 5.51
Foreigners	624.74	+ 5.74
Tourist	761.63	+ 3.37
Thai	751.19	+ 5.70
Foreigners	970.91	+ 5.70
Excursionist	578.75	+ 3.71
Thai	564.72	+ 5.70
Foreigners	606.24	+ 5.70
Revenue (Million Baht)		
Visitor	1,665.37	- 12.22
Thai	1,312.01	+ 25.12
Foreigners	353.36	- 58.36
ACCOMMODATION ESTABLISHMENTS		
Establishments	14	- 36.36
Rooms	784	- 24.83
Occupancy Rate (%)	47.48	- 7.42
Average Length of Stay (Day)	1.59	-
Number of Guest Arrivals	176,858	- 25.55
Thai	149,072	- 11.19
Foreigners	27,786	- 60.13

DOMESTIC TOURISM IN CHA-AM (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	707,123	771,085	+ 9.05	889,271	+ 15.33
Thai	606,830	655,947	+ 8.09	761,228	+ 16.05
Foreigners	100,293	115,138	+ 14.80	128,043	+ 11.21
Tourist	415,611	483,352	+ 16.30	552,707	+ 14.35
Thai	330,691	376,186	+ 13.76	436,429	+ 16.01
Foreigners	84,920	107,166	+ 26.20	116,278	+ 8.50
Excursionist	291,512	287,733	- 1.30	336,564	+ 16.97
Thai	276,139	279,761	+ 1.31	324,799	+ 16.10
Foreigners	15,373	7,972	- 48.14	11,765	+ 47.58
Average Length of Stay (Day)	2.27	2.07	-	2.23	-
Thai	2.10	2.01	-	1.87	-
Foreigners	2.95	2.27	-	4.31	-
Average Expenditure (Baht/Person/Day)					
Visitor	462.66	605.85	+ 30.95	965.60	+ 59.38
Thai	421.60	519.75	+ 23.28	834.23	+ 60.51
Foreigners	1,038.29	1,096.40	+ 5.60	1,748.88	+ 59.51
Tourist	574.48	579.17	+ 0.82	1,207.36	+ 108.46
Thai	512.49	427.66	- 16.55	976.86	+ 128.42
Foreigners	1,038.29	1,111.01	+ 7.00	2,521.57	+ 126.96
Excursionist	317.58	650.67	+ 104.88	718.47	+ 10.42
Thai	317.58	634.57	+ 99.81	638.11	+ 0.56
Foreigners	521.60	900.00	+ 72.55	976.19	+ 8.47
Revenue (Million Baht)					
Visitor	711.72	778.34	+ 9.36	2,279.68	+ 192.89
Thai	443.60	500.90	+ 12.92	1,004.49	+ 100.54
Foreigners	268.12	277.45	+ 3.48	1,275.19	+ 359.62
ACCOMMODATION ESTABLISHMENTS					
Establishments	41	44	+ 7.32	48	+ 9.09
Rooms	1,995	2,114	+ 5.96	2,416	+ 14.29
Occupancy Rate (%)	45.72	47.63	+ 1.91	36.95	- 10.68
Average Length of Stay (Day)	2.66	2.26	-	2.32	-
Number of Guest Arrivals	297,004	373,999	+ 25.92	419,865	+ 12.26
Thai	212,084	266,333	+ 25.58	303,587	+ 13.99
Foreigners	84,920	107,666	+ 26.79	116,278	+ 8.00

DOMESTIC TOURISM IN CHA-AM (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	655,451	- 26.29	773,325	+ 17.98	806,824	+ 4.33
Thai	548,273	- 27.98	713,775	+ 30.19	694,251	- 2.74
Foreigners	107,178	- 16.30	59,550	- 44.44	112,573	+ 89.04
Tourist	357,517	- 35.32	421,314	+ 17.84	467,866	+ 11.05
Thai	263,466	- 39.63	364,681	+ 38.42	394,191	+ 8.09
Foreigners	94,051	- 19.12	56,633	- 39.78	73,675	+ 30.09
Excursionist	297,934	- 11.48	352,011	+ 18.15	338,958	- 3.71
Thai	284,807	- 12.31	349,094	+ 22.57	300,060	- 14.05
Foreigners	13,127	+ 11.58	2,917	- 77.78	38,898	+ 1,233.49
Average Length of Stay (Day)	3.44	-	2.95	-	2.02	-
Thai	3.42	-	1.74	-	1.57	-
Foreigners	3.50	-	6.11	-	4.49	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,051.00	+ 8.84	769.68	- 26.77	952.57	+ 23.76
Thai	917.00	+ 9.92	650.22	- 29.09	817.15	+ 25.67
Foreigners	1,739.00	- 0.56	2,201.56	+ 26.60	1,788.10	- 18.78
Tourist	1,406.00	+ 16.45	1,050.28	- 25.30	1,183.61	+ 12.69
Thai	1,249.00	+ 27.86	864.70	- 30.77	1,012.26	+ 17.06
Foreigners	1,845.00	- 26.83	2,245.28	+ 21.70	2,100.37	- 6.45
Excursionist	626.00	- 12.87	433.84	- 30.70	633.75	+ 46.08
Thai	610.00	- 4.41	426.16	- 30.14	560.78	+ 31.59
Foreigners	982.00	+ 0.60	1,352.71	+ 37.75	1,196.70	- 11.53
Revenue (Million Baht)						
Visitor	1,919.37	- 15.81	1,478.34	- 22.98	1,536.09	+ 3.91
Thai	1,299.15	+ 29.33	697.46	- 46.31	794.73	+ 13.95
Foreigners	620.23	- 51.36	780.87	+ 25.90	741.35	- 5.06
ACCOMMODATION ESTABLISHMENTS						
Establishments	48	0	63	+ 31.25	64	+ 1.59
Rooms	2,333	- 3.44	2,862	+ 22.67	3,095	+ 8.14
Occupancy Rate (%)	47.60	+ 10.65	30.70	- 16.90	35.66	+ 4.96
Average Length of Stay (Day)	1.95	-	1.90	-	2.10	-
Number of Guest Arrivals	325,867	- 22.39	337,884	+ 3.69	364,936	+ 8.01
Thai	236,254	- 22.18	281,439	+ 19.13	291,261	+ 3.49
Foreigners	89,613	- 22.93	56,445	- 37.01	73,675	+ 30.53

DOMESTIC TOURISM IN CHA-AM (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	1,027,552	+ 27.36	2,103,564	+ 104.72	2,352,790	+ 11.85
Thai	744,660	+ 7.26	2,036,535	+ 173.49	2,232,306	+ 9.61
Foreigners	282,892	+ 151.30	67,029	- 76.31	120,484	+ 79.75
Tourist	489,094	+ 4.54	909,754	+ 86.01	1,015,820	+ 11.66
Thai	357,640	- 9.27	871,459	+ 143.67	946,560	+ 8.62
Foreigners	131,454	+ 78.42	38,295	- 70.87	69,260	+ 80.86
Excursionist	538,458	+ 58.86	1,193,810	+ 121.71	1,336,970	+ 11.99
Thai	387,020	+ 28.98	1,165,076	+ 201.04	1,285,746	+ 10.36
Foreigners	151,438	+ 289.32	28,734	- 81.03	51,224	+ 78.27
Average Length of Stay (Day)	2.09	-	2.12	-	1.89	-
Thai	1.72	-	2.12	-	1.81	-
Foreigners	3.10	-	2.18	-	3.04	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,137.07	+ 19.37	956.75	- 15.86	1,030.67	+ 7.73
Thai	898.65	+ 9.97	923.07	+ 2.72	973.08	+ 5.42
Foreigners	1,764.65	- 1.31	1,979.97	+ 12.20	2,097.71	+ 5.95
Tourist	1,533.67	+ 29.58	1,339.47	- 12.66	1,450.41	+ 8.28
Thai	1,211.45	+ 19.68	1,286.65	+ 6.21	1,359.99	+ 5.70
Foreigners	2,410.29	+ 14.76	2,541.38	+ 5.44	2,686.24	+ 5.70
Excursionist	776.83	+ 22.58	665.10	- 14.38	711.75	+ 7.01
Thai	609.59	+ 8.70	651.12	+ 6.81	688.23	+ 5.70
Foreigners	1,204.21	+ 0.63	1,231.76	+ 2.29	1,301.97	+ 5.70
Revenue (Million Baht)						
Visitor	2,145.71	+ 39.69	3,032.25	+ 41.32	3,847.20	+ 26.88
Thai	981.14	+ 23.45	2,692.07	+ 174.38	3,214.92	+ 19.42
Foreigners	1,164.57	+ 57.09	340.18	- 70.79	632.28	+ 85.87
ACCOMMODATION ESTABLISHMENTS						
Establishments	51	- 20.31	77	- 50.98	83	+ 7.79
Rooms	3,351	+ 8.27	3,577	+ 6.74	3,582	+ 0.14
Occupancy Rate (%)	41.65	+ 5.99	50.01	+ 8.36	55.78	+ 5.77
Average Length of Stay (Day)	2.29	-	1.72	-	1.84	-
Number of Guest Arrivals	422,702	+ 15.83	733,817	+ 73.60	838,705	+ 14.29
Thai	294,048	+ 0.96	695,545	+ 136.54	757,594	+ 8.92
Foreigners	128,654	+ 74.62	38,272	- 70.25	81,111	+ 111.93

DOMESTIC TOURISM IN HUA-HIN (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	513,350	547,052	+ 6.57	605,926	+ 10.76
Thai	431,314	413,563	- 4.12	456,369	+ 10.35
Foreigners	82,036	133,489	+ 62.72	149,557	+ 12.04
Tourist	265,855	330,807	+ 24.43	380,875	+ 15.14
Thai	184,005	199,575	+ 8.46	234,593	+ 17.55
Foreigners	81,850	131,232	+ 60.33	146,282	+ 11.47
Excursionist	247,495	216,245	- 12.63	225,051	+ 4.07
Thai	247,309	213,988	- 13.47	221,776	+ 3.64
Foreigners	186	2,257	+ 1,113.44	3,275	+ 45.10
Average Length of Stay (Day)	2.96	3.23	-	1.88	-
Thai	2.03	2.24	-	1.73	-
Foreigners	5.07	4.75	-	2.75	-
Average Expenditure (Baht/Person/Day)					
Visitor	584.87	554.84	- 5.13	1,100.05	+ 98.26
Thai	555.95	452.09	- 18.68	822.45	+ 81.92
Foreigners	835.66	873.18	+ 4.49	1,951.66	+ 123.51
Tourist	632.64	678.96	+ 7.32	1,184.32	+ 74.43
Thai	578.84	550.29	- 4.93	1,053.84	+ 91.51
Foreigners	842.03	874.64	+ 3.87	1,972.06	+ 125.47
Excursionist	537.04	364.97	- 32.04	647.53	+ 77.42
Thai	537.68	360.50	- 32.95	580.54	+ 61.04
Foreigners	250.00	788.31	+ 215.32	959.04	+ 21.66
Revenue (Million Baht)					
Visitor	698.66	870.14	+ 24.54	1,352.90	+ 55.48
Thai	349.19	323.15	- 7.46	556.45	+ 72.20
Foreigners	349.47	546.99	+ 56.52	796.45	+ 45.61
ACCOMMODATION ESTABLISHMENTS					
Establishments	22	26	+ 18.18	27	+ 3.85
Rooms	887	1,117	+ 25.93	1,119	+ 0.18
Occupancy Rate (%)	52.31	55.08	+ 2.77	56.84	+ 1.76
Average Length of Stay (Day)	1.91	2.05	-	1.99	-
Number of Guest Arrivals	182,285	233,631	+ 28.17	260,716	+ 11.59
Thai	100,435	104,079	+ 3.63	115,105	+ 10.59
Foreigners	81,850	129,552	+ 58.28	145,611	+ 12.40

DOMESTIC TOURISM IN HUA-HIN (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	414,680	- 31.56	353,905	- 14.66	458,109	+ 29.44
Thai	257,890	- 43.49	246,367	- 4.47	275,829	+ 11.96
Foreigners	156,790	+ 4.84	107,538	- 31.41	182,280	+ 69.50
Tourist	281,562	- 26.07	278,388	- 1.13	360,547	+ 29.51
Thai	138,175	- 41.10	177,819	+ 28.69	185,585	+ 4.37
Foreigners	143,387	- 1.98	100,569	- 29.86	174,962	+ 73.97
Excursionist	133,118	- 40.85	75,517	- 43.27	97,562	+ 29.19
Thai	119,715	- 46.02	68,548	- 42.74	90,244	+ 31.65
Foreigners	13,403	+ 309.25	6,969	- 48.00	7,318	+ 5.01
Average Length of Stay (Day)	4.10	-	3.79	-	3.11	-
Thai	3.80	-	2.32	-	2.27	-
Foreigners	4.38	-	5.20	-	4.62	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,331.00	+ 20.99	1,201.50	- 9.73	1,365.79	+ 13.67
Thai	1,067.00	+ 29.73	963.77	- 9.67	1,052.83	+ 9.24
Foreigners	1,768.00	- 9.41	1,746.15	- 1.24	1,838.72	+ 5.30
Tourist	1,571.00	+ 32.65	1,340.80	- 14.65	1,532.91	+ 14.33
Thai	1,306.00	+ 23.93	1,085.62	- 16.87	1,214.57	+ 11.88
Foreigners	1,826.00	- 7.41	1,792.00	- 1.86	1,870.36	+ 4.37
Excursionist	820.00	+ 26.64	687.97	- 16.10	747.45	+ 8.65
Thai	791.00	+ 36.25	647.67	- 18.12	720.30	+ 11.21
Foreigners	1,106.00	+ 15.32	1,084.42	- 1.95	1,082.16	- 0.21
Revenue (Million Baht)						
Visitor	1,942.05	+ 43.55	1,466.62	- 24.48	2,096.45	+ 42.94
Thai	780.43	+ 40.25	492.26	- 36.92	576.67	+ 17.15
Foreigners	1,161.62	+ 45.85	944.70	- 18.67	1,519.78	+ 60.87
ACCOMMODATION ESTABLISHMENTS						
Establishments	24	- 11.11	51	+ 112.50	53	+ 3.92
Rooms	1,155	+ 3.22	1,674	+ 44.94	2,143	+ 28.02
Occupancy Rate (%)	50.62	- 6.22	48.29	- 2.33	54.35	+ 6.06
Average Length of Stay (Day)	1.99	-	3.19	-	2.84	-
Number of Guest Arrivals	237,391	- 8.95	199,232	- 16.07	324,018	+ 62.63
Thai	104,807	- 8.95	100,657	- 3.96	150,127	+ 49.15
Foreigners	132,584	- 8.95	98,575	- 25.65	173,891	+ 76.1

DOMESTIC TOURISM IN HUA-HIN (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	519,375	+ 13.37	985,136	+ 89.68	1,360,103	+ 38.06
Thai	331,734	+ 20.27	771,701	+ 132.63	1,124,533	+ 45.72
Foreigners	187,641	+ 2.94	213,435	+ 13.75	235,570	+ 10.37
Tourist	361,545	+ 0.28	679,698	+ 88.00	922,820	+ 35.77
Thai	201,633	+ 8.65	483,154	+ 139.62	702,862	+ 45.47
Foreigners	159,912	- 8.60	196,544	+ 22.91	219,958	+ 11.91
Excursionist	157,830	+ 61.77	305,438	+ 93.52	437,283	+ 43.17
Thai	130,101	+ 44.17	288,547	+ 121.79	421,671	+ 46.14
Foreigners	27,729	+ 278.92	16,891	- 39.09	15,612	- 7.57
Average Length of Stay (Day)	2.68	-	2.52	-	3.16	-
Thai	2.23	-	2.22	-	2.34	-
Foreigners	3.24	-	3.26	-	5.80	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,428.79	+ 4.61	1,405.55	- 1.63	1,409.68	+ 0.29
Thai	1,123.69	+ 6.73	1,200.90	+ 6.87	1,276.48	+ 6.29
Foreigners	1,968.18	+ 7.04	2,145.48	+ 9.01	2,045.55	- 4.66
Tourist	1,710.08	+ 11.56	1,687.36	- 1.33	1,682.22	- 0.30
Thai	1,379.85	+ 13.61	1,466.98	+ 6.31	1,550.60	+ 5.70
Foreigners	2,126.47	+ 13.69	2,229.12	+ 4.83	2,102.80	- 5.67
Excursionist	784.42	+ 4.95	778.41	- 0.77	834.53	+ 7.21
Thai	726.68	+ 0.89	755.36	+ 3.95	819.56	+ 8.50
Foreigners	1,055.36	- 2.48	1,172.19	+ 11.07	1,239.00	+ 5.70
Revenue (Million Baht)						
Visitor	1,846.00	- 11.95	3,242.81	+ 75.67	5,597.86	+ 72.62
Thai	714.98	+ 23.98	1,798.38	+ 151.53	2,895.85	+ 61.03
Foreigners	1,131.02	- 25.58	1,444.43	+ 27.71	2,702.00	+ 87.06
ACCOMMODATION ESTABLISHMENTS						
Establishments	62	+ 16.98	86	+ 38.71	88	+ 2.33
Rooms	2,336	+ 9.01	2,893	+ 23.84	2,957	+ 2.21
Occupancy Rate (%)	48.36	- 8.16	52.33	+ 3.97	61.01	+ 8.68
Average Length of Stay (Day)	2.47	-	2.03	-	2.14	-
Number of Guest Arrivals	282,623	- 12.78	501,405	+ 77.41	634,087	+ 26.46
Thai	132,313	- 11.87	321,478	+ 142.97	423,721	+ 31.80
Foreigners	150,310	- 13.56	179,927	+ 19.70	210,366	+ 16.92

DOMESTIC TOURISM IN AYUTTHAYA (1)

1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)		
Visitor	2,066,658	-	2,636,214	+ 28.18		1
Thai	1,599,954	-	2,020,564	+ 26.29		1
Foreigners	456,704	-	615,650	+ 34.80	793,669	+ 28.92
Tourist	484,066	-	545,282	+ 12.65	410,497	- 24.72
Thai	444,745	-	484,880	+ 9.02	303,675	- 37.37
Foreigners	39,321	-	60,402	+ 53.61	106,822	+ 76.85
Excursionist	1,572,592	-	2,090,932	+ 32.96	1,423,125	- 31.94
Thai	1,155,209	-	1,535,684	+ 32.94	736,278	- 52.06
Foreigners	417,383	-	555,248	+ 33.03	686,847	+ 23.70
Average Length of Stay (Day)	2.56	-	1.97	-	1.91	-
Thai	1.52	-	2.02	-	2.03	-
Foreigners	2.66	-	1.56	-	1.57	-
Average Expenditure (Baht/Person/Day)						
Visitor	595.52	-	578.45	- 2.87	637.12	+ 10.14
Thai	540.83	-	524.39	- 3.04	542.65	+ 3.48
Foreigners	787.00	-	755.87	- 3.96	760.90	+ 0.67
Tourist	705.65	-	784.55	+ 11.18	874.24	+ 11.43
Thai	676.53	-	740.44	+ 9.45	772.80	+ 4.37
Foreigners	1,035.01	-	1,138.69	+ 10.02	1,162.62	+ 2.10
Excursionist	561.63	-	524.70	- 6.58	570.84	+ 8.79
Thai	488.64	-	456.18	- 6.64	446.26	- 2.17
Foreigners	763.64	-	714.22	- 6.47	704.38	- 1.38
Revenue (Million Baht)						
Visitor	883.21	-	1,929.64	+ 118.48	1,486.03	- 22.99
Thai	564.48	-	1,425.78	+ 152.58	804.12	- 43.60
Foreigners	318.73	-	503.86	+ 58.08	681.91	+ 35.34
ACCOMMODATION ESTABLISHMENTS						
Establishments	19	-	21	+ 10.53	21	0
Rooms	686	-	905	+ 31.92	904	- 0.11
Occupancy Rate (%)	51.33	-	63.97	+ 12.64	59.72	- 4.25
Average Length of Stay (Day)	2.05	-	1.72	-	1.68	-
Number of Guest Arrivals	200,213	-	237,730	+ 18.74	214,175	- 9.91
Thai	160,892	-	178,726	+ 11.08	107,955	- 39.60
Foreigners	39,321	-	59,004	+ 50.06	106,220	+ 80.02

DOMESTIC TOURISM IN AYUTTHAYA (2)

1995* - 1996

Type of Data	1995*	1996	Δ (%)
Visitor	1,482,790	1,802,808	+ 21.58
Thai	942,095	1,205,541	+ 27.96
Foreigners	540,695	597,267	+ 10.46
Tourist	371,364	411,694	+ 10.86
Thai	275,147	315,520	+ 14.67
Foreigners	96,217	96,174	- 0.04
Excursionist	1,111,426	1,391,114	+ 25.16
Thai	666,948	890,021	+ 33.45
Foreigners	444,478	501,093	+ 12.74
Average Length of Stay (Day)	1.91	2.22	-
Thai	2.03	2.48	-
Foreigners	1.57	1.40	-
Average Expenditure (Baht/Person/Day)			
Visitor	637.12	638.87	+ 0.27
Thai	542.65	561.20	+ 3.42
Foreigners	760.90	795.62	+ 4.56
Tourist	874.24	871.65	- 0.30
Thai	772.80	813.68	+ 5.29
Foreigners	1,162.62	1,061.84	- 8.67
Excursionist	570.84	569.97	- 0.15
Thai	446.26	471.70	+ 5.70
Foreigners	704.38	744.53	+ 5.70
Revenue (Million Baht)			
Visitor	1,217.99	1,572.56	+ 29.11
Thai	729.28	1,056.52	+ 44.87
Foreigners	488.71	516.04	+ 5.59
ACCOMMODATION ESTABLISHMENTS			
Establishments	19	19	0
Rooms	814	1,112	+ 36.61
Occupancy Rate (%)	59.72	66.99	+ 7.27
Average Length of Stay (Day)	1.68	2.14	-
Number of Guest Arrivals	194,007	231,971	+ 19.57
Thai	97,799	136,737	+ 39.81
Foreigners	96,208	95,234	- 1.01

Notes: Due to data revision, with effective from 1995, i) the Number of Visitors excludes a person visiting Thailand for non-travelling purposes such as employment and study, and ii) the number of accommodation establishments does not include the accommodations for rent on monthly basis and those serve local people only.

DOMESTIC TOURISM IN KANCHANABURI (1)

1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	2,050,664	1,994,810	- 2.72	1,890,240	- 5.24
Thai	1,894,255	1,830,767	- 3.35	1,717,934	- 6.16
Foreigners	156,409	164,043	+ 4.88	172,306	+ 5.04
Tourist	952,460	949,261	- 0.34	872,369	- 8.10
Thai	853,988	844,741	- 1.08	800,913	- 5.19
Foreigners	98,472	104,520	+ 6.14	71,456	- 31.63
Excursionist	1,098,204	1,045,549	- 4.79	1,017,871	- 2.65
Thai	1,040,267	986,026	- 5.21	917,021	- 7.00
Foreigners	57,937	59,523	+ 2.74	100,850	+ 69.43
Average Length of Stay (Day)	2.03	2.05	-	1.58	-
Thai	2.03	1.86	-	1.52	-
Foreigners	2.05	2.99	-	2.25	-
Average Expenditure (Baht/Person/Day)					
Visitor	327.02	457.46	+ 39.89	771.46	+ 68.64
Thai	323.98	421.36	+ 30.06	716.67	+ 70.08
Foreigners	414.09	691.26	+ 66.93	1,318.45	+ 90.73
Tourist	376.57	525.35	+ 39.51	920.51	+ 75.22
Thai	374.36	473.75	+ 26.55	866.49	+ 82.90
Foreigners	407.25	780.67	+ 91.69	1,529.23	+ 95.89
Excursionist	283.77	396.37	+ 39.68	643.27	+ 62.29
Thai	282.76	376.46	+ 33.14	585.96	+ 55.65
Foreigners	500.00	512.46	+ 2.49	1,168.80	+ 128.08
Revenue (Million Baht)					
Visitor	1,054.31	1,390.04	+ 31.84	1,955.93	+ 40.71
Thai	943.13	1,115.56	+ 18.28	1,592.19	+ 42.73
Foreigners	111.18	274.47	+ 146.88	363.74	+ 32.52
ACCOMMODATION ESTABLISHMENTS					
Establishments	98	101	+ 3.06	103	+ 1.98
Rooms	1,793	1,751	- 2.34	1,816	+ 3.71
Occupancy Rate (%)	49.06	45.73	- 3.33	46.56	+ 0.83
Average Length of Stay (Day)	1.30	1.32	-	1.34	-
Number of Guest Arrivals	431,446	418,604	- 2.98	442,516	+ 5.71
Thai	335,856	314,084	- 6.48	113,133	- 63.98
Foreigners	95,590	104,520	+ 9.34	329,383	+ 215.14

DOMESTIC TOURISM IN KANCHANABURI (2)

1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	1,923,372	+ 1.75	1,328,766	- 30.91	1,916,652	+ 44.24
Thai	1,730,689	+ 0.74	1,100,761	- 36.40	1,629,154	+ 48.00
Foreigners	192,683	+ 11.83	228,005	+ 18.33	287,498	+ 26.09
Tourist	885,003	+ 1.45	617,558	- 30.22	888,369	+ 43.85
Thai	821,629	+ 2.59	528,712	- 35.65	794,213	+ 50.22
Foreigners	63,374	- 11.31	88,846	+ 40.19	94,156	+ 5.98
Excursionist	1,038,369	+ 2.01	711,208	- 31.51	1,028,283	+ 44.58
Thai	909,060	- 0.87	572,049	- 37.07	834,941	+ 45.96
Foreigners	129,309	+ 28.22	139,159	+ 7.62	193,342	+ 38.94
Average Length of Stay (Day)	3.69	-	1.76	-	1.98	-
Thai	3.71	-	1.61	-	1.96	-
Foreigners	3.47	-	2.05	-	2.14	-
Average Expenditure (Baht/Person/Day)						
Visitor	470.00	- 39.08	703.49	+ 49.68	768.63	+ 9.26
Thai	477.00	- 33.44	727.06	+ 52.42	777.67	+ 6.96
Foreigners	677.00	- 48.65	589.72	- 12.89	718.13	+ 21.77
Tourist	652.00	- 29.17	960.25	+ 47.28	1,046.46	+ 8.98
Thai	607.00	- 29.95	971.76	+ 60.09	1,032.77	+ 6.28
Foreigners	1,240.00	- 18.91	891.74	- 28.09	1,161.90	+ 30.30
Excursionist	314.00	- 51.19	480.55	+ 53.04	528.50	+ 9.98
Thai	302.00	- 48.46	500.90	+ 65.86	534.72	+ 6.75
Foreigners	401.00	- 65.69	396.90	- 1.02	501.65	+ 26.39
Revenue (Million Baht)						
Visitor	2,449.36	+ 25.23	1,331.38	- 45.64	2,385.23	+ 79.16
Thai	2,124.82	+ 33.45	1,113.73	- 47.58	2,054.13	+ 84.44
Foreigners	324.54	- 10.78	217.65	- 32.94	331.11	+ 52.13
ACCOMMODATION ESTABLISHMENTS						
Establishments	105	+ 1.94	111	+ 5.71	127	+ 14.41
Rooms	1,927	+ 6.11	2,405	+ 24.81	3,239	+ 34.68
Occupancy Rate (%)	35.31	- 11.25	34.67	- 0.64	33.71	- 0.96
Average Length of Stay (Day)	1.32	-	1.36	-	1.59	-
Number of Guest Arrivals	424,948	- 3.97	397,810	- 6.39	483,184	+ 21.46
Thai	362,150	+ 275.62	323,123	+ 9.85	396,277	+ 22.64
Foreigners	62,798	+ 9.95	74,687	+ 414.54	86,907	+ 16.36

DOMESTIC TOURISM IN KANCHANABURI (3)

1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	1,916,467	- 0.01	3,779,108	+ 97.19	4,087,479	+ 8.16
Thai	1,701,213	+ 4.42	3,185,495	+ 87.25	3,443,882	+ 8.11
Foreigners	215,254	- 25.13	593,613	+ 175.77	643,597	+ 8.42
Tourist	810,638	- 8.75	1,365,211	+ 68.41	1,409,328	+ 3.23
Thai	696,570	- 12.29	1,126,267	+ 61.69	1,176,737	+ 4.48
Foreigners	114,068	+ 21.15	238,944	+ 109.48	232,591	- 2.66
Excursionist	1,105,829	+ 7.54	2,413,897	+ 118.29	2,678,151	+ 10.95
Thai	1,004,643	+ 20.33	2,059,228	+ 104.97	2,267,145	+ 10.10
Foreigners	101,186	- 47.66	354,669	+ 250.51	411,006	+ 15.88
Average Length of Stay (Day)	2.14	-	2.13	-	2.19	-
Thai	2.13	-	2.12	-	2.11	-
Foreigners	2.19	-	2.18	-	2.60	-
Average Expenditure (Baht/Person/Day)						
Visitor	970.83	+ 26.31	1,010.98	+ 4.14	1,053.82	+ 4.24
Thai	945.97	+ 21.64	987.81	+ 4.42	1,037.62	+ 5.04
Foreigners	1,167.28	+ 62.54	1,135.30	- 2.74	1,140.48	+ 0.46
Tourist	1,275.70	+ 21.91	1,375.80	+ 7.85	1,439.73	+ 4.65
Thai	1,237.56	+ 19.83	1,324.60	+ 7.03	1,400.10	+ 5.70
Foreigners	1,508.62	+ 29.84	1,617.15	+ 7.19	1,640.22	+ 1.43
Excursionist	747.34	+ 41.41	804.81	+ 7.69	850.74	+ 5.71
Thai	743.80	+ 39.10	803.67	+ 8.05	849.48	+ 5.70
Foreigners	782.48	+ 55.98	811.43	+ 3.70	857.68	+ 5.70
Revenue (Million Baht)						
Visitor	3,039.45	+ 27.43	5,954.59	+ 95.91	6,746.64	+ 13.30
Thai	2,583.41	+ 25.77	4,824.45	+ 86.75	5,402.22	+ 11.98
Foreigners	456.04	+ 37.73	1,130.14	+ 147.82	1,344.41	+ 18.96
ACCOMMODATION ESTABLISHMENTS						
Establishments	124	- 2.36	149	+ 20.16	186	+ 24.83
Rooms	3,157	- 2.53	4,547	+ 44.03	5,674	+ 24.79
Occupancy Rate (%)	37.90	+ 4.19	31.48	- 6.42	33.45	+ 1.97
Average Length of Stay (Day)	1.90	-	1.61	-	1.59	-
Number of Guest Arrivals	415,020	- 14.11	592,512	+ 42.77	777,040	+ 31.14
Thai	329,252	- 16.91	444,801	+ 35.09	613,787	+ 37.99
Foreigners	85,768	- 1.31	147,711	+ 72.22	163,253	+ 10.52

NORTHEASTERN

- ◆ **NONG KHAI**
- ◆ **MUKDAHARN**
- ◆ **KHON KEAN**
- ◆ **UDON THANI**
- ◆ **NAKHON PHANOM**
- ◆ **UBON RATCHATHANI**
- ◆ **NAKHON RATCHASIMA**

DOMESTIC TOURISM IN NONGKHAI (1)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	648,075	-	754,641	+ 16.44	761,840	+ 0.95
Thai	640,770	-	688,192	+ 7.40	679,862	- 1.21
Foreigners	7,305	-	66,449	+ 809.64	81,978	+ 23.37
Tourist	287,259	-	307,615	+ 7.09	335,008	+ 8.90
Thai	281,969	-	295,860	+ 4.93	312,734	+ 5.70
Foreigners	5,290	-	11,755	+ 122.21	22,274	+ 89.49
Excursionist	360,816	-	447,026	+ 23.89	426,832	- 4.52
Thai	358,801	-	392,332	+ 9.35	367,128	- 6.42
Foreigners	2,015	-	54,694	+ 2,614.34	59,704	+ 9.16
Average Length of Stay (Day)	1.84	-	1.85	-	1.85	-
Thai	1.83	-	1.84	-	1.83	-
Foreigners	2.15	-	2.05	-	2.18	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,302.15	-	1,028.47	- 21.02	1,102.03	+ 7.15
Thai	1,304.56	-	1,055.90	- 19.06	1,135.79	+ 7.57
Foreigners	1,090.97	-	744.50	- 31.76	821.98	+ 10.41
Tourist	1,228.67	-	1,175.14	- 4.36	1,248.85	+ 6.27
Thai	1,227.60	-	1,181.85	- 3.73	1,264.11	+ 6.96
Foreigners	1,285.26	-	1,006.39	- 21.70	1,034.57	+ 2.80
Excursionist	1,360.65	-	927.56	- 31.83	986.79	+ 6.39
Thai	1,365.03	-	960.92	- 29.60	1,026.49	+ 6.82
Foreigners	580.91	-	688.19	+ 18.47	742.67	+ 7.92
Revenue (Million Baht)						
Visitor	1,139.01	-	1,082.27	- 4.98	1,194.30	+ 10.35
Thai	1,123.22	-	1,020.38	- 9.16	1,100.72	+ 7.87
Foreigners	15.79	-	61.89	+ 292.01	93.58	+ 51.20
ACCOMMODATION ESTABLISHMENTS						
Establishments	7	-	7	0	14	+ 100.00
Rooms	655	-	653	- 0.31	744	+ 13.94
Occupancy Rate (%)	62.52	-	54.74	- 7.78	47.80	- 6.94
Average Length of Stay (Day)	2.07	-	1.66	-	1.70	-
Number of Guest Arrivals	140,187	-	138,138	- 1.46	136,618	- 1.10
Thai	135,072	-	128,936	- 4.54	118,939	- 7.75
Foreigners	5,115	-	9,202	+ 79.90	17,679	+ 92.12

DOMESTIC TOURISM IN NONGKHAI (2)
1996

Type of Data	1996	Δ (%)
Visitor	758,718	- 0.41
Thai	705,847	+ 3.82
Foreigners	52,871	- 35.51
Tourist	348,235	+ 3.95
Thai	331,257	+ 5.92
Foreigners	16,978	- 23.78
Excursionist	410,483	- 3.83
Thai	374,590	+ 2.03
Foreigners	35,893	- 39.88
Average Length of Stay (Day)	1.85	-
Thai	1.83	-
Foreigners	2.19	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,184.15	+ 7.45
Thai	1,208.02	+ 6.36
Foreigners	865.55	+ 5.30
Tourist	1,328.98	+ 6.42
Thai	1,340.82	+ 6.07
Foreigners	1,098.07	+ 6.14
Excursionist	1,061.29	+ 7.55
Thai	1,090.58	+ 6.24
Foreigners	755.56	+ 1.74
Revenue (Million Baht)		
Visitor	1,290.86	+ 8.09
Thai	1,223.16	+ 11.12
Foreigners	67.70	- 27.66
ACCOMMODATION ESTABLISHMENTS		
Establishments	15	+ 7.14
Rooms	869	+ 16.80
Occupancy Rate (%)	41.55	- 6.25
Average Length of Stay (Day)	1.72	-
Number of Guest Arrivals	138,346	+ 1.26
Thai	126,256	+ 6.15
Foreigners	12,090	- 31.61

**DOMESTIC TOURISM IN MUKDAHARN
1996**

Type of Data	1996	Δ (%)
Visitor	688,847	-
Thai	665,044	-
Foreigners	23,803	-
Tourist	170,027	-
Thai	167,991	-
Foreigners	2,036	-
Excursionist	518,820	-
Thai	497,053	-
Foreigners	21,767	-
Average Length of Stay (Day)	2.61	-
Thai	2.63	-
Foreigners	1.10	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,208.06	-
Thai	1,224.89	-
Foreigners	738.00	-
Tourist	972.52	-
Thai	968.38	-
Foreigners	1,314.80	-
Excursionist	1,285.25	-
Thai	1,311.58	-
Foreigners	684.05	-
Revenue (Million Baht)		
Visitor	1,097.60	-
Thai	1,079.77	-
Foreigners	17.83	-
ACCOMMODATION ESTABLISHMENTS		
Establishments	9	-
Rooms	669	-
Occupancy Rate (%)	34.19	-
Average Length of Stay (Day)	1.60	-
Number of Guest Arrivals	92,488	-
Thai	90,773	-
Foreigners	1,715	-

DOMESTIC TOURISM IN KHON KAEN (1)
1990-1992

Type of Data	1990	Δ (%)	1991	Δ (%)	1992	Δ (%)
Visitor	954,361	-	1,154,397	+ 20.96	1,015,632	- 12.02
Thai	945,041	-	1,135,076	+ 20.11	1,007,342	- 11.25
Foreigners	9,320	-	19,321	+ 107.31	8,290	- 57.09
Tourist	568,337	-	686,681	+ 20.82	536,061	- 21.93
Thai	559,017	-	669,949	+ 19.84	527,897	- 21.20
Foreigners	9,320	-	16,732	+ 79.53	8,164	- 51.21
Excursionist	386,024	-	467,716	+ 21.16	479,571	+ 2.53
Thai	386,024	-	465,127	+ 20.49	479,445	+ 3.08
Foreigners	0	-	2,589	-	126	- 95.13
Average Length of Stay (Day)	2.02	-	3.30	-	2.70	-
Thai	2.03	-	-	-	2.67	-
Foreigners	1.70	-	-	-	4.82	-
Average Expenditure (Baht/Person/Day)						
Visitor	722.02	-	1,069.74	+ 48.16	816.15	- 23.71
Thai	714.78	-	1,010.22	+ 41.33	812.55	- 19.57
Foreigners	1,456.52	-	1,679.10	+ 15.28	1,254.00	- 25.32
Tourist	863.66	-	1,187.34	+ 37.48	870.19	- 26.71
Thai	853.78	-	1,130.55	+ 32.42	864.02	- 23.58
Foreigners	1,456.52	-	1,652.49	+ 13.45	1,269.28	- 23.19
Excursionist	513.48	-	897.08	+ 74.71	755.75	- 15.75
Thai	513.48	-	836.90	+ 62.99	755.88	- 9.68
Foreigners	0.00	-	1,985.40	-	264.00	- 86.70
Revenue (Million Baht)						
Visitor	1,190.17	-	-	-	1,630.21	-
Thai	1,167.09	-	-	-	1,580.23	-
Foreigners	23.08	-	-	-	49.98	-
ACCOMMODATION ESTABLISHMENTS						
Establishments	14	-	26	+ 85.71	14	- 46.15
Rooms	1,245	-	1,713	+ 37.59	1,298	- 24.23
Occupancy Rate (%)	66.96	-	58.80	- 8.16	69.76	+ 10.96
Average Length of Stay (Day)	2.12	-	1.79	-	2.12	-
Number of Guest Arrivals	258,646	-	337,913	+ 30.65	288,801	- 14.53
Thai	249,326	-	322,594	+ 29.39	282,118	- 12.55
Foreigners	9,320	-	15,319	+ 64.37	6,683	- 56.37

DOMESTIC TOURISM IN KHON KAEN (2)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	1,253,473	+ 23.42	1,423,828	+ 13.59	1,543,726	+ 8.42
Thai	1,235,965	+ 22.70	1,408,058	+ 13.92	1,529,084	+ 8.60
Foreigners	17,508	+ 111.19	15,770	- 9.93	14,642	- 7.15
Tourist	663,942	+ 23.86	812,829	+ 22.42	884,970	+ 8.88
Thai	648,059	+ 22.76	798,086	+ 23.15	871,070	+ 9.14
Foreigners	15,883	+ 94.55	14,743	- 7.18	13,900	- 5.72
Excursionist	589,531	+ 22.93	610,999	+ 3.64	658,756	+ 7.82
Thai	587,906	+ 22.62	609,972	+ 3.75	658,014	+ 7.88
Foreigners	1,625	+ 1,189.68	1,027	- 36.80	742	- 27.75
Average Length of Stay (Day)	3.81	-	2.67	-	2.67	-
Thai	3.69	-	2.67	-	2.67	-
Foreigners	8.75	-	2.70	-	2.71	-
Average Expenditure (Baht/Person/Day)						
Visitor	777.38	- 4.75	863.23	+ 11.05	919.13	+ 6.47
Thai	770.62	- 5.16	857.50	+ 11.27	914.27	+ 6.62
Foreigners	1,254.19	+ 0.01	1,375.30	+ 9.66	1,426.71	+ 3.74
Tourist	850.48	- 2.27	935.27	+ 9.97	995.91	+ 6.48
Thai	843.57	- 2.37	927.05	+ 9.90	988.93	+ 6.67
Foreigners	1,132.56	- 10.77	1,380.07	+ 21.85	1,433.29	+ 3.86
Excursionist	695.04	- 8.03	767.41	+ 10.41	815.98	+ 6.33
Thai	690.21	- 8.69	766.50	+ 11.05	815.43	+ 6.38
Foreigners	2,443.00	+ 825.38	1,306.81	- 46.51	1,303.35	- 0.26
Revenue (Million Baht)						
Visitor	2,584.41	+ 58.53	2,499.26	- 3.29	2,894.83	+ 15.83
Thai	2,423.04	+ 53.33	2,442.98	+ 0.82	2,840.05	+ 16.25
Foreigners	161.37	+ 222.87	56.28	- 65.13	54.78	- 2.67
ACCOMMODATION ESTABLISHMENTS						
Establishments	16	+ 14.29	17	+ 6.25	20	+ 17.65
Rooms	1,392	+ 7.24	1,732	+ 24.43	1,992	+ 15.01
Occupancy Rate (%)	77.30	+ 7.54	68.17	- 9.13	63.48	- 4.69
Average Length of Stay (Day)	2.15	-	1.97	-	1.86	-
Number of Guest Arrivals	342,251	+ 18.51	384,052	+ 12.21	427,273	+ 11.25
Thai	328,156	+ 16.32	371,108	+ 13.09	414,697	+ 11.75
Foreigners	14,095	+ 110.91	12,944	- 8.17	12,576	- 2.84

DOMESTIC TOURISM IN KHON KAEN (3)
1996

Type of Data	1996	Δ (%)
Visitor	1,720,121	+ 11.43
Thai	1,704,338	+ 11.46
Foreigners	15,783	+ 7.79
Tourist	1,032,381	+ 16.66
Thai	1,017,084	+ 16.76
Foreigners	15,297	+ 10.05
Excursionist	687,740	+ 4.40
Thai	687,254	+ 4.44
Foreigners	486	- 34.50
Average Length of Stay (Day)	2.67	-
Thai	2.67	-
Foreigners	2.71	-
Average Expenditure (Baht/Person/Day)		
Visitor	978.20	+ 6.43
Thai	973.23	+ 6.45
Foreigners	1,515.54	+ 6.23
Tourist	1,056.31	+ 6.06
Thai	1,049.35	+ 6.11
Foreigners	1,519.16	+ 5.99
Excursionist	860.96	+ 5.51
Thai	860.58	+ 5.54
Foreigners	1,401.51	+ 7.53
Revenue (Million Baht)		
Visitor	3,512.99	+ 21.35
Thai	3,449.45	+ 21.46
Foreigners	63.54	+ 15.99
ACCOMMODATION ESTABLISHMENTS		
Establishments	25	+ 25.00
Rooms	2,623	+ 31.68
Occupancy Rate (%)	61.44	- 3.21
Average Length of Stay (Day)	1.80	-
Number of Guest Arrivals	522,749	+ 22.35
Thai	508,728	+ 22.67
Foreigners	14,021	+ 11.49

DOMESTIC TOURISM IN UDON THANI (1)
1990-1992

Type of Data	1990	Δ (%)	1991	Δ (%)	1992	Δ (%)
Visitor	1,100,196	-	1,246,710	+ 13.32	811,223	- 34.93
Thai	1,091,619	-	1,233,067	+ 12.96	801,765	- 34.98
Foreigners	8,577	-	13,643	+ 59.06	9,458	- 30.68
Tourist	648,397	-	807,293	+ 24.51	473,746	- 41.32
Thai	639,820	-	794,648	+ 24.20	464,554	- 41.54
Foreigners	8,577	-	12,645	+ 47.43	9,192	- 27.31
Excursionist	451,799	-	439,417	- 2.74	337,477	- 23.20
Thai	451,799	-	438,419	- 2.96	337,211	- 23.08
Foreigners	0	-	998	-	266	- 73.35
Average Length of Stay (Day)	2.19	-	2.95	-	2.57	-
Thai	2.81	-	2.78	-	2.54	-
Foreigners	2.64	-	3.82	-	4.18	-
Average Expenditure (Baht/Person/Day)						
Visitor	733.31	-	1,042.30	+ 42.14	886.26	- 14.97
Thai	730.47	-	1,004.25	+ 37.48	879.59	- 12.41
Foreigners	1,095.40	-	1,265.07	+ 15.49	1,451.07	+ 14.70
Tourist	790.14	-	1,128.81	+ 42.86	891.93	- 20.98
Thai	786.05	-	1,096.04	+ 39.44	880.36	- 19.68
Foreigners	1,095.40	-	1,306.62	+ 19.28	1,476.61	+ 13.01
Excursionist	651.76	-	837.65	+ 28.52	878.29	+ 4.85
Thai	651.76	-	837.88	+ 28.56	878.53	+ 4.85
Foreigners	0.00	-	738.62	-	568.33	- 23.06
Revenue (Million Baht)						
Visitor	1,732.50	-	2,852.48	+ 64.65	1,391.93	- 51.20
Thai	1,707.70	-	2,788.63	+ 63.30	1,335.05	- 52.13
Foreigners	24.80	-	63.85	+ 157.43	56.89	- 10.91
ACCOMMODATION ESTABLISHMENTS						
Establishments	19	-	37	+ 94.74	21	- 43.24
Rooms	1,296	-	1,822	+ 40.59	1,380	- 24.26
Occupancy Rate (%)	56.80	-	71.31	+ 14.51	54.62	- 16.69
Average Length of Stay (Day)	1.71	-	2.23	-	2.05	-
Number of Guest Arrivals	312,703	-	350,739	+ 12.16	243,563	- 30.56
Thai	304,503	-	340,371	+ 11.78	235,498	- 30.81
Foreigners	8,200	-	10,368	+ 26.44	8,065	- 22.21

DOMESTIC TOURISM IN UDON THANI (2)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	1,002,017	+ 23.52	1,233,575	+ 23.11	1,355,705	+ 9.90
Thai	988,922	+ 23.34	1,224,070	+ 23.78	1,345,114	+ 9.89
Foreigners	13,095	+ 38.45	9,505	- 27.42	10,591	+ 11.43
Tourist	625,718	+ 32.08	752,614	+ 20.28	867,468	+ 15.26
Thai	613,552	+ 32.07	744,050	+ 21.27	858,173	+ 15.34
Foreigners	12,166	+ 32.35	8,564	- 29.61	9,295	+ 8.54
Excursionist	376,299	+ 11.50	480,961	+ 27.81	488,237	+ 1.51
Thai	375,370	+ 11.32	480,020	+ 27.88	486,941	+ 1.44
Foreigners	929	+ 249.25	941	+ 1.29	1,296	+ 37.73
Average Length of Stay (Day)	3.39	-	2.70	-	2.71	-
Thai	3.32	-	2.69	-	2.70	-
Foreigners	7.03	-	3.39	-	3.24	-
Average Expenditure (Baht/Person/Day)						
Visitor	811.96	- 8.38	876.15	+ 7.91	941.88	+ 7.50
Thai	800.95	- 8.94	869.36	+ 8.54	935.23	+ 7.58
Foreigners	1,643.59	+ 13.27	1,751.05	+ 6.54	1,786.48	+ 2.02
Tourist	762.98	- 14.46	1,038.21	+ 36.07	1,100.83	+ 6.03
Thai	745.90	- 15.27	1,029.56	+ 38.03	1,092.78	+ 6.14
Foreigners	1,624.14	+ 9.99	1,789.48	+ 10.18	1,843.89	+ 3.04
Excursionist	893.42	+ 1.72	622.57	- 30.32	659.48	+ 5.93
Thai	890.93	+ 1.41	621.04	- 30.29	657.58	+ 5.88
Foreigners	1,898.33	+ 234.02	1,401.34	- 26.18	1,374.72	- 1.90
Revenue (Million Baht)						
Visitor	1,994.49	+ 43.29	2,412.04	+ 20.94	2,894.68	+ 20.01
Thai	1,853.82	+ 38.86	2,358.77	+ 27.24	2,835.81	+ 20.22
Foreigners	140.67	+ 147.29	53.27	- 62.13	58.87	+ 10.51
ACCOMMODATION ESTABLISHMENTS						
Establishments	20	- 4.76	20	0	22	+ 10.00
Rooms	1,451	+ 5.14	1,451	0	1,711	+ 17.92
Occupancy Rate (%)	66.67	+ 12.05	71.64	+ 4.97	63.04	- 8.60
Average Length of Stay (Day)	1.99	-	1.89	-	1.81	-
Number of Guest Arrivals	319,233	+ 31.07	359,536	+ 12.62	386,094	+ 7.39
Thai	309,993	+ 31.63	352,637	+ 13.76	379,216	+ 7.54
Foreigners	9,240	+ 14.57	6,899	- 25.34	6,878	- 0.30

DOMESTIC TOURISM IN UDON THANI (3)
1996

Type of Data	1996	Δ (%)
Visitor	1,437,010	+ 6.00
Thai	1,422,253	+ 5.73
Foreigners	14,757	+ 39.34
Tourist	913,773	+ 5.34
Thai	900,549	+ 4.94
Foreigners	13,224	+ 42.27
Excursionist	523,237	+ 7.17
Thai	521,704	+ 7.14
Foreigners	1,533	+ 18.29
Average Length of Stay (Day)	2.66	-
Thai	2.66	-
Foreigners	2.96	-
Average Expenditure (Baht/Person/Day)		
Visitor	933.20	- 0.92
Thai	923.85	- 1.22
Foreigners	1,834.34	+ 2.68
Tourist	1,170.20	+ 6.30
Thai	1,159.72	+ 6.13
Foreigners	1,885.42	+ 2.25
Excursionist	519.28	- 21.26
Thai	516.71	- 21.42
Foreigners	1,393.72	+ 1.38
Revenue (Million Baht)		
Visitor	3,110.08	+ 7.44
Thai	3,031.09	+ 6.89
Foreigners	78.99	+ 34.18
ACCOMMODATION ESTABLISHMENTS		
Establishments	24	+ 9.09
Rooms	2,115	+ 23.61
Occupancy Rate (%)	56.25	- 6.79
Average Length of Stay (Day)	1.78	-
Number of Guest Arrivals	413,131	+ 7.00
Thai	402,601	+ 6.17
Foreigners	10,530	+ 53.10

DOMESTIC TOURISM IN NAKHON PHANOM (1)
1990-1992

Type of Data	1990	Δ (%)	1991	Δ (%)	1992	Δ (%)
Visitor	152,430	-	315,143	+ 106.75	257,214	- 18.38
Thai	151,348	-	310,743	+ 105.32	224,553	- 27.74
Foreigners	1,082	-	4,400	+ 306.65	32,661	+ 642.30
Tourist	139,936	-	217,220	+ 55.23	129,201	- 40.52
Thai	138,854	-	212,834	+ 53.28	128,343	- 39.70
Foreigners	1,082	-	4,386	+ 305.36	858	- 80.44
Excursionist	12,494	-	97,923	+ 683.76	128,013	+ 30.73
Thai	12,494	-	97,909	+ 683.65	96,210	- 1.74
Foreigners	0	-	14	-	31,803	-
Average Length of Stay (Day)	2.31	-	2.74	-	2.75	-
Thai	2.30	-	-	-	2.75	-
Foreigners	3.23	-	-	-	2.40	-
Average Expenditure (Baht/Person/Day)						
Visitor	759.09	-	763.45	+ 0.57	711.32	- 6.83
Thai	758.47	-	755.55	- 0.38	686.04	- 9.20
Foreigners	846.44	-	895.97	+ 5.85	885.12	- 1.21
Tourist	745.52	-	795.59	+ 6.72	657.75	- 17.33
Thai	744.73	-	787.33	+ 5.72	655.06	- 16.80
Foreigners	846.44	-	944.75	+ 11.61	1,060.32	+ 12.23
Excursionist	911.22	-	692.15	- 24.04	765.39	+ 10.58
Thai	911.22	-	686.47	- 24.66	727.37	+ 5.96
Foreigners	0.00	-	0.00	-	880.39	-
Revenue (Million Baht)						
Visitor	252.18	-	-	-	331.36	-
Thai	249.22	-	-	-	301.18	-
Foreigners	2.96	-	-	-	30.18	-
ACCOMMODATION ESTABLISHMENTS						
Establishments	9	-	9	0	6	- 33.33
Rooms	421	-	446	+ 5.94	353	- 20.85
Occupancy Rate (%)	46.82	-	48.50	+ 1.68	57.50	+ 9.00
Average Length of Stay (Day)	1.29	-	1.43	-	2.29	-
Number of Guest Arrivals	99,815	-	91,214	- 8.62	60,811	- 33.33
Thai	99,274	-	86,861	- 12.50	60,192	- 30.70
Foreigners	541	-	4,353	+ 704.62	619	- 85.78

DOMESTIC TOURISM IN NAKHON PHANOM (2)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	410,640	+ 59.65	503,211	+ 22.54	510,789	+ 1.51
Thai	380,398	+ 69.40	469,415	+ 23.40	491,288	+ 4.66
Foreigners	30,242	- 7.41	33,796	+ 11.75	19,501	- 42.30
Tourist	169,791	+ 31.42	239,954	+ 41.32	237,335	- 1.09
Thai	167,594	+ 30.58	238,103	+ 42.07	235,448	- 1.12
Foreigners	2,197	+ 156.06	1,851	- 15.75	1,887	+ 1.94
Excursionist	240,849	+ 88.14	263,257	+ 9.30	273,454	+ 3.87
Thai	212,804	+ 121.19	231,312	+ 8.70	255,840	+ 10.60
Foreigners	28,045	- 11.82	31,945	+ 13.91	17,614	- 44.86
Average Length of Stay (Day)	3.62	-	2.60	-	2.61	-
Thai	3.63	-	2.61	-	2.62	-
Foreigners	2.78	-	1.85	-	1.83	-
Average Expenditure (Baht/Person/Day)						
Visitor	794.16	+ 11.65	720.56	- 9.27	753.89	+ 4.62
Thai	790.62	+ 15.24	719.35	- 9.01	752.63	+ 4.63
Foreigners	838.68	- 5.25	737.38	- 12.08	785.49	+ 6.52
Tourist	703.42	+ 6.94	788.15	+ 12.05	839.37	+ 6.50
Thai	698.14	+ 6.58	788.08	+ 12.88	839.30	+ 6.50
Foreigners	1,105.92	+ 4.30	797.36	- 27.90	847.74	+ 6.32
Excursionist	858.14	+ 12.12	658.96	- 23.21	679.69	+ 3.15
Thai	863.46	+ 18.71	648.61	- 24.88	672.87	+ 3.74
Foreigners	817.75	- 7.12	733.90	- 10.25	778.82	+ 6.12
Revenue (Million Baht)						
Visitor	638.04	+ 92.55	665.96	+ 4.38	706.45	+ 6.08
Thai	608.47	+ 102.03	639.78	+ 5.15	689.81	+ 7.82
Foreigners	29.57	- 2.04	26.17	- 11.47	16.64	- 36.43
ACCOMMODATION ESTABLISHMENTS						
Establishments	7	+ 16.67	7	0	7	0
Rooms	452	+ 28.05	486	+ 7.52	473	- 2.67
Occupancy Rate (%)	51.09	- 6.41	54.45	+ 3.36	52.03	- 2.42
Average Length of Stay (Day)	1.80	-	1.63	-	1.65	-
Number of Guest Arrivals	77,433	+ 27.33	95,485	+ 23.31	93,500	- 2.08
Thai	75,429	+ 25.31	93,790	+ 24.34	92,273	- 1.62
Foreigners	2,004	+ 223.75	1,695	- 15.42	1,227	- 27.61

DOMESTIC TOURISM IN NAKHON PHANOM (3)
1996

Type of Data	1996	Δ (%)
Visitor	514,375	+ 0.70
Thai	493,111	+ 0.37
Foreigners	21,264	+ 9.04
Tourist	222,459	- 6.27
Thai	221,068	- 6.11
Foreigners	1,391	- 26.29
Excursionist	291,916	+ 6.75
Thai	272,043	+ 6.33
Foreigners	19,873	+ 12.83
Average Length of Stay (Day)	2.44	-
Thai	2.44	-
Foreigners	1.89	-
Average Expenditure (Baht/Person/Day)		
Visitor	798.68	+ 5.94
Thai	797.61	+ 5.98
Foreigners	823.36	+ 4.82
Tourist	891.61	+ 6.22
Thai	891.54	+ 6.22
Foreigners	902.71	+ 6.48
Excursionist	727.86	+ 7.09
Thai	721.29	+ 7.20
Foreigners	817.81	+ 5.01
Revenue (Million Baht)		
Visitor	695.51	- 1.55
Thai	676.88	- 1.87
Foreigners	18.63	+ 11.96
ACCOMMODATION ESTABLISHMENTS		
Establishments	7	0
Rooms	473	0
Occupancy Rate (%)	47.34	- 9.01
Average Length of Stay (Day)	1.61	-
Number of Guest Arrivals	88,317	- 5.54
Thai	87,450	- 5.23
Foreigners	867	- 29.34

DOMESTIC TOURISM IN UBON RATCHATHANI (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	651,220	699,965	+ 7.49	729,455	+ 4.21
Thai	646,197	694,000	+ 7.40	726,866	+ 4.74
Foreigners	5,023	5,965	+ 18.75	2,589	- 56.60
Tourist	414,704	447,698	+ 7.96	512,872	+ 14.56
Thai	409,681	441,733	+ 7.82	510,283	+ 15.52
Foreigners	5,023	5,965	+ 18.75	2,589	- 56.60
Excursionist	236,516	252,267	+ 6.66	216,583	- 14.15
Thai	236,516	252,267	+ 6.66	216,583	- 14.15
Foreigners	0	0	-	0	-
Average Length of Stay (Day)	2.73	2.69	-	2.54	-
Thai	2.73	2.67	-	2.51	-
Foreigners	2.99	3.14	-	2.84	-
Average Expenditure (Baht/Person/Day)					
Visitor	-	703.68	-	957.57	+ 36.08
Thai	-	696.94	-	955.56	+ 37.11
Foreigners	-	1,488.37	-	1,520.83	+ 2.18
Tourist	-	804.47	-	1,000.43	+ 24.36
Thai	-	795.24	-	997.79	+ 25.47
Foreigners	-	1,488.37	-	1,520.83	+ 2.18
Excursionist	-	524.82	-	856.08	+ 63.12
Thai	-	524.82	-	856.08	+ 63.12
Foreigners	-	0.00	-	0.00	-
Revenue (Million Baht)					
Visitor	-	1,098.20	-	1,474.57	+ 34.27
Thai	-	1,070.32	-	1,463.39	+ 36.72
Foreigners	-	27.88	-	11.18	- 59.89
ACCOMMODATION ESTABLISHMENTS					
Establishments	17	18	+ 5.88	13	- 27.78
Rooms	1,011	1,051	+ 3.96	910	- 13.42
Occupancy Rate (%)	58.19	59.58	+ 1.39	58.42	- 1.95
Average Length of Stay (Day)	2.25	2.07	-	1.83	-
Number of Guest Arrivals	176,726	187,345	+ 6.01	210,179	+ 12.19
Thai	171,703	181,707	+ 5.83	207,590	+ 14.24
Foreigners	5,023	5,638	+ 12.24	2,589	- 54.08

DOMESTIC TOURISM IN UBON RATCHATHANI (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	727,025	- 0.33	656,356	- 9.72	741,954	+ 13.04
Thai	721,609	- 0.72	652,176	- 9.62	732,096	+ 12.25
Foreigners	5,416	+ 109.19	4,180	- 22.82	9,858	+ 135.84
Tourist	561,974	+ 9.57	451,215	- 19.71	491,942	+ 9.03
Thai	557,432	+ 9.24	447,295	- 19.76	482,111	+ 7.78
Foreigners	4,542	+ 75.43	3,920	- 13.69	9,831	+ 150.79
Excursionist	165,051	- 23.79	205,141	+ 24.29	250,012	+ 21.87
Thai	164,177	- 24.20	204,881	+ 24.79	249,985	+ 22.01
Foreigners	874	-	260	- 70.25	27	- 89.62
Average Length of Stay (Day)	2.47	-	2.29	-	2.33	-
Thai	2.44	-	2.29	-	2.33	-
Foreigners	2.96	-	2.28	-	2.32	-
Average Expenditure (Baht/Person/Day)						
Visitor	886.90	- 7.38	897.51	+ 1.20	970.00	+ 8.08
Thai	862.85	- 9.70	892.97	+ 3.49	959.46	+ 7.45
Foreigners	1,508.96	- 0.78	1,605.43	+ 6.39	1,752.99	+ 9.19
Tourist	950.48	- 4.99	963.59	+ 1.38	1,172.23	+ 21.65
Thai	923.84	- 7.41	958.42	+ 3.74	1,160.36	+ 21.07
Foreigners	1,570.92	+ 3.29	1,554.06	- 1.07	1,754.45	+ 12.89
Excursionist	670.42	- 21.69	752.16	+ 12.19	572.08	- 23.94
Thai	655.77	- 23.40	750.09	+ 14.38	572.01	- 23.74
Foreigners	1,186.97	-	2,380.00	+ 100.51	1,222.38	- 48.64
Revenue (Million Baht)						
Visitor	1,386.37	- 5.98	1,149.90	- 17.06	1,486.50	+ 29.27
Thai	1,364.21	- 6.78	1,135.39	- 16.77	1,446.45	+ 27.40
Foreigners	22.16	+ 98.15	14.51	- 34.52	40.05	+ 176.04
ACCOMMODATION ESTABLISHMENTS						
Establishments	32	+ 146.15	12	- 62.50	13	+ 8.33
Rooms	1,397	+ 53.52	1,016	- 27.27	1,091	+ 7.38
Occupancy Rate (%)	52.49	- 5.93	53.28	+ 0.79	62.68	+ 9.40
Average Length of Stay (Day)	1.78	-	1.69	-	1.87	-
Number of Guest Arrivals	248,246	+ 18.11	214,040	- 13.78	235,347	+ 9.95
Thai	244,818	+ 17.93	210,120	- 14.17	225,788	+ 7.46
Foreigners	3,428	+ 32.41	3,920	+ 14.35	9,559	+ 143.85

DOMESTIC TOURISM IN UBON RATCHATHANI (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	874,071	+ 17.81	951,981	+ 8.91	1,007,340	+ 5.82
Thai	844,526	+ 15.36	913,861	+ 8.21	979,592	+ 7.19
Foreigners	29,545	+ 199.71	38,120	+ 29.02	27,748	- 27.21
Tourist	589,312	+ 19.79	668,971	+ 13.52	728,607	+ 8.91
Thai	577,011	+ 19.68	655,162	+ 13.54	717,352	+ 9.49
Foreigners	12,301	+ 25.12	13,809	+ 12.26	11,255	- 18.50
Excursionist	284,759	+ 13.90	283,010	- 0.61	278,733	- 1.51
Thai	267,515	+ 7.01	258,699	- 3.30	262,240	+ 1.37
Foreigners	17,244	-	24,311	+ 40.98	16,493	- 32.16
Average Length of Stay (Day)	2.39	-	2.40	-	2.39	-
Thai	2.38	-	2.39	-	2.39	-
Foreigners	2.81	-	2.80	-	2.78	-
Average Expenditure (Baht/Person/Day)						
Visitor	901.45	- 7.07	961.27	+ 6.64	1,023.52	+ 6.48
Thai	897.36	- 6.47	956.86	+ 6.63	1,019.54	+ 6.55
Foreigners	929.57	- 46.97	1,067.07	+ 14.79	1,164.28	+ 9.11
Tourist	942.41	- 19.61	1,002.99	+ 6.43	1,063.63	+ 6.05
Thai	935.97	- 19.34	996.34	+ 6.45	1,058.41	+ 6.23
Foreigners	1,244.41	- 29.07	1,318.27	+ 5.94	1,396.58	+ 5.94
Excursionist	816.68	+ 42.76	862.66	+ 5.63	918.68	+ 6.49
Thai	814.09	+ 42.32	856.86	+ 5.25	913.20	+ 6.58
Foreigners	856.91	- 29.90	924.39	+ 7.87	1,005.76	+ 8.80
Revenue (Million Baht)						
Visitor	1,560.93	+ 5.01	1,849.38	+ 18.48	2,113.53	+ 14.28
Thai	1,503.14	+ 3.92	1,775.86	+ 18.14	2,053.15	+ 15.61
Foreigners	57.79	+ 44.30	73.52	+ 27.22	60.38	- 17.87
ACCOMMODATION ESTABLISHMENTS						
Establishments	13	0	14	+ 7.69	15	+ 7.14
Rooms	1,091	0	1,149	+ 5.32	1,273	+ 10.79
Occupancy Rate (%)	65.33	+ 2.65	66.91	+ 1.58	62.54	- 4.37
Average Length of Stay (Day)	1.85	-	1.81	-	180.00	-
Number of Guest Arrivals	247,103	+ 5.00	269,869	+ 9.21	288,808	+ 7.02
Thai	237,946	+ 5.38	260,166	+ 9.34	281,299	+ 8.12
Foreigners	9,157	- 4.21	9,703	+ 5.96	7,509	- 22.61

DOMESTIC TOURISM IN NAKHON RATCHASIMA (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	1,474,282	1,571,065	+ 6.56	1,515,083	- 3.56
Thai	1,449,146	1,544,260	+ 6.56	1,467,289	- 4.98
Foreigners	25,136	26,805	+ 6.64	47,794	+ 78.30
Tourist	787,241	852,045	+ 8.23	781,145	- 8.32
Thai	769,683	831,529	+ 8.04	737,476	- 11.31
Foreigners	17,558	20,516	+ 16.85	43,669	+ 112.85
Excursionist	687,041	719,020	+ 4.65	733,938	+ 2.07
Thai	679,463	712,731	+ 4.90	729,813	+ 2.40
Foreigners	7,578	6,289	- 17.01	4,125	- 34.41
Average Length of Stay (Day)	2.81	2.55	-	1.90	-
Thai	2.81	2.44	-	1.82	-
Foreigners	2.26	3.39	-	3.19	-
Average Expenditure (Baht/Person/Day)					
Visitor	-	657.83	-	680.01	+ 3.37
Thai	-	646.51	-	656.81	+ 1.59
Foreigners	-	1,309.94	-	1,392.28	+ 6.29
Tourist	-	804.06	-	753.42	- 6.30
Thai	-	786.54	-	711.19	- 9.58
Foreigners	-	1,514.15	-	1,466.66	- 3.14
Excursionist	-	481.07	-	601.87	+ 25.11
Thai	-	479.64	-	601.85	+ 25.48
Foreigners	-	643.75	-	604.86	- 6.04
Revenue (Million Baht)					
Visitor	-	2,047.05	-	1,600.61	- 21.81
Thai	-	1,937.69	-	1,393.80	- 28.07
Foreigners	-	109.36	-	206.81	+ 89.11
ACCOMMODATION ESTABLISHMENTS					
Establishments	33	38	+ 15.15	32	- 15.79
Rooms	2,224	2,141	- 3.73	2,124	- 0.79
Occupancy Rate (%)	51.72	56.16	+ 4.44	59.22	+ 3.06
Average Length of Stay (Day)	2.40	2.45	-	2.13	-
Number of Guest Arrivals	321,842	339,924	+ 5.62	384,039	+ 12.98
Thai	304,284	320,481	+ 5.32	340,370	+ 6.21
Foreigners	17,558	19,443	+ 10.74	43,669	+ 124.60

DOMESTIC TOURISM IN NAKHON RATCHASIMA (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	1,764,961	+ 16.49	1,466,606	- 16.90	1,658,463	+ 13.08
Thai	1,722,869	+ 17.42	1,420,417	- 17.56	1,610,569	+ 13.39
Foreigners	42,092	- 11.93	46,189	+ 9.73	47,894	+ 3.69
Tourist	1,075,599	+ 37.70	919,376	- 14.52	964,292	+ 4.89
Thai	1,037,381	+ 40.67	879,945	- 15.18	924,670	+ 5.08
Foreigners	38,218	- 12.48	39,431	+ 3.17	39,622	+ 0.48
Excursionist	689,362	- 6.07	547,230	- 20.62	694,171	+ 26.85
Thai	685,488	- 6.07	540,472	- 21.16	685,899	+ 26.91
Foreigners	3,874	- 6.08	6,758	+ 74.45	8,272	+ 22.40
Average Length of Stay (Day)	2.40	-	2.36	-	2.37	-
Thai	-	-	2.12	-	2.35	-
Foreigners	-	-	7.77	-	2.78	-
Average Expenditure (Baht/Person/Day)						
Visitor	722.32	+ 6.22	797.89	+ 10.46	962.56	+ 20.64
Thai	696.70	+ 6.07	780.42	+ 12.02	950.42	+ 21.78
Foreigners	1,199.63	- 13.84	1,335.28	+ 11.31	1,370.64	+ 2.65
Tourist	799.00	+ 6.05	873.49	+ 9.32	950.47	+ 8.81
Thai	767.23	+ 7.88	850.50	+ 10.85	935.15	+ 9.95
Foreigners	1,211.87	- 17.37	1,386.55	+ 14.41	1,307.99	- 5.67
Excursionist	608.89	+ 1.17	670.88	+ 10.18	979.34	+ 45.98
Thai	589.96	- 1.98	666.31	+ 12.94	971.00	+ 45.73
Foreigners	1,078.88	+ 78.37	1,036.15	- 3.96	1,670.71	+ 61.24
Revenue (Million Baht)						
Visitor	-	-	2,378.53	-	2,855.96	+ 20.07
Thai	-	-	1,946.72	-	2,698.07	+ 38.60
Foreigners	-	-	431.81	-	157.89	- 63.43
ACCOMMODATION ESTABLISHMENTS						
Establishments	38	+ 18.75	24	- 36.84	26	+ 8.33
Rooms	2,402	+ 13.09	1,908	- 20.57	2,100	+ 10.06
Occupancy Rate (%)	60.54	+ 1.32	60.94	+ 0.40	65.76	+ 4.82
Average Length of Stay (Day)	2.05	-	1.74	-	2.10	-
Number of Guest Arrivals	426,136	+ 10.96	394,385	- 7.45	425,587	+ 7.91
Thai	388,954	+ 14.27	360,967	- 7.20	386,502	+ 7.07
Foreigners	37,182	- 14.85	33,418	- 10.12	39,085	+ 16.96

DOMESTIC TOURISM IN NAKHON RATCHASIMA (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	1,885,981	+ 13.72	5,931,363	+ 214.50	2,319,402	- 60.90
Thai	1,847,515	+ 14.71	5,894,330	+ 219.04	2,286,497	- 61.21
Foreigners	38,466	- 19.69	37,033	- 3.73	32,905	- 11.15
Tourist	1,062,727	+ 10.21	1,394,721	+ 31.24	1,363,620	- 2.23
Thai	1,030,976	+ 11.50	1,367,236	+ 32.62	1,338,447	- 2.11
Foreigners	31,751	- 19.87	27,485	- 13.44	25,173	- 8.41
Excursionist	823,254	+ 18.60	4,536,642	+ 451.06	955,782	- 78.93
Thai	816,539	+ 19.05	4,527,094	+ 454.42	948,050	- 79.06
Foreigners	6,715	- 18.82	9,548	+ 42.19	7,732	- 19.02
Average Length of Stay (Day)	2.83	-	2.91	-	2.64	-
Thai	2.81	-	2.90	-	2.64	-
Foreigners	3.44	-	3.53	-	2.23	-
Average Expenditure (Baht/Person/Day)						
Visitor	897.08	- 6.80	858.52	- 4.30	1,025.56	+ 19.46
Thai	893.10	- 6.03	856.96	- 4.05	1,023.31	+ 19.41
Foreigners	1,088.12	- 20.61	1,106.49	+ 1.69	1,181.93	+ 6.82
Tourist	1,100.56	+ 15.79	1,168.60	+ 6.18	1,240.72	+ 6.17
Thai	1,099.01	+ 17.52	1,167.92	+ 6.27	1,239.89	+ 6.16
Foreigners	1,151.08	- 12.00	1,202.21	+ 4.44	1,284.53	+ 6.85
Excursionist	634.41	- 35.22	763.19	+ 20.30	718.59	- 5.84
Thai	633.12	- 34.80	763.05	+ 20.52	717.53	- 5.97
Foreigners	790.43	- 52.69	830.93	+ 5.12	847.88	+ 2.04
Revenue (Million Baht)						
Visitor	3,831.88	+ 34.17	8,203.67	+ 114.09	5,542.30	- 32.44
Thai	3,700.85	+ 37.17	8,078.15	+ 118.28	5,423.26	- 32.87
Foreigners	131.03	- 17.01	125.52	- 4.21	119.04	- 5.16
ACCOMMODATION ESTABLISHMENTS						
Establishments	26	0	30	+ 15.38	32	+ 6.67
Rooms	2,143	+ 2.05	2,448	+ 14.23	2,847	+ 16.30
Occupancy Rate (%)	68.97	+ 4.88	72.01	+ 3.04	60.38	- 11.63
Average Length of Stay (Day)	1.91	-	1.91	-	1.86	-
Number of Guest Arrivals	492,558	+ 15.74	574,672	+ 16.67	576,024	+ 0.24
Thai	462,904	+ 19.77	548,679	+ 18.53	552,101	+ 0.62
Foreigners	29,654	- 24.13	25,993	- 12.35	23,923	- 7.96

NORTHERN

♠ TAK

♠ CHIANG MAI

♠ CHIANG RAI

♠ SUKHOTHAI

♠ PHITSANULOK

♠ MAE HONG SON



DOMESTIC TOURISM IN TAK (1)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	388,145	-	397,847	+ 2.50	406,036	+ 2.06
Thai	372,359	-	375,042	+ 0.72	377,117	+ 0.55
Foreigners	15,786	-	22,805	+ 44.46	28,919	+ 26.81
Tourist	290,270	-	321,205	+ 10.66	314,069	- 2.22
Thai	274,801	-	309,323	+ 12.56	301,324	- 2.59
Foreigners	15,469	-	11,882	- 23.19	12,745	+ 7.26
Excursionist	97,875	-	76,642	- 21.69	91,967	+ 20.00
Thai	97,558	-	65,719	- 32.64	75,793	+ 15.33
Foreigners	317	-	10,923	+ 3,345.74	16,174	+ 48.07
Average Length of Stay (Day)	1.86	-	1.92	-	1.91	-
Thai	1.82	-	1.88	-	1.88	-
Foreigners	2.78	-	2.88	-	2.68	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,435.11	-	1,143.45	- 20.32	1,233.92	+ 7.91
Thai	1,569.53	-	1,165.62	- 25.73	1,267.15	+ 8.71
Foreigners	741.50	-	778.88	+ 5.04	800.51	+ 2.78
Tourist	2,495.28	-	1,164.62	- 53.33	1,291.81	+ 10.92
Thai	1,687.10	-	1,179.34	- 30.10	1,312.77	+ 11.31
Foreigners	749.49	-	781.54	+ 4.28	796.19	+ 1.87
Excursionist	1,224.74	-	1,054.70	- 13.88	1,036.22	- 1.75
Thai	1,237.70	-	1,101.03	- 11.04	1,085.80	- 1.38
Foreigners	350.00	-	775.98	+ 121.71	803.91	+ 3.60
Revenue (Million Baht)						
Visitor	996.87	-	793.40	- 20.41	864.79	+ 9.00
Thai	964.53	-	758.18	- 21.39	823.96	+ 8.68
Foreigners	32.34	-	35.22	+ 8.90	40.83	+ 15.93
ACCOMMODATION ESTABLISHMENTS						
Establishments	21	-	22	+ 4.76	15	- 31.82
Rooms	922	-	954	+ 3.47	786	- 17.61
Occupancy Rate (%)	48.41	-	53.17	+ 4.76	45.58	- 7.59
Average Length of Stay (Day)	1.62	-	2.07	-	1.59	-
Number of Guest Arrivals	168,736	-	158,207	- 6.24	145,480	- 8.04
Thai	155,575	-	151,151	- 2.84	137,381	- 9.11
Foreigners	13,161	-	7,056	- 46.39	8,099	+ 14.78

DOMESTIC TOURISM IN TAK (2)
1996

Type of Data	1996	Δ (%)
Visitor	440,413	+ 8.47
Thai	407,140	+ 7.96
Foreigners	33,273	+ 15.06
Tourist	338,275	+ 7.71
Thai	324,677	+ 7.75
Foreigners	13,598	+ 6.69
Excursionist	102,138	+ 11.06
Thai	82,463	+ 8.80
Foreigners	19,675	+ 21.65
Average Length of Stay (Day)	1.91	-
Thai	1.88	-
Foreigners	2.68	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,293.30	+ 4.81
Thai	1,330.49	+ 5.00
Foreigners	839.99	+ 4.93
Tourist	1,362.80	+ 5.50
Thai	1,385.14	+ 5.51
Foreigners	834.35	+ 4.79
Excursionist	1,063.12	+ 2.60
Thai	1,115.42	+ 2.73
Foreigners	843.92	+ 4.98
Revenue (Million Baht)		
Visitor	984.42	+ 13.83
Thai	937.35	+ 13.76
Foreigners	47.08	+ 15.31
ACCOMMODATION ESTABLISHMENTS		
Establishments	26	+ 73.33
Rooms	1,017	+ 29.39
Occupancy Rate (%)	43.36	- 2.22
Average Length of Stay (Day)	1.64	-
Number of Guest Arrivals	186,787	+ 28.39
Thai	175,108	+ 27.46
Foreigners	11,679	+ 44.20

DOMESTIC TOURISM IN CHIANG MAI (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	2,219,730	2,568,793	+ 15.73	2,783,671	+ 8.36
Thai	1,783,418	2,041,214	+ 14.46	2,190,891	+ 7.33
Foreigners	436,312	527,579	+ 20.92	592,780	+ 12.36
Tourist	1,851,414	2,196,715	+ 18.65	2,387,463	+ 8.68
Thai	1,418,893	1,678,446	+ 18.29	1,803,376	+ 7.44
Foreigners	432,521	518,269	+ 19.83	584,087	+ 12.70
Excursionist	368,316	372,078	+ 1.02	396,208	+ 6.49
Thai	364,525	362,768	- 0.48	387,515	+ 6.82
Foreigners	3,791	9,310	+ 145.58	8,693	- 6.63
Average Length of Stay (Day)	3.46	4.18	-	4.42	-
Thai	3.23	4.06	-	4.23	-
Foreigners	4.20	4.65	-	4.99	-
Average Expenditure (Baht/Person/Day)					
Visitor	890.19	1,267.88	+ 42.43	1,360.44	+ 7.30
Thai	796.21	1,199.08	+ 50.60	1,270.29	+ 5.94
Foreigners	1,261.07	1,534.07	+ 21.65	1,693.64	+ 10.40
Tourist	873.37	1,313.98	+ 50.45	1,395.83	+ 6.23
Thai	751.02	1,232.75	+ 64.14	1,298.83	+ 5.36
Foreigners	1,258.61	1,534.65	+ 21.93	1,695.30	+ 10.47
Excursionist	965.61	1,054.74	+ 9.23	1,147.25	+ 8.77
Thai	954.44	1,043.27	+ 9.31	1,137.50	+ 9.03
Foreigners	1,375.14	1,501.59	+ 9.20	1,582.08	+ 5.36
Revenue (Million Baht)					
Visitor	6,081.45	12,491.44	+ 105.40	15,303.50	+ 22.51
Thai	3,789.86	8,779.03	+ 131.65	10,348.64	+ 17.88
Foreigners	2,291.59	3,712.41	+ 62.00	4,954.86	+ 33.47
ACCOMMODATION ESTABLISHMENTS					
Establishments	177	200	+ 12.99	231	+ 15.50
Rooms	7,279	8,526	+ 17.13	9,893	+ 16.03
Occupancy Rate (%)	55.27	56.27	+ 1.00	54.08	- 2.19
Average Length of Stay (Day)	2.77	2.98	-	3.65	-
Number of Guest Arrivals	945,879	1,081,507	+ 14.34	1,136,362	+ 5.07
Thai	527,630	579,634	+ 9.86	559,803	- 3.42
Foreigners	418,249	501,873	+ 19.99	576,559	+ 14.88

DOMESTIC TOURISM IN CHIANG MAI (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	1,944,878	- 30.13	1,873,342	- 3.68	2,207,123	+ 17.82
Thai	1,517,737	- 30.73	1,083,844	- 28.59	1,386,597	+ 27.93
Foreigners	427,141	- 27.94	789,498	+ 84.83	820,526	+ 3.93
Tourist	1,734,758	- 27.34	1,768,622	+ 1.95	2,092,025	+ 18.29
Thai	1,320,431	- 26.78	1,003,807	- 23.98	1,286,958	+ 28.21
Foreigners	414,327	- 29.06	764,815	+ 84.59	805,067	+ 5.26
Excursionist	210,120	- 46.97	104,720	- 50.16	115,098	+ 9.91
Thai	197,306	- 49.08	80,037	- 59.44	99,639	+ 24.49
Foreigners	12,814	+ 47.41	24,683	+ 92.63	15,459	- 37.37
Average Length of Stay (Day)	3.70	-	3.97	-	3.68	-
Thai	2.98	-	3.55	-	3.28	-
Foreigners	4.25	-	4.39	-	4.36	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,822.17	+ 33.94	1,825.00	+ 0.16	2,249.38	+ 23.25
Thai	1,596.68	+ 25.69	1,695.64	+ 6.20	1,948.61	+ 14.92
Foreigners	2,015.76	+ 19.02	1,908.84	- 5.30	2,547.30	+ 33.45
Tourist	1,881.85	+ 34.82	1,828.98	- 2.81	2,294.77	+ 25.47
Thai	1,681.22	+ 29.44	1,606.26	- 4.46	2,008.70	+ 25.05
Foreigners	2,035.36	+ 20.06	1,908.17	- 6.25	2,564.06	+ 34.37
Excursionist	1,045.36	- 8.88	1,725.65	+ 65.08	1,132.27	- 34.39
Thai	1,023.64	- 10.01	1,349.39	+ 31.82	1,074.71	- 20.36
Foreigners	1,153.20	- 27.11	1,926.75	+ 67.08	1,381.67	- 28.29
Revenue (Million Baht)						
Visitor	10,416.20	- 31.94	12,286.24	+ 17.95	17,607.70	+ 43.31
Thai	6,817.38	- 34.12	5,831.93	- 14.45	8,586.25	+ 47.23
Foreigners	3,598.82	- 27.37	6,454.31	+ 79.35	9,021.45	+ 39.77
ACCOMMODATION ESTABLISHMENTS						
Establishments	232	+ 0.43	236	+ 1.72	247	+ 4.66
Rooms	10,995	+ 11.14	12,720	+ 15.69	13,167	+ 3.51
Occupancy Rate (%)	50.36	- 3.72	41.34	- 9.02	47.01	+ 5.67
Average Length of Stay (Day)	3.21	-	2.23	-	2.36	-
Number of Guest Arrivals	1,145,354	+ 0.79	1,128,544	- 1.47	1,159,075	+ 2.71
Thai	746,440	+ 33.34	443,210	- 40.62	482,656	+ 8.90
Foreigners	398,914	- 30.81	685,334	+ 71.80	676,419	- 1.30

DOMESTIC TOURISM IN CHIANG MAI (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	2,375,968	+ 7.65	2,670,357	+ 12.39	3,042,117	+ 13.92
Thai	1,489,971	+ 7.46	1,754,529	+ 17.76	2,065,841	+ 17.74
Foreigners	885,997	+ 7.98	915,828	+ 3.37	976,276	+ 6.60
Tourist	2,186,308	+ 4.51	2,436,347	+ 11.44	2,758,010	+ 13.20
Thai	1,321,164	+ 2.66	1,545,138	+ 16.95	1,813,284	+ 17.35
Foreigners	865,144	+ 7.46	891,209	+ 3.01	944,726	+ 6.00
Excursionist	189,660	+ 64.78	234,010	+ 23.38	284,107	+ 21.41
Thai	168,807	+ 69.42	209,391	+ 24.04	252,557	+ 20.62
Foreigners	20,853	+ 34.89	24,619	+ 18.06	31,550	+ 28.15
Average Length of Stay (Day)	3.19	-	2.89	-	3.08	-
Thai	2.98	-	2.84	-	2.85	-
Foreigners	3.52	-	2.97	-	3.52	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,028.33	- 9.83	2,142.79	+ 5.64	2,304.89	+ 7.57
Thai	1,946.96	- 0.08	2,081.77	+ 6.92	2,177.33	+ 4.59
Foreigners	2,165.17	- 15.00	2,259.67	+ 4.36	2,574.82	+ 13.95
Tourist	2,112.55	- 7.94	2,240.79	+ 6.07	2,420.51	+ 8.02
Thai	2,065.22	+ 2.81	2,215.71	+ 7.29	2,320.87	+ 4.75
Foreigners	2,184.82	- 14.79	2,284.26	+ 4.55	2,611.77	+ 14.34
Excursionist	1,057.51	- 6.60	1,122.48	+ 6.14	1,182.50	+ 5.35
Thai	1,021.41	- 4.96	1,093.43	+ 7.05	1,146.76	+ 4.88
Foreigners	1,349.74	- 2.31	1,369.60	+ 1.47	1,468.60	+ 7.23
Revenue (Million Baht)						
Visitor	14,984.93	- 14.90	16,040.44	+ 7.04	21,006.29	+ 30.96
Thai	8,303.33	- 3.30	9,949.03	+ 19.82	12,277.42	+ 23.40
Foreigners	6,681.59	- 25.94	6,091.41	- 8.83	8,728.87	+ 43.30
ACCOMMODATION ESTABLISHMENTS						
Establishments	254	+ 2.83	203	- 20.08	224	+ 10.34
Rooms	13,687	+ 3.95	12,910	- 5.68	14,571	+ 12.87
Occupancy Rate (%)	48.38	+ 1.37	46.42	- 1.96	40.73	- 5.69
Average Length of Stay (Day)	2.50	-	2.52	-	2.42	-
Number of Guest Arrivals	1,286,520	+ 11.00	1,527,527	+ 18.73	1,710,528	+ 11.98
Thai	530,095	+ 9.83	754,071	+ 42.25	985,516	+ 30.69
Foreigners	756,425	+ 11.83	773,456	+ 2.25	725,012	- 6.26

DOMESTIC TOURISM IN CHIANG RAI (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	472,245	515,892	+ 9.24	593,345	+ 15.01
Thai	303,596	339,096	+ 11.69	360,477	+ 6.31
Foreigners	168,649	176,796	+ 4.83	232,868	+ 31.72
Tourist	400,750	422,668	+ 5.47	512,340	+ 21.22
Thai	258,329	272,939	+ 5.66	299,815	+ 9.85
Foreigners	142,421	149,729	+ 5.13	212,525	+ 41.94
Excursionist	71,495	93,224	+ 30.39	81,005	- 13.11
Thai	45,267	66,157	+ 46.15	60,662	- 8.31
Foreigners	26,228	27,067	+ 3.20	20,343	- 24.84
Average Length of Stay (Day)	2.76	3.24	-	3.49	-
Thai	2.50	3.28	-	3.38	-
Foreigners	3.24	3.16	-	3.65	-
Average Expenditure (Baht/Person/Day)					
Visitor	713.11	1,173.97	+ 64.63	1,158.77	- 1.29
Thai	693.49	1,249.84	+ 80.22	1,220.73	- 2.33
Foreigners	762.53	1,028.44	+ 34.87	1,062.86	+ 3.35
Tourist	692.58	1,108.13	+ 60.00	1,149.96	+ 3.77
Thai	664.64	1,173.08	+ 76.50	1,225.92	+ 4.50
Foreigners	753.54	989.74	+ 31.35	1,042.79	+ 5.36
Excursionist	849.56	1,472.43	+ 73.32	1,214.56	- 17.51
Thai	837.04	1,566.50	+ 87.15	1,195.10	- 23.71
Foreigners	985.95	1,424.49	+ 44.48	1,272.57	- 10.66
Revenue (Million Baht)					
Visitor	840.71	1,660.67	+ 97.53	2,149.61	+ 29.44
Thai	467.13	1,153.82	+ 147.00	1,314.81	+ 13.95
Foreigners	373.58	506.85	+ 35.67	834.80	+ 64.70
ACCOMMODATION ESTABLISHMENTS					
Establishments	38	40	+ 5.26	46	+ 15.00
Rooms	1,384	1,475	+ 6.58	2,389	+ 61.97
Occupancy Rate (%)	55.79	60.53	+ 4.74	47.97	- 12.56
Average Length of Stay (Day)	1.74	1.89	-	1.96	-
Number of Guest Arrivals	279,218	313,081	+ 12.13	397,928	+ 27.10
Thai	143,647	166,536	+ 15.93	189,770	+ 13.95
Foreigners	135,571	146,545	+ 8.09	208,158	+ 42.04

DOMESTIC TOURISM IN CHIANG RAI (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	583,290	- 1.69	571,253	- 2.06	735,965	+ 28.83
Thai	368,815	+ 2.31	432,702	+ 17.32	551,499	+ 27.45
Foreigners	214,475	- 7.90	138,551	- 35.40	184,466	+ 33.14
Tourist	567,935	+ 10.85	552,459	- 2.72	699,019	+ 26.53
Thai	357,750	+ 19.32	419,180	+ 17.17	518,630	+ 23.72
Foreigners	210,185	- 1.10	133,279	- 36.59	180,389	+ 35.35
Excursionist	15,355	- 81.04	18,794	+ 22.40	36,946	+ 96.58
Thai	11,065	- 81.76	13,522	+ 22.21	32,869	+ 143.08
Foreigners	4,290	- 78.91	5,272	+ 22.89	4,077	- 22.67
Average Length of Stay (Day)	3.19	-	2.91	-	2.83	-
Thai	3.09	-	3.11	-	2.68	-
Foreigners	3.25	-	2.73	-	3.28	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,732.38	+ 135.80	2,406.70	- 11.92	1,806.47	- 24.94
Thai	2,419.89	+ 98.23	2,228.30	- 7.92	1,796.90	- 19.36
Foreigners	2,964.19	+ 178.89	2,566.96	- 13.40	1,826.36	- 28.85
Tourist	2,757.70	+ 139.81	2,419.28	- 12.27	1,848.70	- 23.58
Thai	2,446.63	+ 99.58	2,248.27	- 8.11	1,856.48	- 17.43
Foreigners	2,986.21	+ 186.37	2,570.83	- 13.91	1,833.21	- 28.69
Excursionist	1,845.74	+ 51.97	1,444.38	- 21.75	950.70	- 34.18
Thai	1,641.63	+ 37.36	1,249.70	- 23.87	848.13	- 32.13
Foreigners	2,057.69	+ 61.70	1,979.16	- 3.82	1,523.33	- 23.03
Revenue (Million Baht)						
Visitor	4,771.50	+ 121.97	3,893.69	- 18.40	3,699.13	- 5.00
Thai	2,722.79	+ 107.09	2,947.86	+ 8.27	2,608.25	- 11.52
Foreigners	2,048.71	+ 145.41	945.83	- 53.83	1,090.88	+ 15.33
ACCOMMODATION ESTABLISHMENTS						
Establishments	95	+ 106.52	60	- 36.84	61	+ 1.67
Rooms	3,588	+ 50.19	3,064	- 14.60	3,210	+ 4.77
Occupancy Rate (%)	45.77	- 2.20	44.27	- 1.50	45.52	+ 1.25
Average Length of Stay (Day)	2.07	-	1.57	-	1.72	-
Number of Guest Arrivals	462,199	+ 16.15	402,222	- 12.98	483,033	+ 20.09
Thai	256,722	+ 35.28	274,731	+ 7.01	319,632	+ 16.34
Foreigners	205,477	- 1.29	127,491	- 37.95	163,401	+ 28.17

DOMESTIC TOURISM IN CHIANG RAI (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	802,350	+ 9.02	846,839	+ 5.54	987,248	+ 16.58
Thai	581,234	+ 5.39	628,768	+ 8.18	738,539	+ 17.46
Foreigners	221,116	+ 19.87	218,071	- 1.38	248,709	+ 14.05
Tourist	742,322	+ 6.19	787,204	+ 6.05	924,543	+ 17.45
Thai	534,853	+ 3.13	579,289	+ 8.31	686,475	+ 18.50
Foreigners	207,469	+ 15.01	207,915	+ 0.21	238,068	+ 14.50
Excursionist	60,028	+ 62.47	59,635	- 0.65	62,705	+ 5.15
Thai	46,381	+ 41.11	49,479	+ 6.68	52,064	+ 5.22
Foreigners	13,647	+ 234.73	10,156	- 25.58	10,641	+ 4.78
Average Length of Stay (Day)	2.83	-	2.56	-	2.62	-
Thai	2.72	-	2.59	-	2.59	-
Foreigners	3.12	-	2.46	-	2.69	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,954.60	+ 8.20	2,032.06	+ 3.96	2,087.73	+ 2.74
Thai	1,860.96	+ 3.57	1,962.12	+ 5.44	2,049.60	+ 4.46
Foreigners	2,200.76	+ 20.50	2,233.72	+ 1.50	2,200.93	- 1.47
Tourist	1,998.30	+ 8.09	2,079.42	+ 4.06	2,129.28	+ 2.40
Thai	1,895.71	+ 2.11	2,011.05	+ 6.08	2,094.62	+ 4.16
Foreigners	2,262.77	+ 23.43	2,269.91	+ 0.32	2,229.22	- 1.79
Excursionist	1,414.27	+ 48.76	1,406.92	- 0.52	1,475.04	+ 4.84
Thai	1,460.25	+ 72.17	1,389.31	- 4.86	1,456.05	+ 4.80
Foreigners	1,258.00	- 17.42	1,492.73	+ 18.66	1,567.95	+ 5.04
Revenue (Million Baht)						
Visitor	4,307.48	+ 16.45	4,263.12	- 1.03	5,246.53	+ 23.07
Thai	2,825.61	+ 8.33	3,093.13	+ 9.47	3,802.25	+ 22.93
Foreigners	1,481.87	+ 35.84	1,169.99	- 21.05	1,444.28	+ 23.44
ACCOMMODATION ESTABLISHMENTS						
Establishments	57	- 6.56	64	+ 12.28	61	- 4.69
Rooms	2,906	- 9.47	3,482	+ 19.82	3,596	+ 3.27
Occupancy Rate (%)	43.11	- 2.41	38.56	- 4.55	42.63	+ 4.07
Average Length of Stay (Day)	1.74	-	1.80	-	1.67	-
Number of Guest Arrivals	461,182	- 4.52	487,999	+ 5.81	632,700	+ 29.65
Thai	286,211	- 10.46	309,317	+ 8.07	421,699	+ 36.33
Foreigners	174,971	+ 7.08	178,682	+ 2.12	211,001	+ 18.09

DOMESTIC TOURISM IN SUKHOTHAI (1)
1988-1992

Type of Data	1988	1991	Δ (%)	1992	Δ (%)
Visitor	457,447	317,661	-	278,075	- 12.46
Thai	377,385	126,393	-	225,601	+ 78.49
Foreigners	80,062	191,268	-	52,474	- 72.57
Tourist	200,168	310,692	-	233,583	- 24.82
Thai	160,710	121,337	-	194,991	+ 60.70
Foreigners	39,458	189,355	-	38,592	- 79.62
Excursionist	257,279	6,969	-	44,492	+ 538.43
Thai	216,675	5,056	-	30,610	+ 505.42
Foreigners	40,604	1,913	-	13,882	+ 625.67
Average Length of Stay (Day)	2.22	2.41	-	2.82	-
Thai	2.29	2.51	-	3.36	-
Foreigners	1.91	2.39	-	2.41	-
Average Expenditure (Baht/Person/Day)					
Visitor	315.78	467.66	-	460.44	- 1.54
Thai	310.18	637.48	-	480.03	- 24.70
Foreigners	324.21	429.06	-	447.38	+ 4.27
Tourist	349.55	467.04	-	481.30	+ 3.05
Thai	334.45	640.14	-	781.93	+ 22.15
Foreigners	411.06	429.17	-	447.63	+ 4.30
Excursionist	289.51	536.36	-	357.11	- 33.42
Thai	292.17	572.22	-	317.29	- 44.55
Foreigners	275.30	375.00	-	441.66	+ 17.78
Revenue (Million Baht)					
Visitor	228.55	392.79	-	569.77	+ 45.06
Thai	186.39	197.85	-	522.01	+ 163.84
Foreigners	42.16	194.94	-	47.76	- 75.50
ACCOMMODATION ESTABLISHMENTS					
Establishments	8	20	-	19	- 5.00
Rooms	446	849	-	806	- 5.06
Occupancy Rate (%)	53.53	65.30	-	42.54	- 22.76
Average Length of Stay (Day)	1.71	1.71	-	2.05	-
Number of Guest Arrivals	108,570	285,610	-	109,407	- 61.69
Thai	69,112	96,633	-	73,551	- 23.89
Foreigners	39,458	188,977	-	35,856	- 81.03

DOMESTIC TOURISM IN SUKHOTHAI (2)

1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	307,494	+ 10.58	413,821	+ 34.58	498,169	+ 20.38
Thai	247,244	+ 9.59	192,790	- 22.02	236,108	+ 22.47
Foreigners	60,250	+ 14.82	221,031	+ 266.86	262,061	+ 18.56
Tourist	221,033	- 5.37	271,286	+ 22.74	314,640	+ 15.98
Thai	194,828	- 0.08	144,775	- 25.69	174,870	+ 20.79
Foreigners	26,205	- 32.10	126,511	+ 382.77	139,770	+ 10.48
Excursionist	86,461	+ 94.33	142,535	+ 64.85	183,529	+ 28.76
Thai	52,416	+ 71.24	48,015	- 8.40	61,238	+ 27.54
Foreigners	34,045	+ 145.25	94,520	+ 177.63	122,291	+ 29.38
Average Length of Stay (Day)	2.83	-	2.26	-	2.25	-
Thai	2.91	-	2.41	-	2.39	-
Foreigners	2.23	-	2.08	-	2.08	-
Average Expenditure (Baht/Person/Day)						
Visitor	399.34	- 13.27	517.21	+ 29.52	565.52	+ 9.34
Thai	474.55	- 1.14	607.39	+ 27.99	666.72	+ 9.77
Foreigners	341.80	- 23.60	438.54	+ 28.30	474.33	+ 8.16
Tourist	411.71	- 14.46	609.32	+ 48.00	654.01	+ 7.33
Thai	528.06	- 32.47	678.28	+ 28.45	715.61	+ 5.50
Foreigners	338.81	- 24.31	530.41	+ 56.55	576.95	+ 8.77
Excursionist	278.04	- 22.14	350.73	+ 26.14	413.79	+ 17.98
Thai	252.26	- 20.50	393.66	+ 56.05	527.11	+ 33.90
Foreigners	348.75	- 21.04	328.92	- 5.69	357.05	+ 8.55
Revenue (Million Baht)						
Visitor	344.28	- 39.58	426.22	+ 23.80	543.47	+ 27.51
Thai	312.61	- 40.11	255.56	- 18.25	331.39	+ 29.67
Foreigners	31.67	- 33.69	170.66	+ 438.83	212.08	+ 24.27
ACCOMMODATION ESTABLISHMENTS						
Establishments	20	+ 5.26	20	0	18	- 10.00
Rooms	883	+ 9.55	825	- 6.57	872	+ 5.70
Occupancy Rate (%)	35.60	- 6.94	39.77	+ 4.17	48.00	+ 8.23
Average Length of Stay (Day)	2.18	-	1.81	-	1.74	-
Number of Guest Arrivals	91,612	- 16.26	136,609	+ 49.12	159,050	+ 16.43
Thai	66,411	- 9.71	28,860	- 56.54	44,744	+ 55.04
Foreigners	25,201	- 29.72	107,749	+ 327.56	114,306	+ 6.09

DOMESTIC TOURISM IN SUKHOTHAI (3)
1996

Type of Data	1996	Δ (%)
Visitor	611,318	+ 22.71
Thai	314,139	+ 33.05
Foreigners	297,179	+ 13.40
Tourist	396,341	+ 25.97
Thai	234,165	+ 33.91
Foreigners	162,176	+ 16.03
Excursionist	214,977	+ 17.14
Thai	79,974	+ 30.60
Foreigners	135,003	+ 10.39
Average Length of Stay (Day)	2.27	-
Thai	2.40	-
Foreigners	2.08	-
Average Expenditure (Baht/Person/Day)		
Visitor	605.80	+ 7.12
Thai	754.31	+ 13.14
Foreigners	609.93	+ 28.59
Tourist	695.23	+ 6.30
Thai	754.31	+ 5.41
Foreigners	609.93	+ 5.72
Excursionist	440.93	+ 6.56
Thai	558.29	+ 5.92
Foreigners	371.41	+ 4.02
Revenue (Million Baht)		
Visitor	724.48	+ 33.31
Thai	468.15	+ 41.27
Foreigners	256.33	+ 20.86
ACCOMMODATION ESTABLISHMENTS		
Establishments	16	- 11.11
Rooms	761	- 12.73
Occupancy Rate (%)	68.72	+ 20.72
Average Length of Stay (Day)	1.66	-
Number of Guest Arrivals	215,983	+ 35.80
Thai	75,667	+ 69.11
Foreigners	140,316	+ 22.75

DOMESTIC TOURISM IN PHITSANULOK (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	973,690	997,971	+ 2.49	1,066,712	+ 6.89
Thai	884,552	897,550	+ 1.47	963,436	+ 7.34
Foreigners	89,138	100,421	+ 12.66	103,276	+ 2.84
Tourist	615,069	630,097	+ 2.44	682,739	+ 8.35
Thai	535,333	540,442	+ 0.95	592,613	+ 9.65
Foreigners	79,736	89,655	+ 12.44	90,126	+ 0.53
Excursionist	358,621	367,874	+ 2.58	383,973	+ 4.38
Thai	349,219	357,108	+ 2.26	370,823	+ 3.84
Foreigners	9,402	10,766	+ 14.51	13,150	+ 22.14
Average Length of Stay (Day)	1.86	2.26	-	1.78	-
Thai	1.98	2.30	-	1.83	-
Foreigners	1.03	2.01	-	1.61	-
Average Expenditure (Baht/Person/Day)					
Visitor	-	629.48	-	1,254.24	+ 99.25
Thai	-	550.27	-	1,149.59	+ 108.91
Foreigners	-	1,363.85	-	2,232.68	+ 63.70
Tourist	-	757.51	-	1,843.21	+ 143.32
Thai	-	651.57	-	1,656.04	+ 154.16
Foreigners	-	1,402.00	-	2,450.29	+ 74.77
Excursionist	-	390.56	-	381.91	- 2.21
Thai	-	385.34	-	342.19	- 11.20
Foreigners	-	720.00	-	726.15	+ 0.85
Revenue (Million Baht)					
Visitor	-	947.12	-	2,287.93	+ 141.57
Thai	-	825.21	-	1,922.84	+ 133.01
Foreigners	-	121.91	-	365.09	+ 199.47
ACCOMMODATION ESTABLISHMENTS					
Establishments	20	20	0	20	0
Rooms	1,262	1,300	+ 3.01	1,300	0
Occupancy Rate (%)	59.46	60.45	+ 0.99	54.31	- 6.14
Average Length of Stay (Day)	1.50	1.50	-	1.35	-
Number of Guest Arrivals	296,539	349,312	+ 17.80	379,500	+ 8.64
Thai	216,803	260,307	+ 20.07	305,193	+ 17.24
Foreigners	79,736	89,005	+ 11.62	74,307	- 16.51

DOMESTIC TOURISM IN PHITSANULOK (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	1,051,694	- 1.41	1,034,203	- 1.66	1,304,233	+ 26.11
Thai	971,887	+ 0.88	935,177	- 3.78	1,123,568	+ 20.14
Foreigners	79,807	- 22.72	99,026	+ 24.08	180,665	+ 82.44
Tourist	706,745	+ 3.52	856,527	+ 21.19	1,108,070	+ 29.37
Thai	631,726	+ 6.60	778,591	+ 23.25	951,324	+ 22.19
Foreigners	75,019	- 16.76	77,936	+ 3.89	156,746	+ 101.12
Excursionist	344,949	- 10.16	177,676	- 48.49	196,163	+ 10.40
Thai	340,161	- 8.27	156,586	- 53.97	172,244	+ 10.00
Foreigners	4,788	- 63.59	21,090	+ 340.48	23,919	+ 13.41
Average Length of Stay (Day)	2.30	-	2.70	-	2.67	-
Thai	2.60	-	3.41	-	2.79	-
Foreigners	1.83	-	1.69	-	2.16	-
Average Expenditure (Baht/Person/Day)						
Visitor	847.92	- 32.40	663.81	- 21.71	891.61	+ 34.32
Thai	808.14	- 29.70	659.25	- 18.42	926.57	+ 40.55
Foreigners	938.47	- 57.97	671.86	- 28.41	818.19	+ 21.78
Tourist	980.89	- 46.78	708.65	- 27.75	931.41	+ 31.43
Thai	989.64	- 40.24	716.16	- 27.63	987.57	+ 37.90
Foreigners	967.28	- 60.52	693.04	- 28.35	822.61	+ 18.70
Excursionist	476.68	+ 24.81	311.75	- 34.60	427.31	+ 37.07
Thai	477.93	+ 39.67	454.88	- 4.82	404.65	- 11.04
Foreigners	485.75	- 33.11	405.01	- 16.62	484.86	+ 19.72
Revenue (Million Baht)						
Visitor	1,923.16	- 15.94	2,072.45	+ 7.76	2,981.01	+ 43.84
Thai	1,788.04	- 7.01	1,972.63	+ 10.32	2,690.90	+ 36.41
Foreigners	135.12	- 62.99	99.82	- 26.12	290.11	+ 190.62
ACCOMMODATION ESTABLISHMENTS						
Establishments	32	+ 60.00	32	0	32	0
Rooms	1,627	+ 25.15	1,643	+ 0.98	1,674	+ 1.89
Occupancy Rate (%)	57.63	+ 3.32	56.07	- 1.56	60.58	+ 4.51
Average Length of Stay (Day)	1.12	-	2.09	-	1.78	-
Number of Guest Arrivals	428,044	+ 12.79	326,186	- 23.80	335,627	+ 2.89
Thai	355,725	+ 16.56	250,817	- 29.49	232,604	- 7.26
Foreigners	72,319	- 2.68	75,369	+ 4.22	103,023	+ 36.69

DOMESTIC TOURISM IN PHITSANULOK (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	1,356,183	+ 3.98	1,457,137	+ 7.44	1,724,542	+ 18.35
Thai	1,165,049	+ 3.69	1,245,846	+ 6.94	1,435,945	+ 15.26
Foreigners	191,134	+ 5.79	211,291	+ 10.55	288,597	+ 36.59
Tourist	1,053,626	- 4.91	1,115,936	+ 5.91	1,330,360	+ 19.21
Thai	921,499	- 3.14	974,125	+ 5.71	1,125,271	+ 15.52
Foreigners	132,127	- 15.71	141,811	+ 7.33	205,089	+ 44.62
Excursionist	302,557	+ 54.24	341,201	+ 12.77	394,182	+ 15.53
Thai	243,550	+ 41.40	271,721	+ 11.57	310,674	+ 14.34
Foreigners	59,007	+ 146.70	69,480	+ 17.75	83,508	+ 20.19
Average Length of Stay (Day)	2.46	-	2.48	-	2.46	-
Thai	2.54	-	2.56	-	2.56	-
Foreigners	1.94	-	1.94	-	1.90	-
Average Expenditure (Baht/Person/Day)						
Visitor	864.31	- 3.06	889.58	+ 2.92	939.00	+ 5.56
Thai	879.20	- 5.11	904.57	+ 2.89	949.40	+ 4.96
Foreigners	773.50	- 5.46	801.21	+ 3.58	887.25	+ 10.74
Tourist	981.71	+ 5.40	1,015.39	+ 3.43	1,066.31	+ 5.02
Thai	985.92	- 0.17	1,017.30	+ 3.18	1,067.39	+ 4.92
Foreigners	952.31	+ 15.77	1,002.24	+ 5.24	1,060.36	+ 5.80
Excursionist	455.48	+ 6.59	478.12	+ 4.97	509.34	+ 6.53
Thai	475.43	+ 17.49	500.43	+ 5.26	522.04	+ 4.32
Foreigners	373.12	- 23.05	390.89	+ 4.76	462.12	+ 18.22
Revenue (Million Baht)						
Visitor	2,689.56	- 9.78	2,992.47	+ 11.26	3,687.11	+ 23.21
Thai	2,423.44	- 9.94	2,691.46	+ 11.06	3,234.32	+ 20.17
Foreigners	266.12	- 8.27	301.01	+ 13.11	452.79	+ 50.42
ACCOMMODATION ESTABLISHMENTS						
Establishments	32	0	23	- 28.13	26	+ 13.04
Rooms	1,636	- 2.27	1,779	+ 8.74	2,506	+ 40.87
Occupancy Rate (%)	52.90	- 7.68	50.81	- 2.09	53.86	+ 3.05
Average Length of Stay (Day)	1.77	-	1.59	-	1.53	-
Number of Guest Arrivals	334,494	- 0.34	365,809	+ 9.36	552,711	+ 51.09
Thai	248,486	+ 6.83	266,515	+ 7.26	403,532	+ 51.41
Foreigners	86,008	- 16.52	99,294	+ 15.45	149,179	+ 50.24

DOMESTIC TOURISM IN MAE HONG SON (1)

1988-1992

Type of Data	1988	1991	Δ (%)	1992	Δ (%)
Visitor	54,964	136,638	-	141,286	+ 3.40
Thai	36,145	57,388	-	82,634	+ 43.99
Foreigners	18,819	79,250	-	58,652	- 25.99
Tourist	52,867	135,272	-	140,255	+ 3.68
Thai	35,148	56,814	-	82,176	+ 44.64
Foreigners	17,719	78,458	-	58,079	- 25.97
Excursionist	2,097	1,366	-	1,031	- 24.52
Thai	997	574	-	458	- 20.21
Foreigners	1,100	792	-	573	- 27.65
Average Length of Stay (Day)	2.45	2.80	-	3.01	-
Thai	2.34	2.55	-	2.53	-
Foreigners	2.68	2.83	-	3.16	-
Average Expenditure (Baht/Person/Day)					
Visitor	572.90	743.59	-	1,188.33	+ 59.81
Thai	650.00	1,360.80	-	2,274.23	+ 67.12
Foreigners	424.82	674.63	-	904.77	+ 34.11
Tourist	571.32	744.76	-	1,187.81	+ 59.49
Thai	656.06	1,368.69	-	2,287.21	+ 67.11
Foreigners	403.22	675.59	-	902.31	+ 33.56
Excursionist	611.02	356.67	-	1,324.44	+ 271.33
Thai	432.60	580.00	-	712.50	+ 22.84
Foreigners	772.73	245.00	-	1,814.00	+ 640.41
Revenue (Million Baht)					
Visitor	74.39	348.82	-	642.49	+ 84.19
Thai	54.39	198.62	-	475.85	+ 139.57
Foreigners	20.00	150.20	-	166.64	+ 10.95
ACCOMMODATION ESTABLISHMENTS					
Establishments	4	32	-	36	+ 12.50
Rooms	144	628	-	1,016	+ 61.78
Occupancy Rate (%)	41.80	42.63	-	31.12	- 11.51
Average Length of Stay (Day)	1.81	1.54	-	1.45	-
Number of Guest Arrivals	22,354	104,434	-	104,862	+ 0.41
Thai	16,833	29,844	-	51,599	+ 72.90
Foreigners	5,521	74,590	-	53,263	- 28.59

DOMESTIC TOURISM IN MAE HONG SON (2)

1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	161,536	+ 14.33	171,165	+ 5.96	178,896	+ 4.52
Thai	98,059	+ 18.67	109,842	+ 12.02	113,310	+ 3.16
Foreigners	63,477	+ 8.23	61,323	- 3.39	65,586	+ 6.95
Tourist	157,505	+ 12.30	164,417	+ 4.39	170,731	+ 3.84
Thai	96,146	+ 17.00	105,897	+ 10.14	108,135	+ 2.11
Foreigners	61,359	+ 5.65	58,520	- 4.63	62,596	+ 6.97
Excursionist	4,031	+ 290.98	6,748	+ 67.40	8,165	+ 21.00
Thai	1,913	+ 317.69	3,945	+ 106.22	5,175	+ 31.18
Foreigners	2,118	+ 269.63	2,803	+ 32.34	2,990	+ 6.67
Average Length of Stay (Day)	2.78	-	2.73	-	2.74	-
Thai	2.74	-	2.67	-	2.67	-
Foreigners	2.84	-	2.83	-	2.85	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,293.96	+ 8.89	1,247.42	- 3.60	1,166.20	- 6.51
Thai	1,298.66	- 42.90	1,251.25	- 3.65	1,197.74	- 4.28
Foreigners	1,279.15	+ 41.38	1,240.56	- 3.02	1,111.72	- 10.39
Tourist	1,310.24	+ 10.31	1,271.18	- 2.98	1,190.88	- 6.32
Thai	1,320.67	- 42.26	1,272.36	- 3.66	1,223.58	- 3.83
Foreigners	1,280.45	+ 41.91	1,269.04	- 0.89	1,134.39	- 10.61
Excursionist	680.02	- 48.66	668.59	- 1.68	650.19	- 2.75
Thai	675.79	- 5.15	684.71	+ 1.32	657.69	- 3.95
Foreigners	846.46	- 53.34	645.91	- 23.69	637.21	- 1.35
Revenue (Million Baht)						
Visitor	574.13	- 10.64	574.43	+ 0.05	568.88	- 0.97
Thai	349.21	- 26.61	362.45	+ 3.79	358.23	- 1.16
Foreigners	224.92	+ 34.98	211.98	- 5.75	210.65	- 0.63
ACCOMMODATION ESTABLISHMENTS						
Establishments	43	+ 19.44	40	- 6.98	32	- 20.00
Rooms	1,066	+ 4.92	938	- 12.01	827	- 11.83
Occupancy Rate (%)	30.21	- 0.91	32.31	+ 2.10	32.58	+ 0.27
Average Length of Stay (Day)	1.74	-	2.13	-	1.64	-
Number of Guest Arrivals	107,449	+ 2.47	101,432	- 5.60	104,578	+ 3.10
Thai	57,036	+ 10.54	54,106	- 5.14	59,426	+ 9.83
Foreigners	50,413	- 5.35	47,326	- 6.12	45,152	- 4.59

DOMESTIC TOURISM IN MAE HONG SON (3)

1996

Type of Data	1996	Δ (%)
Visitor	199,770	+ 11.67
Thai	117,363	+ 3.58
Foreigners	82,407	+ 25.65
Tourist	190,395	+ 11.52
Thai	111,731	+ 3.33
Foreigners	78,664	+ 25.67
Excursionist	9,375	+ 14.82
Thai	5,632	+ 8.83
Foreigners	3,743	+ 25.18
Average Length of Stay (Day)	2.77	-
Thai	2.67	-
Foreigners	2.92	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,228.79	+ 5.37
Thai	1,252.11	+ 4.54
Foreigners	1,195.57	+ 7.54
Tourist	1,255.80	+ 5.45
Thai	1,280.46	+ 4.65
Foreigners	1,220.77	+ 7.61
Excursionist	680.30	+ 4.63
Thai	689.83	+ 4.89
Foreigners	665.95	+ 4.51
Revenue (Million Baht)		
Visitor	668.08	+ 17.44
Thai	385.52	+ 7.62
Foreigners	282.56	+ 34.14
ACCOMMODATION ESTABLISHMENTS		
Establishments	37	+ 15.63
Rooms	887	+ 7.26
Occupancy Rate (%)	30.87	- 1.71
Average Length of Stay (Day)	1.68	-
Number of Guest Arrivals	119,719	+ 14.48
Thai	63,389	+ 6.67
Foreigners	56,330	+ 24.76

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DOMESTIC TOURISM IN KRABI (1)
1992-1995

Type of Data	1992	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	500,916	484,299	- 3.32	659,384	+ 36.15	685,213	+ 3.92
Thai	379,320	301,476	- 20.52	416,505	+ 38.16	362,953	- 12.86
Foreigners	121,596	182,823	+ 50.35	242,879	+ 32.85	322,260	+ 32.68
Tourist	459,152	469,027	+ 2.15	623,276	+ 32.89	640,281	+ 2.73
Thai	341,055	288,150	- 15.51	396,786	+ 37.70	331,372	- 16.49
Foreigners	118,097	180,877	+ 53.16	226,490	+ 25.22	308,909	+ 36.39
Excursionist	41,764	15,272	- 63.43	36,108	+ 136.43	44,932	+ 24.44
Thai	38,265	13,326	- 65.17	19,719	+ 47.97	31,581	+ 60.16
Foreigners	3,499	1,946	- 44.38	16,389	+ 742.19	13,351	- 18.54
Average Length of Stay (Day)	2.30	3.72	-	3.98	-	4.01	-
Thai	3.02	3.07	-	3.11	-	3.04	-
Foreigners	1.24	4.75	-	5.51	-	5.05	-
Average Expenditure (Baht/Person/Day)							
Visitor	1,646.84	1,475.62	- 10.40	1,095.23	- 25.78	1,196.20	+ 9.22
Thai	2,047.58	1,438.52	- 29.75	997.23	- 30.68	1,078.33	+ 8.13
Foreigners	1,064.67	1,536.80	+ 44.35	1,263.28	- 17.80	1,328.96	+ 5.20
Tourist	1,681.78	1,506.88	- 10.40	1,124.39	- 25.38	1,233.84	+ 9.73
Thai	2,116.27	1,480.80	- 30.03	1,005.28	- 32.11	1,106.50	+ 10.07
Foreigners	1,074.12	1,548.43	+ 44.16	1,333.06	- 13.91	1,370.43	+ 2.80
Excursionist	656.67	515.34	- 21.52	591.84	+ 14.84	659.94	+ 11.51
Thai	716.08	524.00	- 26.82	835.22	+ 59.39	782.71	- 6.29
Foreigners	315.00	456.00	+ 44.76	299.02	- 34.43	369.53	+ 23.58
Revenue (Million Baht)							
Visitor	2,365.53	2,648.17	+ 11.95	2,925.50	+ 10.47	3,247.17	+ 11.00
Thai	2,207.13	1,316.93	- 40.33	1,256.99	- 4.55	1,134.84	- 9.72
Foreigners	158.40	1,331.25	+ 740.45	1,668.51	+ 25.33	2,112.33	+ 26.60
ACCOMMODATION ESTABLISHMENTS							
Establishments	79	72	- 8.86	72	0	74	+ 2.78
Rooms	2,965	2,862	- 3.47	2,862	0	3,687	+ 28.83
Occupancy Rate (%)	47.89	30.55	- 17.34	36.51	+ 5.96	42.79	+ 6.28
Average Length of Stay (Day)	2.63	2.34	-	2.07	-	2.08	-
Number of Guest Arrivals	346,810	326,174	- 5.95	424,870	+ 30.26	513,819	+ 20.94
Thai	229,187	149,982	- 34.56	203,483	+ 35.67	210,217	+ 3.31
Foreigners	117,623	176,192	+ 49.79	221,387	+ 25.65	303,602	+ 37.14

DOMESTIC TOURISM IN KRABI (2)

1996

Type of Data	1996	Δ (%)
Visitor	651,978	- 4.85
Thai	379,873	+ 4.66
Foreigners	272,105	- 15.56
Tourist	606,355	- 5.30
Thai	346,930	+ 4.70
Foreigners	259,425	- 16.02
Excursionist	45,623	+ 1.54
Thai	32,943	+ 4.31
Foreigners	12,680	- 5.03
Average Length of Stay (Day)	3.79	-
Thai	3.26	-
Foreigners	4.50	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,138.54	- 4.82
Thai	1,144.41	+ 6.13
Foreigners	1,130.34	- 14.95
Tourist	1,170.87	- 5.10
Thai	1,174.08	+ 6.11
Foreigners	1,166.58	- 14.87
Excursionist	708.86	+ 7.41
Thai	832.00	+ 6.30
Foreigners	388.92	+ 5.25
Revenue (Million Baht)		
Visitor	2,724.50	- 16.10
Thai	1,357.14	+ 19.59
Foreigners	1,367.36	- 35.27
ACCOMMODATION ESTABLISHMENTS		
Establishments	82	+ 10.81
Rooms	3,519	- 4.56
Occupancy Rate (%)	37.93	- 4.86
Average Length of Stay (Day)	1.78	-
Number of Guest Arrivals	487,104	- 5.20
Thai	230,195	+ 9.50
Foreigners	256,909	- 15.38

DOMESTIC TOURISM IN SAMUI (1)
1990-1992

Type of Data	1990	Δ (%)	1991	Δ (%)	1992	Δ (%)
Visitor	578,337	-	953,734	+ 64.91	601,737	- 36.91
Thai	174,908	-	319,262	+ 82.53	268,335	- 15.95
Foreigners	403,429	-	634,472	+ 57.27	333,402	- 47.45
Tourist	478,014	-	769,978	+ 61.08	566,572	- 26.42
Thai	146,327	-	255,719	+ 74.76	249,771	- 2.33
Foreigners	331,687	-	514,259	+ 55.04	316,801	- 38.40
Excursionist	100,323	-	183,756	+ 83.16	35,165	- 80.86
Thai	28,581	-	63,543	+ 122.33	18,564	- 70.79
Foreigners	71,742	-	120,213	+ 67.56	16,601	- 86.19
Average Length of Stay (Day)	6.90	-	4.63	-	12.63	-
Thai	2.63	-	3.18	-	4.10	-
Foreigners	8.79	-	5.21	-	16.98	-
Average Expenditure (Baht/Person/Day)						
Visitor	-	-	1,837.55	-	1,683.60	- 8.38
Thai	-	-	1,457.70	-	1,461.57	+ 0.27
Foreigners	-	-	2,027.38	-	1,806.78	- 10.88
Tourist	-	-	1,944.70	-	1,704.37	- 12.36
Thai	-	-	1,540.58	-	1,479.90	- 3.94
Foreigners	-	-	2,144.80	-	1,827.30	- 14.80
Excursionist	-	-	1,177.48	-	748.00	- 36.47
Thai	-	-	965.72	-	824.55	- 14.62
Foreigners	-	-	1,289.40	-	677.83	- 47.43
Revenue (Million Baht)						
Visitor	-	-	7,215.69	-	11,371.63	+ 57.60
Thai	-	-	1,314.14	-	1,530.81	+ 16.49
Foreigners	-	-	5,901.54	-	9,840.81	+ 66.75
ACCOMMODATION ESTABLISHMENTS						
Establishments	237	-	N.A.	-	262	0
Rooms	6,043	-	N.A.	-	6,733	0
Occupancy Rate (%)	67.60	-	N.A.	-	48.83	-
Average Length of Stay (Day)	5.75	-	N.A.	-	4.27	-
Number of Guest Arrivals	403,471	-	N.A.	-	492,395	-
Thai	52,967	-	N.A.	-	178,408	-
Foreigners	350,504	-	N.A.	-	313,987	-

DOMESTIC TOURISM IN SAMUI (2)

1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	599,178	- 0.43	551,312	- 7.99	697,457	+ 26.51
Thai	102,389	- 61.84	135,048	+ 31.90	186,197	+ 37.87
Foreigners	496,789	+ 49.01	416,264	- 16.21	511,260	+ 22.82
Tourist	595,356	+ 5.08	537,125	- 9.78	681,161	+ 26.82
Thai	98,567	- 60.54	128,529	+ 30.40	173,159	+ 34.72
Foreigners	496,789	+ 56.81	408,596	- 17.75	508,002	+ 24.33
Excursionist	3,822	- 89.13	14,187	+ 271.19	16,296	+ 14.87
Thai	3,822	- 79.41	6,519	+ 70.57	13,038	+ 100.00
Foreigners	0	-	7,668	-	3,258	- 57.51
Average Length of Stay (Day)	8.08	-	5.36	-	5.95	-
Thai	3.19	-	3.21	-	3.33	-
Foreigners	9.05	-	6.03	-	6.84	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,603.66	- 4.75	1,858.22	+ 15.87	1,901.36	+ 2.32
Thai	1,154.62	- 21.00	1,534.79	+ 32.93	1,436.76	- 6.39
Foreigners	1,696.21	- 6.12	1,963.15	+ 15.74	2,070.57	+ 5.47
Tourist	1,604.68	- 5.85	1,878.76	+ 17.08	1,922.94	+ 2.35
Thai	1,143.36	- 22.74	1,569.30	+ 37.25	1,476.89	- 5.89
Foreigners	1,696.21	- 7.17	1,976.11	+ 16.50	2,074.98	+ 5.00
Excursionist	1,445.00	+ 93.18	1,080.37	- 25.23	999.58	- 7.48
Thai	1,445.00	+ 75.25	854.45	- 40.87	903.85	+ 5.78
Foreigners	0.00	-	1,272.43	-	1,382.67	+ 8.66
Revenue (Million Baht)						
Visitor	7,991.09	- 29.73	5,531.59	- 30.78	8,775.99	+ 58.65
Thai	365.03	- 76.15	653.03	+ 78.90	912.82	+ 39.78
Foreigners	7,626.06	- 22.51	4,878.56	- 36.03	7,863.17	+ 61.18
ACCOMMODATION ESTABLISHMENTS						
Establishments	318	+ 21.37	318	0	322	+ 1.26
Rooms	6,756	+ 0.34	6,756	0	8,989	+ 33.05
Occupancy Rate (%)	48.15	- 0.68	40.15	- 8.00	55.97	+ 15.82
Average Length of Stay (Day)	4.03	-	3.69	-	5.36	-
Number of Guest Arrivals	564,033	+ 14.55	503,034	- 10.81	631,839	+ 25.61
Thai	73,088	- 59.03	99,848	+ 36.61	136,310	+ 36.52
Foreigners	490,945	+ 56.36	403,186	- 17.88	495,529	+ 22.90

DOMESTIC TOURISM IN SAMUI (3)

1996

Type of Data	1996	Δ (%)
Visitor	728,613	+ 4.47
Thai	148,930	- 20.01
Foreigners	579,683	+ 13.38
Tourist	712,404	+ 4.59
Thai	136,000	- 21.46
Foreigners	576,404	+ 13.46
Excursionist	16,209	- 0.53
Thai	12,930	- 0.83
Foreigners	3,279	+ 0.64
Average Length of Stay (Day)	4.93	-
Thai	2.50	-
Foreigners	5.50	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,921.14	+ 1.04
Thai	1,601.45	+ 11.46
Foreigners	2,003.28	- 3.25
Tourist	1,940.46	+ 0.91
Thai	1,661.71	+ 12.51
Foreigners	2,006.23	- 3.31
Excursionist	1,071.98	+ 7.24
Thai	967.55	+ 7.05
Foreigners	1,483.77	+ 7.31
Revenue (Million Baht)		
Visitor	6,941.43	- 20.90
Thai	578.47	- 36.63
Foreigners	6,362.96	- 19.08
ACCOMMODATION ESTABLISHMENTS		
Establishments	290	- 9.94
Rooms	8,724	- 2.95
Occupancy Rate (%)	47.21	- 8.76
Average Length of Stay (Day)	4.14	-
Number of Guest Arrivals	668,891	+ 5.86
Thai	101,052	- 25.87
Foreigners	567,839	+ 14.59

DOMESTIC TOURISM IN TRANG (1)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	175,064	-	194,802	+ 11.27	296,832	+ 52.38
Thai	174,324	-	190,728	+ 9.41	293,345	+ 53.80
Foreigners	740	-	4,074	+ 450.54	3,487	- 14.41
Tourist	156,983	-	142,201	- 9.42	237,263	+ 66.85
Thai	156,428	-	138,674	- 11.35	234,052	+ 68.78
Foreigners	555	-	3,527	+ 535.50	3,211	- 8.96
Excursionist	18,081	-	52,601	+ 190.92	59,569	+ 13.25
Thai	17,896	-	52,054	+ 190.87	59,293	+ 13.91
Foreigners	185	-	547	+ 195.68	276	- 49.54
Average Length of Stay (Day)	2.68	-	4.06	-	3.28	-
Thai	2.75	-	4.28	-	3.28	-
Foreigners	4.43	-	2.90	-	3.50	-
Average Expenditure (Baht/Person/Day)						
Visitor	998.84	-	1,348.39	+ 35.00	1,039.00	- 22.95
Thai	996.03	-	1,384.49	+ 39.00	1,039.96	- 24.88
Foreigners	1,641.16	-	1,193.97	- 27.25	956.56	- 19.88
Tourist	1,036.72	-	1,431.47	+ 38.08	1,155.63	- 19.27
Thai	1,033.77	-	1,487.78	+ 43.92	1,157.72	- 22.18
Foreigners	1,857.26	-	1,200.59	- 35.36	1,002.91	- 16.47
Excursionist	680.93	-	547.12	- 19.65	574.46	+ 5.00
Thai	677.50	-	495.47	- 26.87	575.18	+ 16.09
Foreigners	1,010.98	-	822.49	- 18.64	417.33	- 49.26
Revenue (Million Baht)						
Visitor	461.58	-	921.56	+ 99.65	934.26	+ 1.38
Thai	456.83	-	908.83	+ 98.94	922.87	+ 1.55
Foreigners	4.75	-	12.73	+ 167.81	11.39	- 10.55
ACCOMMODATION ESTABLISHMENTS						
Establishments	27	-	17	- 37.04	21	+ 23.53
Rooms	931	-	803	- 13.75	1,066	+ 32.75
Occupancy Rate (%)	N.A.	-	55.16	-	64.39	+ 9.23
Average Length of Stay (Day)	N.A.	-	1.87	-	2.78	-
Number of Guest Arrivals	107,526	-	73,162	- 31.96	119,855	+ 63.82
Thai	107,033	-	70,561	- 34.08	117,541	+ 66.58
Foreigners	493	-	2,601	+ 427.59	2,314	- 11.03

DOMESTIC TOURISM IN TRANG (2)

1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	261,876	- 11.78	284,624	+ 8.69	326,152	+ 14.59
Thai	257,128	- 12.35	281,137	+ 9.34	322,497	+ 14.71
Foreigners	4,748	+ 36.16	3,487	- 26.56	3,655	+ 4.82
Tourist	187,360	- 21.03	204,544	+ 9.17	241,371	+ 18.00
Thai	183,032	- 21.80	201,301	+ 9.98	238,030	+ 18.25
Foreigners	4,328	+ 34.79	3,243	- 25.07	3,341	+ 3.02
Excursionist	74,516	+ 25.09	80,080	+ 7.47	84,781	+ 5.87
Thai	74,096	+ 24.97	79,836	+ 7.75	84,467	+ 5.80
Foreigners	420	+ 52.17	244	- 41.90	314	+ 28.69
Average Length of Stay (Day)	2.91	- 11.28	2.79	-	2.91	-
Thai	2.86	- 12.80	2.77	-	2.89	-
Foreigners	4.74	+ 35.43	4.14	-	4.00	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,020.57	- 1.77	1,305.56	+ 27.92	1,389.54	+ 6.43
Thai	1,019.25	- 1.99	1,305.21	+ 28.06	1,389.49	+ 6.46
Foreigners	1,092.32	+ 14.19	1,333.33	+ 22.06	1,394.56	+ 4.59
Tourist	1,215.49	+ 5.18	1,583.00	+ 30.24	1,654.40	+ 4.51
Thai	1,216.87	+ 5.11	1,586.35	+ 30.36	1,657.16	+ 4.46
Foreigners	1,157.14	+ 15.38	1,374.88	+ 18.82	1,457.58	+ 6.01
Excursionist	530.48	- 7.66	596.90	+ 12.52	635.49	+ 6.47
Thai	531.08	- 7.67	596.34	+ 12.29	635.17	+ 6.51
Foreigners	424.39	+ 1.69	781.13	+ 84.06	724.05	- 7.31
Revenue (Million Baht)						
Visitor	700.27	- 25.05	910.61	+ 30.04	1,214.10	+ 33.33
Thai	676.35	- 26.71	892.64	+ 31.98	1,194.39	+ 33.80
Foreigners	23.92	+ 110.08	17.97	- 24.87	19.71	+ 9.68
ACCOMMODATION ESTABLISHMENTS						
Establishments	21	0	19	- 9.52	11	- 42.11
Rooms	1,066	0	1,066	0	1,242	+ 16.51
Occupancy Rate (%)	52.78	- 11.61	58.81	+ 6.03	57.80	- 1.01
Average Length of Stay (Day)	2.56	-	2.34	-	2.20	-
Number of Guest Arrivals	100,509	- 16.14	124,710	+ 24.08	158,051	+ 26.73
Thai	97,867	- 16.74	121,647	+ 24.30	154,891	+ 27.33
Foreigners	2,642	+ 14.17	3,063	+ 15.93	3,160	+ 3.17

DOMESTIC TOURISM IN PHUKET (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	884,293	971,683	+ 9.88	1,254,215	+ 29.08
Thai	370,087	437,505	+ 18.22	499,874	+ 14.26
Foreigners	514,206	534,178	+ 3.88	754,341	+ 41.22
Tourist	867,063	956,998	+ 10.37	1,235,027	+ 29.05
Thai	355,421	423,453	+ 19.14	482,564	+ 13.96
Foreigners	511,642	533,545	+ 4.28	752,463	+ 41.03
Excursionist	17,230	14,685	- 14.77	19,188	+ 30.66
Thai	14,666	14,052	- 4.19	17,310	+ 23.19
Foreigners	2,564	633	- 75.31	1,878	+ 196.68
Average Length of Stay (Day)	3.77	4.97	-	4.99	-
Thai	3.08	4.06	-	4.42	-
Foreigners	4.91	5.70	-	5.35	-
Average Expenditure (Baht/Person/Day)					
Visitor	1,296.36	1,324.36	-	1,362.20	+ 2.86
Thai	753.78	827.28	-	1,069.53	+ 29.28
Foreigners	1,851.77	1,731.48	-	1,556.14	- 10.13
Tourist	-	1,332.91	-	1,367.57	+ 2.60
Thai	-	829.79	-	1,072.47	+ 29.25
Foreigners	-	1,732.22	-	1,556.82	- 10.13
Excursionist	-	767.08	-	1,016.53	+ 32.52
Thai	-	751.71	-	987.68	+ 31.39
Foreigners	-	1,108.40	-	1,282.44	+ 15.70
Revenue (Million Baht)					
Visitor	-	6,705.89	-	8,574.27	+ 27.86
Thai	-	1,437.15	-	2,304.60	+ 60.36
Foreigners	-	5,268.74	-	6,269.66	+ 19.00
ACCOMMODATION ESTABLISHMENTS					
Establishments	161	177	+ 9.94	190	+ 7.34
Rooms	7,885	9,914	+ 25.73	12,037	+ 21.41
Occupancy Rate (%)	61.44	63.08	+ 1.64	63.38	+ 0.30
Average Length of Stay (Day)	3.77	5.17	-	4.87	-
Number of Guest Arrivals	726,173	810,014	+ 10.17	1,064,263	+ 31.39
Thai	216,851	287,001	+ 32.35	326,646	+ 13.81
Foreigners	509,322	523,013	+ 2.69	737,617	+ 43.78

DOMESTIC TOURISM IN PHUKET (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	1,208,594	- 3.64	1,633,496	+ 35.16	2,088,179	+ 27.83
Thai	618,271	+ 23.69	417,608	- 32.46	818,078	+ 95.90
Foreigners	590,323	- 21.74	1,215,888	+ 105.97	1,270,101	+ 4.46
Tourist	1,148,059	- 7.04	1,606,499	+ 39.93	2,036,082	+ 26.74
Thai	567,054	+ 17.51	406,114	- 28.38	770,065	+ 89.62
Foreigners	581,005	- 22.79	1,200,385	+ 106.60	1,266,017	+ 5.47
Excursionist	60,535	+ 215.48	26,997	- 55.40	52,097	+ 92.97
Thai	51,217	+ 195.88	11,494	- 77.56	48,013	+ 317.72
Foreigners	9,318	+ 396.17	15,503	+ 66.38	4,084	- 73.66
Average Length of Stay (Day)	4.32	-	6.14	-	6.75	-
Thai	3.32	-	3.61	-	3.17	-
Foreigners	5.04	-	8.47	-	8.92	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,018.54	+ 48.18	2,269.44	+ 12.43	2,618.33	+ 15.37
Thai	1,336.41	+ 24.95	1,402.60	+ 4.95	1,616.47	+ 15.25
Foreigners	2,732.91	+ 75.62	3,104.88	+ 13.61	3,263.64	+ 5.11
Tourist	2,075.06	+ 51.73	2,295.11	+ 10.60	2,665.18	+ 16.12
Thai	1,392.18	+ 29.81	1,420.47	+ 2.03	1,673.23	+ 17.79
Foreigners	2,741.58	+ 76.10	3,127.57	+ 14.08	3,268.56	+ 4.51
Excursionist	842.21	- 17.15	451.65	- 46.37	787.09	+ 74.27
Thai	715.78	- 27.53	547.14	- 23.56	706.25	+ 29.08
Foreigners	1,537.05	+ 19.85	228.83	- 85.11	1,737.50	+ 659.30
Revenue (Million Baht)						
Visitor	10,699.99	+ 24.79	33,891.17	+ 216.74	41,036.97	+ 21.08
Thai	2,657.61	+ 15.32	2,088.80	- 21.40	4,118.44	+ 97.17
Foreigners	8,042.38	+ 28.27	31,802.37	+ 295.43	36,918.52	+ 16.09
ACCOMMODATION ESTABLISHMENTS						
Establishments	237	+ 24.74	237	0	264	+ 11.39
Rooms	12,250	+ 1.77	14,912	+ 21.73	17,426	+ 16.86
Occupancy Rate (%)	57.59	- 5.79	39.63	- 17.96	59.85	+ 20.22
Average Length of Stay (Day)	4.16	-	4.38	-	5.16	-
Number of Guest Arrivals	1,021,240	- 4.04	1,436,287	+ 40.64	1,769,217	+ 23.18
Thai	448,092	+ 37.18	273,552	- 38.95	519,563	+ 89.93
Foreigners	573,148	- 22.30	1,162,735	+ 102.87	1,249,654	+ 7.48

DOMESTIC TOURISM IN PHUKET (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	2,119,063	+ 1.48	2,303,772	+ 8.72	2,290,735	- 0.57
Thai	526,478	- 35.64	691,351	+ 31.32	673,197	- 2.63
Foreigners	1,592,585	+ 25.39	1,612,421	+ 1.25	1,617,538	+ 0.32
Tourist	2,093,192	+ 2.80	2,272,257	+ 8.55	2,257,305	- 0.66
Thai	505,298	- 34.38	664,350	+ 31.48	644,670	- 2.96
Foreigners	1,587,894	+ 25.42	1,607,907	+ 1.26	1,612,635	+ 0.29
Excursionist	25,871	- 50.34	31,515	+ 21.82	33,430	+ 6.08
Thai	21,180	- 55.89	27,001	+ 27.48	28,527	+ 5.65
Foreigners	4,691	+ 14.86	4,514	- 3.77	4,903	+ 8.62
Average Length of Stay (Day)	4.59	-	4.48	-	4.30	-
Thai	3.05	-	3.07	-	2.85	-
Foreigners	5.08	-	5.06	-	4.88	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,855.47	+ 9.06	2,845.82	- 0.34	2,780.37	- 2.30
Thai	1,606.88	- 0.59	1,778.51	+ 10.68	1,913.09	+ 7.57
Foreigners	3,268.23	+ 0.14	3,303.45	+ 1.08	3,141.32	- 4.91
Tourist	2,884.55	+ 8.23	2,877.64	- 0.24	2,814.12	- 2.21
Thai	1,653.38	- 1.19	1,828.43	+ 10.59	1,971.76	+ 7.84
Foreigners	3,276.33	+ 0.24	3,311.15	+ 1.06	3,150.87	- 4.84
Excursionist	502.68	- 36.13	551.90	+ 9.79	587.74	+ 6.49
Thai	497.40	- 29.57	550.32	+ 10.64	587.26	+ 6.71
Foreigners	526.50	- 69.70	561.35	+ 6.62	590.54	+ 5.20
Revenue (Million Baht)						
Visitor	28,989.65	- 29.36	31,000.24	+ 6.94	28,442.42	- 8.25
Thai	2,558.66	- 37.87	3,743.06	+ 46.29	3,639.15	- 2.78
Foreigners	26,430.99	- 28.41	27,257.18	+ 3.13	24,803.27	- 9.00
ACCOMMODATION ESTABLISHMENTS						
Establishments	264	0	235	- 10.98	277	+ 17.87
Rooms	17,426	0	18,454	+ 5.90	18,590	+ 0.74
Occupancy Rate (%)	53.86	- 5.99	61.59	+ 7.73	55.16	- 6.43
Average Length of Stay (Day)	3.75	-	4.06	-	3.58	-
Number of Guest Arrivals	1,836,335	+ 3.79	2,031,730	+ 10.64	2,005,485	- 1.29
Thai	316,991	- 38.99	464,919	+ 46.67	437,124	- 5.98
Foreigners	1,519,344	+ 21.58	1,566,811	+ 3.12	1,568,361	+ 0.10

DOMESTIC TOURISM IN HAT YAI (1)
1988-1990

Type of Data	1988	1989	Δ (%)	1990	Δ (%)
Visitor	2,109,008	1,950,734	- 7.50	2,342,947	+ 20.11
Thai	1,357,003	1,153,633	- 14.99	1,482,363	+ 28.50
Foreigners	752,005	797,101	+ 6.00	860,584	+ 7.96
Tourist	1,697,593	1,590,846	- 6.29	1,740,740	+ 9.42
Thai	981,698	824,015	- 16.06	1,011,037	+ 22.70
Foreigners	715,895	766,831	+ 7.12	729,703	- 4.84
Excursionist	411,415	359,888	- 12.52	602,207	+ 67.33
Thai	375,305	329,618	- 12.17	471,326	+ 42.99
Foreigners	36,110	30,270	- 16.17	130,881	+ 332.38
Average Length of Stay (Day)	2.71	3.06	-	3.83	-
Thai	2.63	3.18	-	3.83	-
Foreigners	3.41	2.94	-	3.82	-
Average Expenditure (Baht/Person/Day)					
Visitor	1,381.54	1,601.36	+ 15.91	1,908.12	+ 19.16
Thai	963.46	836.53	- 13.17	1,547.71	+ 85.02
Foreigners	2,147.59	2,584.08	+ 20.32	2,528.93	- 2.13
Tourist	1,381.59	1,842.08	+ 33.33	1,905.07	+ 3.42
Thai	969.32	1,022.73	+ 5.51	1,551.30	+ 51.68
Foreigners	2,136.08	2,587.40	+ 21.13	2,395.24	- 7.43
Excursionist	1,379.66	537.29	- 61.06	1,916.92	+ 256.78
Thai	731.23	317.05	- 56.64	1,540.00	+ 385.73
Foreigners	2,627.78	2,500.00	- 4.86	3,274.29	+ 30.97
Revenue (Million Baht)					
Visitor	8,086.58	8,693.36	+ 7.50	13,838.09	+ 59.18
Thai	2,777.09	2,784.43	+ 0.26	6,732.90	+ 141.80
Foreigners	5,309.49	5,908.92	+ 11.29	7,105.19	+ 20.25
ACCOMMODATION ESTABLISHMENTS					
Establishments	77	79	+ 2.60	81	+ 2.53
Rooms	5,779	6,223	+ 7.68	7,107	+ 14.21
Occupancy Rate (%)	61.62	61.25	- 0.37	60.29	- 0.96
Average Length of Stay (Day)	2.06	1.94	-	1.97	-
Number of Guest Arrivals	1,169,655	1,315,119	+ 12.44	1,386,778	+ 5.45
Thai	463,934	556,360	+ 19.92	676,052	+ 21.51
Foreigners	705,721	758,759	+ 7.52	710,726	- 6.33

DOMESTIC TOURISM IN HAT YAI (2)
1991-1993

Type of Data	1991	Δ (%)	1992	Δ (%)	1993	Δ (%)
Visitor	1,791,684	- 23.53	1,514,392	- 15.48	1,907,453	+ 25.96
Thai	972,263	- 34.41	837,038	- 13.91	1,076,215	+ 28.57
Foreigners	819,421	- 4.78	677,354	- 17.34	831,238	+ 22.72
Tourist	1,574,617	- 9.54	1,249,318	- 20.66	1,631,039	+ 30.55
Thai	789,663	- 21.90	643,875	- 18.46	906,370	+ 40.77
Foreigners	784,954	+ 7.57	605,443	- 22.87	724,669	+ 19.69
Excursionist	217,067	- 63.95	265,074	+ 22.12	276,414	+ 4.28
Thai	182,600	- 61.26	193,163	+ 5.78	169,845	- 12.07
Foreigners	34,467	- 73.67	71,911	+ 108.64	106,569	+ 48.20
Average Length of Stay (Day)	2.51	-	3.02	-	2.93	-
Thai	2.61	-	3.09	-	2.94	-
Foreigners	3.09	-	2.91	-	2.91	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,034.71	+ 6.63	2,978.26	+ 46.37	2,884.57	- 3.15
Thai	1,821.65	+ 17.70	2,620.34	+ 43.84	2,647.71	+ 1.04
Foreigners	2,354.55	- 6.90	3,550.40	+ 50.79	3,191.20	- 10.12
Tourist	2,147.62	+ 12.73	3,715.62	+ 73.01	3,039.44	- 18.20
Thai	1,955.70	+ 26.07	2,828.87	+ 44.65	2,721.14	- 3.81
Foreigners	2,394.70	- 0.02	3,606.56	+ 50.61	3,437.55	- 4.69
Excursionist	1,305.06	- 31.92	1,305.35	+ 0.02	1,970.65	+ 50.97
Thai	1,255.76	- 18.46	1,341.15	+ 6.80	2,255.90	+ 68.21
Foreigners	1,565.11	- 52.20	1,148.31	- 26.63	1,516.04	+ 32.02
Revenue (Million Baht)						
Visitor	10,122.35	- 26.85	12,324.06	+ 21.75	15,044.87	+ 22.08
Thai	4,260.04	- 36.73	5,887.31	+ 38.20	7,634.25	+ 29.67
Foreigners	5,862.31	- 17.49	6,436.75	+ 9.80	7,410.62	+ 15.13
ACCOMMODATION ESTABLISHMENTS						
Establishments	86	+ 6.17	86	0	87	+ 1.16
Rooms	7,501	+ 5.54	7,501	0	7,793	+ 3.89
Occupancy Rate (%)	55.14	- 5.15	44.14	- 11.00	50.01	+ 5.87
Average Length of Stay (Day)	1.96	-	1.95	-	1.96	-
Number of Guest Arrivals	1,240,237	- 10.57	1,019,184	- 17.82	1,099,776	+ 7.91
Thai	460,549	- 31.88	437,995	- 4.90	523,821	+ 19.60
Foreigners	779,688	+ 9.70	581,189	- 25.46	575,955	- 0.90

DOMESTIC TOURISM IN HAT YAI (3)
1994-1996

Type of Data	1994	Δ (%)	1995	Δ (%)	1996	Δ (%)
Visitor	2,074,328	+ 8.75	2,181,538	+ 5.17	2,101,232	- 3.68
Thai	1,310,101	+ 21.73	1,419,618	+ 8.36	1,389,823	- 2.10
Foreigners	764,227	- 8.06	761,920	- 0.30	711,409	- 6.63
Tourist	1,721,771	+ 5.56	1,826,454	+ 6.08	1,755,476	- 3.89
Thai	1,042,655	+ 15.04	1,167,591	+ 11.98	1,145,360	- 1.90
Foreigners	679,116	- 6.29	658,863	- 2.98	610,116	- 7.40
Excursionist	352,557	+ 27.55	355,084	+ 0.72	345,756	- 2.63
Thai	267,446	+ 57.46	252,027	- 5.77	244,463	- 3.00
Foreigners	85,111	- 20.14	103,057	+ 21.09	101,293	- 1.71
Average Length of Stay (Day)	2.58	-	2.37	-	2.51	-
Thai	2.66	-	2.38	-	2.51	-
Foreigners	2.46	-	2.35	-	2.52	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,676.82	- 7.20	2,887.11	+ 7.86	3,293.28	+ 14.07
Thai	2,435.54	- 8.01	2,673.58	+ 9.77	2,846.06	+ 6.45
Foreigners	3,090.45	- 3.16	3,284.96	+ 6.29	4,166.98	+ 26.85
Tourist	2,965.46	- 2.43	3,177.13	+ 7.14	3,653.27	+ 14.99
Thai	2,744.92	+ 0.87	2,959.82	+ 7.83	3,151.88	+ 6.49
Foreigners	3,304.07	- 3.88	3,562.22	+ 7.81	4,594.52	+ 28.98
Excursionist	1,267.17	- 35.70	1,395.35	+ 10.12	1,465.53	+ 5.03
Thai	1,229.38	- 45.50	1,347.50	+ 9.61	1,413.21	+ 4.88
Foreigners	1,385.91	- 8.58	1,512.38	+ 9.13	1,591.79	+ 5.25
Revenue (Million Baht)						
Visitor	13,579.54	- 9.74	14,202.97	+ 4.59	16,622.96	+ 17.04
Thai	7,941.72	+ 4.03	8,547.30	+ 7.63	9,393.82	+ 9.90
Foreigners	5,637.82	- 23.92	5,655.67	+ 0.32	7,229.14	+ 27.82
ACCOMMODATION ESTABLISHMENTS						
Establishments	87	0	84	- 3.45	95	+ 13.10
Rooms	7,793	0	8,160	+ 4.71	8,594	+ 5.32
Occupancy Rate (%)	39.68	- 10.33	45.65	+ 5.97	46.19	+ 0.54
Average Length of Stay (Day)	1.73	-	1.78	-	1.99	-
Number of Guest Arrivals	1,197,619	+ 8.90	1,347,199	+ 12.49	1,286,836	- 4.48
Thai	659,328	+ 25.87	706,875	+ 7.21	695,685	- 1.58
Foreigners	538,291	- 6.54	640,324	+ 18.95	591,151	- 7.68

DOMESTIC TOURISM IN SUNGAI KOLOK (1)
1989-1992

Type of Data	1989	1990	Δ (%)	1991	Δ (%)	1992	Δ (%)
Visitor	336,177	395,150	+ 17.54	425,458	+ 7.67	422,192	- 0.77
Thai	118,054	109,416	- 7.32	109,953	+ 0.49	91,505	- 16.78
Foreigners	218,123	285,734	+ 31.00	315,505	+ 10.42	330,687	+ 4.81
Tourist	324,824	355,467	+ 9.43	385,444	+ 8.43	357,284	- 7.31
Thai	111,351	100,121	- 10.09	100,569	+ 0.45	81,873	- 18.59
Foreigners	213,473	255,346	+ 19.62	284,875	+ 11.56	275,411	- 3.32
Excursionist	11,353	39,683	+ 249.54	40,014	+ 0.83	64,908	+ 62.21
Thai	6,703	9,295	+ 38.67	9,384	+ 0.96	9,632	+ 2.64
Foreigners	4,650	30,388	+ 553.51	30,630	+ 0.80	55,276	+ 80.46
Average Length of Stay (Day)	2.02	2.04	-	1.41	-	2.32	-
Thai	2.52	2.15	-	1.75	-	2.49	-
Foreigners	1.81	1.99	-	1.79	-	2.19	-
Average Expenditure (Baht/Person/Day)							
Visitor	1,058.17	1,172.77	+ 10.83	1,336.26	+ 13.94	2,591.36	+ 93.93
Thai	844.02	854.11	+ 1.20	884.37	+ 3.54	2,245.64	+ 153.93
Foreigners	1,147.39	1,294.80	+ 12.85	1,483.73	+ 14.59	2,845.28	+ 91.77
Tourist	1,079.04	1,217.82	+ 12.86	1,658.69	+ 36.20	2,755.52	+ 66.13
Thai	868.36	886.37	+ 2.07	1,031.07	+ 16.33	2,332.46	+ 126.22
Foreigners	1,161.67	1,347.78	+ 16.02	1,880.26	+ 39.51	3,080.04	+ 63.81
Excursionist	460.87	769.27	+ 66.92	788.63	+ 2.52	510.53	- 35.26
Thai	439.67	506.65	+ 15.23	587.14	+ 15.89	709.47	+ 20.83
Foreigners	491.44	849.60	+ 72.88	845.79	- 0.45	419.80	- 50.37
Revenue (Million Baht)							
Visitor	697.75	906.19	+ 29.87	1,171.67	+ 29.30	2,363.27	+ 101.70
Thai	246.61	195.51	- 20.72	186.97	- 4.37	482.34	+ 157.97
Foreigners	451.14	710.68	+ 57.53	984.70	+ 38.56	1,880.93	+ 91.02
ACCOMMODATION ESTABLISHMENTS							
Establishments	56	56	0	59	+ 5.36	59	0
Rooms	1,993	1,878	- 5.77	2,133	+ 13.58	2,133	0
Occupancy Rate (%)	49.73	50.78	+ 1.05	57.45	+ 6.67	41.28	- 16.17
Average Length of Stay (Day)	1.72	1.34	-	2.21	-	1.76	-
Number of Guest Arrivals	279,873	305,082	+ 9.01	313,501	+ 2.76	297,942	- 4.96
Thai	80,460	59,293	- 26.31	59,566	+ 0.46	50,754	- 14.79
Foreigners	199,413	245,789	+ 23.26	253,935	+ 3.31	247,188	- 2.66

DOMESTIC TOURISM IN SUNGAI KOLOK (2)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	464,666	+ 10.06	578,120	+ 24.42	654,174	+ 13.16
Thai	95,935	+ 4.84	112,548	+ 17.32	215,574	+ 91.54
Foreigners	368,731	+ 11.50	465,572	+ 26.26	438,600	- 5.79
Tourist	386,342	+ 8.13	454,905	+ 17.75	543,097	+ 19.39
Thai	84,500	+ 3.21	99,432	+ 17.67	185,358	+ 86.42
Foreigners	301,842	+ 9.60	355,473	+ 17.77	357,739	+ 0.64
Excursionist	78,324	+ 20.67	123,215	+ 57.31	111,077	- 9.85
Thai	11,435	+ 18.72	13,116	+ 14.70	30,216	+ 130.38
Foreigners	66,889	+ 21.01	110,099	+ 64.60	80,861	- 26.56
Average Length of Stay (Day)	2.67	-	3.18	-	2.85	-
Thai	3.58	-	3.15	-	2.78	-
Foreigners	2.41	-	3.19	-	2.89	-
Average Expenditure (Baht/Person/Day)						
Visitor	2,553.66	- 1.45	2,703.60	+ 5.87	2,941.93	+ 8.82
Thai	1,762.73	- 21.50	2,421.74	+ 37.39	2,482.63	+ 2.51
Foreigners	2,759.42	- 3.02	2,771.74	+ 0.45	3,167.67	+ 14.28
Tourist	2,910.20	+ 5.61	3,255.33	+ 11.86	3,363.22	+ 3.31
Thai	1,792.88	- 23.13	2,575.13	+ 43.63	2,644.17	+ 2.68
Foreigners	3,223.00	+ 4.64	3,445.59	+ 6.91	3,735.79	+ 8.42
Excursionist	794.89	+ 55.70	666.66	- 16.13	882.06	+ 32.31
Thai	1,540.09	+ 117.08	1,258.96	- 18.25	1,491.69	+ 18.49
Foreigners	667.50	+ 59.00	596.10	- 10.70	654.25	+ 9.76
Revenue (Million Baht)						
Visitor	2,949.16	+ 24.79	4,795.86	+ 62.62	5,319.44	+ 10.92
Thai	559.98	+ 16.10	823.07	+ 46.98	1,401.13	+ 70.23
Foreigners	2,389.19	+ 27.02	3,972.79	+ 66.28	3,918.31	- 1.37
ACCOMMODATION ESTABLISHMENTS						
Establishments	59	0	59	0	41	- 30.51
Rooms	2,133	0	2,359	+ 10.60	2,081	- 11.78
Occupancy Rate (%)	53.73	+ 12.45	48.16	- 5.57	55.72	+ 7.56
Average Length of Stay (Day)	2.10	-	2.11	-	1.94	-
Number of Guest Arrivals	273,585	- 8.18	271,913	- 0.61	305,442	+ 12.33
Thai	30,488	- 39.93	45,899	+ 50.55	85,644	+ 86.59
Foreigners	243,097	- 1.66	226,014	- 7.03	219,798	- 2.75

DOMESTIC TOURISM IN SUNGAI KOLOK (3)

1996

Type of Data	1996	Δ (%)
Visitor	718,534	+ 9.84
Thai	227,015	+ 5.31
Foreigners	491,519	+ 12.07
Tourist	595,909	+ 9.72
Thai	195,198	+ 5.31
Foreigners	400,711	+ 12.01
Excursionist	122,625	+ 10.40
Thai	31,817	+ 5.30
Foreigners	90,808	+ 12.30
Average Length of Stay (Day)	2.49	-
Thai	2.52	-
Foreigners	2.47	-
Average Expenditure (Baht/Person/Day)		
Visitor	3,127.92	+ 6.32
Thai	2,618.73	+ 5.48
Foreigners	3,363.10	+ 6.17
Tourist	3,584.72	+ 6.59
Thai	2,797.39	+ 5.79
Foreigners	3,968.26	+ 6.22
Excursionist	908.02	+ 2.94
Thai	1,522.59	+ 2.07
Foreigners	692.68	+ 5.87
Revenue (Million Baht)		
Visitor	5,420.19	+ 1.89
Thai	1,426.42	+ 1.80
Foreigners	3,993.77	+ 1.93
ACCOMMODATION ESTABLISHMENTS		
Establishments	43	+ 4.88
Rooms	2,014	- 3.22
Occupancy Rate (%)	50.27	- 5.45
Average Length of Stay (Day)	1.48	-
Number of Guest Arrivals	346,905	+ 13.57
Thai	98,497	+ 15.01
Foreigners	248,408	+ 13.02

DOMESTIC TOURISM IN NAKHONSI THAMMARAT (1)
1990-1992

Type of Data	1990	Δ (%)	1991	Δ (%)	1992	Δ (%)
Visitor	787,261	-	839,591	+ 6.65	916,932	+ 9.21
Thai	783,748	-	838,614	+ 7.00	912,021	+ 8.75
Foreigners	3,513	-	977	- 72.19	4,911	+ 402.66
Tourist	481,790	-	709,872	+ 47.34	675,984	- 4.77
Thai	479,371	-	708,965	+ 47.89	672,710	- 5.11
Foreigners	2,419	-	907	- 62.51	3,274	+ 260.97
Excursionist	305,471	-	129,719	- 57.53	240,948	+ 85.75
Thai	304,377	-	129,649	- 57.41	239,311	+ 84.58
Foreigners	1,094	-	70	- 93.60	1,637	-
Average Length of Stay (Day)	2.08	-	2.34	-	3.03	-
Thai	2.37	-	2.68	-	3.15	-
Foreigners	1.80	-	2.33	-	2.40	-
Average Expenditure (Baht/Person/Day)						
Visitor	906.46	-	883.21	- 2.56	838.79	- 5.03
Thai	905.62	-	882.44	- 2.56	790.81	- 10.38
Foreigners	1,124.57	-	1,547.38	+ 37.60	1,103.44	- 28.69
Tourist	610.01	-	904.23	+ 48.23	883.26	- 2.32
Thai	609.50	-	939.40	+ 54.13	830.19	- 11.63
Foreigners	837.20	-	1,587.78	+ 89.65	1,185.86	- 25.31
Excursionist	1,375.27	-	566.95	- 58.78	588.31	+ 3.77
Thai	1,373.32	-	566.79	- 58.73	561.11	- 1.00
Foreigners	1,760.00	-	730.59	- 58.49	713.05	- 2.40
Revenue (Million Baht)						
Visitor	1,116.04	-	1,861.77	+ 66.82	1,903.97	+ 2.27
Thai	1,110.47	-	1,858.37	+ 67.35	1,893.48	+ 1.89
Foreigners	5.57	-	3.41	- 38.85	10.49	+ 207.79
ACCOMMODATION ESTABLISHMENTS						
Establishments	18	-	25	+ 38.89	25	0
Rooms	1,120	-	1,314	+ 17.32	1,314	0
Occupancy Rate (%)	60.14	-	45.69	- 14.45	52.72	+ 7.03
Average Length of Stay (Day)	1.68	-	1.05	-	1.94	-
Number of Guest Arrivals	264,945	-	345,404	+ 30.37	216,109	- 37.43
Thai	262,526	-	344,497	+ 31.22	213,758	- 37.95
Foreigners	2,419	-	907	- 62.51	2,351	+ 159.21

DOMESTIC TOURISM IN NAKHONSI THAMMARAT (2)
1993-1995

Type of Data	1993	Δ (%)	1994	Δ (%)	1995	Δ (%)
Visitor	1,159,541	+ 26.46	1,105,142	- 4.69	913,981	- 17.30
Thai	1,154,283	+ 26.56	1,088,478	- 5.70	900,020	- 17.31
Foreigners	5,258	+ 7.07	16,664	+ 216.93	13,961	- 16.22
Tourist	857,757	+ 26.89	756,799	- 11.77	523,640	- 30.81
Thai	853,074	+ 26.81	746,950	- 12.44	517,671	- 30.70
Foreigners	4,683	+ 43.04	9,849	+ 110.31	5,969	- 39.39
Excursionist	301,784	+ 25.25	348,343	+ 15.43	390,341	+ 12.06
Thai	301,209	+ 25.87	341,528	+ 13.39	382,349	+ 11.95
Foreigners	575	- 64.87	6,815	+ 1,085.22	7,992	+ 17.27
Average Length of Stay (Day)	2.90	-	2.64	-	2.67	-
Thai	2.90	-	2.64	-	2.67	-
Foreigners	3.73	-	2.23	-	2.40	-
Average Expenditure (Baht/Person/Day)						
Visitor	1,102.55	+ 31.45	1,086.67	- 1.44	1,110.51	+ 2.19
Thai	1,099.35	+ 39.02	1,082.89	- 1.50	1,106.85	+ 2.21
Foreigners	1,806.37	+ 63.70	1,333.52	- 26.18	1,346.62	+ 0.98
Tourist	1,326.52	+ 50.18	1,209.15	- 8.85	1,284.55	+ 6.24
Thai	1,323.12	+ 59.38	1,205.28	- 8.91	1,280.71	+ 6.26
Foreigners	1,945.94	+ 64.10	1,502.40	- 22.79	1,617.33	+ 7.65
Excursionist	466.01	- 20.79	820.57	+ 76.08	877.04	+ 6.88
Thai	465.52	- 17.04	815.20	+ 75.12	871.45	+ 6.90
Foreigners	669.70	- 6.08	1,089.46	+ 62.68	1,144.44	+ 5.05
Revenue (Million Baht)						
Visitor	3,447.88	+ 81.09	2,695.58	- 21.82	2,142.58	- 20.52
Thai	3,413.50	+ 80.28	2,655.16	- 22.22	2,110.34	- 20.52
Foreigners	34.38	+ 227.85	40.42	+ 17.58	32.24	- 20.24
ACCOMMODATION ESTABLISHMENTS						
Establishments	30	+ 20.00	30	0	18	- 40.00
Rooms	1,518	+ 15.53	1,518	0	1,163	- 23.39
Occupancy Rate (%)	65.58	+ 12.86	69.02	+ 3.44	61.59	- 7.43
Average Length of Stay (Day)	1.57	-	1.95	-	1.73	-
Number of Guest Arrivals	225,457	+ 4.33	308,772	+ 36.95	242,590	- 21.43
Thai	221,578	+ 3.66	302,862	+ 36.68	237,631	- 21.54
Foreigners	3,879	+ 64.99	5,910	+ 52.36	4,959	- 16.09

DOMESTIC TOURISM IN NAKHONSI THAMMARAT (3)

1996

Type of Data	1996	Δ (%)
Visitor	953,121	+ 4.28
Thai	937,846	+ 4.20
Foreigners	15,275	+ 9.41
Tourist	562,654	+ 7.45
Thai	552,755	+ 6.78
Foreigners	9,899	+ 65.84
Excursionist	390,467	+ 0.03
Thai	385,091	+ 0.72
Foreigners	5,376	- 32.73
Average Length of Stay (Day)	2.48	-
Thai	2.48	-
Foreigners	2.45	-
Average Expenditure (Baht/Person/Day)		
Visitor	1,186.69	+ 6.86
Thai	1,180.93	+ 6.69
Foreigners	1,540.29	+ 14.38
Tourist	1,361.34	+ 5.98
Thai	1,354.98	+ 5.80
Foreigners	1,716.64	+ 6.14
Excursionist	935.03	+ 6.61
Thai	931.11	+ 6.85
Foreigners	1,215.56	+ 6.21
Revenue (Million Baht)		
Visitor	2,263.05	+ 5.62
Thai	2,214.95	+ 4.96
Foreigners	48.10	+ 49.19
ACCOMMODATION ESTABLISHMENTS		
Establishments	19	+ 5.56
Rooms	1,592	+ 36.89
Occupancy Rate (%)	45.37	- 16.22
Average Length of Stay (Day)	1.59	-
Number of Guest Arrivals	269,461	+ 11.08
Thai	260,263	+ 9.52
Foreigners	9,198	+ 85.48



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