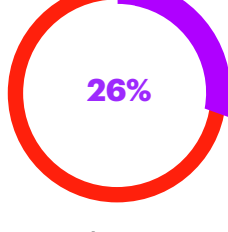
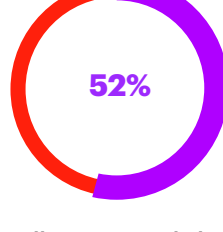


2022 Songkran's Holiday in Thailand

Key findings:



of Thais are planning to go back to their hometowns during Songkran's Holiday



of Thais are still concerned about Covid-19, especially females (56%) and those aged 25-34 (58%)

Thais' attitudes towards travelling during Songkran's holiday



51% have no plan for traveling during this festival, those aged 45-54 (61%) and 55+ (63%) are more likely to say so

Reasons for not travelling

58%

of Thais are not comfortable and worried about Covid-19 situation

39%

of Thais do not like traffic jam

27%

of Thais want to save their money



26% plan to go back to their hometowns, especially those from the middle class (SES C)



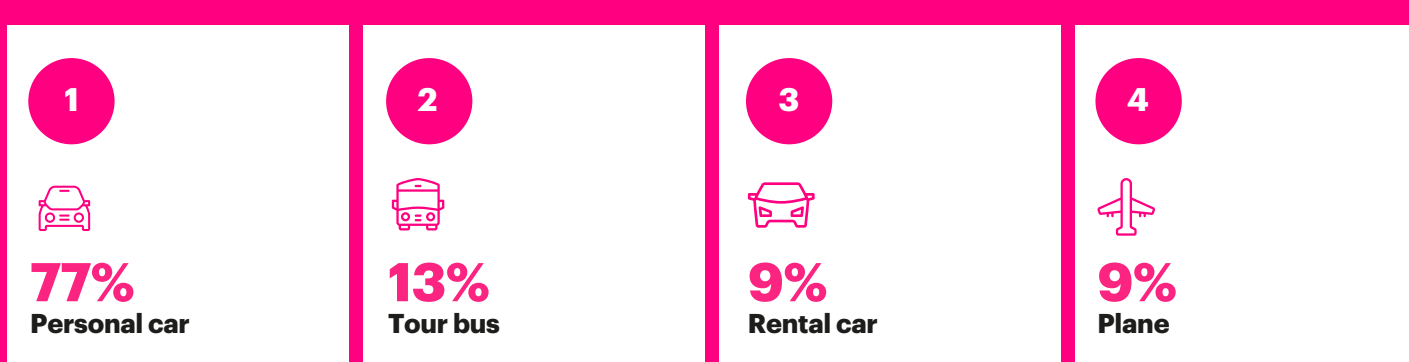
18% plan to travel domestically



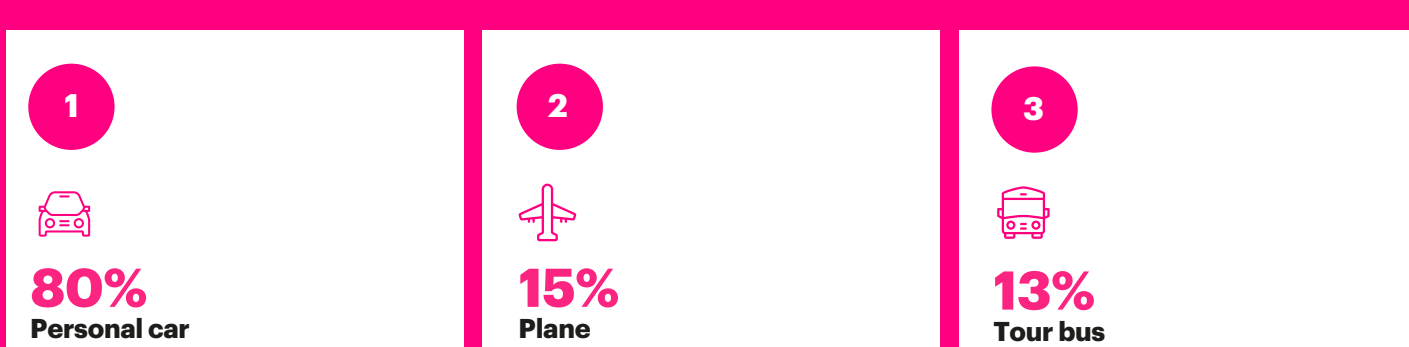
6% plan to travel abroad, especially those from the upper income group (SES A)

Thais' top 3 preferred type of transportation during Songkran's holiday:

For hometown visit:

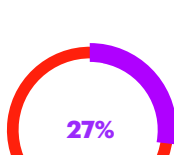


For domestic trips:

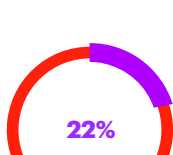


Thais' top travel destinations during Songkran's holiday

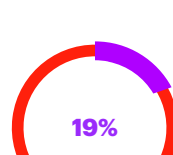
Domestic Trip:



South region (Phuket, Beaches, Islands)

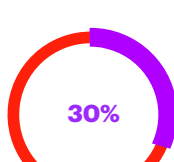


North region (Chiangmai, Chiangrai, Mountain, Highlands)

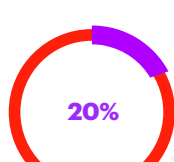


Central

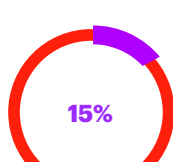
International Trip:



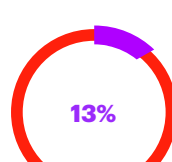
Asia (Japan, Korea, China, etc.)



Southeast Asia/ASEAN countries



Europe



North America

Thais' main activities in Songkran's festival



49% have a travelling budget of approx. 3,000-10,000 Baht for the festive spending (travelling, food and accommodation expenses)



43% plan to pour water on the hands of revered elders and ask for blessing



43% visit temples



30% offer food/alms to the monks



29% going out/doing outdoor activities, e.g., cafe hopping

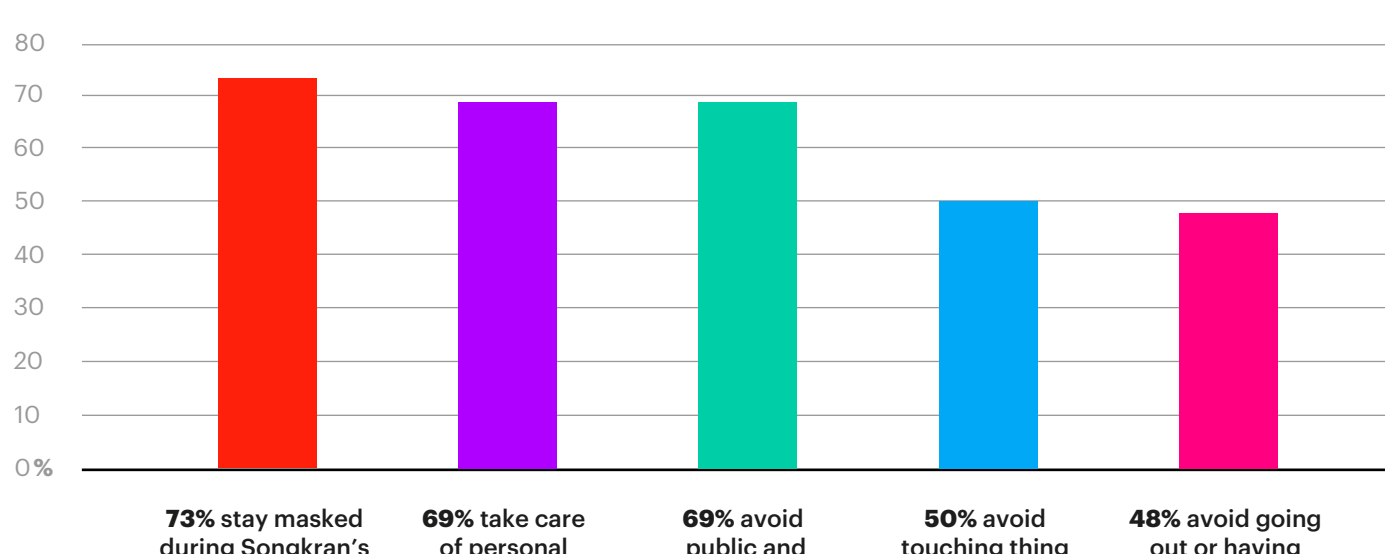


27% staying at home



15% splashing water

Thais' safety protocols during Songkran's festival



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The survey was carried out online. All figures, unless otherwise stated, are from YouGov Thailand Pte Ltd. Total sample: 2,064 samples

Omnibus (Thailand online representative)

Fieldwork was undertaken between 3rd-7th March 2022