

Scorecard | Key Indicators for GMS Tourism Performance in 2017

Key Indicators Year 2017		Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
International Visitor Arrivals		Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	
1	Number of international visitor arrivals	5,602,157	3,868,838	3,443,113	35,381,210	12,922,151			61,217,469
2	Average length of stay (days)	6.60	8.39	9.00	9.55	9.27	4.00		9.36
3	Source markets by region								
	3.1 Asia	4,318,526	3,631,971	3,041,465	25,412,685	9,762,661	3,719,209		49,886,517
	3.2 Europe	855,541	161,194	252,355	6,511,345	1,885,670	839,493		10,505,598
	3.3 Americas	395,029	64,227	99,754	1,541,539	817,033	326,150		3,243,732
	3.4 Oceania	174,193		37,644	938,669	420,906	127,525		1,698,937
	3.5 Africa	12,752	11,446	11,924	187,125	35,881	8,979		268,107
	3.6 Middle East	20,309		5,149	789,847				815,305
	Mode of arrival								
4	% of Tourist Arrivals by Air	59.13	13.45	39.00	85.11	84.43			56.22
5	% of Tourist Arrivals by Land	38.27	86.55	61.00	13.61	13.57			42.60
6	% of Tourist Arrivals by Sea	2.6	-	-	1.28	2			1.96
7	Scheduled International Inbound Flights	36,114	12,654	21,758	206,106	89,721			366,353
8	Inbound Air Seat Capacity	5,942,368	1,762,857	3,734,852	44,270,057	17,622,211			73,332,345
9	Number of Countries able to obtain tourist visa on arrival			53 countries with visa on arrival	21 countries with VISA on arrival and 61 countries are not required to obtain VISA.		42		
10	Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	15		3 international airports & 7 border checkpoints	8 international airports (total 48 international checkpoints)		6		
	Accommodations and Tour Services								
11	Number of Hotels	781	569	1,590	19,533	25,600			48,073
12	Number of Hotels Rooms	45,070	50,600	63,978	743,107	508,000			1,410,755
13	Average Occupancy Rate in Hotels (%)	68.90	54.00	66.10	70.58	57			63.32
14	Number of Tour Operators	371	422	2,593	13,913	1,852			19,151
15	Number of Registered Tour Guides	5,501		7,820	85,041	20,416			118,778
	Economics								
16	Tourism Receipts (US\$ Million)	3,638.000	648.06	1,968.86	55,760.58	23,000			85,015.50
17	Average Expenditure (USD per person per day)	95.50	52.11	153.00	157.90	145.00	120.00		144.70
18	Tourism Investment (US\$ Billion)	2.27	0.6	0.3	7.70	5.14	12.00		27.96
19	Direct Contribution to Employment (FTE Full-time equivalent)	600,000	114,000	808,500	4,317,106	2,467,500	460,000		8,767,106
20	Direct Contribution to GDP (%)	12.30	4.2	3.5	9.40	7.50			7.38

Sources: GMS Member Countries, ADB, PATA, WTTC

Remarks:

1. Cambodia - 2017 Data is used
2. Lao PDR - 2017 Data is used
3. Myanmar - 2017 Data is used
4. Thailand - 2017 Data is used
5. Viet Nam - 2017 Data is used
6. Yunnan -
7. Guangxi -