



Visit Laos Year 2012

2009 Statistical Report on Tourism in Laos



ອົງການທ່ອງທ່ຽວແຫ່ງຊາດ

Lao National Tourism Administration

Planning and Cooperation Department

Statistics Unit



ACKNOWLEDGEMENT

The Lao National Tourism Administration (LNTA) publishes annually, statistics relating to tourist arrivals, foreign exchange earnings from tourism, tourist expenditures, the average length of stay of tourists in Laos as well as an accommodations profile. The purpose of this Statistical Report on Tourism is to provide the public with clear information on a rapidly expanding sector of the Lao economy.

The LNTA would like to take this opportunity to express its gratitude to the following agencies: Provincial Tourism Departments / Offices, The Lao Immigration Department, Wattay International Airport Authority, Lao travel agents and hotels for their cooperation as well as their valuable assistance in the processing of statistical data and conducting statistical surveys.

On behalf of the LNTA, I hope that the 2009 Statistical Report on Tourism in Lao PDR will be useful and beneficial to all of you.



Somphong Mongkhonvilay
Minister, Chairman of the Lao National
Tourism Administration



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Background Information

This section includes background information on the statistical data contained in this report and on how they were obtained.

Categories of Foreign Visitors

Foreign visitors to Laos are grouped into two categories: **international tourists and regional tourists** (day trippers).

International tourists are those tourists who enter Laos with a valid passport and visa obtained from a Lao embassy or consulate abroad, or a visa obtained on arrival at an international border checkpoint.

Regional tourists are tourists from neighboring countries such as: Thailand, China, Myanmar, Vietnam and Cambodia, which share borders with Laos. They enter Laos with valid border passes or passports. Although some of them are called “day trippers,” they may make overnight stays.

From 1991 to 2002, there was a type of tourists called **Tourists for visa extension**. They are temporary workers in Thailand who cross over the border into Laos in order to extend their three-month visas before reentering Thailand. These tourists are mainly from India, Pakistan, Sri Lanka, Nepal and Bangladesh. However, from 2003 this type of tourist has been reclassified as "international tourists".

Data Collection

From 1990 to 1994, statistical data on **international tourists** were collected from embarkation/disembarkation cards of the immigration department and from documents received by the LNTA from local travel companies. These documents contain the following information:

Name of travel company

Name of tourist

Sex

Passport number

Nationality

Carrier

Duration of stay

Port of entry

Place of stay



Since 1995, data on **international tourists** have been collected only from embarkation / disembarkation cards of the immigration department.

Data on **regional tourists** were collected from tabulations sent to the LNTA by immigration officers at each border checkpoint.

Data on **tourists for visa extension** were obtained from information received by the LNTA from local travel companies responsible for processing the documents of tourists for visa extension.

Data on tourist profiles, length of stay, and average expenditure per person per day were all calculated using statistical surveys conducted periodically through sampling survey methods.

Entry Ports

By air:

Wattay International Airport is the main entry point by air for international tourists; flights are available through Thai Airways, Lao Airlines, Vietnam Airways, Air Asia and China Southern Airlines from Vientiane to Bangkok, Chiang Mai, Hanoi, Ho Chi Minh, Kuala Lumpur, Kunming, Phnom Penh, and Siem Reap.

Luang Prabang Airport is now an international entry point, and regular flights are available from Luang Prabang to Chiang Mai, Bangkok and Hanoi on Lao Airlines, Bangkok Airways and Vietnam Airlines.

Savannakhet Airport, the only international flight on this route is from Savannakhet to Bangkok and vice-versa operated by Lao Airlines.

Pakse Airport is stopover point from Vientiane to Phnom Penh/Siem Reap. Lao Airlines flies three times a week from Pakse to Bangkok via Savannakhet.

In addition, there are several **provincial airports**, used only for domestic flights within the Lao PDR.

By land:

From Thailand:

Mittaphab (Friendship) Bridge, Vientiane Capital City, the major point of entry for regional and international tourists.

Houei Xay, Bokeo Province.

Thakhek, Khammouane Province.

Dan Savanh, Savannakhet Province.

Mittaphab (Friendship) Bridge II, Savannakhet Province.

Vang Tao, Champassack Province.

Nam Heuang Friendship Bridge Lao-Thai, Sayabouli Province.

Kenthao, Mouang Ngeun, Sayabouli Province (regional border checkpoint only).



From China:

- Boten**, Luang Namtha Province.

From Vietnam:

- Dane Savanh**, Savannakhet Province, the major point of entry for Vietnamese travellers.
- Nam Phao**, Borikhamsay Province.
- Nam Kan**, Xieng Khouang Province (regional border checkpoint only).
- Nam Phao**, Bolikhamxay Province
- Na Phao**, Khammouane Province.
- NamSouy**, Huaphanh Province.
- Sob Hun**, Phongsali Province.
- Phoukeua**, Attapeu Province.

From Cambodia:

- Veunkham**, Champassack Province.



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Savannakhet	Tel: (041) 212 755	Fax: (041) 212 755
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Part I : Visitor Arrival Statistics 2009.

Table 1: Number of Tourist Arrivals, Revenue from Tourism, And Average Length of Stay, 1990-2009.

Year	Number of Tourist Arrivals	Change (%)	Average Length of Stay (Days) for International Tourists	Average Length of Stay (Days) for Regional Tourists	Average Length of Stay (Days) for the Total Tourist Arrivals	Revenue from Tourism (Dollars)
1990	14,400	NA	NA	NA	NA	NA
1991	37,613	161	NA	NA	NA	2,250,000
1992	87,571	133	NA	NA	NA	4,510,000
1993	102,946	18	3.5	NA	NA	6,280,000
1994	146,155	42	5.1	NA	NA	7,557,600
1995	346,460	137	4.3	NA	NA	24,738,480
1996	403,000	16	4.8	1.8	3.3	43,592,263
1997	463,200	15	5.0	3.0	4.0	73,276,904
1998	500,200	8	5.0	2.4	3.7	79,960,145
1999	614,278	23	5.5	2.4	4.0	97,265,324
2000	737,208	20	5.5	2.4	4.0	113,898,285
2001	673,823	- 8.6	8.0	2.4	5.2	103,786,323
2002	735,662	9	6.5	2.1	4.3	113,409,883
2003	636,361	-13.5	6.0	2.0	4.0	87,302,412
2004	894,806	41	6.5	2.0	4.3	118,947,707
2005	1,095,315	22	7.0	2.0	4.5	146,770,074
2006	1,215,106	11	7.0	2.0	4.5	173,249,896
2007	1,623,943	34	7.0	2.0	4.5	233,304,695
2008	1,736,787	7	6.5	2.0	4.25	275,515,758
2009	2,008,363	16	7.0	2.0	4.50	267,700,224

In general, the number of tourist arrivals to Laos increased constantly from 1990-2009 with an average growth rate of 20.53%. However, as can be seen from Table 1 the number of visitor arrivals decreased slightly from 737,208 in 2000 to 673,823 in 2001, and declined from 735,662 in 2002 to 636,361 in 2003. The main factors which influenced the decrease were the terrorist attacks on September 11, 2001 in the United States and the spread of the SARS epidemic in Asia in the first quarter of 2003. Nevertheless, tourism recovered again in 2004 to 2008. In addition the number of tourist arrivals to Laos continued increasing in 2009 which reach for the first time over 2,000,000 tourist arrivals and generating total of revenue of 268 million US dollars, despite of the instability of political situation in some countries in the region and the world economic turmoils that affected the whole region.

Of the total number of tourist arrivals to Laos in 2009 (2,008,363), 66,240 used the services of Lao travel agents (76,359 in 2008).



Table 2: Number of Tourist Arrivals by Region, 1992-2009.

Year	Asia and Pacific	Europe	The Americas	Africa and Middle East	Total
1992	81,022	4,496	2,009	44	87,571
1993	94,836	5,986	2,061	63	102,946
1994	136,114	8,019	1,837	185	146,155
1995	314,470	20,635	11,019	336	346,460
1996	357,692	30,582	14,102	624	403,000
1997	403,781	38,583	18,213	2,623	463,200
1998	421,196	52,076	25,326	1,602	500,200
1999	510,703	68,564	31,780	3,231	614,278
2000	604,254	86,462	42,111	4,381	737,208
2001	553,249	80,736	34,370	5,468	673,823
2002	579,031	101,924	46,704	8,003	735,662
2003	498,185	93,960	39,453	4,763	636,361
2004	730,107	112,092	47,153	5,454	894,806
2005	899,273	131,326	60,061	4,655	1,095,315
2006	1,008,663	138,935	60,883	6,625	1,215,106
2007	1,406,456	147,667	61,463	8,357	1,623,943
2008	1,482,499	168,756	75,266	10,266	1,736,787
2009	1,820,571	130,176	53,348	4,268	2,008,363
Growth Rate	20.08 %	21,89%	21,27%	30,87%	20,23%

Market share of tourist arrivals by region(%),1998-2009.

Year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Region	100	100	100	100	100	100	100	100	100	100	100	100
Asia and Pacific	84.21	83.14	81.97	82.11	78.71	78.29	81.59	82.10	83.01	86.61	85.36	90.65
Europe	10.41	11.16	11.73	11.98	13.85	14.75	12.53	11.99	11.43	9.09	9.72	6.48
Americas	5.06	5.17	5.71	5.10	6.35	6.21	5.27	5.48	5.01	3.78	4.33	2.66
Africa and Middle East	0.32	0.53	0.59	0.81	1.09	0.75	0.61	0.42	0.55	0.51	0.59	0.21

Change over previous year(%).

Year	98/97.	99/98.	00/99.	01/00.	02/01.	03/02.	04/03.	05/04.	06/05.	07/06.	08/07.	09/08.
Region	7.98	22.81	20.01	-8.60	9.18	-13.5	41	22	11	34	7	16
Asia and Pacific	4.31	21.25	18.32	-8.44	5	-14	47	23	12	39	5	23
Europe	34.97	31.66	26.10	-6.62	26	-8	19	17	6	6	14	-23
Americas	39.05	25.48	32.51	-18.38	36	-16	20	27	1	1	22	-29
Africa and Middle East	-38.92	101.7	35.59	24.81	46	-40	15	-15	42	26	23	-58



Table 3: Number of Tourist Arrivals to Laos by Category, 2008-2009.

Category	Border Pass		Border Pass		Passport		Total	
	Day tripper	Stay Overnight						
	2009		2008	2009	2008	2009	2008	2009
Grand Total	768,965	72,399	468,809	841,364	1,267,978	1,166,999	1,736,787	2,008,363
International Tourist					380,923	299,986	380,923	299,986
Regional Tourist	768,965	72,399	468,809	841,364	887,055	867,013	1,355,864	1,708,377
Thailand	662,845	65,556	336,111	728,401	555,337	545,663	891,448	1,274,064
Vietnam	34,043	1,418	75,054	35,461	276,330	261,302	351,384	296,763
China	72,077	5,425	57,644	77,502	48,208	50,724	105,852	128,226
Myanmar					1,698	1,794	1,698	1,794
Cambodia					5,482	7,530	5,482	7,530

Table 4: Revenue from Tourism by Category, 2009.

Category	Number of Tourist Arrivals (person)	Average Length of Stay (days)	Average Expenditure per Person per day(dollars)	Revenue from Tourism in 2008 (dollars)
Total	2,008,363			267,700,224
International Tourist	309,310	7	64	138,570,880
Regional Tourist	1,699,053			129,129,344
Thai (Passport)	545,663	3	52	85,123,428
Thai (Border pass)	728,401	1	20	14,568,020
Vietnam (Passport)	261,302	3	30	23,517,180
Vietnam (Day Tripper)	35,461	1	12	425,532
China (Passport)	50,724	3	30	4,565,160
China (Day Tripper)	77,502	1	12	930,024
Average length of stay and expenditure		4.5	45	



**Table 5: Tourist Arrivals to Laos by Nationality
(Percent Increase) 2003-2009.**

Country of Origin	2003	2004	2005	2006	2007	2008	Change	2009	Change
	Number	Number	Number	Number	Number	Number	08/07(%)	Number	09/08(%)
Grand Total	636,361	894,806	1,095,315	1,215,106	1,623,943	1,736,787	7	2,008,363	16
Asia and Pacific	498,185	730,107	899,273	1,008,663	1,406,456	1,482,499	5	1,820,571	23
ASEAN	432,720	638,747	794,044	891,807	1,272,724	1,285,531	1	1,611,009	25
Brunei	357	385	385	302	234	338	44	267	-21
Cambodia	2,702	3,871	5,179	3,888	4,351	5,482	26	7,530	37
Indonesia	1,443	1,770	2,784	2,415	2,032	2,043	1	3,158	55
Malaysia	3,072	4,563	6,609	6,846	7,937	15,625	97	13,816	-12
Myanmar	744	939	1,632	1,126	1,247	1,698	36	1,794	6
Philippines	2,618	3,317	5,247	6,433	11,401	12,647	11	8,331	-34
Singapore	2,442	3,409	3,868	4,511	5,486	4,866	-11	5,286	9
Thailand	377,748	489,677	603,189	675,845	949,452	891,448	-6	1,274,064	43
Vietnam	41,594	130,816	165,151	190,442	290,584	351,384	21	296,763	-16
Non-ASEAN	65,465	91,360	105,229	116,856	133,732	196,968	47	209,562	6
Australia	11,697	15,149	20,323	22,021	24,492	28,180	15	24,209	-14
China	21,232	33,019	39,210	50,317	54,920	105,852	93	128,226	21
India	1,590	1,845	2,096	2,100	2,361	2,652	12	2,280	-14
Japan	17,766	20,319	22,601	23,147	29,770	31,569	6	28,081	-11
Korea	5,442	7,098	9,189	10,963	13,060	18,065	38	17,876	-1
New Zealand	1,977	3,021	3,778	3,567	3,759	4,364	16	3,479	-20
Taiwan	3,316	2,160	4,739	2,168	2,731	2,665	-2	2,519	-5
Others	2,445	8,749	3,293	2,573	2,639	3,621	37	2,892	-20
Europe	93,960	112,092	131,326	138,935	147,667	168,756	14	130,176	-23
Austria	938	1,394	1,687	2,041	2,231	2,843	27	2,450	-14
Belgium	3,762	3,921	4,256	4,345	4,553	4,908	8	3,868	-21
Denmark	2,414	2,563	2,852	3,658	3,648	3,657	0	2,977	-19
Finland	982	1,293	1,494	2,110	2,335	2,729	17	1,985	-27
France	23,958	27,806	35,371	32,453	34,584	39,077	13	31,775	-19
Germany	12,146	14,009	16,752	18,004	19,299	25,191	31	17,710	-30
Greece	179	324	271	538	510	569	12	537	-6
Italy	3,241	4,103	5,032	5,884	6,605	6,467	-2	5,481	-15
Netherlands	6,638	6,957	7,796	9,294	10,017	11,315	13	8,504	-25
Norway	1,652	1,823	2,176	2,721	2,748	2,909	6	2,221	-24
Russia	1,031	1,315	1,672	1,799	2,270	3,206	41	2,861	-11
Spain	893	2,017	2,560	3,128	3,392	3,117	-8	2,962	-5
Sweden	4,244	4,994	6,460	6,642	7,035	6,827	-3	4,150	-39
Switzerland	3,844	4,310	5,190	5,957	5,782	6,526	13	5,827	-11
United Kingdom	22,541	27,402	29,977	31,684	31,352	36,038	15	27,044	-25
Others	5,497	7,861	7,780	8,677	11,306	13,377	18	9,824	-27
The Americas	39,453	47,153	60,061	60,883	61,463	75,266	22	53,348	-29
Canada	8,006	9,048	11,447	12,419	13,050	14,695	13	10,955	-25
USA	30,133	37,181	47,427	46,829	45,691	54,717	20	39,339	-28
Others	1,314	924	1,187	1,635	2,722	5,854	115	3,054	-48
Africa and Middle East	4,763	5,454	4,655	6,625	8,357	10,266	23	4,268	-58
Israel	3,354	4,088	3,146	4,781	4,356	4,090	-6	2,236	-45
Others	1,409	1,366	1,509	1,844	4,001	6,176	54	2,032	-67



**Table 6: Tourist Arrivals to Laos by Nationality
(Market Share) 2003-2009.**

Country of Origin	2003	2004	2005	2006	2007	2008		2009	
	Number	Number	Number	Number	Number	Number	Share%	Number	Share%
Grand Total	636,361	894,806	1,095,315	1,215,106	1,623,943	1,736,787	100%	2,008,363	100%
Asia and Pacific	498,185	730,107	899,273	1,008,663	1,406,456	1,482,499	85.36	1,820,571	90.65
ASEAN	432,720	638,747	794,044	891,807	1,272,724	1,285,531	74.02	1,611,009	80.22
Brunei	357	385	385	302	234	338	0.02	267	0.01
Cambodia	2,702	3,871	5,179	3,888	4,351	5,482	0.32	7,530	0.37
Indonesia	1,443	1,770	2,784	2,415	2,032	2,043	0.12	3,158	0.16
Malaysia	3,072	4,563	6,609	6,846	7,937	15,625	0.90	13,816	0.69
Myanmar	744	939	1,632	1,126	1,247	1,698	0.10	1,794	0.09
Philippines	2,618	3,317	5,247	6,433	11,401	12,647	0.73	8,331	0.41
Singapore	2,442	3,409	3,868	4,511	5,486	4,866	0.28	5,286	0.26
Thailand	377,748	489,677	603,189	675,845	949,452	891,448	51.33	1,274,064	63.44
Vietnam	41,594	130,816	165,151	190,442	290,584	351,384	20.23	296,763	14.78
Non-ASEAN	65,465	91,360	105,229	116,856	133,732	196,968	11.34	209,562	10.43
Australia	11,697	15,149	20,323	22,021	24,492	28,180	1.62	24,209	1.21
China	21,232	33,019	39,210	50,317	54,920	105,852	6.09	128,226	6.38
India	1,590	1,845	2,096	2,100	2,361	2,652	0.15	2,280	0.11
Japan	17,766	20,319	22,601	23,147	29,770	31,569	1.82	28,081	1.40
Korea	5,442	7,098	9,189	10,963	13,060	18,065	1.04	17,876	0.89
New Zealand	1,977	3,021	3,778	3,567	3,759	4,364	0.25	3,479	0.17
Taiwan	3,316	2,160	4,739	2,168	2,731	2,665	0.15	2,519	0.13
Others	2,445	8,749	3,293	2,573	2,639	3,621	0.21	2,892	0.14
Europe	93,960	112,092	131,326	138,935	147,667	168,756	9.72	130,176	6.48
Austria	938	1,394	1,687	2,041	2,231	2,843	0.16	2,450	0.12
Belgium	3,762	3,921	4,256	4,345	4,553	4,908	0.28	3,868	0.19
Denmark	2,414	2,563	2,852	3,658	3,648	3,657	0.21	2,977	0.15
Finland	982	1,293	1,494	2,110	2,335	2,729	0.16	1,985	0.10
France	23,958	27,806	35,371	32,453	34,584	39,077	2.25	31,775	1.58
Germany	12,146	14,009	16,752	18,004	19,299	25,191	1.45	17,710	0.88
Greece	179	324	271	538	510	569	0.03	537	0.03
Italy	3,241	4,103	5,032	5,884	6,605	6,467	0.37	5,481	0.27
Netherlands	6,638	6,957	7,796	9,294	10,017	11,315	0.65	8,504	0.42
Norway	1,652	1,823	2,176	2,721	2,748	2,909	0.17	2,221	0.11
Russia	1,031	1,315	1,672	1,799	2,270	3,206	0.18	2,861	0.14
Spain	893	2,017	2,560	3,128	3,392	3,117	0.18	2,962	0.15
Sweden	4,244	4,994	6,460	6,642	7,035	6,827	0.39	4,150	0.21
Switzerland	3,844	4,310	5,190	5,957	5,782	6,526	0.38	5,827	0.29
United Kingdom	22,541	27,402	29,977	31,684	31,352	36,038	2.07	27,044	1.35
Others	5,497	7,861	7,780	8,677	11,306	13,377	0.77	9,824	0.49
The Americas	39,453	47,153	60,061	60,883	61,463	75,266	4.33	53,348	2.66
Canada	8,006	9,048	11,447	12,419	13,050	14,695	0.85	10,955	0.55
USA	30,133	37,181	47,427	46,829	45,691	54,717	3.15	39,339	1.96
Others	1,314	924	1,187	1,635	2,722	5,854	0.34	3,054	0.15
Africa and Middle East	4,763	5,454	4,655	6,625	8,357	10,266	0.59	4,268	0.21
Israel	3,354	4,088	3,146	4,781	4,356	4,090	0.24	2,236	0.11
Others	1,409	1,366	1,509	1,844	4,001	6,176	0.36	2,032	0.10



Market Situation

The financial crisis has affected the growth of tourist arrivals to Lao PDR in 2009, the Asia and Pacific was the only region that showed the increase in tourist arrivals while international tourists, considered the most important market for Lao tourism, decreased from 380,923 in 2008 to 299,986 in 2009, or about 21% of decrease.

1. Asia and Pacific

Tourists from Asia and Pacific which represented the largest portion of visitors in 2009 with 91% of the total tourist arrivals, increased 23% over 2008. The most remarkable change was the increase in number of visitors from Thailand (more than 60%). The main factor that influenced this considerable growth was maybe Thai visitors would like to go away from the difficulties in political situations. In 2009, although the number of visitors from China and Vietnam were among the largest, tourists from Thailand (1,274,064), Japan (28,081) and Australia (24,209) still brought the largest amount of revenue into Laos. As a result, the priority markets for tourism in Laos from Asia and Pacific are Thailand, Japan, Australia and Vietnam.

2. Europe

In 2009, the number of tourist arrivals from Europe slumped considerably (-23%), the market share for Europe also dropped from 10% in 2008 to about only 6% in 2009. It is interesting to notice that all nationalities from European market showed the decrease with Sweden being the most (-39%) followed by Germany (-30%) while Spain was the least with -5%.

3. The Americas

The situations of American market were similar to those of European, even worse with the decrease of 29%. The market share also dropped from 4% in 2008 to a little bit over 2% in 2009. The most important markets from this region were the United States which went down 28% and Canada (-25%).



Table 7: Tourist Arrivals to Laos by Month in 2009.

Country	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Grand Total	186,668	176,596	154,059	101,288	117,754	140,929	161,055	156,239	178,194	191,697	190,132	253,752	2,008,363
Asia and Pacific	164,301	155,506	137,827	90,756	107,627	131,380	147,331	141,613	167,971	176,314	170,704	229,196	1,820,571
ASEAN	146,530	142,341	128,365	74,404	90,711	123,339	127,726	119,108	148,088	155,537	150,253	204,607	1,611,009
Brunei	25	13	17	8	11	5	11	5	18	27	29	98	267
Cambodia	179	600	347	1,001	1,601	611	461	374	314	827	473	742	7,530
Indonesia	121	101	109	131	111	105	131	99	646	193	204	1,270	3,158
Malaysia	1,093	1,108	1,000	674	947	1,191	1,080	852	1,024	1,331	1,325	2,191	13,816
Myanmar	115	108	154	79	102	88	39	72	79	96	130	732	1,794
Philippines	596	695	795	545	679	411	303	374	789	794	1,156	1,194	8,331
Singapore	406	320	372	251	304	357	298	253	336	409	495	1,485	5,286
Thailand	125,185	116,132	103,209	51,537	69,099	94,119	98,640	95,281	115,498	124,311	115,738	165,315	1,274,064
Vietnam	118,810	23,264	22,362	20,178	17,857	26,452	26,763	21,797	29,384	27,549	30,703	31,643	296,763
Non-ASEAN	17,771	13,156	9,507	16,352	16,916	8,041	19,605	22,505	19,883	20,777	20,451	24,589	209,562
Australia	3,445	2,069	1,573	1,431	1,147	1,544	1,723	1,464	1,530	2,286	2,041	3,956	24,209
China	8,237	5,737	2,608	11,701	12,007	3,423	13,308	16,190	13,354	13,858	13,598	14,205	128,226
India	196	164	180	179	213	175	166	164	193	134	205	311	2,280
Japan	2,738	3,081	3,115	1,571	1,888	1,339	1,410	2,256	2,893	2,342	2,449	2,999	28,081
Korea	2,222	1,433	1,394	974	1,036	941	2,340	1,574	1,096	1,315	1,513	2,038	17,876
New Zealand	484	283	225	157	218	287	283	281	232	328	222	479	3,479
Taiwan	177	179	159	153	164	172	174	283	261	266	234	297	2,519
Others	272	219	253	186	243	160	201	293	324	248	189	304	2,892
Europe	15,350	15,039	11,239	6,766	6,669	6,174	9,927	11,407	7,329	10,322	13,175	16,779	130,176
Austria	383	289	306	118	150	54	160	152	110	186	274	268	2,450
Belgium	412	439	265	165	157	150	411	276	218	320	452	603	3,868
Denmark	370	488	352	150	138	108	172	146	193	216	295	349	2,977
Finland	321	283	183	93	109	104	84	56	110	144	164	334	1,985
France	3,690	3,510	2,851	1,837	1,614	1,360	2,598	3,037	1,602	2,483	3,101	4,092	31,775
Germany	2,327	2,339	1,801	938	774	640	775	1,058	891	1,487	2,099	2,581	17,710
Greece	70	62	39	14	21	9	26	76	16	28	77	99	537
Italy	810	647	455	151	154	147	263	903	247	319	690	695	5,481
Netherlands	1,063	982	580	281	411	374	1,052	888	518	647	714	994	8,504
Norway	304	301	261	127	146	90	132	90	110	140	254	266	2,221
Russia	388	225	281	181	173	113	109	144	213	271	364	399	2,861
Spain	175	219	140	92	122	87	311	657	247	275	323	314	2,962
Sweden	637	664	383	272	241	180	144	128	162	302	417	620	4,150
Switzerland	826	676	422	286	268	209	373	291	262	439	821	954	5,827
United Ki	2,649	2,816	2,137	1,528	1,631	1,983	2,375	2,690	1,734	2,343	2,095	3,063	27,044
Others	925	1,099	783	533	560	566	942	815	696	722	1,035	1,148	9,824
The Americas	6,558	5,661	4,606	3,503	3,208	3,065	3,431	2,898	2,473	4,693	6,026	7,226	53,348
Canada	1,649	1,351	1,107	661	757	508	808	572	427	847	899	1,369	10,955
USA	4,448	4,047	3,330	2,669	2,165	2,362	2,399	2,153	1,824	3,520	4,898	5,524	39,339
Others	461	263	169	173	286	195	224	173	222	326	229	333	3,054
Africa and Middle East	459	390	342	263	250	310	366	321	421	368	227	551	4,268
Israel	269	193	187	105	109	112	174	207	233	207	106	334	2,236
Others	190	197	155	158	141	198	192	114	188	161	121	217	2,032

Graph 1 : Total number of Tourist arrivals from 1994 to 2009.

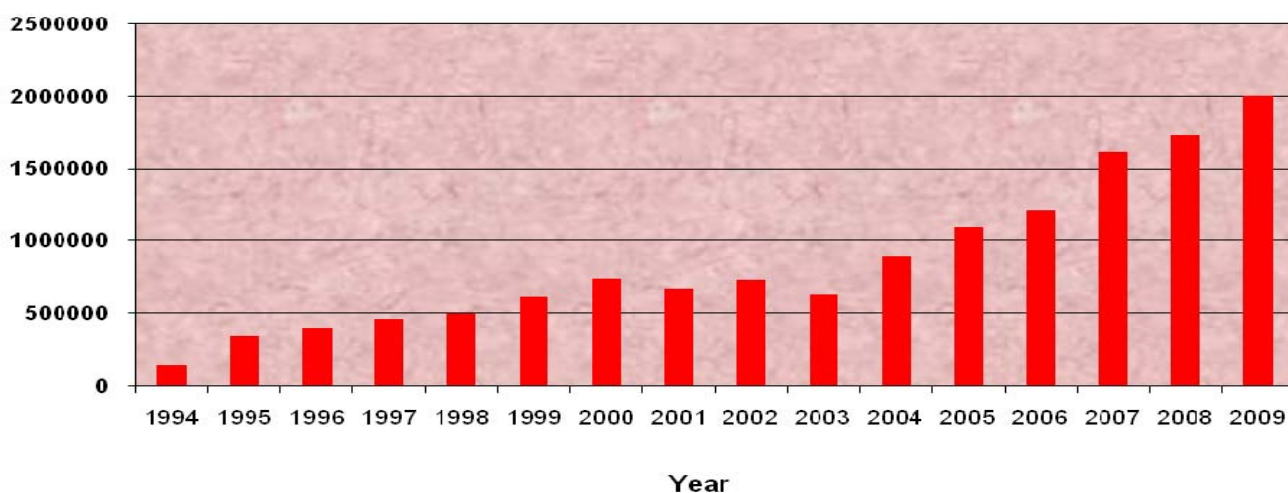


Table 8: Tourist Arrivals by Month through Category, 2006-2009.

Months	2006	2007	2008	2009			Change 09/08 (%)
				International	Regional	Total	
Grand Total	1,215,106	1,623,943	1,736,787	537,449	1,470,914	2,008,363	15.64
January	111,917	150,853	158,776	34,436	152,232	186,668	18
February	112,520	140,238	149,744	31,463	145,133	176,596	18
March	104,675	137,463	140,256	25,880	128,179	154,059	10
April	99,928	117,805	142,321	37,799	63,489	101,288	-29
May	94,017	141,771	150,314	36,344	81,410	117,754	-22
June	85,016	117,741	149,299	43,030	97,899	140,929	-6
July	79,525	121,541	133,355	48,809	112,246	161,055	21
August	93,045	127,687	122,636	44,515	111,724	156,239	27
September	86,762	126,071	128,427	49,006	129,188	178,194	39
October	108,720	152,366	134,943	53,119	138,578	191,697	42
November	111,747	139,478	158,673	60,301	129,831	190,132	20
December	127,234	150,929	168,043	72,747	181,005	253,752	51

Graph 2 : Tourist Arrivals to Laos by Month from 2007 to 2009.

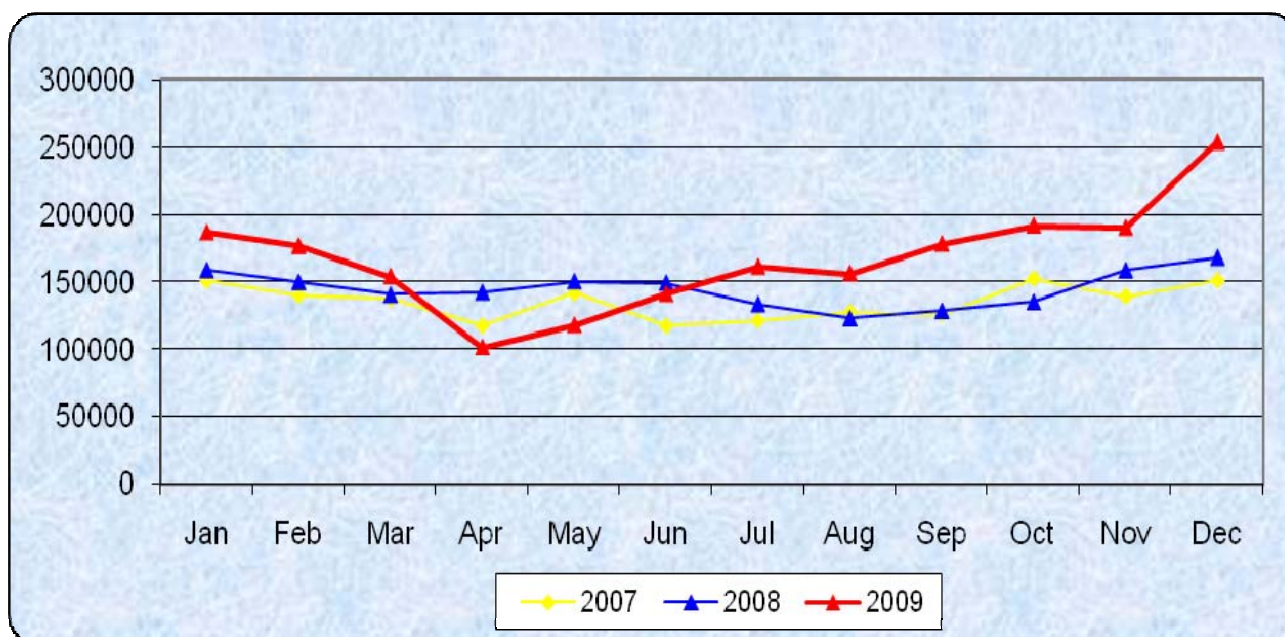




Table 10: Top Ten Generating Markets, 2006-2009.

Note: Table ranks country by tourist expenditures, not total arrivals.

Rank	2006	Number	Share(%)	2007	Number	Share(%)
1	Thailand	675,845	56	Thailand	949,452	58
2	USA	46,829	4	USA	45,691	3
3	France	32,453	3	France	34,584	2
4	UK	31,684	3	UK	31,352	2
5	Japan	23,147	2	Japan	29,770	2
6	Vietnam	190,442	16	Vietnam	290,584	18
7	Australia	22,021	2	Australia	24,492	2
8	Germany	18,004	1	Germany	19,299	1
9	Canada	12,419	1	Canada	13,050	1
10	China	50,317	4	China	54,920	3
	Other	111,945	9	Other	130,749	8
Rank	2008	Number	Share(%)	2009	Number	Share(%)
1	Thailand	891,448	51	Thailand	1,274,064	63
2	USA	54,717	3	USA	39,339	2
3	Vietnam	351,384	20	Vietnam	296,763	15
4	France	39,077	2	France	31,775	2
5	UK	36,038	2	Japan	28,081	1
6	Japan	31,569	2	UK	27,044	1
7	Australia	28,180	2	Australia	24,209	1
8	Germany	25,191	1	Korea	17,876	1
9	Canada	14,695	1	Germany	17,710	1
10	China	105,852	6	China	128,226	6
	Other	158,636	9	Other	123,276	6

Priority Markets for Tourism in Laos

Priority Markets 1: EUROPEAN MARKET

France

United Kingdom

Germany

Priority Markets 2: ASIAN AND PACIFIC MARKET

Thailand

Japan

Australia

Vietnam

Priority Markets 3: AMERICAS MARKET

USA

Canada



Table 11: Tourist Arrivals by Port of Entry through Category, 2005-2009.

Port of Entry	2005	2006	2007	2008	2009	Regional Visitors	Percent Share	Percent Change
Grand Total	1,095,315	1,215,106	1,623,943	1,736,787	2,008,363	1,699,053	2009 (%)	09/08 (%)
Wattay Airport	105,533	106,232	105,673	151,941	144,632	40,114	7.20	-4.81
Friendship Bridge I	541,016	582,176	656,470	547,586	517,063	483,452	25.75	-5.57
Boten	29,373	37,660	44,844	91,489	134,576	129,124	6.70	47.10
Houei Xay	59,613	73,292	73,814	100,966	110,659	63,501	5.51	9.60
Friendship Bridge II & Vang Tao+Veunkham	135,686	165,360	399,667	408,803	668,980	649,959	33.31	63.64
Nam Phao	95,325	93,722	103,288	111,361	114,636	89,809	5.71	2.94
Nam Phao	42,456	40,744	80,288	84,401	91,861	83,719	4.57	8.84
Thakhek + Naphao	25,021	49,587	71,037	94,313	100,496	94,484	5.00	6.56
Kenthao	14,384	11,849	18,526	19,782	20,153	18,847	1.00	1.88
LuangPrabang	33,064	35,257	54,222	66,233	68,669	12,979	3.42	3.68
NamKan	11,700	15,438	11,649	12,695	12,097	11,687	0.60	-4.71
NamSouy	2,144	3,789	4,465	6,611	7,868	7,351	0.39	19.01
Sobhum	NA	NA	NA	26,094	8,324	6,121	0.41	-68.10
Phoukeua	NA	NA	NA	14,512	8,349	7,906	0.42	-42.47

Graph 3: Percentage of Tourist Arrivals

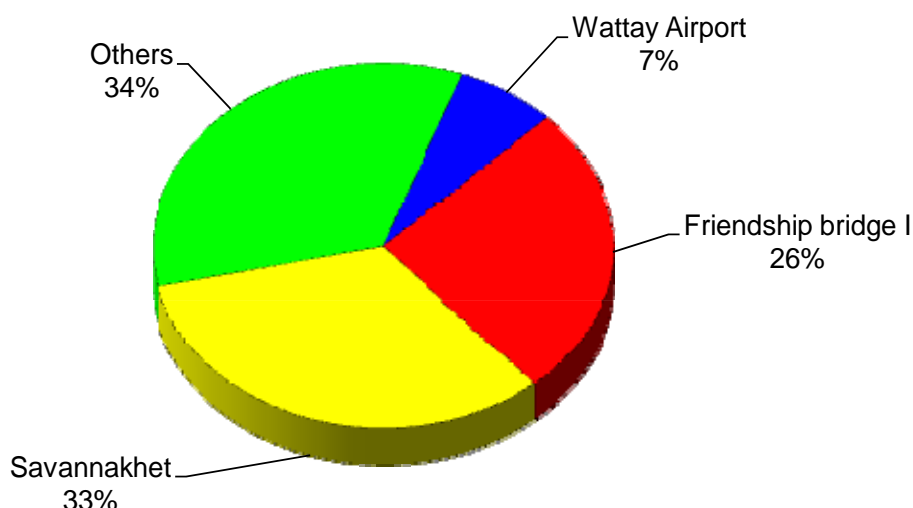


Table 12: Visitors by Province, 2002-2009.

Province	2002	2003	2004	2005	2006	2007	2008	2009
Vientiane Capital	506,677	437,059	544,253	653,212	729,272	869,642	878,507	807,445
Champassak	45,635	65,827	63,963	99,044	113,684	165,750	220,214	278,054
Khammoune	19,596	18,782	12,260	28,000	98,906	154,525	177,097	170,579
Bokeo	65,045	45,469	79,006	89,027	82,512	112,157	145,567	140,414
Luang Namtha	19,319	29,720	41,658	49,258	47,788	88,427	197,202	244,614
Savannakhet	98,962	64,050	118,821	192,560	192,385	430,604	474,826	791,924
Luang Prabang	65,872	99,150	105,513	133,569	151,703	186,819	231,575	237,683
Bolikhamxay	30,758	34,418	55,087	63,579	71,394	69,773	84,401	140,736
Xieng Khouang	16,223	5,062	15,015	24,174	19,586	25,531	22,729	21,346
Saravanh	4,823	5,800	6,400	8,000	10,000	10,500	26,802	28,142
Oudomxay	36,000	23,911	54,695	54,721	43,400	76,970	101,761	107,419
Huaphanh	2,819	2,204	588	3,175	3,760	7,247	8,848	15,098
Xayabouli	10,840	6,728	16,005	15,914	14,266	19,751	23,043	23,061
Vientiane Province	30,480	47,899	82,521	92,657	142,442	230,548	268,891	290,015
Phongsali	8,500	5,732	6,543	9,452	10,240	22,850	41,378	36,752
Attapeu	6,831	9,149	9,668	13,740	14,841	16,176	27,728	32,718
Sekong	574	2,242	4,232	6,526	7,111	12,962	13,125	19,000



Table13: Visitor Arrivals to Luang Prabang Province by Nationality, 2006-2009.

Country of Origin	2006		2007		2008		2009		Change(%) 2009/2008
	Number	Share%	Number	Share%	Number	Share%	Number	Share%	
Total	275,154		311,645		344,029		375,669		9
Laos	123,451		124,826		112,454		137,986		23
Foreigner	151,703	100%	186,819	100%	231,575	100%	237,683		3
Asia and Pacific	52,796	34.80	76,491	40.94	96,201	41.54	93,785	39.46	-3
ASEAN	23,073	15.21	39,518	21.15	50,502	21.81	46,714	19.65	-8
Brunei	61	0.04	190	0.10	163	0.07	50	0.02	-69
Cambodia	339	0.22	301	0.16	323	0.14	144	0.06	-55
Indonesia	207	0.14	201	0.11	171	0.07	296	0.12	73
Malaysia	705	0.46	606	0.32	520	0.22	866	0.36	67
Myanmar	88	0.06	172	0.09	222	0.10	201	0.08	-9
Philippines	247	0.16	658	0.35	514	0.22	404	0.17	-21
Singapore	617	0.41	923	0.49	1,948	0.84	1,473	0.62	-24
Thailand	19,822	13.07	31,911	17.08	32,482	14.03	39,154	16.47	21
Vietnam	987	0.65	4,556	2.44	14,159	6.11	4,126	1.74	-71
Non-ASEAN	29,723	19.59	36,973	19.79	45,699	19.73	47,071	19.80	3
Australia	10,560	6.96	14,978	8.02	13,176	5.69	16,196	6.81	23
China	3,258	2.15	4,161	2.23	9,990	4.31	9,487	3.99	-5
India	366	0.24	338	0.18	523	0.23	332	0.14	-37
Japan	9,730	6.41	10,029	5.37	9,555	4.13	11,165	4.70	17
Korea	2,302	1.52	4,649	2.49	6,194	2.67	4,891	2.06	-21
New Zealand	2,180	1.44	1,941	1.04	5,071	2.19	3,810	1.60	-25
Taiwan	75	0.05	380	0.20	234	0.10	399	0.17	71
Others	1,252	0.83	497	0.27	956	0.41	791	0.33	-17
Europe	67,276	44.35	78,879	42.22	83,697	36.14	92,617	38.97	11
Austria	1,834	1.21	1,664	0.89	1,267	0.55	3,914	1.65	209
Belgium	1,871	1.23	2,206	1.18	3,068	1.32	4,399	1.85	43
Denmark	1,858	1.22	2,563	1.37	1,804	0.78	970	0.41	-46
Finland	844	0.56	494	0.26	1,149	0.50	978	0.41	-15
France	13,503	8.90	14,902	7.98	20,602	8.90	19,284	8.11	-6
Germany	9,198	6.06	14,214	7.61	16,763	7.24	14,206	5.98	-15
Greece	254	0.17	373	0.20	160	0.07	255	0.11	59
Italy	3,441	2.27	3,627	1.94	7,134	3.08	6,041	2.54	-15
Netherlands	5,285	3.48	4,297	2.30	1,181	0.51	3,506	1.48	197
Norway	854	0.56	1,847	0.99	588	0.25	598	0.25	2
Russia	427	0.28	726	0.39	1,130	0.49	790	0.33	-30
Spain	2,732	1.80	1,697	0.91	682	0.29	1,880	0.79	176
Sweden	2,217	1.46	1,586	0.85	876	0.38	2,010	0.85	129
Switzerland	2,431	1.60	2,632	1.41	1,147	0.50	2,286	0.96	99
United Kingdom	17,120	11.29	21,255	11.38	22,237	9.60	27,145	11.42	22
Others	3,407	2.25	4,796	2.57	3,909	1.69	4,355	1.83	11
The Americas	24,446	16.11	29,849	15.98	43,865	18.94	46,703	19.65	6
Canada	7,770	5.12	8,935	4.78	17,928	7.74	16,053	6.75	-10
USA	14,303	9.43	18,096	9.69	21,859	9.44	25,899	10.90	18
Others	2,373	1.56	2,818	1.51	4,078	1.76	4,751	2.00	17
Africa and Middle East	7,185	4.74	1,600	0.86	7,812	3.37	4,578	1.93	-41
Israel	5,180	3.41	1,049	0.56	5,672	2.45	3,432	1.44	-39
Others	2,005	1.32	551	0.29	2,140	0.92	1,146	0.48	-46



Table 14 : Out-going Lao Travellers, 2007-2009.

Border Check Point	Total 2007	Total 2008	2009					Total 2009
			Official	Visit	Travel	Business	Other	
Total	589,018	766,386	7,953	103,961	263,939	75,731	327,144	778,728
Mitthapab bridge	229,495	266,522	398	37,393	511	15	235,544	273,861
Border Pass	22,661	7,779					194,919	194,919
Passport	206,834	258,743	398	37,393	511	15	40,625	78,942
Luangnamtha	17,619	42,127	481	1,289	13,075	18,354	4,527	37,726
Border Pass	17,091	41,357	420	1,220	12,802	18,249	4,438	37,129
Passport	528	770	61	69	273	105	89	597
Bolikhamxay	27,804	43,084	2,890	3,113	24,706	5,237	1,607	37,553
Border Pass	17,301	30,366	759	2,513	14,888	4,950	13	23,123
Passport	10,503	12,718	2,131	600	9,818	287	1,594	14,430
Khammouane	16,579	62,564	106	19,050	6,702	135	1,833	27,826
Border Pass	11,107	43,413		3,087	5,988	104	1,789	10,968
Passport	5,472	19,151	106	15,963	714	31	44	16,858
Savannakhet	126,274	126,757	2,908	13,007	178,229	26,502	20,936	241,582
Border Pass	80,049	34,474	593	5,871	96,716	22,145	3,076	128,401
Passport	46,225	92,283	2,315	7,136	81,513	4,357	17,860	113,181
Wattay Airport	27,668	24,271	-	-	-	-	7,001	7,001
Border Pass	-	-						-
Passport	27,668	24,271					7,001	7,001
Houaysai	24,391	34,295	-	1,049	21,306	-	3,529	25,884
Border Pass	19,611	24,216		1,049	10,601		3,483	15,133
Passport	4,780	10,079			10,705		46	10,751
Champasak	38,881	51,986	165	13,278	18,838	1,304	1,953	35,538
Border Pass	25,283	23,326		3,087	5,980	1,041	1,789	11,897
Passport	13,598	28,660	165	10,191	12,858	263	164	23,641
Xayabouli	74,443	75,723	29	12,693	-	22,590	44,892	80,204
Border Pass	70,402	66,780		3,238		22,590	44,046	69,874
Passport	4,041	8,943	29	9,455			846	10,330
Huaphanh	1,917	2,486	439	2	458	810	63	1,772
Border Pass	1,602	1,552	74		288	720	42	1,124
Passport	315	934	365	2	170	90	21	648
Luangprabang	1,008	1,402	202	842	2	1	-	1,047
Border Pass	-	-						-
Passport	1,008	1,402	202	842	2	1		1,047
Xiengkhouang	2,939	3,445	123	2,245	112	783	3,257	6,520
Border Pass	2,058	2,378	67	712	92	763	3,257	4,891
Passport	881	1,067	56	1,533	20	20		1,629
Attapeu		5,792	-	-	-	-	2,002	2,002
Border Pass		2,166					949	949
Passport		3,626					1,053	1,053
Phongsaly		25,932	212	-	-	-	-	212
Border Pass	181	25,932	121					121
Passport	133	-	91					91

Table 15 : Room Occupancy Rates by Province, 2003 -2009.

Province	Occupancy Rate						
	2003	2004	2005	2006	2007	2008	2009
Bokeo	72%	65%	67%	58%	64%	63%	54%
Champassak	45%	42%	58%	60%	61%	65%	62%
Houaphanh	33%	28%	29%	30%	39%	40%	49%
Luang Prabang	69%	57%	70%	72%	74%	73%	68%
Luang Namtha	54%	52%	57%	55%	56%	60%	48%
Savannakhet	49%	58%	60%	61%	68%	65%	67%
Vientiane Capital	69%	55%	64%	66%	63%	60%	63%
Khammouane	53%	21%	43%	45%	59%	58%	49%
Oudomxay	43%	62%	52%	55%	58%	60%	55%
Vientiane province	41%	43%	52%	63%	62%	64%	61%
Xieng Khouang	27%	32%	40%	44%	51%	50%	51%
Bolikhamxay	35%	58%	65%	67%	68%	69%	54%
Saravanh	38%	21%	42%	38%	40%	42%	51%
Xayabouli	36%	29%	37%	35%	39%	50%	48%
Phongsaly	33%	21%	29%	30%	42%	52%	51%
Attapeu	56%	63%	50%	48%	46%	48%	45%
Sekong	29%	42%	37%	38%	40%	46%	40%
Average	45%	44%	50%	51%	54%	57%	54%



Table 16: Revenue from Tourism and Major Exports, 2005-2009.

Note: Revenue in Millions of US Dollars

Product	2009		2008		2007		2006		2005	
	Revenue	Rank	Revenue	Rank	Revenue	Rank	Revenue	Rank	Revenue	Rank
Tourism	267.7	3	275.5	2	233.3	2	173.2	2	146.7	1
Garments	141.7	4	255.0	3	132.1	3	126.1	3	107.5	3
Electricity	274.5	2	97.1	4	72.1	5	101.1	4	94.6	4
Wood Products	46.0	6	59.3	5	72.5	4	96.6	5	74.0	5
Coffee	13.8	8	15.6	8	32.3	7	9.7	8	9.5	8
Agricultural Products	77.0	5	47.9	6	42.4	6	39.2	6	26.6	6
Minerals	539.4	1	801.9	1	558.8	1	485.6	1	128.3	2
Handicrafts	4.7	9	3.4	9	4.6	9	1.1	9	2.7	9
Other Industries	31.1	7	30.0	7	12.8	8	18.2	7	11.9	7

Source : Ministry of Industry and Commerce, Lao National Tourism Administration.

Table 17: Number of Hotels, Guesthouses, Resorts, Restaurants and Entertainment Establishments, 2008-2009.

Province	Type									
	Hotel		GH,Resort		Restaurant		Entertainment		Total	Total
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Attapeu	3	5	14	14	29	40	4	20	50	79
Bokeo	5	5	28	35	19	43	1	4	53	87
Bolikhamxay	12	14	25	29	100	111	2	6	139	160
Champassak	35	41	119	135	18	18	15	12	187	206
Houaphanh	5	5	39	45	24	93	8	3	76	146
Khammouane	5	7	18	51	6	47	3	2	32	107
Luang Namtha	4	5	70	72	67	107	6	7	147	191
Luang Prabang	31	41	161	201	54	113	2	8	248	363
Oudomxay	8	11	52	53	86	107	5	6	151	177
Phongsaly	4	5	33	38	64	82	0	2	101	127
Saravane	3	3	20	20	9	9	2	11	34	43
Savannakhet	15	17	68	98	19	95	4	69	106	279
Sayabouli	3	3	60	84	22	30	6	6	91	123
Sekong	3	3	15	15	20	9	0	8	38	35
Vientiane Capital	114	175	185	187	69	86	92	116	460	564
Vientiane Province	4	5	179	217	122	126	12	26	317	374
Xieng Khouang	11	12	34	50	14	32	2	4	61	98
Total	265	357	1,120	1,344	742	1,148	164	310	2,291	3,159



Table 18: Number of Accommodation Establishments, and Rooms 2003-2009.

Province	Number of Establishments							Number of Rooms						
	2003	2004	2005	2006	2007	2008	2009	2003	2004	2005	2006	2007	2008	2009
Attapeu	5	5	12	14	16	17	19	107	107	190	322	240	262	319
Bokeo	22	25	24	26	32	33	40	262	303	309	316	378	379	483
Bolikhambay	25	25	26	29	37	37	43	366	379	435	523	571	636	720
Champassak	106	110	126	127	142	154	176	1298	1364	1616	1679	1879	2072	2669
Houaphanh	34	40	39	41	45	44	50	240	317	338	350	421	432	473
Khammouane	13	17	18	26	44	23	58	206	356	394	412	624	523	992
Luang Namtha	65	70	50	64	56	74	77	534	588	536	671	615	814	939
Luang Prabang	137	120	163	173	224	192	242	1414	1410	1722	1808	2162	2243	2703
Oudomxay	50	55	63	64	66	60	64	515	731	703	821	787	848	817
Phongsaly	29	26	36	38	38	37	43	246	193	273	308	298	294	365
Saravane	22	21	22	23	23	23	23	174	221	230	254	362	273	299
Savannakhet	53	60	67	72	81	83	115	979	995	1257	1236	1627	1758	2302
Sayabouli	35	43	47	57	51	63	87	377	395	431	510	561	751	974
Sekong	8	8	17	16	17	18	18	69	69	172	160	164	188	225
Vientiane Capital	163	194	224	242	248	299	362	3412	4004	4891	5342	5476	7237	7972
Vientiane Province	90	105	122	138	161	183	222	1772	1734	1890	2077	2284	2773	3314
Xieng Khouang	30	33	32	43	50	45	62	318	500	441	844	693	690	992
Total	887	957	1088	1193	1331	1385	1701	12289	13666	15828	17633	19142	22173	26558

Table 19: Number of Hotels, Guest Houses, Rooms, and Beds, in 2009.

Province	Hotels			Guest Houses			Total		
	No	Room	Bed	No	Room	Bed	No	Room	Beds
Attapeu	5	146	220	14	173	224	19	319	444
Bokeo	5	126	208	35	357	514	40	483	722
Bolikhambay	14	423	577	29	297	391	43	720	968
Champassak	41	1302	1778	135	1367	1664	176	2669	3442
Houaphanh	5	90	119	45	383	574	50	473	693
Khammouane	7	281	427	51	711	961	58	992	1388
Luang Namtha	5	182	232	72	757	1086	77	939	1318
Luang Prabang	41	993	1557	201	1710	2574	242	2703	4131
Oudomxay	11	261	450	53	556	782	64	817	1232
Phongsaly	5	106	158	38	259	397	43	365	555
Saravanh	3	83	131	20	216	309	23	299	440
Savannakhet	17	799	1171	98	1503	1948	115	2302	3119
Sayabouli	3	116	183	84	858	989	87	974	1172
Sekong	3	58	79	15	167	187	18	225	266
Vientiane Capital	175	5471	8103	187	2501	3749	362	7972	11852
Vientiane Province	5	265	420	217	3049	3932	222	3314	4352
Xieng Khouang	12	341	486	50	651	912	62	992	1398
Total	357	11043	16299	1344	15515	21193	1701	26558	37492



Part II : International Visitor Survey.

The results in this section of the report relate to information obtained from 1,560 international visitors surveyed during the period April-December 2009 at Wattay International Airport, Friendship Bridge, Luang Prabang and Champassack Provinces. The international visitors who were randomly interviewed represent all tourist arrivals to Laos.

Table 20: Profile of International Tourist Arrivals to Laos, 2005 -2009.

CHARACTERISTIC	2005	2006	2007	2008	2009
MODE OF ARRIVAL	100%	100%	100%	100%	100%
Air	40	32.8	40.3	32	29
Land	60	68.4	59.7	68	71
SEX	100%	100%	100%	100%	100%
Male	56	51	57.6	56	55
Female	44	49	42.6	44	45
AGE GROUP	100%	100%	100%	100%	100%
3 to 19	3	2	4	5	6
20 to 29	39	29.1	44.8	32	34
30 to 39	26	24.7	21.7	24	26
40 to 49	14	17.2	15.3	18	17
50 to 59	13	18.3	7.6	16	13
60 and above	5	8.7	6.6	5	4
OCCUPATION	100%	100%	100%	100%	100%
Government	16	16	15	18	13
Private company	28	34	27	26	22
Student	23	11.7	27	20	26
Housewife	2	2.3	2	5	4
Retired	3	6.3	6	7	8
Self-employed	9	10.7	9	12	19
Others	19	19.5	14	12	8
PURPOSE OF VISIT	100%	100%	100%	100%	100%
Business	4	12.8	1.7	6	7
Holiday	88	75.5	80	78	81
Visit family	2	2.8	5.3	4	3
Official, convention and seminar	2	5.2	8.6	10	8
Others	4	4.4	4.4	2	1
TYPE OF ACCOMMODATION	100%	100%	100%	%	%
Hotel	25	40.7	41.7	40	42
Guest House	70	49.5	52	68	72
Private house	3	9.3	8	9	4
Others	2	2.3	2	2	1
PERSONS ACCOMPANIED WITH	100%	100%	100%	100%	100%
Alone	23	31.8	30.2	25	24
Spouse/partner	45	40.7	27.8	32	22
Child	3	2.9	5.1	6	5
Colleague	2	4.4	7.5	8	15
Friend	23	18.5	25.4	26	32
Others	4	4.3	4	3	2



FREQUENCY OF VISIT	100%	100%	100%	100%	100%
First visit	55	45.4	78.3	60	79
Second visit	30	12.2	10.4	20	12
Third visit	8	15	3.8	9	6
Nth visit	7	27.4	7.3	8	3
SOURCE OF INFORMATION ABOUT LAOS					
Book or magazine	59	46.4	51	65	25
TV or radio	2	1.3	2.1	3	4
Friend	19	21.4	30	45	57
Travel Agency/Tour Operator	7	11.3	8.3	10	13
Internet					34
Other	13	22.8	8.6	7	8
MAIN INTERESTS	%	%	%	%	%
Nature	70	59.6	65	70	76
Temple and monuments	60	54.8	62	55	51
Culture	75	69	68	68	72
Minority people	31	26.7	32	40	51
Food	27	23.6	26	30	25
Shopping	15	15.3	33	35	32
New destination	33	32.1	24	37	38
Other	9	15.8	11	10	7
PROVINCES VISITED	%	%	%	%	%
Vientiane Capital	98	97.2	92	90	82
Luang Prabang	64	64.3	69	65	71
Xieng Khouang	11	8.5	12	15	23
Champassak	16	11.2	20	24	45
Khammouane	4	3.3	6	5	4
Savannakhet	10	9.7	11	10	2
Bokeo	10	7.5	14	13	19
Bolikhamxay	2	2.4	3	16	10
Luang Namtha	7	8.4	9	18	17
Xayabouli	1	1.4	1.2	1	1
Attapeu	2	1.8	1.1	1	1
Saravanh	2	2.6	1.3	1	1
Huapanh	2	1.7	2.7	1.8	4
Oudomsay	7	7	8	9	8
Sekong	1	2.2	2	1.2	1
Phong Saly	3	2.5	2	2	2
Vientiane Province	1	1	10	30	42
COUNTRIES VISITED ON THESE TRIPS	%	%	%	%	%
Only Lao PDR	20	28.2	26	25	24
Thailand	71	57.8	62	70	72
Cambodia or China or Vietnam	47	45.4	47	35	42
Other Southeast Asian countries	20	17	16	16	22
AVERAGE LENGTH OF STAY (DAYS)	7	7	7	6.5	7
AVERAGE EXPENDITURE PER DAY PER PERSON (US Dollars)	50	52	53	60	64



Part III: Tourism Projections

Table 21: Tourist Arrivals to Laos, Revenue from Tourism, Average Length of Stay by Time Trend from 1993-2020.

Year	Number of Tourist Arrivals	Revenue from Tourism (Dollars)	Average Length of Stay (Days) for international tourists	Remark
1993	102,946	6,280,000	3.50	
1994	146,155	7,557,600	5.07	
1995	346,460	24,738,480	4.25	
1996	403,000	43,592,263	4.12	
1997	463,200	73,276,904	5.00	
1998	500,200	79,960,145	5.00	
1999	614,278	97,265,324	5.50	
2000	737,208	113,898,285	5.50	
2001	673,823	103,786,323	8.00	
2002	735,662	113,409,883	6.50	
2003	636,361	87,302,412	6.00	
2004	894,806	118,947,707	6.50	
2005	1,095,315	146,770,074	7.00	
2006	1,215,106	173,249,896	7.00	
2007	1,632,943	233,304,695	7.00	
2008	1,736,787	275,515,758	6.50	
2009	2,008,363	267,700,224	7.00	
2010	2,125,766	270,087,173	7.87	Estimated
2011	2,226,473	288,872,147	8.07	Estimated
2012	2,365,542	307,657,122	8.27	Estimated
2013	2,522,459	326,442,096	8.47	Estimated
2014	2,685,997	345,227,071	8.67	Estimated
2015	2,865,847	364,012,045	8.87	Estimated
2020	3,625,647	457,936,918	12.25	Estimated





Table 23: Number of Lao Travel Agents from 2003-2009.

Province	Number of Travel Agents							Number of Branch Travel Agents						
	2003	2004	2005	2006	2007	2008	2009	2003	2004	2005	2006	2007	2008	2009
Vientiane capital	26	36	41	55	65	80	90	4	4	5	5	6	8	8
Bolikhambay	1	1	1	1	2	2	2							
Khammouane	2	2	2	2	2	3	2							
Savannakhet	2	2	2	2	3	4	6	1	1	2	5	6	7	8
Champassak	2	3	4	9	11	14	18	4	4	8	11	13	16	17
Sekong				1	1	1	1							
Attapeu	1	1	1	1	1	1	1							
Xieng Khouang		1	1	1	1	1	1	2	3	3	4	4	7	8
Houaphanh					2	2	2							
Luang Prabang	2	5	6	13	16	21	24	8	10	13	14	15	22	23
Bokeo	1	1	2	3	3	6	8	4	4	5	5	5	5	5
Luang Namtha	3	3	3	3	3	3	4							1
Oudomxay	1	1	1	2	2	1	2							
Sayabouli					1	1	1							
Phongsaly														
Saravane							1							1
Vientiane Province						3	3							
Total	41	56	64	93	113	143	166	23	26	36	44	49	65	71

Table 24: Number of Tourist Sites in Laos in 2009.

Province	Natural sites	Cultural sites	Historical sites	Total
Phongsaly	38	69	5	112
Houaphanh	12	14	17	43
Xieng Khouang	32	18	13	63
Luang Namtha	26	34	12	72
Oudomxay	75	70	34	179
Bokeo	119	32	19	170
Luang Prabang	32	32	6	70
Sayabouli	69	10	13	92
Vientiane Province	104	10	17	131
Vientiane Capital	12	14	10	36
Bolikhambay	51	8	4	63
Khammouane	95	25	3	123
Savannakhet	39	12	4	55
Champasak	103	59	33	195
Saravanh	15	14	5	34
Sekong	8	6	7	21
Attapeu	19	8	7	34
Total	849	435	209	1493



Part IV: Tourist Satisfaction

Table 25: Important factors that tourists took into account when they planned to visit Lao PDR.

N= 841

Items	Average Score
1. Cultural activities	3.10
2. Nature	3.71
3. Temple and monuments	3.19
4. Atmosphere	3.76
5. Ecotourism destination	2.58
6. Way of life	2.63
7. People	3.81
8. Handicraft and textile products	2.45
9. Safety	3.64
10. Prices	3.46
11. Visa application/ immigration services	3.45
12. Hotel and restaurant	2.81

Source: Survey conducted by LNTA in 2009

Note :

- 0 : Not important
- 1 : Least important
- 2 : Slightly important
- 3 : Fairly important
- 4 : Very important
- 5 : Most important

Table 26: Level of tourist satisfaction with tourism products and services of Lao PDR.

N= 841

Items	Average Score
1. Cultural activities	3.20
2. Nature	3.92
3. Temple and monuments	3.60
4. Atmosphere	3.60
5. Ecotourism destination	3.01
6. Way of life	3.87
7. People	4.08
8. Handicraft and textile products	3.28
9. Safety	3.94
10. Prices	3.54
11. Visa application/ immigration services	3.46
12. Hotel and restaurant	3.60

Source: Survey conducted by LNTA in 2009

Note :

- 0 : Not applicable
- 1 : Very low
- 2 : Low
- 3 : Medium
- 4 : High
- 5 : Very high

Table 27: Overall satisfaction of tourists who visit Lao PDR.

N= 841

Items	Average Score
1. Overall, I enjoyed my trip to Lao PDR	4.41
2. Overall, my satisfaction with this trip is greater than my expectation	3.88
3. I am satisfied with my decision to select Lao PDR as my travel destination	4.31

Source: Survey conducted by LNTA in 2009

Note :

- 1 : Strongly disagree
- 2 : Disagree
- 3 : Neutral
- 4 : Agree
- 5 : Strongly agree



Table 22: Tourist Arrivals Forecast by Season from 2010 to 2020

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2020
Total	737,208	673,823	735,662	636,361	894,806	1,095,315	1,215,106	1,623,943	1,736,787	2,008,363	2,125,766	2,226,473	2,365,542	2,522,459	2,685,997	2,865,847	3,625,647
January	54,112	58,926	80,191	60,957	76,198	77,093	111,917	150,853	158,776	186,668	193,945	199,232	215,468	225,412	246,433	263,351	336,316
February	55,143	51,211	66,842	64,565	80,853	81,766	112,520	140,238	149,744	176,596	179,803	189,623	200,885	220,203	238,079	256,463	326,337
March	45,413	48,671	68,469	59,684	64,572	113,722	104,675	137,463	140,256	154,059	162,019	174,217	192,007	210,530	231,893	245,311	312,401
April	33,397	51,824	65,753	56,511	71,359	100,477	99,928	117,805	142,321	101,288	131,225	153,156	161,964	170,773	179,581	188,389	232,431
May	22,043	64,509	56,481	45,885	79,508	83,665	94,017	141,771	150,314	117,754	146,740	165,267	178,137	187,646	196,942	220,026	278,638
June	27,129	45,758	50,864	42,292	58,822	96,140	85,016	117,741	149,299	140,929	148,846	167,020	182,688	196,984	205,640	228,359	292,987
July	37,072	41,910	54,541	45,689	60,383	67,878	79,525	121,541	133,355	161,055	174,021	176,931	190,252	203,573	216,895	230,216	296,823
August	38,924	47,477	55,737	45,568	70,665	85,940	93,045	127,687	122,636	156,239	168,761	175,093	187,347	199,601	211,854	224,108	285,376
September	71,878	44,212	53,116	48,035	63,236	77,694	86,762	126,071	128,427	178,194	180,831	181,475	194,378	207,282	220,186	233,089	297,607
October	149,285	79,700	59,456	48,330	78,458	99,437	108,720	152,366	134,943	191,697	193,231	194,325	197,885	208,264	218,642	229,021	280,913
November	103,215	65,587	62,841	59,154	88,301	100,217	111,747	139,478	158,673	190,132	190,980	193,697	204,717	215,737	226,757	237,778	292,879
December	99,597	74,038	61,371	59,691	102,451	111,286	127,234	150,929	168,043	253,752	255,364	256,437	259,814	276,454	293,095	309,736	392,939

Note: The revised year on year figures are calculated based on the actual number of tourist arrivals of the previous years



Table 9: Tourist Arrivals to Laos by Port of Entry in 2009

Country of Origin	Port of Entry																			Total 2009
	Attapeu	Bok	Boli		Cham			Huaph	Kham		LPB	LNT	Phongsavath	Savan		Vientiane Capital		Xaya	Xieng	
	Phou Keua	Houei Xay	BakSanh	Namphao	Vang Tao	Pakse Airport	Veun Kham	Nam Souy	Thakhek	Naphao	Airport	Boten	Sobhum	Mittha phab Bridge II	Dane Savanh	Mittha phab Bridge I	Wattay Airport	Ken Thao	Nam Kan	
Grand Total	8,349	110,659	16,679	75,182	97,985	5,014	11,637	7,868	76,434	24,062	68,669	134,576	8,324	553,803	115,177	517,063	144,632	20,153	12,097	2,008,363
Asia and Pacific	8,032	72,117	16,299	70,891	91,265	1,451	7,633	7,558	72,426	24,050	26,004	131,195	6,600	545,144	112,463	505,075	91,080	19,470	11,818	1,820,571
ASEAN	7,852	61,160	16,155	67,771	88,379	333	6,348	7,323	71,227	23,960	13,554	23,305	6,157	541,607	110,944	491,146	43,238	18,871	11,679	1,611,009
Brunei	-	-	-	-	2	-	2	-	-	-	2	-	-	16	-	51	194	-	-	267
Cambodia	-	26	2	255	18	96	4,968	-	7	-	117	15	-	245	26	183	1,562	7	3	7,530
Indonesia	1	14	4	84	12	6	4	1	72	-	127	17	1	616	2	275	1,918	3	1	3,158
Malaysia	17	590	53	135	242	23	62	1	375	-	166	377	39	897	101	1,970	8,714	45	9	13,816
Myanmar	-	39	-	371	13	8	6	-	7	-	58	19	-	56	4	618	594	1	-	1,794
Philippines	-	85	4	67	83	6	46	-	364	1	199	11	2	1,056	38	4,447	1,907	13	2	8,331
Singapore	8	264	23	125	58	27	62	-	62	-	467	97	16	236	26	938	2,859	16	2	5,286
Thailand	201	58,093	14,316	3,291	85,250	66	121	17	58,963	208	11,369	22,723	290	516,500	30,179	442,168	11,673	17,802	834	1,274,064
Vietnam	7,625	2,049	1,753	63,443	2,701	101	1,077	7,304	11,377	23,751	1,049	46	5,809	21,985	80,568	40,496	13,817	984	10,828	296,763
Non-ASEAN	180	10,957	144	3,120	2,886	1,118	1,285	235	1,199	90	12,450	107,890	443	3,537	1,519	13,929	47,842	599	139	209,562
Australia	27	3,214	-	514	657	616	294	55	286	-	5,185	287	178	1,135	247	1,527	9,929	41	17	24,209
China	80	3,359	59	857	170	107	216	30	106	79	561	106,355	22	375	352	788	14,624	61	25	128,226
India	27	45	-	43	26	38	23	20	63	-	176	5	2	285	30	261	1,228	4	4	2,280
Japan	17	1,737	29	640	699	223	326	60	505	11	4,408	635	137	982	441	6,298	10,705	195	33	28,081
Korea	20	1,484	13	400	1,167	43	232	14	95	-	1,313	401	39	389	257	4,074	7,650	244	41	17,876
New Zealand	-	919	-	140	72	42	96	5	81	-	541	50	38	161	57	180	1,080	17	-	3,479
Taiwan	2	155	-	158	45	24	45	48	5	-	89	100	4	82	29	234	1,467	19	13	2,519
Others	7	44	43	368	50	25	53	3	58	-	177	57	23	128	106	567	1,159	18	6	2,892
Europe	169	31,177	285	3,548	4,950	2,554	3,246	255	3,035	8	28,910	2,240	1,365	5,830	2,028	8,414	31,475	471	216	130,176
Austria	-	456	9	41	30	21	46	4	18	-	754	32	15	171	23	92	730	6	2	2,450
Belgium	4	953	2	54	184	59	120	8	42	-	887	42	47	238	78	285	854	9	2	3,868
Denmark	6	494	17	66	557	53	275	7	33	1	575	40	25	155	36	106	523	7	1	2,977
Finland	2	351	-	-	149	26	116	-	16	-	284	50	4	219	64	149	532	20	3	1,985
France	47	5,467	16	269	1,580	742	636	47	1,903	3	5,893	382	347	1,621	450	2,218	10,026	104	24	31,775
Germany	31	3,628	38	208	814	336	804	16	153	3	5,067	291	241	666	205	959	4,099	75	76	17,710
Greece	1	159	-	5	8	33	1	-	3	-	119	11	20	7	7	20	126	6	11	537
Italy	15	1,485	15	53	150	118	66	5	70	-	1,615	70	42	155	41	199	1,371	5	6	5,481
Netherlands	16	3,434	13	160	383	103	287	28	60	-	1,694	205	86	299	103	244	1,344	34	11	8,504
Norway	2	306	7	153	103	58	99	19	73	-	358	14	10	313	45	82	551	22	6	2,221
Russia	4	163	-	-	43	38	34	7	14	-	390	70	16	38	55	1,141	830	4	14	2,861
Spain	-	916	19	52	89	22	53	2	31	-	914	86	47	63	27	51	599	2	9	2,962
Sweden	-	779	13	268	163	77	117	10	158	1	445	95	29	240	136	457	1,137	21	4	4,150
Switzerland	-	1,440	21	65	180	118	100	33	44	-	1,421	70	84	255	111	542	1,310	17	16	5,827
United Kingdom	25	8,601	62	1,867	187	543	171	57	390	-	6,049	553	245	1,162	461	1,151	5,364	134	22	27,044
Others	16	2,545	53	287	350	207	321	12	27	-	2,445	229	107	228	186	718	2,079	5	9	9,824
The Americas	145	6,398	88	722	1,665	963	603	55	921	4	12,860	996	284	2,676	638	3,060	20,998	212	60	53,348
Canada	31	2,213	31	270	481	389	201	17	332	3	2,286	219	118	408	184	443	3,282	30	17	10,955
USA	107	3,455	44	352	1,069	532	317	38	545	-	9,642	709	157	2,125	416	2,542	17,070	179	39	39,339
Others	7	730	13	100	115	42	85	-	44	1	932	68	9	143	38	75	646	3	4	3,054
Africa and Middle East	3	967	9	21	105	46	155	-	52	-	895	145	75	153	48	514	1,079	-	3	4,270
Israel	1	766	-	13	67	24	108	-	4	-	559	94	42	35	21	138	362	-	2	2,236
Others	2	201	7	8	38	22	47	-	48	-	336	51	33	118	27	376	717	-	1	2,032



ໂຄງຮ່າງການຈັດຕັ້ງ ຂອງອົງການທ່ອງທ່ຽວແຫ່ງຊາດ (ອທຊ)

Organization chart of the Lao National Tourism Administration (LNTA)

