

Scorecard | Key Indicators for GMS Tourism Performance in 2020

Key Indicators Year 2020		Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
		Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	
1	Number of international visitor arrivals	1,306,143	886,447	903,343	6,702,396	3,686,779			13,485,108
2	Source markets by region								
	3.1 Asia	965,015	773,319	278,293	4,061,161	2,674,367			8,752,155
	3.2 Europe	225,006	70,459	63,034	2,078,979	664,251			3,101,729
	3.3 Americas	83,412	30,176	20,486	318,426	234,050			686,550
	3.4 Pacific	28,211	8,497	6,814	139,891	102,181			285,594
	3.5 Africa	3,210		1,384	24,265	11,930			
	3.6 Middle East	1,289	3,996	1,890	79,674	N/A			
Mode of arrival									
3	% of Tourist Arrivals by Air	57.9	20	37	82.65	81.1			55.70
4	% of Tourist Arrivals by Land	38.2	80	63	15.52	14.9			42.30
5	% of Tourist Arrivals by Sea	3.9	-	-	1.83	3.9			2.00
6	Scheduled International Inbound Flights	N/A	N/A	N/A	N/A	N/A			
7	Inbound Air Seat Capacity	N/A	N/A	N/A	N/A	N/A			
8	Number of Countries able to obtain tourist visa on arrival			55		80			
9	Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	25		3	32	37			
Accommodations and Tour Services									
10	Number of Hotels & Similar Establishments	3,783	3,237	2,204	20,604	30,000			59,828
11	Number of Rooms	80,219	56,347	89,732	799,894	650,000			1,676,192
12	Average Occupancy Rate in Hotels (%)	N/A	N/A	11.00	29.51	25			
13	Number of Travel Agency	686	549	3,372	5,799	3,339			13,745
14	Number of Registered Tour Guides	6,491	N/A	5,042	8,163	26,721			46,417
Economics									
15	International Tourism Receipts (US\$ Billion)	1.02	0.13	0.55	10.57	13.5			25.77
16	Average length of stay (days)	Jan-Mar: 6.2 Apr-Dec: 30	7.93	6.00	N/A	N/A			
17	International Average Expenditure (USD per person per day)	N/A	83.64	108.00	N/A	N/A			
18	Tourism Investment (US\$ Billion)	N/A	N/A	4.5	N/A	N/A			
19	Direct Contribution to Employment (FTE Full-time equivalent)	300,000	N/A	1,074	N/A	N/A			
20	Direct Contribution to GDP (%)	3.00	N/A	N/A	N/A	N/A			

Sources: GMS Member Countries, ADB, PATA, [WTTC](#)

Remarks:

1. Cambodia - 2020 data is used (can be further revised)
2. Lao PDR - 2020 data is used (can be further revised)
3. Myanmar - 2020 data is used (can be further revised)
4. Thailand - 2020 data is used (can be further revised)
5. Viet Nam - 2020 data is used (can be further revised)
6. Yunnan -
7. Guangxi -