

# SOUTH EAST ASIA

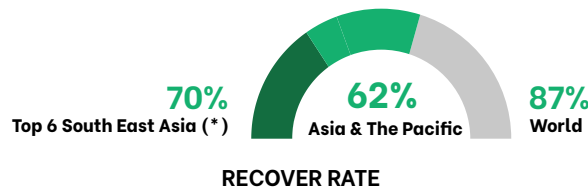
## TOURISM PERFORMANCE

OCTOBER UPDATES

### INTERNATIONAL TOURISM FIRST 9 MONTHS 2023 OVERVIEW

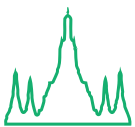
According to the latest insights from UNWTO, international tourism is rebounding and steadily gaining momentum, with international arrivals reaching an impressive 87% of pre-pandemic levels. However, Asia-Pacific region, making the progress, currently exhibits the lowest recovery rate on the global scale, standing at 62%. The Middle East still leads the resilience, surpassing pre-pandemic levels, followed by Europe and Africa.

**975**million  
Global Total International Travelers



COMPARISON  
2019 vs. 2023

### TOP PERFORMING TRAVEL DESTINATIONS IN OCTOBER 2023



Thailand remains the leading country in tourist arrivals in Southeast Asia



The country with the highest recovery rate is Cambodia



Cambodia and Indonesia have reached the 2023 target



Vietnam falls short of its target compared to the previous month due to an adjusted target from 8,000,000 to 12,000,000 visitors

## Total international tourist arrivals

DESTINATION	Thailand	Singapore	Indonesia	Vietnam*	Philippines	Cambodia	Malaysia*
<b>JAN-23</b>	2,144,948	931,670	735,947	871,162	464,168	402,943	1,496,308
<b>FEB-23</b>	2,113,550	957,822	701,931	932,969	466,032	434,503	1,298,261
<b>MAR-23</b>	2,219,040	1,021,032	896,243	895,425	475,643	454,093	1,593,033
<b>APR-23</b>	2,182,100	1,128,594	865,810	984,146	458,083	430,129	1,543,063
<b>MAY-23</b>	2,013,852	1,112,486	945,590	916,257	389,288	442,114	1,550,491
<b>JUN-23</b>	2,241,201	1,129,295	1,062,789	975,010	448,867	416,150	1,678,913
<b>JUL-23</b>	2,490,643	1,419,606	1,122,954	1,038,563	516,304	457,412	1,821,521
<b>AUG - 23</b>	2,468,042	1,308,824	1,132,638	1,217,421	437,648	464,637	1,717,273
<b>SEP-23</b>	1,687,354	1,130,755	1,070,245	1,054,449	382,346	424,901	1,768,174
<b>OCT-23</b>	2,197,017	1,130,000	978,499	1,112,526	406,901	480,330	
<b>RECOVERY RATE</b> (compared to Sep/19)	71.47%	73.86%	72.67%	68.75%	63.72%	99.70%	
<b>2023 TARGET</b> (Till Sep/23)	74.00%	80.50%	111.60%	83.32%	92.61%	110.18%	71.9%

Source: Tourism Authorities of SEAs destinations

Notes: The data were last updated on 13/12/2023. Malaysia only published its statistics till September-23.

Vietnam adjusted its target tourist arrivals from 8M to 12M in October 2023, leading to a drop in target compared to the previous month.

## TOTAL SEAT CAPACITY

**1** Indonesia  
10,209,385 seats  
(decreased by 5.2%)

**2** Thailand  
6,391,132 seats  
(decreased by 1.5%)

**3** Vietnam  
5,441,731 seats  
(increased by 3.5%)

## Seat capacity in October 2023



Source: OAG, updated 11/30/2023

## HIGHLIGHTS

### TOP 3 DESTINATIONS WITH THE LARGEST NUMBER OF INTERNATIONAL ARRIVALS IN OCTOBER 2023

Thailand remains the most popular choice for international travelers in Southeast Asia, experiencing a slight 3.1% increase in tourist arrivals compared to September. Singapore follows closely in second place, with a 6.7% decrease from the previous month. Vietnam has taken over Indonesia's position and now ranks third, with the modest rise in tourist arrivals compared to September in the region (+5.5%).



Note: Malaysia only published its statistics till September-23.

### TOP 3 DESTINATIONS WITH THE HIGHEST RECOVERY RATE IN OCTOBER 2023

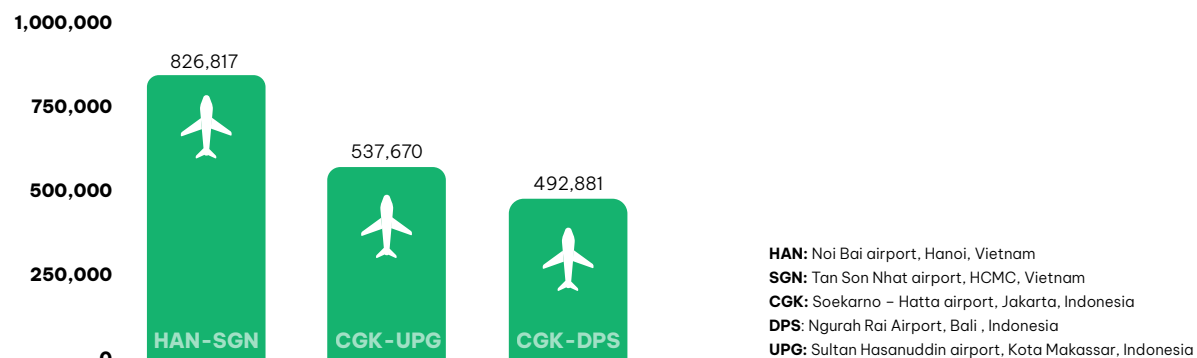
Cambodia is on the verge of reaching the target, with the highest recovery rate with 99.70% (up 7% compared to September). Singapore has kept its position as the 2nd place with 73.86% and Indonesia is in 3rd place with 72.67%.



### TOP 3 BUSIEST DOMESTIC FLIGHT ROUTES IN NOVEMBER 2023

The top domestic route in Southeast Asia still remains Hanoi (HAN) to Ho Chi Minh City (SGN) with an increase of 10% from the previous month to 826,817 seats. The route from Jakarta (CGK) to Kota Makassar (UPG) remains its 2nd position among the top three, despite a decrease of 4.5% compared to last month.

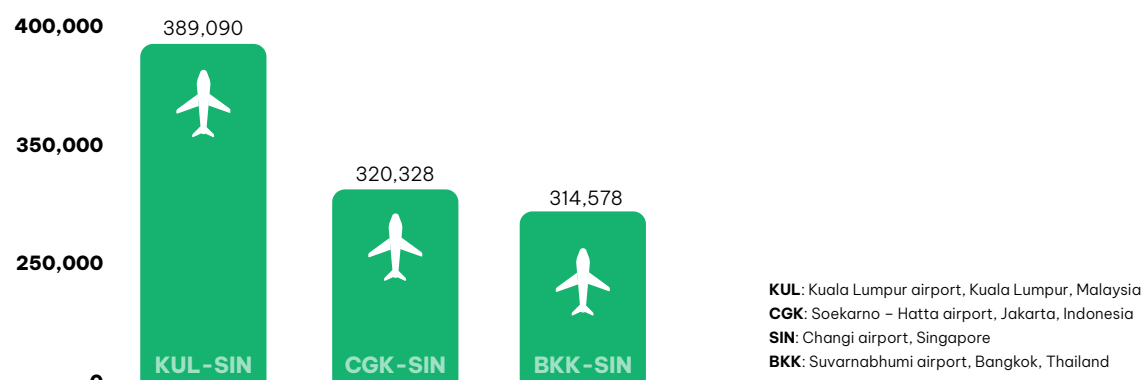
#### Top 3 busiest domestic flight routes in November 2023



### TOP 3 BUSIEST INTERNATIONAL FLIGHT ROUTES IN NOVEMBER 2023

The route Kuala Lumpur (KUL) to Singapore (SIN) remains the busiest international flight route in Southeast Asia with 389,090 seats. Two of the top 3 are still between Singapore and Jakarta (CGK), Bangkok (BKK).

#### Top 3 busiest international flight routes in November 2023



Source: OAG, updated 11/30/2023