



Euromonitor  
International

# Lodging (Destination) in Thailand

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lodging surges beyond pre-pandemic levels as occupancy rates and room rates rise amid tourism revival  
Tourism Authority of Thailand launches discounts and tax refund scheme to support domestic travellers amid rising travel costs

PROSPECTS AND OPPORTUNITIES

Lodging poised for further growth as affordable upscale accommodation attracts Generation Z travellers  
Generation Z travellers transform lodging landscape with emphasis on experience and aesthetics, influencing wider trends

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Travel in Thailand - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/lodging-destination-in-thailand/report](http://www.euromonitor.com/lodging-destination-in-thailand/report).