Euromonitor International

Travel in Thailand

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Travel grows as AI-powered apps and senior wellness tourism drive value
Regenerative travel and anti-ageing science position Thailand as a sustainable, premium destination
AI-driven itineraries and big data analysis distribute demand to secondary cities and local communities
Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Tourism Authority of Thailand targets high-spending visitors as healing becomes the new luxury
Regenerative travel and environmental certifications to secure competitive edge
Digital-first entry and AI-driven personalisation unlock new revenue streams in travel
Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Thai Airways and Booking Holdings drive digital and premium transformation

PRODUCTS

Digital arrival cards and biometric borders engineer a contactless entry product
Themed trains and recycled souvenirs create experiential product categories
Cashless payments and experiential design create new revenue models

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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