

Internal tourism in Chiang Mai

	January-December		
	2013	2012	Δ(%)
Visitor	7,089,792	6,570,642	+ 7.90
Thai	4,747,887	4,378,320	+ 8.44
Foreigners	2,341,905	2,192,322	+ 6.82
Tourist	5,590,080	5,138,371	+ 8.79
Thai	3,463,116	3,148,442	+ 9.99
Foreigners	2,126,964	1,989,929	+ 6.89
Excursionist	1,499,712	1,432,271	+ 4.71
Thai	1,284,771	1,229,878	+ 4.46
Foreigners	214,941	202,393	+ 6.20
Average Length of Stay (Day)	3.10	3.24	- 0.14
Thai	3.19	3.26	- 0.07
Foreigners	2.97	3.22	- 0.25
Average Expenditure (Baht/Person/Day)			
Visitor	3,103.80	2,976.06	+ 4.29
Thai	2,963.12	2,830.98	+ 4.67
Foreigners	3,369.40	3,228.35	+ 4.37
Tourist	3,160.10	3,024.88	+ 4.47
Thai	3,020.54	2,879.70	+ 4.89
Foreigners	3,404.16	3,257.40	+ 4.51
Excursionist	2,451.91	2,407.97	+ 1.82
Thai	2,469.38	2,424.34	+ 1.86
Foreigners	2,347.47	2,308.43	+ 1.69
Revenue (Million Baht)			
Visitor	58,550.50	53,863.72	+ 8.70
Thai	36,541.53	32,530.56	+ 12.33
Foreigners	22,008.97	21,333.16	+ 3.17
ACCOMMODATION ESTABLISHMENTS			
Rooms	32,077	30,587	+ 4.87
Occupancy Rate (%)	47.23	40.07	+ 7.16
Number of Guest Arrivals	5,341,505	4,565,728	+ 16.99
Thai	3,243,723	2,630,043	+ 23.33
Foreigners	2,097,782	1,935,685	+ 8.37

Last updated on August 20, 2014

Remark : Preliminary data