

## Scorecard | Key Indicators for GMS Tourism Performance 2016

Key Indicators   Year 2016		Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China   Yunnan	China   Guangxi
International Visitor Arrivals		Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec
1	Number of international visitor arrivals	5,011,712	4,239,047	2,907,207	32,588,303	10,012,735	3,012,803	2,094,900
2	Average length of stay (days)	6.30	4.78	11.00	9.56	9.73	3.50	2.1
3	Source markets by region							
	3.1 Asia	3,861,505	3,919,665	864,523	23,187,303	7,236,854	2,060,320	1,505,700
	3.2 Europe	768,495	221,908	255,457	6,170,481	1,617,432	608,827	338,900
	3.3 Americas	353,042	86,211	102,525	1,405,611	735,073	235,621	183,900
	3.4 Oceania	171,833	37,861	39,172	905,811	362,292	85,942	55,700
	3.5 Africa	11,133		3,779	171,962	28,564	5,011	5,700
	3.6 Middle East	17,537	11,263	7,140	747,135	26,520	-	-
<b>Mode of arrival</b>								
4	% of Tourist Arrivals by Air	54.00	25.80	41.76	83.51	82.50	-	-
5	% of Tourist Arrivals by Land	43.00	74.20	57.87	15.03	14.65	-	-
6	% of Tourist Arrivals by Sea	3.10	-	0.37	1.46	2.85	-	-
7	Scheduled International Inbound Flights	30,698	11,175	19,025	196,757	73,488	22,397	-
8	Inbound Air Seat Capacity	4,858,944	1,469,595	3,211,469	42,061,729	14,429,422	1,661,842	1,023,850.00
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	21 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	4 international airports & 27 border checkpoints	3 international airports	10 international airports ( total 48 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.
<b>Accommodations and Tour Services</b>								
11	Number of Hotels	545	545	1,432	16,559	21,000	899	466
12	Number of Hotels Rooms	29,937	21,617	56,429	682,824	420,000	68,948	204,719
13	Average Occupancy Rate in Hotels (%)	68.90	51.00	66.10	66.99	61.90	-	-
14	Number of Tour Operators	613	381	2,453	10,311	1,602	790	655
15	Number of Registered Tour Guides	4,895	1,275	6,949	67,272	18,595	29,247	20,825
<b>Economics</b>								
16	Tourism Receipts (US\$ Million)	3,212	724.19	2,197.00	46,141.86	17,621.15	2,233.22	9,400.00
17	Average Expenditure (USD per person per day)	-	52.21	154.00	148.37	140.70	140.00	138.06
18	Tourism Investment (US\$ Billion)	0.60	0.60	0.10	7.00	5.50	4.49	1.69
19	Direct Contribution to Employment (FTE   Full-time equivalent)	988,000	118,000	804,000	2,313,500	1,959,500	2,480,000	940,000
20	Direct Contribution to GDP (%)	12.20	4.30	3.00	9.20	4.60	23.30	16.60

Sources: GMS Member Countries, ADB, PATA, WTTC

Remarks:

1. Cambodia - Data used for item 4-20 is from Jan-Dec 2016
2. Lao PDR - Data used for item 4-20 is from Jan-Dec 2016
3. Myanmar - 2016 Data is used.

4. Thailand - Data used for item 4-15 is from Jan-Dec 2016
5. Yunnan - 2016 Data is used for Item 7-20.
6. Guangxi - 2016 Data is used.

Total
59,866,707
7.83
42,635,870
9,981,500
3,101,983
1,658,611
237,412
798,332
57.51
40.95
1.56
353,540
68,716,851
41,446
1,484,474
62.98
16,805
149,058
81,529.42
193.34
19.98
9,603,000
10.46