

Thailand Snapshot

Thailand Country Facts:

Overall Population:

64,631,595 people¹

Capital City/Population:

Bangkok is known as Krung Thep in Thai. As of May 2006, the population of Bangkok was already 5,678,003.²

Official Language:

Thai
English (secondary language of the elite)
Ethnic and Regional Dialects

Main Religion:

Buddhism, Muslim, and
Christianity

Currency:

Thailand Baht (THB)

Exchange Rate:

1 USD = THB 37.55
1 EUR = THB 49.13
**as of 08 May 2006*

Leave Entitlement:

10-day annual leave entitlement
*5 1/2-day work week
*Half-day off on Saturdays and whole-day off on Sundays

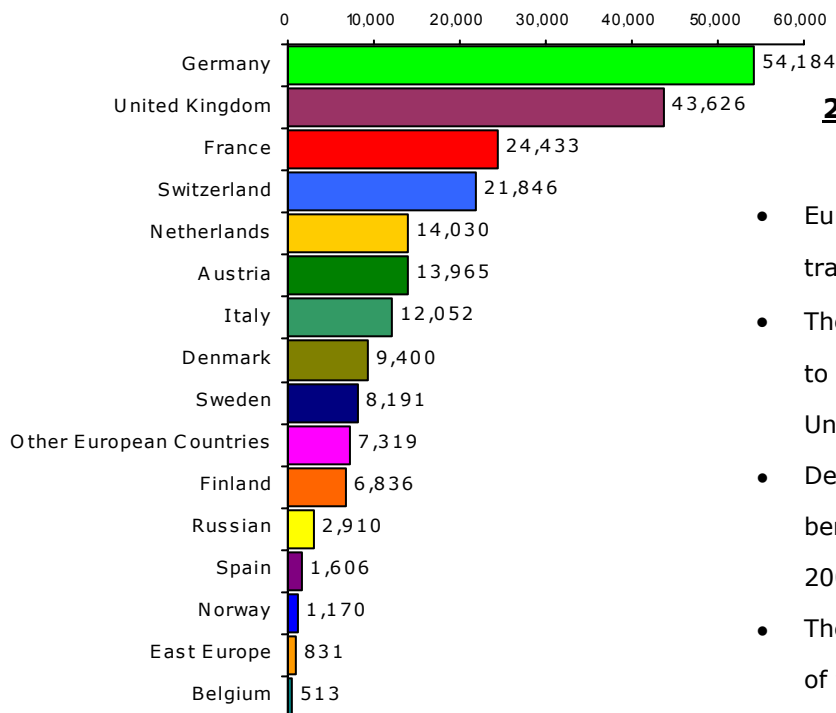
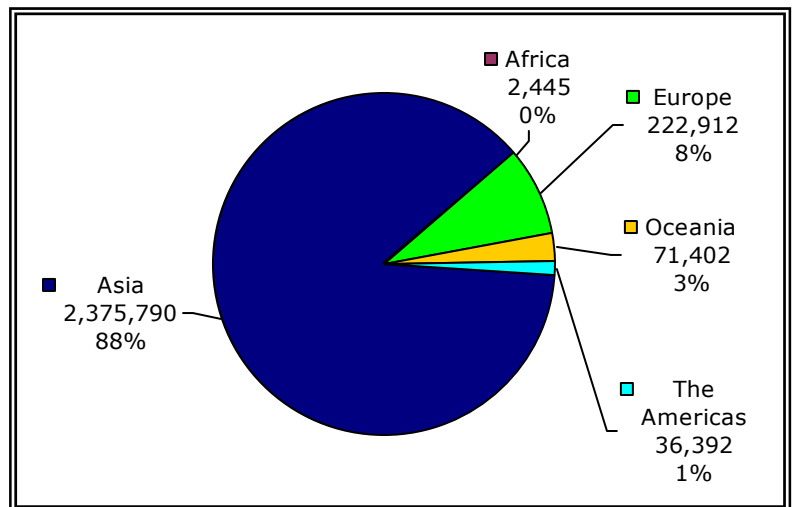


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Thailand 2004 Travel Statistics:

2004 Distribution of Outbound Departures per Continent

- The total number of outbound travelers from Thailand in 2004 was 2,708,941.
- Most Thai travelers favored Asian destinations particularly Malaysia, Singapore, and China.
- The most popular destination outside Asia was Europe with 222,912 Thai visitors in 2004. Oceania and the Americas had 71,402 and 36,392 Thai tourists respectively.



2004 Number of Departures to European Destinations

- Europe welcomed a total of 222,912 Thai travelers in 2004.
- The favored destinations of Thai travelers to Europe were Germany followed by the United Kingdom then France.
- Denmark and Sweden had the most number of "touchdowns" of Thai travelers in 2004.
- The Thai are most fond of Norway because of the country's breathtaking scenery, King Rama V's 1907 visit to North Cape, and the Thai Museum.

Source: Tourism Authority of Thailand - Tourism Statistics

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Nordic Packages Offered in Thailand:

<i>Package</i>	<i>Destinations</i>	<i>Price</i>
4 countries in 10-15 days	Denmark, Finland, Norway, and Sweden. Includes the Fjords, North Cape, and Ivalo	EUR 2,000 - EUR 3,200
3 countries in 6-10 days	Denmark, Norway, and Sweden or Finland, Norway and, Sweden.	EUR 1,400 - EUR 2,300
8-11 days mono-destinations	Any of the following: Iceland and Greenland	EUR 3,000 - EUR 3,800

Thai Traveler Profile:

The majority of Thai travelers going to the Nordic region are retired, well-off and belong to the older segment usually above 65 years of age. Younger affluent couples in their forties also visit the Nordic region.

Income

- Average monthly income per household in the Greater Bangkok region in 2004 was THB 26,351 (EUR 537). The rest of the country has relatively low income levels.

Travel Cycle of the Thai Tourist

- Most Thai travelers wait until June to go to the Nordic countries as the months of March to April are considered cold, dark, and wet. Winter season peaks around Christmas time with Thai travelers visiting the Nordic countries to see the Santa Claus Village, Ivalo, and Rovaniemi.

Estimated Number of Thai Visitors to the Nordic Countries in 2004

- About 25,297 Thai travelers visited the Nordic countries of Denmark, Finland, Norway, and Sweden. There were no statistics indicated for Iceland.

Average Daily Consumption per Nordic Country in 2004

<i>Nordic Country</i>	<i>Length of Stay (Days)</i>	<i>Daily Consumption (USD)</i>
Denmark	7.88	106.78
Finland	7.43	110.43
Norway	8.16	113.52
Sweden	8.12	96.59