

## Scorecard | Key Indicators for GMS Tourism Performance in 2019

Key Indicators   Year 2019		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	6,610,592	4,791,065	4,364,101	39,797,406	18,000,591			73,563,755
2	Source markets by region								
	3.1 Asia	5,442,942	4,481,591	1,599,186	29,657,242	14,386,318			55,567,279
	3.2 Europe	793,937	182,465	202,665	6,719,114	2,168,152			10,066,333
	3.3 Americas	353,963	82,652	88,044	1,633,991	973,794			3,132,444
	3.4 Pacific	150,096	28,715	30,034	886,183	432,370			1,527,398
	3.5 Africa	13,646		4,490	198,317	47,957			274,051
	3.6 Middle East	6,104	9,641	6,006	702,559				
	<b>Mode of arrival</b>								
3	% of Tourist Arrivals by Air	66.6	17	41	84.11	80.00			74.57
4	% of Tourist Arrivals by Land	31	83	58.8	13.90	1.00			19.44
5	% of Tourist Arrivals by Sea	2.4	-	0.2	1.99	19			5.95
6	Scheduled International Inbound Flights	156,849							
7	Inbound Air Seat Capacity	45,636							
8	Number of Countries able to obtain tourist visa on arrival	193	180	52	19	80			
9	Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	25				28			
	<b>Accommodations and Tour Services</b>								
10	Number of Hotels & Similar Establishments	3,755	2,920	1,984	20,293	30,000			58,952
11	Number of Rooms	84,528	55,541	79,855	784,118	650,000			1,654,042
12	Average Occupancy Rate in Hotels (%)	63.50	54.00	21.10	70.46	52.00			52.21
13	Number of Travel Agency	637	539	3,188	13,385	2,667			20,416
14	Number of Registered Tour Guides	2,214	N/A	9,032	79,358	27,092			117,696
	<b>Economics</b>								
15	International Tourism Receipts (US\$ Billion)	4,920.00	934.71	2,818.75	59,715.36	33,000.0			101,388.82
16	Average length of stay (days)	6.20	5.00	6.00	9.22	8.10			6.90
17	International Average Expenditure (USD per person per day)	95.00	83.64	108.00	157.43	132.60			115.33
18	Tourism Investment (US\$ Billion)								
19	Direct Contribution to Employment (FTE   Full-time equivalent)	630,000	3,297,000	1,073,500	8,054,600	4,951,300			18,006,400
20	Direct Contribution to GDP (%)	12.10	9.1	4.6	19.70	9.20			15.00

Sources: GMS Member Countries, ADB, PATA, WTTC

Remarks:

1. Cambodia - 2019 data is used
2. Lao PDR - 2019 data is used
3. Myanmar - 2019 data is used
4. Thailand - 2019 data is used (can be further revised) / Accommodation & Tour Services data is only from Jan-Jun 2019
5. Viet Nam - 2019 data is used
6. Yunnan -
7. Guangxi -