

CONTENTS

Executive Summary	5
SWOT Analysis	8
<i>Thailand Tourism SWOT</i>	8
<i>Thailand Political SWOT.....</i>	9
<i>Thailand Economic SWOT.....</i>	10
<i>Thailand Business Environment SWOT</i>	11
Industry Forecast Scenario	12
<i>Table: Arrivals Data, 2007-2014.....</i>	13
<i>Table: Accommodation Data, 2007-2014 ('000).....</i>	14
<i>Table: Tourism Expenditure & Economic Impact, 2007-2014.....</i>	14
<i>Table: Inbound Tourism Data, 2007-2014.....</i>	15
<i>Table: Outbound Tourism Data, 2007-2014.....</i>	16
Market Overview – Travel	17
<i>Commercial Airlines.....</i>	17
<i>Problems At Suvarnabhumi Airport.....</i>	18
<i>Global Oil Products Price Outlook.....</i>	19
<i>Table: Oil Product Price Assumptions, Q409-Q410 (US\$/bbl).....</i>	21
<i>Table: Oil Product Price Data And Forecasts, 2007-2014 (US\$/bbl)</i>	22
Market Overview – Hospitality	23
<i>Tourism Infrastructure.....</i>	23
<i>Accommodation</i>	24
<i>Special Focus: Ecotourism</i>	25
<i>Regional Case Study: InterContinental Hotels Group (Asia Pacific).....</i>	26
H1N1 And H5N1 Update.....	27
Business Environment Outlook.....	29
<i>Table: Asia Travel And Tourism Business Environment Ratings</i>	29
<i>BMI's Security Ratings</i>	29
<i>Table: Asia Pacific Regional Security Ratings.....</i>	30
<i>Table: Asia Pacific State Vulnerability To Terrorism Index</i>	31
<i>Thailand's Security Risk</i>	31
<i>City Terrorism Rating.....</i>	32
<i>Table: BMI's Asia City Terrorism Index.....</i>	33
<i>South East Asia Security Overview</i>	34
Global Assumptions	38
<i>Table: Global And Regional Real GDP Growth And Exchange Rates, 2009-2012.....</i>	38
<i>Table: Global Assumptions, 2008-2014.....</i>	39
<i>Table: Developed States' Real GDP Growth, 2009-2012.....</i>	40
<i>Table: Emerging Markets' Real GDP Growth, 2009-2012.....</i>	41
Company Profiles.....	43
<i>Dusit Thani Hotels & Resorts.....</i>	43
<i>Centara Hotels & Resorts.....</i>	45

<i>Thai Airways International</i>	46
BMI Methodology	48
<i>How We Generate Our Industry Forecasts</i>	48
<i>Tourism Industry</i>	48
<i>Tourism Ratings – Methodology</i>	49
<i>Table: Tourism Business Environment Indicators</i>	50
<i>Table: Weighting of Components</i>	51
<i>City Terrorism Rating</i>	51
<i>Table: City Terrorism Risk Methodology</i>	53
<i>Sources</i>	53

