

Scorecard | Key Indicators for GMS Tourism Performance 2015

Key Indicators Year 2015		Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi
International Visitor Arrivals								
1	Number of international visitor arrivals	4,775,231	4,684,429	4,681,020	29,881,091	7,943,651	3,824,880	2,094,900
2	Average length of stay (days)	6.80	4.75	9.00	9.69	9.70		2.13
3	Source markets by region							
	3.1 Asia & Pacific	3,558,728	4,328,017	938,487	21,275,750	4,951,494	2,580,986	1,505,700
	3.2 Europe	719,134	217,307	224,733	5,629,122	1,208,365	766,453	338,900
	3.3 Americas	315,526	88,987	93,441	1,235,095	581,234	298,011	183,900
	3.4 Oceania	157,960	39,463	35,566	921,355	335,681	120,066	55,700
	3.5 Africa	9,238		3,829	161,640		6,847	5,700
	3.6 Middle East	14,645	10,655	5,527	658,129	507,091	-	-
Mode of arrival								
4	% of Tourist Arrivals by Air	50.50	11.11	25.79	84.44	78.95	-	-
5	% of Tourist Arrivals by Land	47.40	88.88	73.66	14.96	18.92	-	-
6	% of Tourist Arrivals by Sea	2.10	-	0.55	0.60	2.14	-	-
7	Scheduled International Inbound Flights	28,596	10,307	15,344	191,255	65,895	22,397	-
8	Inbound Air Seat Capacity	4,486,588	1,269,631	2,587,187	42,388,235	12,976,881	-	-
9	Number of Countries able to obtain tourist visa on arrival	All countries, except 10 countries that are required to obtain VISA in advance.	All countries, except 30 countries that are required to obtain VISA in advance.	50	19 countries with VISA on arrival and 61 countries are not required to obtain VISA.	All countries but required to have an approval letter from Vietnam Department of Immigration.		
10	Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	2 international airports & 15 border checkpoints	5 international airports & 19 border checkpoints	3 international airports	10 international airports (total 32 international checkpoints)	3 international airports	3 international airports, 3 border checkpoints with Viet Nam, 1 checkpoint with Lao PDR, and one with Myanmar	25 checkpoints (18 first class and 7 second class), 10 sea or river ports, 12 land ports, and 3 airports.
Accommodations and Tour Services								
11	Number of Hotels	545	2,397	1,279	15,468	18,800	899	466
12	Number of Hotels Rooms	29,937	44,687	49,946	650,643	355,000	68,948	
13	Average Occupancy Rate in Hotels (%)	70.20	57.00		65.12			
14	Number of Tour Operators	585	368	1,946	10,879	1,519	790	655
15	Number of Registered Tour Guides			5,630	60,546	16,569	27,961	20,825
Economics								
16	Tourism Receipts (US\$ Million)	3,012.00	725.36	2,122.00	40,113.04	15,364.00	2,420.65	-
17	Average Expenditure (USD per person per day)		76.50	171.00	149.44			138.06
18	Tourism Investment (US\$ Billion)	0.37		2.67	7.96	3.91		
19	Direct Contribution to Employment (FTE Full-time equivalent)	1,045,000	150,000.00	505,000	2,215,500	2,034,000		944,700
20	Direct Contribution to GDP (%)	14.60	5.00		9.66	4.60		16.60

Sources: GMS Member Countries, ADB, PATA, WTTC

Remarks:

- 1 Yunnan - 2014 data is used.
- 2 Guangxi - 2014 data is used.