

DOMESTIC TOURISM IN CHIANG MAI

2003-2004

Type of Data	2003	D (%)	2004	D (%)
Visitor	3,399,906	- 1.76	3,898,543	+ 14.67
Thai	1,922,059	+ 3.77	2,101,099	+ 9.32
Foreigners	1,477,847	- 8.14	1,797,444	+ 21.63
Tourist	3,146,194	- 1.61	3,623,395	+ 15.17
Thai	1,714,843	+ 4.60	1,877,194	+ 9.47
Foreigners	1,431,351	- 8.15	1,746,201	+ 22.00
Excursionist	253,712	- 3.57	275,148	+ 8.45
Thai	207,216	- 2.58	223,905	+ 8.05
Foreigners	46,496	- 7.75	51,243	+ 10.21
Average Length of Stay (Day)	4.08	-	3.91	-
Thai	4.06	-	3.96	-
Foreigners	4.11	-	3.86	-
Average Expenditure (Baht/Person/Day)				
Visitor	2,858.79	+ 3.83	3,119.00	+ 9.10
Thai	2,554.41	+ 6.85	2,720.42	+ 6.50
Foreigners	3,254.65	+ 2.63	3,568.40	+ 9.64
Tourist	2,943.30	+ 3.88	3,145.36	+ 6.87
Thai	2,658.51	+ 7.07	2,750.27	+ 3.45
Foreigners	3,284.53	+ 2.58	3,570.09	+ 8.69
Excursionist	1,985.00	+ 2.31	1,921.38	- 3.21
Thai	1,693.01	+ 0.84	1,729.48	+ 2.15
Foreigners	2,334.83	+ 5.42	2,127.71	- 8.87
Revenue (Million Baht)				
Visitor	38,290.92	+ 2.07	45,066.89	+ 17.70
Thai	18,860.03	+ 15.03	20,831.85	+ 10.46
Foreigners	19,430.89	- 7.99	24,235.04	+ 24.72
ACCOMMODATION ESTABLISHMENTS				
Establishments	195	- 2.01	214	+ 9.74
Rooms	13,625	+ 1.18	14,103	+ 3.51
Occupancy Rate (%)	45.63	+ 1.16	50.00	+ 4.37
Average Length of Stay (Day)	1.82	-	1.68	- 0.14
Number of Guest Arrivals	2,371,704	+ 2.10	2,941,313	+ 24.02
Thai	1,062,892	+ 13.25	1,328,168	+ 24.96
Foreigners	1,308,812	- 5.45	1,613,145	+ 23.25

Internal Tourism in Chiang Mai

2004 - 2005

Type of Data	2004	D (%)	2005	D (%)
Visitor	3,898,543	+ 14.67	3,997,776	+ 2.55
Thai	2,101,099	+ 9.32	2,160,142	+ 2.81
Foreigners	1,797,444	+ 21.63	1,837,634	+ 2.24
Tourist	3,623,395	+ 15.17	3,708,795	+ 2.36
Thai	1,877,194	+ 9.47	1,922,042	+ 2.39
Foreigners	1,746,201	+ 22.00	1,786,753	+ 2.32
Excursionist	275,148	+ 8.45	288,981	+ 5.03
Thai	223,905	+ 8.05	238,100	+ 6.34
Foreigners	51,243	+ 10.21	50,881	- 0.71
Average Length of Stay (Day)	3.91	-	2.90	-
Thai	3.96	-	2.51	-
Foreigners	3.86	-	3.32	-
Average Expenditure (Baht/Person/Day)				
Visitor	3,119.00	+ 9.10	2,820.82	- 9.56
Thai	2,720.42	+ 6.50	2,410.63	- 11.39
Foreigners	3,568.40	+ 9.64	3,167.78	- 11.23
Tourist	3,145.36	+ 6.87	2,853.00	- 9.29
Thai	2,750.27	+ 3.45	2,451.18	- 10.87
Foreigners	3,570.09	+ 8.69	3,179.69	- 10.94
Excursionist	1,921.38	- 3.21	1,624.02	- 15.48
Thai	1,729.48	+ 2.15	1,590.13	- 8.06
Foreigners	2,127.71	- 8.87	1,782.58	- 16.22
Revenue (Million Baht)				
Visitor	45,066.89	+ 17.70	31,120.43	- 30.95
Thai	20,831.85	+ 10.46	12,187.18	- 41.50
Foreigners	24,235.04	+ 24.72	18,933.25	- 21.88
ACCOMMODATION ESTABLISHMENTS				
Establishments	214	+ 9.74	271	+ 26.64
Rooms	14,103	+ 3.51	16,673	+ 18.22
Occupancy Rate (%)	50.50	+ 4.37	46.83	- 3.67
Average Length of Stay (Day)	1.68	-	1.75	-
Number of Guest Arrivals	2,941,313	+ 24.02	2,984,173	+ 1.46
Thai	1,328,168	+ 24.96	1,360,520	+ 2.44
Foreigners	1,613,145	+ 23.25	1,623,653	+ 0.65

Internal Tourism in Chiang Mai

2005 - 2006

Type of Data	2005	D (%)	2006	D (%)
Visitor	3,997,776	+ 2.55	5,590,326	+ 39.84
Thai	2,160,142	+ 2.81	3,539,772	+ 63.87
Foreigners	1,837,634	+ 2.24	2,050,554	+ 11.59
Tourist	3,708,795	+ 2.36	4,405,720	+ 18.79
Thai	1,922,042	+ 2.39	2,529,420	+ 31.60
Foreigners	1,786,753	+ 2.32	1,876,300	+ 5.01
Excursionist	288,981	+ 5.03	1,184,606	+ 309.93
Thai	238,100	+ 6.34	1,010,352	+ 324.34
Foreigners	50,881	- 0.71	174,254	+ 242.47
Average Length of Stay (Day)	2.90	-	3.00	-
Thai	2.51	-	2.68	-
Foreigners	3.32	-	3.42	-
Average Expenditure (Baht/Person/Day)				
Visitor	2,820.82	- 9.56	2,766.50	- 1.93
Thai	2,410.63	- 11.39	2,449.71	+ 1.62
Foreigners	3,167.78	- 11.23	3,141.02	- 0.84
Tourist	2,853.00	- 9.29	2,835.87	- 0.60
Thai	2,451.18	- 10.87	2,513.40	+ 2.54
Foreigners	3,179.69	- 10.94	3,176.68	- 0.09
Excursionist	1,624.02	- 15.48	1,993.62	+ 22.76
Thai	1,590.13	- 8.06	2,022.28	+ 27.18
Foreigners	1,782.58	- 16.22	1,827.56	+ 2.52
Revenue (Million Baht)				
Visitor	31,120.43	- 30.95	39,785.06	+ 27.84
Thai	12,187.18	- 41.50	19,085.64	+ 56.60
Foreigners	18,933.25	- 21.88	20,699.42	+ 9.33
ACCOMMODATION ESTABLISHMENTS				
Establishments	271	+ 26.64	341	+ 25.83
Rooms	16,673	+ 18.22	18,820	+ 12.88
Occupancy Rate (%)	46.83	- 3.67	47.88	+ 1.05
Average Length of Stay (Day)	1.75	0	1.80	+ 0.05
Number of Guest Arrivals	2,984,173	+ 1.46	3,407,866	+ 14.20
Thai	1,360,520	+ 2.44	1,688,308	+ 24.09
Foreigners	1,623,653	+ 0.65	1,719,558	+ 5.91

Internal Tourism in Chiang Mai

Type of Data	January - December		
	2007	2006	D (%)
Visitor	5,356,867	5,590,326	- 4.18
Thai	3,601,727	3,539,772	+ 1.75
Foreigners	1,755,140	2,050,554	- 14.41
Tourist	4,181,878	4,405,720	- 5.08
Thai	2,598,041	2,529,420	+ 2.71
Foreigners	1,583,837	1,876,300	- 15.59
Excursionist	1,174,989	1,184,606	- 0.81
Thai	1,003,686	1,010,352	- 0.66
Foreigners	171,303	174,254	- 1.69
Average Length of Stay (Day)	3.13	3.00	-
Thai	2.95	2.68	-
Foreigners	3.42	3.42	-
Average Expenditure (Baht/Person/Day)			
Visitor	2,729.27	2,766.50	- 1.35
Thai	2,399.66	2,449.71	- 2.04
Foreigners	3,239.56	3,141.02	+ 3.14
Tourist	2,807.98	2,835.87	- 0.98
Thai	2,472.10	2,513.40	- 1.64
Foreigners	3,282.28	3,176.68	+ 3.32
Excursionist	1,853.09	1,993.62	- 7.05
Thai	1,847.20	2,022.28	- 8.66
Foreigners	1,887.70	1,827.56	+ 3.29
Revenue (Million Baht)			
Visitor	38,894.25	39,785.06	- 2.24
Thai	20,777.66	19,085.64	+ 8.87
Foreigners	18,116.59	20,699.42	- 12.48
ACCOMMODATION ESTABLISHMENTS			
Establishments	418	341	+ 22.58
Rooms	20,816	18,820	+ 10.61
Occupancy Rate (%)	42.02	47.88	- 5.86
Average Length of Stay (Day)	1.92	1.80	+ 0.12
Number of Guest Arrivals	3,074,406	3,407,866	- 9.79
Thai	1,659,495	1,688,308	- 1.71
Foreigners	1,414,911	1,719,558	- 17.72

Internal Tourism in Chaing Mai

Type	January - December		
	2008	2007	r (%)
Visitor (Person)	5,313,352	5,356,867	-0.81
Thai	3,842,549	3,601,727	6.69
Foreigner	1,470,802	1,755,140	-16.20
Tourist (Person)	4,527,290	4,181,878	8.26
Thai	3,081,112	2,598,041	18.59
Foreigner	1,446,177	1,583,837	-8.69
Excursionist (Person)	786,062	1,174,989	-33.10
Thai	761,437	1,003,686	-24.14
Foreigner	24,625	171,303	-85.62
Average Length of Stay (Day)	2.59	3.13	-
Thai	2.48	2.95	-
Foreigner	2.82	3.42	-
Average Expenditure (Baht/Person/Day)			
Visitor	3,084.81	2,729.27	13.03
Thai	2,774.21	2,399.66	15.61
Foreigner	3,711.29	3,239.56	14.56
Tourist	3,124.12	2,807.98	11.26
Thai	2,805.90	2,472.10	13.50
Foreigner	3,720.90	3,282.28	13.36
Excursionist	2,377.82	1,853.09	28.32
Thai	2,387.86	1,847.20	29.27
Foreigner	2,122.23	1,887.70	12.42
Revenue (Million Baht)			
Visitor	38,135.33	38,894.25	-1.95
Thai	22,928.84	20,777.66	10.35
Foreigner	15,206.49	18,116.59	-16.06

Remark :

1. Internal Tourism = Domestic + Inbound

Internal tourism in Chiang Mai

	January-December		
	2011	2010	Δ(%)
Visitor	5,661,673	5,040,917	+ 12.31
Thai	3,622,511	3,345,629	+ 8.28
Foreigners	2,039,162	1,695,288	+ 20.28
Tourist	4,377,739	3,944,415	+ 10.99
Thai	2,528,793	2,465,328	+ 2.57
Foreigners	1,848,946	1,479,087	+ 25.01
Excursionist	1,283,934	1,096,502	+ 17.09
Thai	1,093,718	880,301	+ 24.24
Foreigners	190,216	216,201	- 12.02
Average Length of Stay (Day)	3.19	3.39	- 0.20
Thai	3.24	3.22	+ 0.02
Foreigners	3.13	3.68	- 0.55
Average Expenditure (Baht/Person/Day)			
Visitor	2,822.56	2,728.62	+ 3.44
Thai	2,581.81	2,377.94	+ 8.57
Foreigners	3,196.79	3,275.53	- 2.40
Tourist	2,868.62	2,783.81	+ 3.05
Thai	2,607.72	2,412.08	+ 8.11
Foreigners	3,238.17	3,326.45	- 2.65
Excursionist	2,321.16	2,054.75	+ 12.97
Thai	2,387.71	2,069.79	+ 15.36
Foreigners	1,938.47	1,993.51	- 2.76
Revenue (Million Baht)			
Visitor	43,070.23	39,507.03	+ 9.02
Thai	23,973.93	20,975.55	+ 14.29
Foreigners	19,096.30	18,531.48	+ 3.05

หมายเหตุ : ข้อมูลได้ผ่านการพิจารณาของคณะกรรมการสนับสนุน

กำกับ และติดตาม การจัดทำสถิตินักท่องเที่ยวและรายได้ฯ

แล้ว เมื่อวันที่ ๗ สิงหาคม ๒๕๕๕

ลงเว็บไซต์ ๑๘ กันยายน ๒๕๕๕



กลุ่มข้อมูลสถิติด้านท่องเที่ยว

กรมการท่องเที่ยว

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Internal tourism in Chiang Mai			
	January-December		
	2012	2011	D(%)
Visitor	6,570,642	5,661,673	16.05
Thai	4,378,320	3,622,511	20.86
Foreigners	2,192,322	2,039,162	7.51
Tourist	5,138,371	4,377,739	17.37
Thai	3,148,442	2,528,793	24.5
Foreigners	1,989,929	1,848,946	7.63
Excursionist	1,432,271	1,283,934	11.55
Thai	1,229,878	1,093,718	12.45
Foreigners	202,393	190,216	6.4
Average Length of Stay (Day)	3	3	0.05
Thai	3	3	0.02
Foreigners	3	3	0.09
Average Expenditure (Baht/Person/Day)			
Visitor	2,976	2,823	5.44
Thai	2,831	2,582	9.65
Foreigners	3,228	3,197	0.99
Tourist	3,025	2,869	5.45
Thai	2,880	2,608	10.43
Foreigners	3,257	3,238	0.59
Excursionist	2,408	2,321	3.74
Thai	2,424	2,388	1.53
Foreigners	2,308	1,938	19.09
Revenue (Million Baht)			
Visitor	53,864	43,070	25.06
Thai	32,531	23,974	35.69
Foreigners	21,333	19,096	11.71
ACCOMMODATION ESTABLISHMENTS			
Rooms	30,587	36,884	-17.07
Occupancy Rate (%)	40	30	10.35
Number of Guest Arrivals	4,565,728	3,853,583	18.48
Thai	2,630,043	2,004,999	31.17
Foreigners	1,935,685	1,848,584	4.71

Internal tourism in Chiang Mai			
	January-March		
	2012	2011	D(%)
Visitor	1,806,198	1,482,335	21.85
Thai	1,203,272	941,741	27.77
Foreigners	602,926	540,594	11.53
Tourist	1,413,933	1,121,920	26.03
Thai	864,562	633,063	36.57
Foreigners	549,371	488,857	12.38
Excursionist	392,265	360,415	8.84
Thai	338,710	308,678	9.73
Foreigners	53,555	51,737	3.51
Average Length of Stay (Day)	3	3	-0.13
Thai	3	3	-0.29
Foreigners	3	3	0.09
Average Expenditure (Baht/Person/Day)			
Visitor	2,821	2,596	8.66
Thai	2,629	2,320	13.32
Foreigners	3,131	3,031	3.31
Tourist	2,919	2,691	8.48
Thai	2,745	2,422	13.36
Foreigners	3,172	3,073	3.22
Excursionist	1,740	1,653	5.26
Thai	1,728	1,625	6.33
Foreigners	1,817	1,821	-0.2
Revenue (Million Baht)			
Visitor	13,270	10,206	30.02
Thai	7,753	5,579	38.98
Foreigners	5,517	4,628	19.22
ACCOMMODATION ESTABLISHMENTS			
Rooms	30,587	36,884	-17.07
Occupancy Rate (%)	45	32	13.01
Number of Guest Arrivals	1,334,406	1,018,798	30.98
Thai	785,035	529,941	48.14
Foreigners	549,371	488,857	12.38

Internal tourism in Chiang Mai			
	July - September		
	2012	2011	D(%)
Visitor	1,087,106	1,007,003	7.95
Thai	602,784	538,332	11.97
Foreigners	484,322	468,671	3.34
Tourist	994,457	908,274	9.49
Thai	526,701	485,426	8.5
Foreigners	467,756	422,848	10.62
Excursionist	92,649	98,729	-6.16
Thai	76,083	52,906	43.81
Foreigners	16,566	45,823	-63.85
Average Length of Stay (Day)	3	3	0.15
Thai	3	2	0.16
Foreigners	3	3	0.13
Average Expenditure (Baht/Person/Day)			
Visitor	3,057	2,671	14.45
Thai	2,778	2,216	25.36
Foreigners	3,333	3,111	7.13
Tourist	3,104	2,718	14.21
Thai	2,842	2,251	26.25
Foreigners	3,352	3,166	5.86
Excursionist	1,622	1,508	7.55
Thai	1,610	1,416	13.69
Foreigners	1,677	1,615	3.88
Revenue (Million Baht)			
Visitor	8,886	6,775	31.16
Thai	4,045	2,765	46.28
Foreigners	4,841	4,010	20.73
ACCOMMODATION ESTABLISHMENTS			
Rooms	30,587	36,884	-17.07
Occupancy Rate (%)	34	24	9.29
Number of Guest Arrivals	955,414	844,625	13.12
Thai	487,658	422,138	15.52
Foreigners	467,756	422,487	10.71

Internal tourism in Chiang Mai			
	October-December		
	2012	2011	D(%)
Visitor	2,326,296	1,927,663	20.68
Thai	1,705,876	1,371,097	24.42
Foreigners	620,420	556,566	11.47
Tourist	1,503,346	1,198,507	25.43
Thai	1,009,444	729,572	38.36
Foreigners	493,902	468,935	5.32
Excursionist	822,950	729,156	12.86
Thai	696,432	641,525	8.56
Foreigners	126,518	87,631	44.38
Average Length of Stay (Day)	4	3	0.05
Thai	4	4	0.03
Foreigners	4	3	0.09
Average Expenditure (Baht/Person/Day)			
Visitor	3,160	3,124	1.18
Thai	3,100	2,919	6.19
Foreigners	3,299	3,511	-6.04
Tourist	3,197	3,173	0.75
Thai	3,122	2,916	7.05
Foreigners	3,347	3,583	-6.59
Excursionist	2,928	2,844	2.97
Thai	2,981	2,931	1.7
Foreigners	2,638	2,206	19.6
Revenue (Million Baht)			
Visitor	19,320	15,255	26.65
Thai	13,201	9,338	41.38
Foreigners	6,119	5,917	3.42
ACCOMMODATION ESTABLISHMENTS			
Rooms	30,587	36,884	-17.07
Occupancy Rate (%)	44	33	10.33
Number of Guest Arrivals	1,146,676	1,043,940	9.84
Thai	707,018	575,006	22.96
Foreigners	439,658	468,934	-6.24

Internal tourism in Chiang Mai

	January-December		
	2013	2012	D(%)
Visitor	7089792	6570642	7.9
Thai	4747887	4378320	8.44
Foreigners	2341905	2192322	6.82
Tourist	5590080	5138371	8.79
Thai	3463116	3148442	9.99
Foreigners	2126964	1989929	6.89
Excursionist	1499712	1432271	4.71
Thai	1284771	1229878	4.46
Foreigners	214941	202393	6.2
Average Length of Stay (Day)	3.1	3.24	-0.14
Thai	3.19	3.26	-0.07
Foreigners	2.97	3.22	-0.25
Average Expenditure (Baht/Person/Day)			
Visitor	3103.8	2976.06	4.29
Thai	2963.12	2830.98	4.67
Foreigners	3369.4	3228.35	4.37
Tourist	3160.1	3024.88	4.47
Thai	3020.54	2879.7	4.89
Foreigners	3404.16	3257.4	4.51
Excursionist	2451.91	2407.97	1.82
Thai	2469.38	2424.34	1.86
Foreigners	2347.47	2308.43	1.69
Revenue (Million Baht)			
Visitor	58550.5	53863.72	8.7
Thai	36541.53	32530.56	12.33
Foreigners	22008.97	21333.16	3.17
ACCOMMODATION ESTABLISHMENTS			
Rooms	32077	30587	4.87
Occupancy Rate (%)	47.23	40.07	7.16
Number of Guest Arrivals	5341505	4565728	16.99
Thai	3243723	2630043	23.33
Foreigners	2097782	1935685	8.37

หมายเหตุ : ข้อมูลเบื้องต้น