

Metadata	
Table code	EC_EI_028
Title	Tourism Indicators
Frequency ,Lag time and Release schedule	Frequency Monthly Lag time 1 month Release schedule The last business day of the following month
Summary Methodology <ul style="list-style-type: none"> • Analytical Framework, Concepts, Definitions, and Classifications • Scope of the data • Accounting Conventions • Nature of the Basic Data Sources • Compilation Practices 	<p>Tourism Indicators comprise of selected key indicators depicting situation in the tourism sector. These indicators are based on data obtained from the Ministry of Tourism and Sports as well as the Bank of Thailand's hotel occupancy survey.</p> <p>Key indicators for the tourism sector include :</p> <ol style="list-style-type: none"> 1. Number of foreign tourists in Thailand 2. Occupancy rate of hotels nationwide 3. Occupancy rate (based on 3-months advance reservation) of hotels nationwide 4. Average room rate of hotels nationwide 5. Share of hotel revenue generated from sales of meeting/seminar package 6. Share of foreign tourists to total guests of hotels nationwide <p>Items 2 - 6 are classified by region into those for central (including Bangkok), north, south, and northeast.</p> <p>Data collection : item 1 is obtained from the Ministry of Tourism and Sports. Items 2-6 are based on survey on hotel occupancy conducted on hotels nationwide. Survey samples are identified through "2-stage sampling technique". Stage 1 involves sampling of provinces in each of the regions which are highly capable of facilitating large number of tourists. Stage 2 involves sampling of hotels/accommodations in each of the regions, using "stratified random sampling technique" in which the 4 regions are the strata and hotels/accommodations are sampling units. Under each stratum, sampling units are divided into 3 categories : small hotels (with no more than 60 rooms), medium-sized hotels (with 61-150 rooms), and large hotels (with more than 150 rooms).</p> <p>Data compilation : data obtained through survey are calculated as weighted average of the region and of the country as a whole. "Number of hotel rooms" are used as the weight for regional average, while the ratio of "number of hotel rooms" in the region to the "total number of hotel rooms nationwide" during the year 2009 obtained from the Ministry of Tourism and Sports are used as the weight for country average.</p>
Source of data	<ol style="list-style-type: none"> 1. Ministry of Tourism and Sports 2. Bank of Thailand : Hotel Occupancy Survey
Accessibility	BOT's website
Revision policy	Indicators are revised back to 3 months or longer upon receiving updates from data sources.

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