

Scorecard | Key Indicators for GMS Tourism Performance in 2018

Key Indicators Year 2018		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	6,201,077	4,186,432	3,551,428	38,178,194	15,497,791			67,614,922
2	Average length of stay (days)	7.00	7.90	9.00	9.29	9.27			8.49
3	Source markets by region								
	3.1 Asia	4,843,421	3,942,259	1,066,846	28,161,329	12,075,466			49,975,536
	3.2 Europe	818,661	165,808	201,858	6,603,695	2,037,915			9,989,570
	3.3 Americas	369,319	69,101	86,908	1,534,008	903,830			3,030,054
	3.4 Oceania	152,212	N/A	32,455	911,038	437,819			1,545,005
	3.5 Africa	12,435		4,346	200,328	42,761			265,693
	3.6 Middle East	5,029	9,264	5,685	767,796	N/A			754,840
	Mode of arrival								
4	% of Tourist Arrivals by Air	66	31.5	38	83.96	80.56			60.00
5	% of Tourist Arrivals by Land	32.00	68.5	62.13	14.36	18.10			39.02
6	% of Tourist Arrivals by Sea	2.00	N/A	0.26	1.68	1.4			0.98
7	Scheduled International Inbound Flights	44,506	N/A	20,007	N/A	N/A			
8	Inbound Air Seat Capacity	4,650,000	N/A	3,501,023	N/A	N/A			
9	Number of Countries able to obtain tourist visa on arrival	95	192	54	21	E-visa: 80 countries			
10	Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	27	27	3 International Airports		E-visa: 8 international airports, 16 landports, 9 seaports			
	Accommodations and Tour Services								
11	Number of Hotels	3,083	670	1,704	19,660	28,000			53,117
12	Number of Hotels Rooms	81,536	56,825	68,167	746,400	550,000			1,502,928
13	Average Occupancy Rate in Hotels (%)	72.20	53.00	45.00	71.16	N/A			
14	Number of Tour Operators	725	503	2,712	12,676	2,178			18,794
15	Number of Registered Tour Guides	5,661	N/A	8,069	79,344	24,071			
	Economics								
16	Tourism Receipts (US\$ Billion)	4,375.00	811.00	1,651.00	58,066.76	28,100			93,003.76
17	Average Expenditure (USD per person per day)	95.50	90.70	122.00	163.72	145.00			123.38
18	Tourism Investment (US\$ Billion)	8284.5	4,513.0	4,428.87	N/A	86.67			17,388.47
19	Direct Contribution to Employment (FTE Full-time equivalent)	620,000	384,500	582,500	4,540,000	2,515,500			8,642,500
20	Direct Contribution to GDP (%)	12.70	4.48	5.2	7.00	8.39			7.45

Sources: GMS Member Countries, ADB, PATA, WTTC

Remarks:

1. Cambodia - 2018 data is used
2. Lao PDR - 2018 data is used
3. Myanmar - 2018 data is used
4. Thailand - 2018 data is used (can be further revised)
5. Viet Nam - 2018 data is used
6. Yunnan -
7. Guangxi -