

## Executive Summary

### The 2011 Survey on Travel Behavior of the Thais

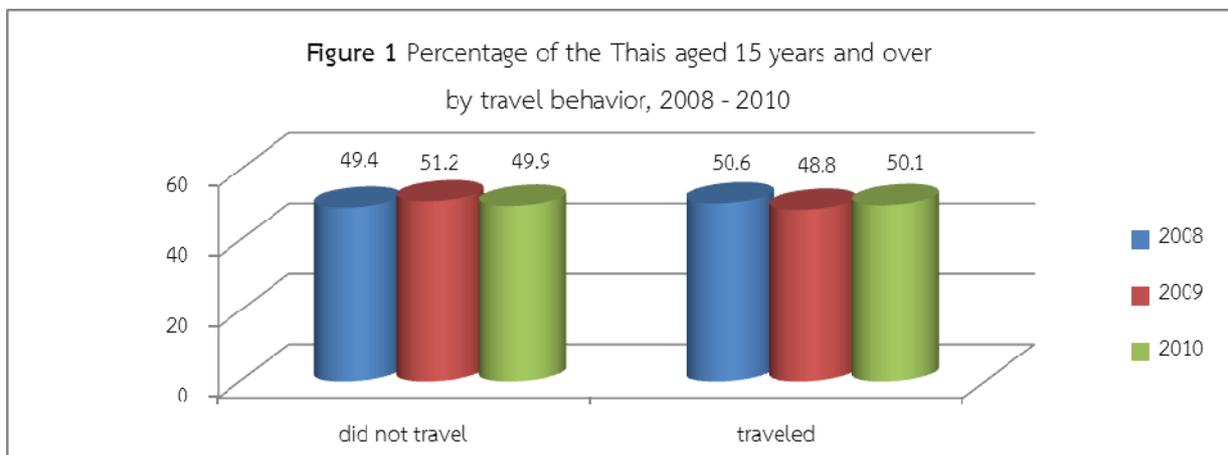
The National Statistical Office (NSO) and The Tourism Authority of Thailand (TAT) jointly conducted the Survey on Travel Behavior of the Thais, the first time in 2009. The survey in 2011 was the third one. The aims of this survey were to obtain the past year information of Thais' behavior on their travels, regarding characteristics, objective, activities, arrangement, expenditure and an overseas trip including the opinion on the trips. This survey collected data from the 54,705 samples of the Thais, aged 15 years old and over, during March – May 2011.

#### Major Findings

##### 1. Travel across provinces

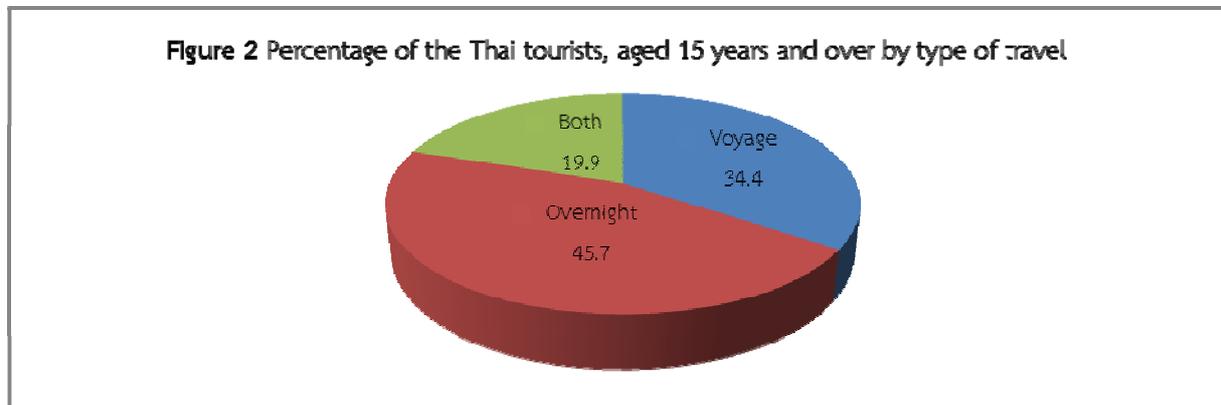
###### 1.1 Travel and its characteristics

The results of the survey on travel behavior of the Thai population, aged 15 years and over, who temporarily traveled from current resident across the provinces for relaxing, visiting, conference/seminar, sporting, religious rites, including medical care and other missions not related to work, education and trading business, showed an increase from 48.8 per cent in 2009 to 50.1 in 2010.



**Note:** not travel means not traveling across provinces.

The tourists, who took a trip in 2010, were divided into 2 groups; 34.4 per cent was the voyage and 65.6 per cent was the overnight trip.



The reasons for not traveling in 2010 were no time, no money, economic crisis, not like traveling and oil price rise.

**Table 1** Percentage of the Thais, aged 15 years and over by reason for not traveling

Reason of not traveling	Percentage
No time	61.0
No money	54.3
Economic crisis	37.9
Not like travel	34.0
Oil price rise	20.9
Health problem	20.7
Not being sure with the security in travel	7.5
Political problems	2.7
Lack of information in decision making	1.7
Others	1.6

**Note:** Multiple responses

Considering by region, it was found that one-third (33.3 per cent) of the Thai tourists traveled to the Northeast region, followed by the Central region, with 31.3, the Eastern and Bangkok (both 18.7 per cent).

**Table 2** Percentage of the Thais, aged 15 years old and over and travel in 2010 by region

Region <sup>1</sup>	Percentage
Bangkok and vicinity <sup>2</sup>	18.7
Central <sup>3</sup>	31.3
East	18.7
Upper North	16.0
Lower North	11.8
Northeast	33.3
South	15.5

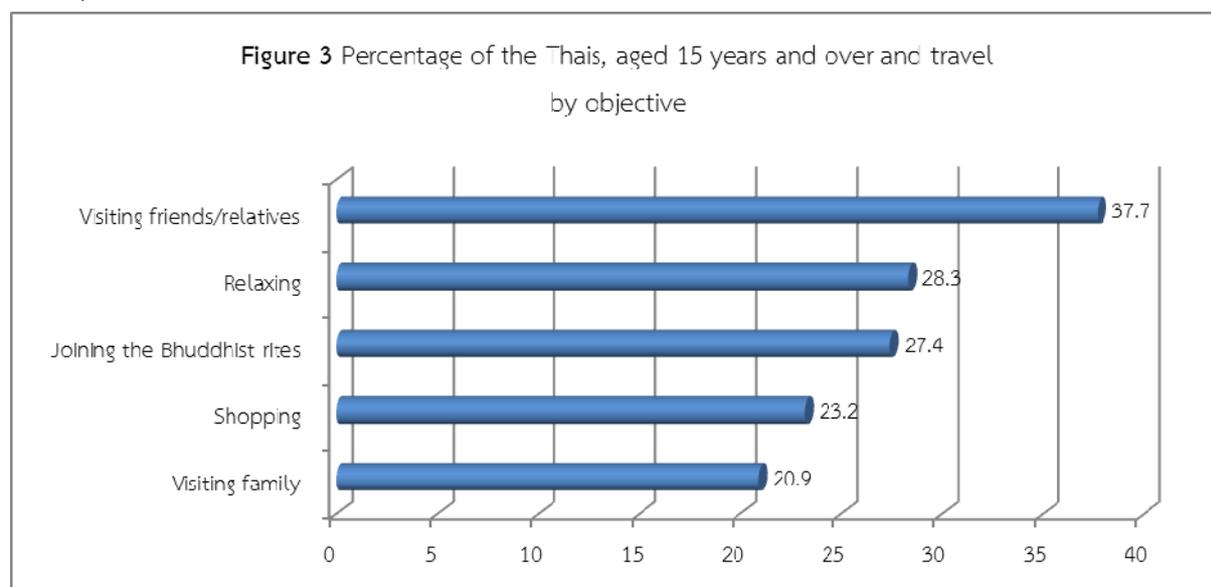
**Note:** 1 multiple responses

2 vicinity refer to Nonthaburi, Patumthani and Samuthprakan provinces

3 excluding Bangkok and vicinity

## 1.2 The main objective of travel

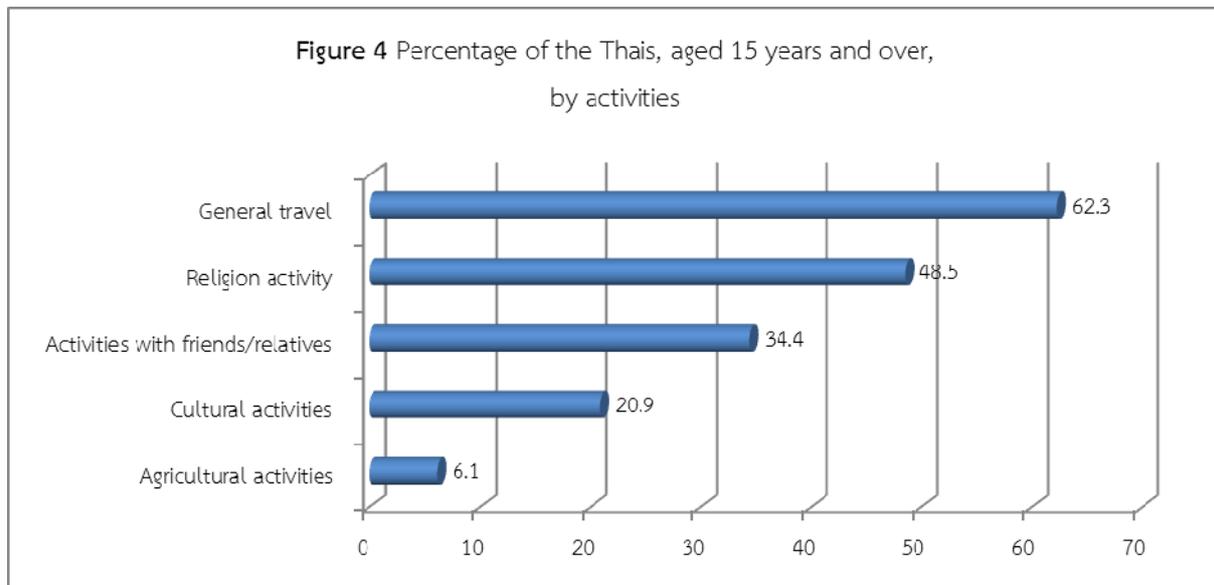
The top five objectives to travel were 1) Visit relatives/friends (37.7 per cent) 2) Relax (28.3 per cent) 3) Join Buddhist rites (27.4 per cent) 4) Shopping (23.2 per cent) 5) Visit family (20.9 per cent)



**Note:** Multiple responses

### 1.3 Activities during travel

The top five activities during travel were 1) General travel (62.3 per cent) 2) Religious activity (48.5 per cent) 3) Activity with friends/relatives (34.4 per cent) 4) Cultural activity (20.9 per cent) 5) Agricultural Activity (6.1 per cent)



**Note:** Multiple responses

## 2. Travel management

### 2.1 Travel partner, travel decision maker and travel management

More than half (59.3 per cent) of the travelers traveled with their families / relatives, 24.8 per cent was friends. Nearly 60 per cent of the travelers made their own decisions, and 23.6 per cent made by families / relatives for the trips.

### 2.2 Information searching for the travel

Most of the travelers did not search the information about their trips, however, more than one – third (35.3 per cent) asked the travel information from their friends, relatives and families.

## 2.3 Vehicle

About 56.5 of the traveler traveled by various modes of transportation; private car, and bus (25.4 per cent), car rent (15.7 per cent), train (1.6 per cent) and plane (0.8 per cent) respectively.

## 2.4 Accommodation

Most of the overnight travelers stayed at their families, relatives and friends accommodations free of charge. About 17.8 per cent stayed at the hotels, 9.4 per cent at the resorts, 3.4 per cent at bungalows, 1.4 per cent at the hospice of the government/private, 0.8 per cent at guesthouse and 0.7 per cent at homestay. The average number of stay was 3.9 days.

## 3. Expenditure on travel

The average of expenditure on travel per trip was 2,490 Baht per person. The voyage spent 1,392 Baht per person and the overnight tourist spent 3,410 Baht per person. Considering by region, the tourists from the South spent highest (3,343 Baht per person), followed by those spent the East (3,141 Baht per person). The tourists from Bangkok and vicinity spent, not much different, of those from the Northeast and the Upper North (2,836 2,427 and 2336 Baht per person respectively). The survey showed that the tourist from the Central and the Lower North spent about the same amount (1,800 Baht per person).

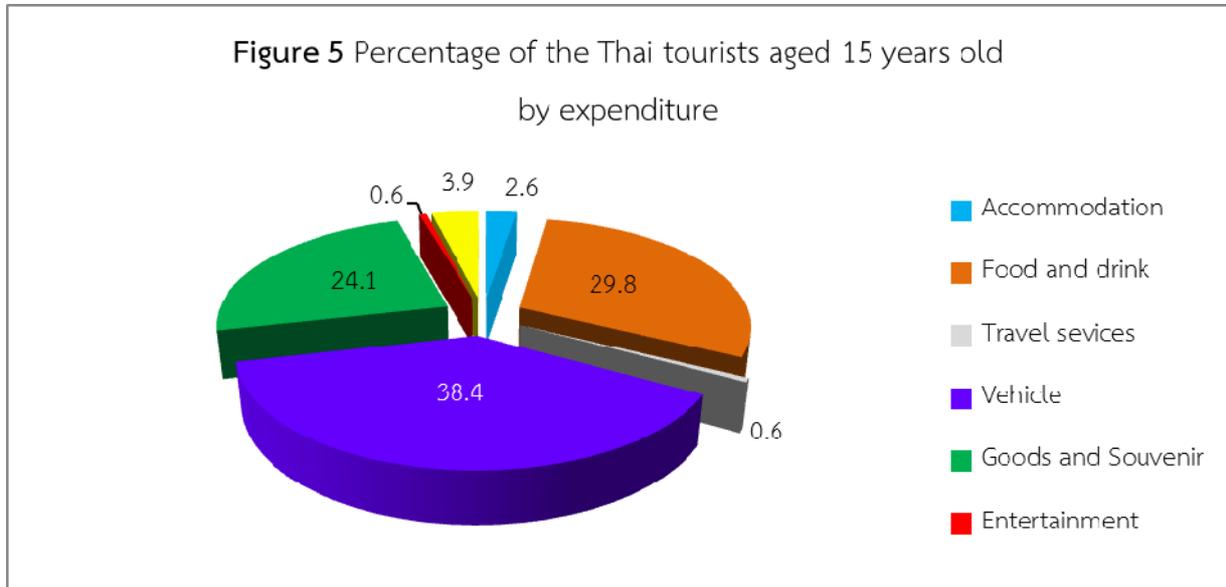
**Table 3** Average expenditure on the recent travel per person by travel and region

Region	Average expenditure		
	Total	Voyage	Overnight
Total	2,490	1,392	3,410
Bangkok and vicinity <sup>1</sup>	2,836	1,561	3,595
Central <sup>2</sup>	1,837	1,190	2,721
East	3,141	1,595	4,054
Upper North	2,336	1,177	3,429
Lower North	1,899	1,353	2,350
Northeast	2,427	1,395	3,258
South	3,343	1,684	4,645

**Note:** 1 vicinity refer to Nonthaburi, Patumthani and Samuthprakan provinces

2 excluding Bangkok and vicinity

For the type of expenditure, the traveler spent the highest for their vehicle (38.4 per cent) and 29.8 per cent was for food and drink.



#### 4. Travel abroad

Only about 3.7 per cent of the Thai tourists aged 15 years old and over traveled abroad, which were during April – June (32.0 per cent), during October – December (28.5 per cent), during January – March (26.5 per cent) and during July – September (13.0 per cent). The average number of times per annual for traveling abroad was 1.8 times.

#### 5. Opinion about travel

##### 5.1 Advance planning and fund

Most of Thai people (about 72.4 per cent) did not plan for travel. Only 27.6 per cent planned before. For the fund allocation, it was found that 83.4 per cent of Thai people did not allocate their money before travel. Only 16.6 per cent did.

##### 5.2 Recognition on “Hug Thailand” campaign

Most of Thai people (57.0 per cent) acknowledged on “Hug Thailand” campaign, from mostly television (56.1 per cent) and from radio (7.6 per cent).

When interviewing their opinions in details; some heard the slogan and some did not, the results showed that about half (50.9) felt nothing about the slogan, about 49.0 per cent was inspired with it.