

**Moving forward with BCG**  
Global Sustainability & Social Impact

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16 November 2020 at Shangri-La Hotel, Bangkok

# Thailand Tourism Revenue 2010-2019

**2010**

**0.99 Trillion Baht**

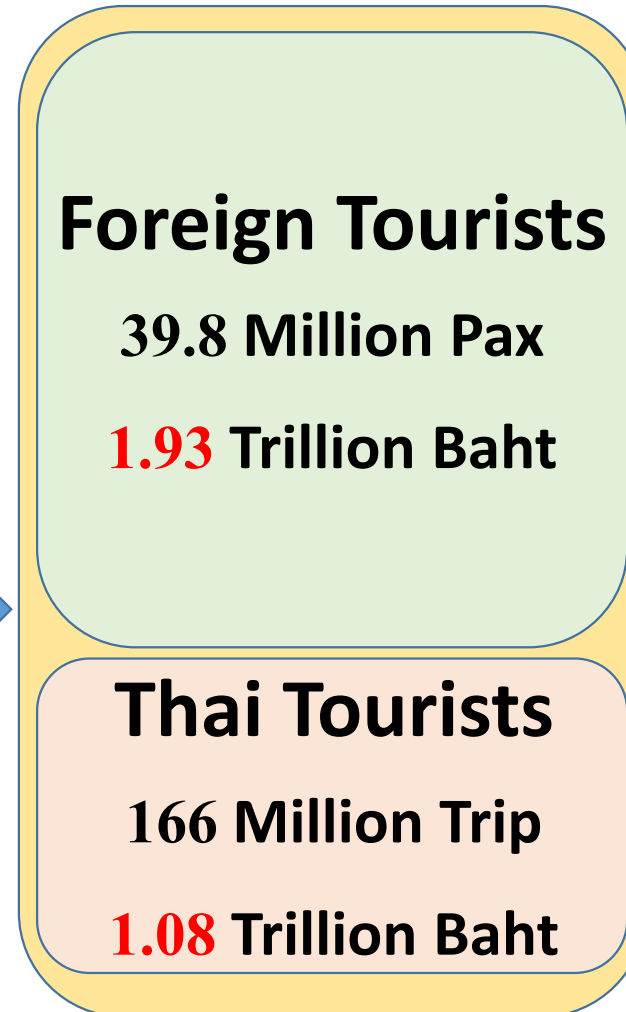


**x 3**



**2019**

**3.01 Trillion Baht**

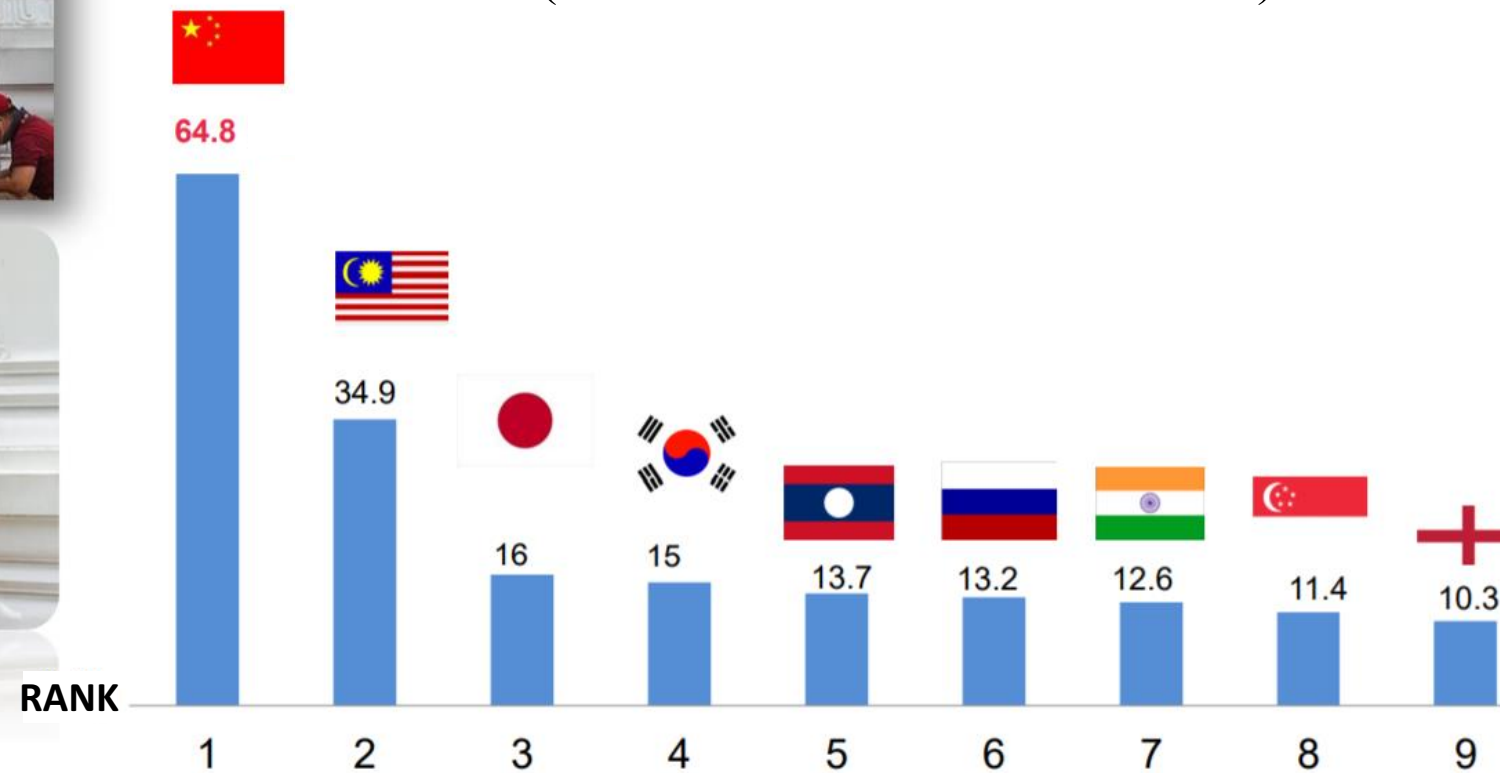


**21.8% of GDP**

**4.4 Million Workforces**



## Number of Foreign Tourists over 10 Million Paxs ( Accumulated from 2010-2019 )



















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# COVID-19 IMPACT ON TOURISM



Findings based on a survey of 628 tourism businesses in Thailand, Sept 16-23, 2020

## ■ Proportion of customers

● Before Covid-19 ● Present



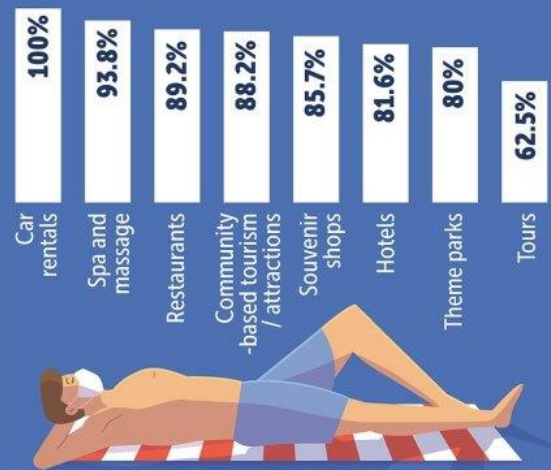
## ■ Proportion of reopened and closed businesses

**78.2%** Reopened  
**21.8%** Remain closed

Businesses remain closed because ...

- Lack of foreign customers **76.5%**
- Insufficient cash flow **22.7%**
- Insufficient customer demand **16%**

## ■ Percentage of businesses reopened, by category



Source: Tourism Authority of Thailand

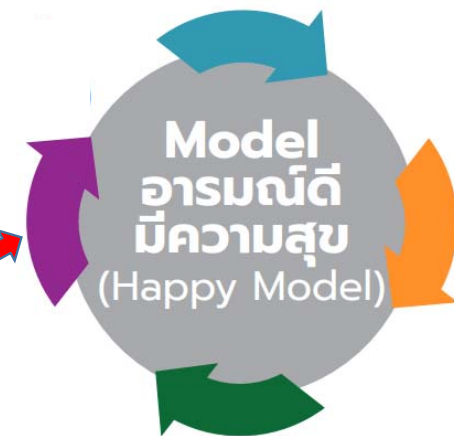
BANGKOK POST GRAPHICS







Health Continuum	
Poor Health	Optimal State Of Well-being
Medical Paradigm	Wellness Paradigm
Feel better	Thrive
Treat & cure illness	Maintain & improve health
Corrective	Preventive
Episodic	Holistic
Clinical-responsibility	Individual responsibility
Compartmentalized	Integrated into life



Source: Global Wellness Institute

# HAPPY MODEL



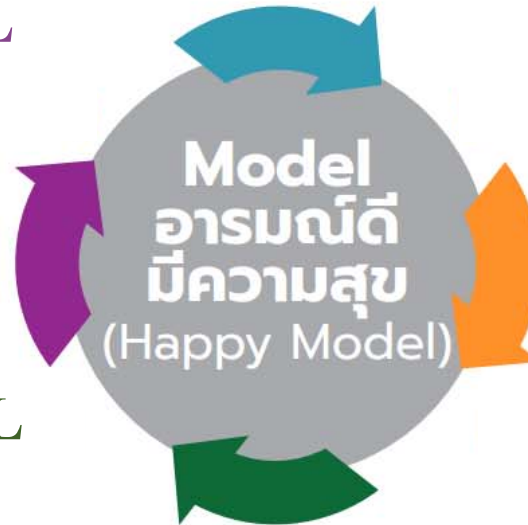
**EAT WELL**

**LIVE WELL**



**GIVE WELL**

**FIT WELL**





## EAT WELL





**LIVE WELL**



**Green  
logistics**





## FIT WELL







**GIVE WELL**

