

GMS Tourism Performance in 2024

Key Indicators Year 2024		Cambodia	China Guangxi	China Yunnan	Lao PDR	Myanmar	Thailand	Viet Nam	Total	Note (cells highlighted in yellow)
International Visitor Arrivals		Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	
1	Number of international visitor arrivals	6,700,125	873,009	3,259,900	4,120,832	1,063,072	35,545,714	17,583,901	69,146,553	Yunnan - 3.2599million, annually increased by 167.6%
2	Average length of stay (days)	7.1	1.89	N/A	6.3	7	9.4	NA	6.34	Average calculated from 5 countries/ province
3	Source markets by region									Myanmar - The total number of visitors categorized by regions amounts to only 276,833, compared with the 1.063 million international visitors reported. The discrepancy exists because the total of 1.063 million visitors includes border crossings/travel, while the regional breakdown only counts arrivals by air.
3.1	Asia	5,605,916	517,740	N/A	3,712,126	246,847	24,878,006	13,997,051	48,957,686	Yunnan does not collect statistics by region and mode of arrival. No data available.
3.2	Europe	663,359	170,380	N/A	249,938	18,033	7,057,019	1,995,669	10,154,398	
3.3	Americas	289,635	76,569	N/A	120,235	11,393	1,477,077	1,000,077	2,974,986	
3.4	Oceania	123,077	23,966	N/A	24,477	3,056	877,651	540,197	1,592,424	
3.5	Africa	13,715	5,241	N/A	7,337	1,502	166,987	50,906	245,688	
3.6	Middle East	3,545	79,023	N/A	6,719	1,002	1,088,974	N/A	1,179,263	Guangxi - Middle East visitors are not separately tracked. This figure represents visitors from regions other than Asia, Europe, Americas, Oceania and Africa.
Mode of arrival										
4	% of Tourist Arrivals by Air	35.80%	N/A	N/A	13.63%	26%	82.36%	84.40%	48%	Thailand - 2023 data Average calculated from 5 countries/ province
5	% of Tourist Arrivals by Land	63%	N/A	N/A	86.37%	74%	17.09%	14.20%	51%	Thailand - 2023 data Average calculated from 5 countries/ province
6	% of Tourist Arrivals by Sea	1.30%	N/A	N/A	N/A	0%	0.55%	1.40%	1%	Thailand - 2023 data Average calculated from 4 countries/ province
Accommodations and Tour Services										
7	Number of Hotels	1,035	399	683	954	2,454	21,113	11,227	37,865	
8	Number of Hotels Rooms	49,500	N/A	N/A	34,069	101,879	847,029	446,804	1,479,281	
9	Number of Tour Operators	635	1,191	2,062	705	2,847	13,974	4,170	25,584	Cambodia - 2023 data
10	Number of Registered Tour Guides	6,782	10,000	26,379	N/A	5,816	53,224	40,264	142,465	Cambodia - 2023 data
Economics										
11	Tourism Receipts (US\$ Billion)	3.637	0.50	0.98	1.4	0.50	45.689	32.90	39.92	
12	Average Expenditure (USD per person per day)	75	304.69	N/A	74.53	127	136.81	N/A	143.61	Average calculated from 5 countries/ province

Source: GMS Countries