Euromonitor International

Lodging (Destination) in Thailand

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Lodging sees strong growth as AI and digital bookings drive operational efficiency
Hotels capitalises on AI-led upselling while short-term rentals sees dynamic growth
Wellness resorts attract high-spending visitors with medical integration
Chart 1 Lodging (Destination) Sales: Value 2021-2031
Chart 2 Lodging (Destination) Sales by Category: Value 2026

WHAT'S NEXT?

Short-term rentals outpace hotels as digital platforms and localised experiences reshape lodging
Dynamic pricing and mobile wallet integration will define competitive advantage
Sustainable tourism draws premium guests despite population decline
Chart 1 Forecast Lodging (Destination) Sales: Value 2021-2031
Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

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COUNTRY REPORTS DISCLAIMER

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