MINISTRY OF HOTELS AND TOURISM
INBOUND TOURISM SURVEY OF MYANMAR , 2024

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FOREWORD

The Inbound Tourism Survey Report 2024 of Myanmar is the outcome of the key findings of the Inbound Tourism Survey 2024, which was conducted by Tourism Research Section (TRS) and Directorate of Hotels and Tourism's some Branch Offices under the Ministry of Hotels and Tourism (MOHT).

The trained core survey team from the TRS of the MOHT in Nay Pyi Taw joined the respective team of the Directorate of Hotels and Tourism (DHT) in Respective State and Region Offices (Yangon, Mandalay, Tanintharyi, Eastern Shan State and Kayin) and with the support of relevant departments conducted the Inbound Tourism Survey 2024; first time in August and the second in December. The combined efforts of the public-private-people partnership accounted for the timely accomplishment of the Survey at the designated areas of the International Departure Gates at the Yangon and Mandalay International Airports; and at the three Border Checkpoints located in Tachileik, Kawthaung and Muse.

Understanding that a total of international visitors has been interviewed systematically at the respective international airports and the border checkpoints, the findings would serve as valuable insights into the current situation of international visitor arrivals to Myanmar by air, by sea and by land.

The Inbound Tourism Report 2024 published in English and Myanmar would benefit all the tourism stakeholders in Myanmar. Tourism research and tourism statistics, in fact, hold much importance as the data collected through a tourism survey has been analyzed with key indicators of the international visitors' distinct demographic characteristics, their purpose of visits, lengths of stay and expenditure which contribute towards the National Income in the tourism related services sector of the country 's GDP. The Tourism Research Section of the Ministry of Hotels and Tourism will be the focal point for tourism research and statistics for the sustainable development of the tourism sector in Myanmar.

In this regard, the Ministry reiterate appreciation for Inbound Tourism Survey Report by conducting survey and great thanks to tourism related departments such as Ministry of Home Affairs, Ministry of Religious Affairs and Culture, Ministry of Transport and Communication, Ministry of Immigration and Population, Respective States and Regional Offices, Yangon, Mandalay, Tachileik, Myawaddy, Kawthaung and Muse DHT offices and the enthusiasm of the TRS Team.

H.E U Kyaw Soe Win

Union Minister

Ministry of Hotels and Tourism

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EXECUTIVE SUMMARY

A brief of Inbound Tourism Statistics of Myanmar in 2024

- Total numbers of international arrivals in 2024 were 1,063,072, 17 % decrease compared to 2023.

- International arrivals by visa (air and sea) were 281,833 (26%) and by land were 781,839 (74%)

- Visa Arrivals by region, Asia 246,847 (87.6%), Europe 18,033 (6.4%), America 11,393 (4%), Oceania 3,056 (1.1%), Middle East 1,002 (0.4%), and Africa 1,502 (0.5%).

- Visa Arrivals by nationality, China 99,852 (35 %), Thailand 42,105 (15%), Korea 23,123 (8%), Japan 19,355 (7%) and India 15,334 (5%),

- Total expenditure of international arrivals in Myanmar was US$ 504 million in 2024.

Inbound Tourism Survey 2024

The Tourism Research Section, Hotels and Tourism Supervision Department, financed by the Government conducted the Inbound Tourism Survey for the first time in August and the second time in December 2024. A total of 2,180 international visitors were interviewed at the two international airports in Yangon and Mandalay and at three land border points, namely Kaw Thaung, Tachileik and Muse.

The respondent profiles of the Inbound Tourism Survey 2024 indicate:

- The Top 6 Nationalities visiting Myanmar were Thailand at 30%; China 26%, Russia 7%, India 4 %, USA, British and France 3% respectively, and the remaining 24 % representing other nationalities.

- By modes of Transport, visitors by air make up 50%, by land at 31% and by sea at 19%.

- About 79% of International Visitors were Foreign Independent Travelers (FIT) and 21% were Packaged Tour (PT) Arrangement.

- About 76% of total respondents were overnight visitors and the remaining 24% were same day visitors.

Key findings of International Visitors to Myanmar in 2024 indicated different purposes of visits:

- 58% visit Myanmar for Holiday/ Leisure purposes.
- 21% for Business; 15 % for visiting friends and relatives; 4% for MICE activities, 2% for Meditation and Pilgrimage; and 1% for other purposes.

The Mean (Average) Length of Stay of international visitors in Myanmar was 7 days ranging between 12 days by air, 2 days by sea and 2 days by land.

The Mean (Average) Expenditure of an international visitor per day was USD 127; USD 112 for an international visitor by air, USD 351 by sea and USD 81 by land.

The Average rate of Satisfaction on a scale from 1 to 5;

- For the ratings of satisfaction of international tourists, 52% reported being "satisfied," 23% reported being "highly satisfied," and 3% reported being "unsatisfied."
- Regarding spending on tourism services within Myanmar, the satisfaction ratings show that 50% reported being "satisfied," 24% being "Neutral," and 2% reported being "unsatisfied."

The Findings of the Inbound Tourism Survey 2024 would provide support for charting the future of sustainable tourism development in Myanmar; in particular, policy consideration related to new trends of consumer demand and behavior, creativity of tourism products and services, benefits to the local communities in and around key tourist destinations, promotions and marketing to target markets, support for tourism suppliers and businesses, and strengthening the quality of service and information sharing.

The Tourism Research Section conducted one day online training to the staffs and five DHT Branch Offices staffs and do pilot survey tests before the assigned time frame of the Inbound Tourism Survey 2024 so that they understood well how to conduct the Survey in an efficient manner.

The Inbound Tourism Survey 2024 was executed two international airports and possible border checkpoints for international travel; even such, the respondents who participated in the survey have willingly and independently filled in the questionnaires or answered survey questions. The findings of this report have been analyzed from data collected from the respondents.

1. INTRODUCTION

The tourism and hospitality sector plays an important role and contributes significantly towards every country's economy, as in Myanmar the GDP was composed of Services Sector; Industry Sector and Agriculture Sector. A country's main benefits from the tourism industry and its related service-oriented businesses are its contribution to foreign income generation and job creation for the local community residing in and around tourism destinations; and the extent to which the tourism sector has been developed provides a means to measure of the wealth of the country's tourism products. Therefore, for many regions and countries around the world, investment in the tourism sector contributes to the national economy through the development of tourism infrastructure, and through helping supply-side businesses better meet the needs of the tourists visiting the country.

International tourism has borne the brunt of the COVID-19 pandemic due to travel bans and restrictions and there has been a sharp decline worldwide in international arrivals during 2020 and 2021. In fact, the overall decline in international tourism in the first half of 2021 was more than 80 % compared with the same period in 2020 (UNWTO Tourism Dashboard), as many destinations were completely locked down with almost no inbound tourism in an effort to contain the spread of the virus. However, each country has opened up its borders to international tourism in phases aligned to each country's national COVID-19 relief and recovery plan and its COVID-19 vaccination coverage, by implementing health and hygiene protocols, permitting entry visas and resuming commercial flights. International tourism is not yet back to pre-pandemic levels but, according to UNWTO, the numbers of international tourism are on track to recover almost 90 % of pre-pandemic levels by the end of this year. According to the latest data from the UNWTO, an estimated 1.4 billion tourists travelled internationally in 2024.

According to UNWTO, "The steady recovery reflects strong pent-up demand for international travel as well as the easing or lifting of travel restrictions and people eager to travel escape form stay at home.

The recovery rate of international visitor arrivals in Myanmar in 2024 comparing with 2019 was at 24%. The trends of international arrivals by mode of transport can be seen as below;

Figure 1.1: International Visitors in Myanmar by Mode of Transport throughout from 2018 to 2024
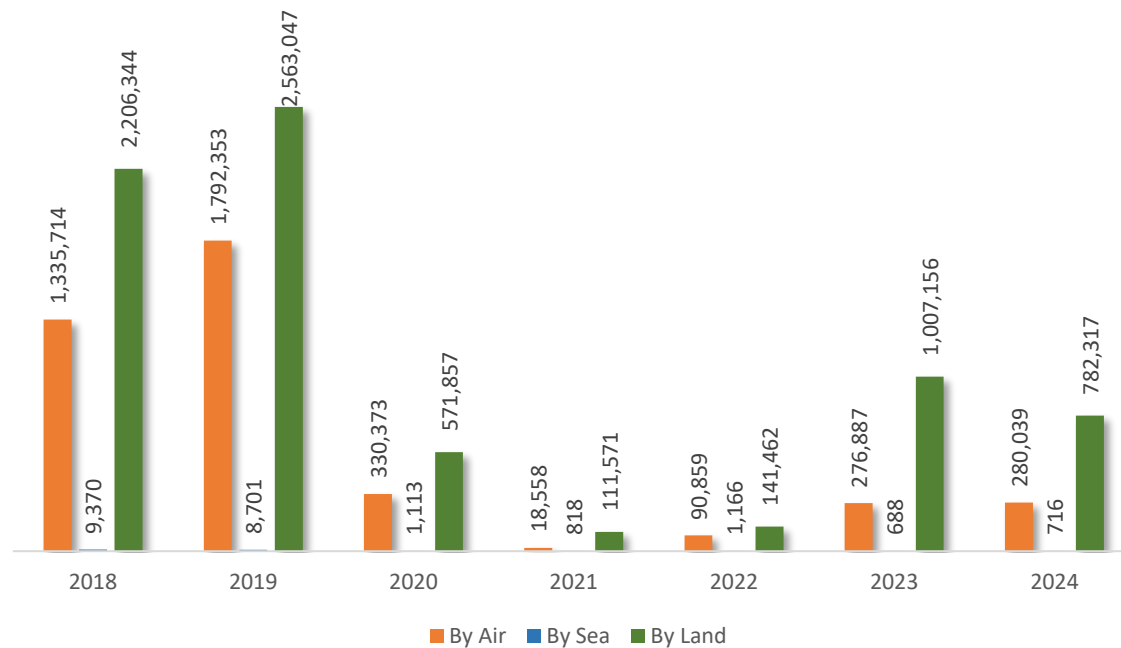
Table 1.1: International Visitors in Myanmar by Mode of Transport throughout from 2018 to 2024

Modes of Transport	2018	2019	2020	2021	2022	2023	2 0 2 4
Total Visitor Arrivals by modes of transport	3,5 5,41 2 8	4,3 6,14 0 1	903,343	130,097	233,487	1,2 8,74 3 1	1,063,072
(By Air)							
International Airports (Total Visitor Arrivals)	1,335,714	1,792,353	330,373	18,558	90,859	276,887	280,039
Yangon International Airport	1,149,377	1,323,994	265,249	18,069	87,507	240,419	242,722
Mandalay International Airport	169,582	446,488	61,562	55	2,478	35,822	37,022
Nay Pyi Taw Inter-National Airport	16,242	21,871	3,562	434	874	646	295

Myeik	243	-	-	-	-	-	-
(By Sea)							
Cruise (Total Visitor Arrivals)	9,370	8,701	1,113	818	1,166	688	716
(By Land)							
Land Borders (Visa)	53,014	129,371	40,415	-	-	11,327	1078
Land Borders (EP, BP, TBP)	2,153,330	2,433,676	531,442	111,571	141,462	995,829	781,239

Source: Ministry of Hotels and Tourism, Myanmar

International Visitor Arrivals by Nationality in 2024

In 2024, the number of international tourists holding visas, categorized by nationality, was as follows: Chinese nationals: 99,852 (approximately 35% of the total number of tourists), Thai nationals: 42,105 (approximately 15%), South Korean nationals: 23,123 (approximately 8%), Japanese nationals: 19,355 (approximately 7%), Indian nationals: 15,334 (approximately 5%), and other nationalities: 82,064 (approximately 29%).

The number of tourist arrivals by nationality is as follows:

Figure 1.2: International visitors holding visa by nationality in 2023 & 2024
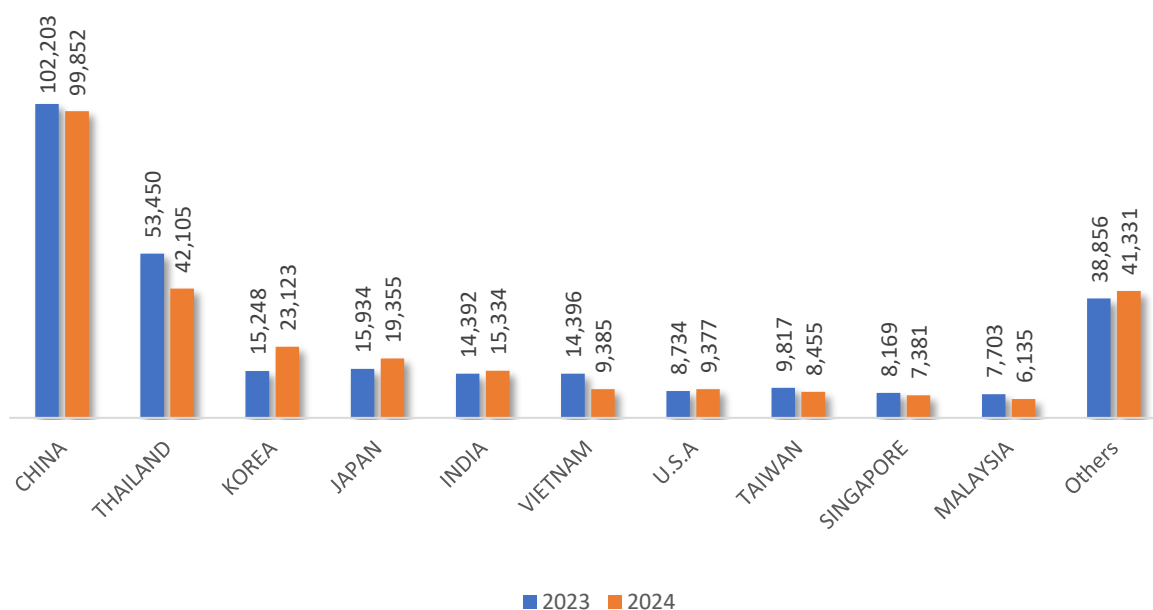
Table 1.2: International Visitor Arrivals in 2023 & 2024

No	Country	2023 Number of Visitor	2024 Number of Visitor	Change %
1	CHINA	102,203	99,852	(-) 2%
2	THAILAND	53,450	42,105	(-) 21%
3	KOREA	15,248	23,123	52%
4	JAPAN	15,934	19,355	21%
5	INDIA	14,392	15,334	7%
6	VIETNAM	14,396	9,385	(-) 35%
7	U.S.A	8,734	9,377	7%
8	TAIWAN	9,817	8,455	(-) 14%
9	SINGAPORE	8,169	7,381	(-) 10%
10	MALAYSIA	7,703	6,135	(-) 20%
11	Others	38,856	41,331	6%
	Total	**288,902**	**281,833**	**(-) 2%**

Source: Ministry of Hotels and Tourism, Myanmar

Figure 1.3: Arrivals of International Visitors by Regions in 2024 (Visa entries only)

ASIA 246,847 EUROPE 18,033 AMERICA 11,393 OCEANIA 3,056 MIDDLE EAST 1,002 AFRICA 1,502
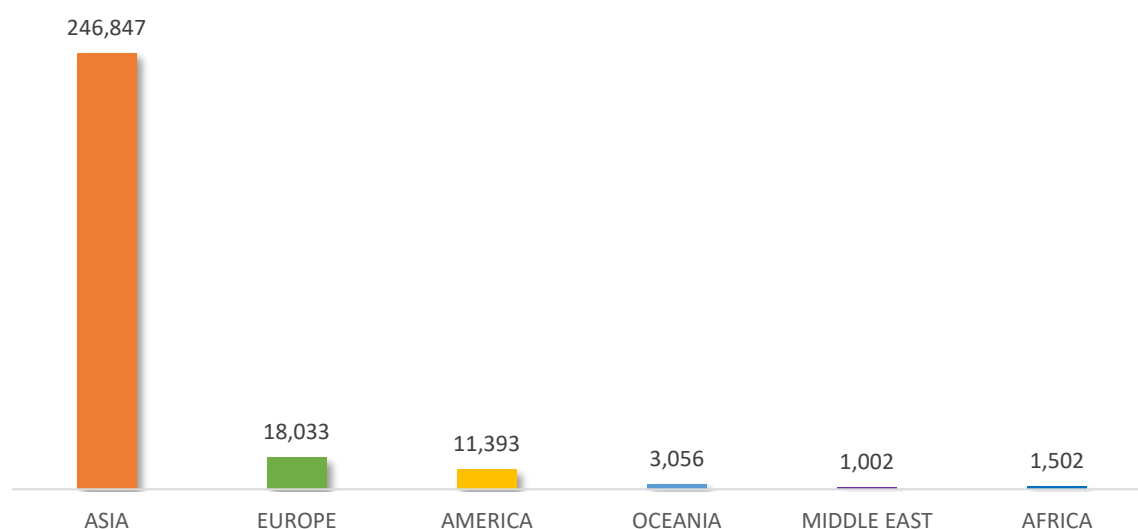
Table 1.3: International Visitors Arrival by Regions in 2024 (Visa entries only)

No	Region	2024 Number of Visitor	Change %
1	ASIA	246,847	87.6%
2	EUROPE	18,033	6.4%
3	AMERICA	11,393	4%
4	OCEANIA	3,056	1.1%
5	MIDDLE EAST	1,002	0.4%
6	AFRICA	1,502	0.5%
	TOTAL	**281,833**	**100%**

Source: Ministry of Hotels and Tourism

Owing to current mitigation processes on the impact of the Global Pandemic streaming up with changing tourism trends of Post COVID-19, countries throughout the world have been initiating a "new normal" scenario for their tourism industries. Hence diversifying, shifting to more sustainable tourism models, and investing in new technologies have shaped the tourism recovery with a focus on Tourism Research and Statistical Systems playing a key role in the forecasting and estimation of tourism performance and its contribution to the national income.

In 2019, the Ministry of Hotels and Tourism conducted the Inbound Tourism Survey. Based on the data collected from this survey, the expenditure records of international tourists for the years 2021 and 2022 were calculated. With funding from the Mekong-Lancang Cooperation Special Fund (2021), the "Establishment of Tourism Research Center Project" was implemented. As part of this project, the International Inbound Tourism Survey 2022 was carried out in collaboration with national experts, the Tourism Research Section, and relevant regional and state offices. The findings of the survey were subsequently disseminated. According to the survey results, the tourism industry's revenue for 2022 was estimated and published in relevant departmental reports, organizational publications, and tourism-related brochures. In 2023, the Inbound Tourism Survey was also conducted with the support of the national budget, and its findings were similarly distributed.

This report is based on survey findings collected in two phases: the first in August 2024, a period with lower tourist arrivals, and the second in December 2024, the peak season. The surveys were conducted by officials and staff from the Tourism Research Section of the Hotels and Tourism Supervision Department (Head Office) in collaboration with relevant regional and state branch offices. Data was gathered from Yangon and Mandalay International Airports, as well as Muse, Tachileik and Kawthaung border checkpoints and Kawthaung seaport. This report compiles and presents the findings from these surveys.

2. OBJECTIVES

The Inbound Tourism Survey 2024 was conducted with the following objectives:

1) To collect distinct demographic characteristics of international visitors entering through international entry points (airport, sea and border).

2) To understand the specific purposes of their visit to Myanmar to gain insights for tourism marketing and promotion.

3) To specifically collect data on the length of stay and expenditure of visitors in Myanmar, and their contribution towards the National Income in the Services sector of Myanmar's GDP.

4) To gather information on visitor satisfaction levels on the variety of tourism services in Myanmar and for insights into product development relevant to tourism activities of the visitors.

5) To incorporate key findings from the Inbound Tourism Survey into the Myanmar Tourism Statistics Pamphlet and website, 2024.

3. METHODOLOGY

3.1 Sampling Method

When the population size is large, and obtaining information from the entire population requires significant time and cost, the sampling method is used.

The Purposive sampling/Judgment sampling and the Voluntary Response sampling methods were applied in conducting the Inbound Tourism Survey 2024:

   a) **Purposive sampling/Judgment sampling** – A random sampling methodology where a sample group with specific attributes were targeted. The Survey Team selected

international visitors at random to be target respondents at the International Airport Departure Lounges and Border Checkpoints.

b) **Voluntary Response sampling** - A type of sample made up of self-chosen participants who volunteer to take online surveys. The Tourism Research Section developed survey QR links with pamphlet and also distributed at the hotels selected on the advice of the Directorate of Hotels and Tourism (DHT).

3.2 Sample Size Allocation Plan

The sample size has been calculated based on a formula published in 2019 by UNWTO experts. During Mekong- Lancang Project, the expert team prepared year-round survey calendar including Inbound Tourism Survey with full sample size of international airports and all border check points. The aim of the inbound tourism survey 2024 is to conduct survey on the international visitors who arrive in Myanmar by all modes of transport (air, sea and land). The sample allocations are as follows:

a) The Year-round Survey Calendar included conducting the survey for the international visitors by air at Yangon International Airport, Mandalay International Airport and Nay Pyi Taw International Airport; by sea at the Yangon International Sea Port (Thilawa) and Kawthaung Sea Port, and by land at the Kawthaung, Myawaddy, Tachileik (Myanmar-Thailand Border), Muse (Myanmar-China Border), Tamu (Myanmar-India Border) checkpoints. Based on the current condition of international airports operation, foreigner visitors' arrival and opening of border check points, the survey could only be conducted at Two International Airports, Muse, Tachileik and Kawthaung border checkpoints and Kawthaung Sea Port.

b) The Plan also included the Booster Sample or Voluntary Sampling; for which the QR Pamphlets were distributed at the appropriate hotels for the international visitors to answer the online survey (self-administrative survey).

Table 3.2: Sample allocation plan by areas per round

Sr.	Interview Area	Visitors in 2023	Sample Size (Target)
1	**International Airports**	**276,887**	**560**
	Yangon	240,419	460
	Mandalay	35,822	100
	Nay Pyi Taw	646	-
2	**Cruise and Yacht (By Sea)**	**1,042**	**50**
	Yangon	688	-
	Kaw Thaung	354	50
3	**Land Borders**	**1,006,802**	**480**
	Kaw Thaung (Myan-Thai)	121,683	160
	Myawaddy (Myan-Thai)	139,733	-
	Tachileik (Myan-Thai)	645,068	160
	Muse (Myan-China)	33,818	160
	Chin Shwe Haw (Myan-China)	56,933	-
	Laukkai	8249	-
	Kanpiketee (Myan-China)	1,300	-
	Lweigel (Myan-China)	18	-
	Total	**1,284,731**	**1,090**

3.3 Survey Questionnaire

3.4 Respondents and Survey Areas

The respondents for the Inbound Tourism Survey are

- (i) International Visitors;

- (ii) Inbound International Same-day Visitors;

- (iii) Border Travelers (Foreigners). (The detailed explanations have been described in the Key Findings, the Background Information, Key Respondents)

The Inbound Tourism Survey 2024 efficiently conducted at the following international airports, border gates and sea ports;

- (i) Yangon International Airport;

- (ii) Mandalay International Airport;

- (iii) Muse Border Check Point

- (iv) Tachileik Border Check Point;

- (v) Kaw Thaung Sea Port and Border Check Point;

3.5 Data Collection Methods and Procedures

3.5.1 Data Collection Method

Primary Data Collection Method: Primary Research is a kind of methodology used by researchers to collect data directly from first-hand sources through experiments, surveys, interviews, focus groups, or observations rather than depending on data collected from previously done research. Types of methods used in primary research are Face-to-Face Interview (F2F Interview) with Pen and Paper Interview (PAPI), Computer Assisted Personal Interview (CAPI), Computer Assisted Telephone Interview (CATI) and online surveys.

3.5.2 Data Collection Procedures

In conducting the Inbound Tourism Survey 2024, the Survey Teams applied the Face-to-Face Interview (Pen and Paper Interview – PAPI) of Primary Data Collection Methods. In carrying out PAPI Interviews, the Survey Teams approached the Interviewer Administered Personal Interview or Respondent Self – Administered Interview depending on the consent of the respondents. The Inbound Tourism Survey Questionnaire QR Links were shared at the designated Departure Lounges of the respective International Airports and compiled the guests' online voluntary response samples from the selected hotels in Yangon, Mandalay.

(1) International Airports

F2F interviews: Data collection was conducted at the visitors' point of departure at the respective International Airports, after the passport check, when the visitors have relaxed and are available to participate in the interview. In case of visitors' refusal to participate, the data collection has been recorded as "refusals", and taken into account when calculating the percentage of the visitors' willingness to respond. Foreign-language speaking survey team members explained the purpose of the survey to the visitors in order to receive their cooperation. The survey team interviewed the visitors "Face-to-Face" or requested the tourists to complete the survey question forms before their departure.

(1) QR form (Online survey)

The Survey teams distributed Questionnaire link QR code to the visitors either at the airline check-in counters or at departure gates, and they made necessary arrangements for the visitors to be seated comfortably in order to complete the Questionnaires independently.

English Language Question QR   **Chinese Language Question QR**   **Thai Language Question QR**

(2) Border Checkpoints

The Inbound survey at the Border Checkpoints was conducted at Departure Immigration after the passport/border-pass checking had been done and the visitors had sufficient time to participate in the interview. Data collection methods were face-to-face interviews between the Interviewers and the Respondents, and Self-Administered Interviews in case the respondents could complete the survey forms independently. Thai language interpreters assisted the survey Team in the interviews.

(3) Hotels QR form (Online survey)

The TRC Survey teams distributed Questionnaire-link QR codes to the visitors at selected hotels which enabled them to complete the forms by themselves.

3.6 Survey Announcements

The Survey team launched the Inbound Tourism Survey at the Airport Departures, Border Check Points and Selected Hotels with promotional vinyl stands in three different languages: English, Thai and Chinese.

Vinyl stand in English at Yangon International Airport

Vinyl stand in English at Mandalay International Airport

3.7 Distribution of QR Code Pamphlets

The TRC Survey team distributed pamphlets to the visitors at the International Airport Departures, Border Check Points and Selected Hotels for their participation in the Inbound Tourism Survey 2024 via QR Code Link, which is made available in English, Thai and Chinese

Languages.

Photo: Distribution of QR Pamphlets for Online survey

3.8 Completed Samples by Areas

The completed survey questionnaires collected from various survey locations, including international airports and border checkpoints, are as follows:

Table 3.8: Completed samples in the Inbound Tourism Survey 2024 per survey round

Sr.	Interview area	Sample Size	Complete Survey Form
1	**International Airports**	560	547
	Yangon	460	447
	Mandalay	100	100

	Nay Pyi Taw	-	-
2	**Cruise, Border and Yacht (By Sea & Land)***	**50**	**50**
	Kaw Thaung	50	50
3	**Land borders**	**480**	**493**
	Kaw Thaung	160	163
	Muse	160	160
	Tachileik	160	170
	Total	**1,090**	**1,090**

3.9 Survey Limitation

Survey limitation in research can be defined as "a shortcoming or flaw that can result from things like a flawed methodology, small study sample size and resource unavailability. A study cannot be inclusive of every possible aspect or completely flawless. As such, inclusion of the limitations of any kind of Survey is essential to reflect transparency and honesty."

The general limitation of the survey was primarily due to the specific time frame in which it was conducted. To comprehensively cover all international travelers who visited Myanmar in 2023, the Inbound Tourism Survey was carried out twice in 2024; first in August and second in December. When determining the survey sample size, efforts were made to ensure broad coverage of foreign travelers entering through international gateways. The target sample size was set at 1,090 respondents, including those who participated via QR code. Among the 1,090 survey respondents, approximately one-third were Thai travelers who entered Myanmar through international airports and border checkpoints. Due to security-related travel restrictions for international visitors, access to certain destinations was limited. As a result, opportunities to collect survey responses from travelers visiting those restricted areas were also constrained.

However, with the reopening of the Kawthaung international border checkpoint, third-country travelers have been visiting the islands surrounding Kawthaung. One of the primary limitations of the survey was that travelers often hesitated to disclose their "expenditure details" in response to the questionnaire. Many international visitors faced challenges in

providing spending breakdowns due to differences in currency types, exchange rate fluctuations, and difficulties in reporting expenses by category rather than as a total amount. Nevertheless, officials from the tourism research department meticulously conducted data cleaning to ensure consistency in the recorded expenditure details.

Limitations in the survey data collection can be summarized as follows:

(a) Survey Limitation on Air Visitors;

Due to safety and other current measures, the number of Visitor Arrivals has not yet recovered as compared to the pre-covid period. Although operating Commercial flights and resuming e visa system, allowing Visa on Arrival for some countries, there was a comparatively low number of international arrivals through Yangon and Mandalay international Airports and none through Nay Pyi Taw International Airport during the survey period.

(b) Survey Limitation on Land Visitors;

Although Muse, Kawthaung, Tachileik border checkpoints are officially opened, there are some temporary restrictions at Muse and Myawaddy border checkpoints.

(c) Survey Limitation on Sea Visitors;

There was no data collection of Visitors by sea as there were no passenger cruises through the Yangon Port while Yachting entering through the Kaw Thaung Border Check Point.

Survey limitations and difficulties need to be explored further for improvements in the year-round.

4. SURVEY FINDINGS

4.1   Background Information

This section is comprised of the background information on the statistical data and the key findings of this report.

4.1.1   Types of Respondents (International Travelers)

Types of respondents are grouped into three categories: Overnight, Same-day Visitors and Border Travelers.

International Visitors are those who enter Myanmar through Yangon, Mandalay International Airports with 5 different types of visas: Tourist, Business, Visa free, Official and Social, and will be in the country for more than one day.

Inbound International Same-day Visitors are those who visit Myanmar through one of the International Border Points at Myawaddy, Tachileik, Muse and Kaw Thaung not for more than one day or same day holding a Border-Pass Visa or Temporary Border-Pass Visa.

Border-Travelers are those who visit Myanmar through the International Border Points of Myawaddy, Tachileik, Muse and Kaw Thaung for more than one day holding a Border-Pass Visa or a Temporary Border-Pass Visa.

4.1.2   Sources of Data/ Information

Sources of statistical data/ information obtained through F2F Interviews and QR Code by Online Surveys on International Visitors at the International Airport Departure lounges and International Border Check-Point Entry Gates.

4.2 Survey Findings

4.2.1   International Visitors by Country of Residence
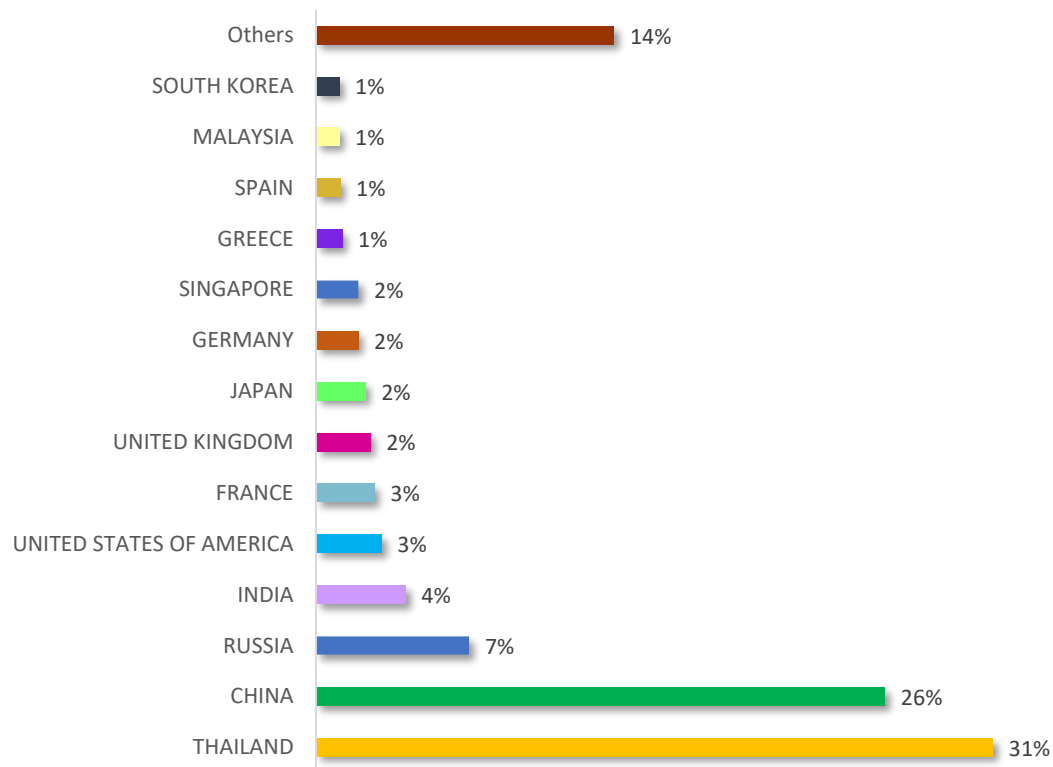
Base: 2,180

Figure 4.2.1: International Visitors by Country of Residence and Continents

Both day-trippers and overnight visitors entered Myanmar through international airports and border checkpoints from various regions around the world. According to the survey responses, the largest proportion of travelers came from Thailand (31%), followed by China (26%). Russia ranked third with 7%, while India (4%), the United States (3%), and France (3%) followed. Travelers from the United Kingdom, Japan, Germany, and Singapore each accounted for 2%, while visitors from other countries made up 1% each.
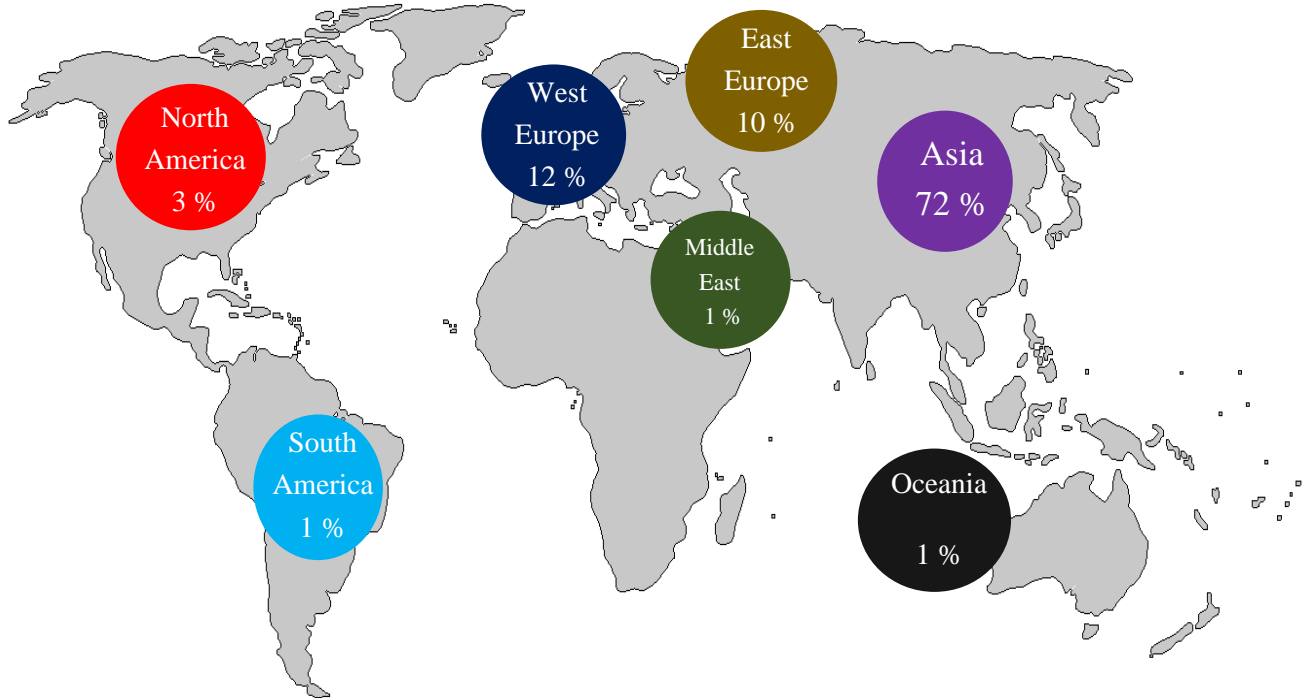
Base: 2,180

According to the survey responses, when categorized by continents, 72% of travelers were from Asia, followed by 12% from Western Europe, 10% from Eastern Europe, 3% from North America, and 1% each from the Middle East, South America, and Oceania.

4.2.2 Visitors' Profile
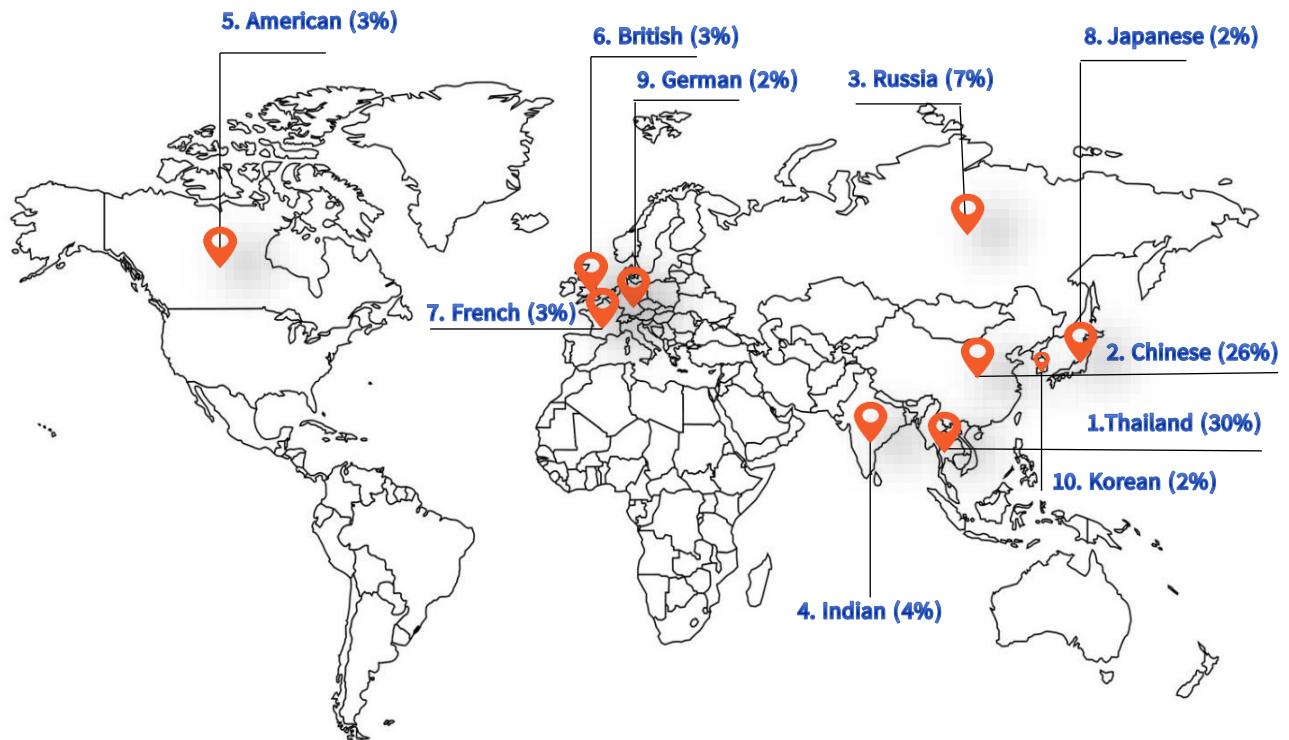
Base: 2,180

Figure 4.2.2.1: Nationality of Respondents

Among the survey respondents, the top 10 nationalities with the highest participation were: Thailand (30%), China (26%), Russia (7%), and India (4%). The United Kingdom, United States, and France each accounted for (3%) respectively, while Japan, Germany, and South Korea each made up (2%).

66 %

3 4%
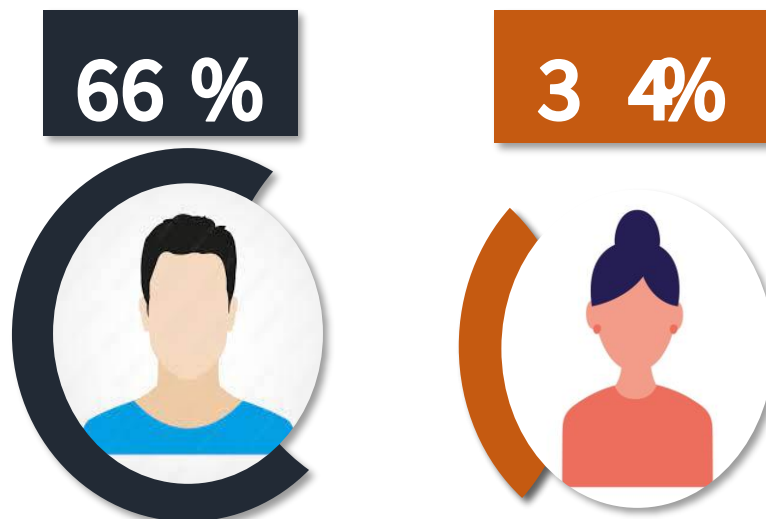
Figure 4.2.2.2: Respondents Gender

When comparing the gender ratio of travelers visiting Myanmar by air, sea, and land (borders), 66% were male travelers and 34% were female travelers. This showed that the number of male travelers was 32% higher than that of female travelers.

		32%	25%		
	20%			13%	
2%					7%
0-19 years old	20-29 years old	30-39 years old	40-49 years old	50-59 years old	60 years old and above
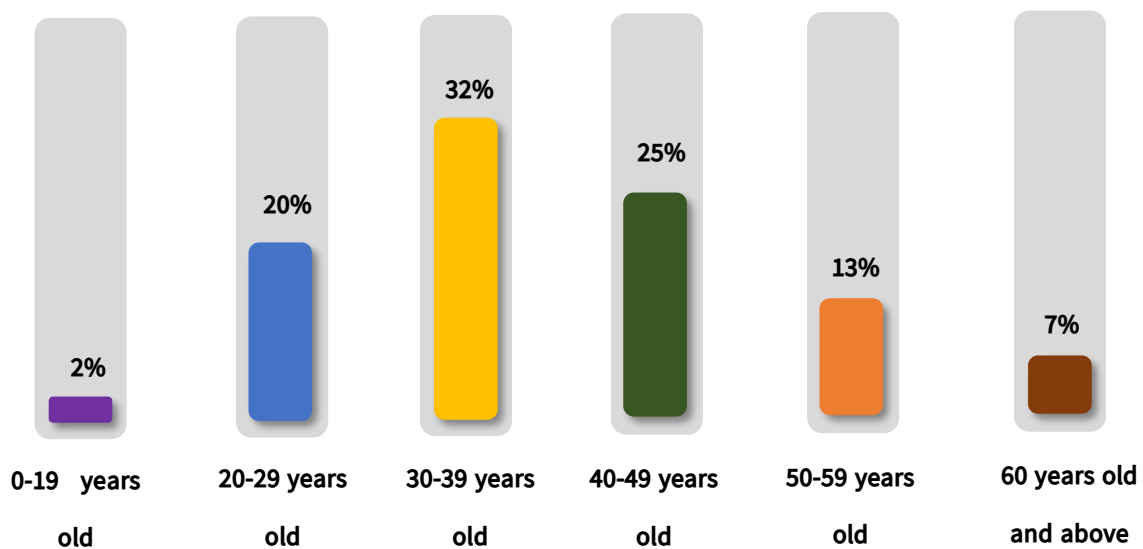
Figure 4.2.2.3: Respondents Age

When comparing the age distribution of travelers visiting Myanmar by air, sea, and land (borders), approximately one-third of the total travelers were aged 30-39, about one-quarter were aged 40-49,

20% were aged 20-29, 13% were aged 50-59, 7% were aged 60 and above, and the smallest group, around 2%, were aged 0-19.

4.2.3   International Visitors by Mode of Transport to Myanmar

■ By Air   ■ By Land   ■ By Sea
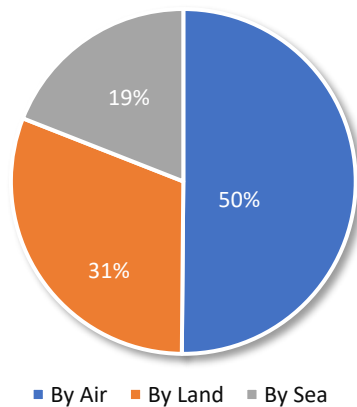
Base: 2,180

Figure 4.2.3.1: Mode of transport to Myanmar

According to the Inbound Tourism Survey 2024, among the travelers visiting Myanmar by air, sea, and land (borders), the majority (50%) arrived by air. Travelers arriving by land accounted for 31%, making it the second-largest group, while those arriving by sea made up the smallest proportion at 19%.
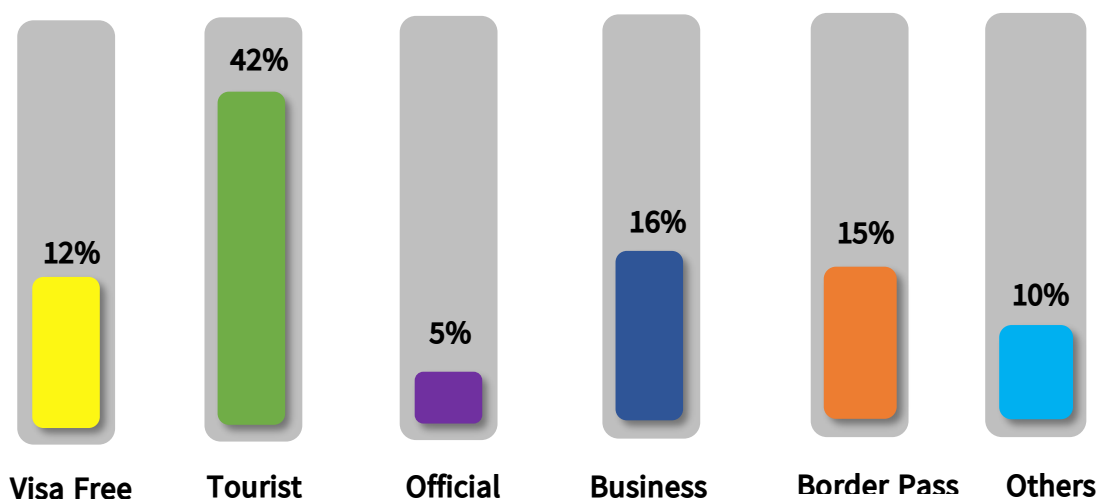
Base: 2,180

Figure 4.2.3.2: Type of Visa

According to the survey, in 2024, among the travelers visiting Myanmar by air, sea, and land (borders), the majority (42%) arrived with a tourist visa. Travelers arriving with a business visa accounted for 16%, while those entering with visa exemptions made up 12%. Those arriving with other types of visas represented 10%, and the smallest group, 5%, consisted of travelers with a diplomatic or official visa. Additionally, 15% of travelers entered through border crossings.
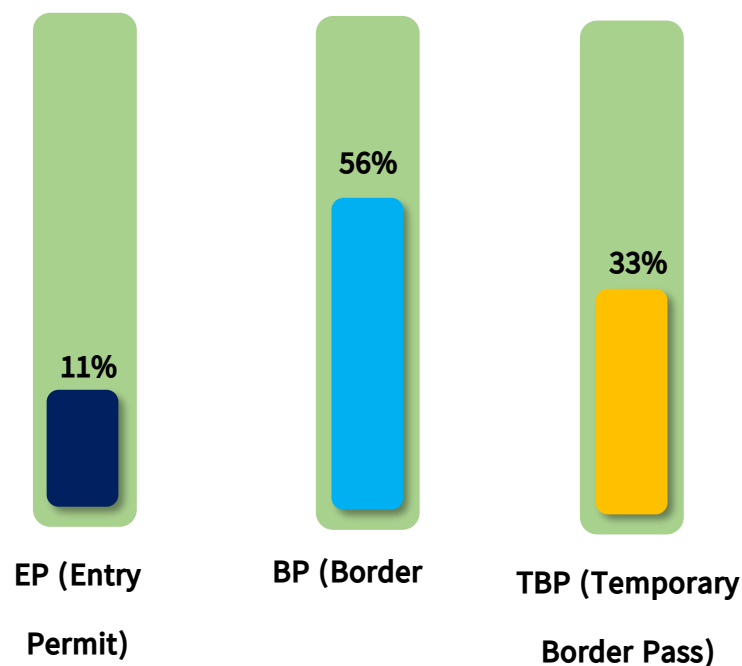
Base: 664

Figure 4.2.3.3: Type of Border Pass

According to the survey, the visitors from land by border pass were 56 %, followed by Temporary border pass with 33 % and entry permit with 11%.

4.2.4 International Visitors by Purpose of Visit

Holiday — 58%

Business — 21%

VFR — 15%

MICE — 4%

Meditation — 2%

Other — 1%
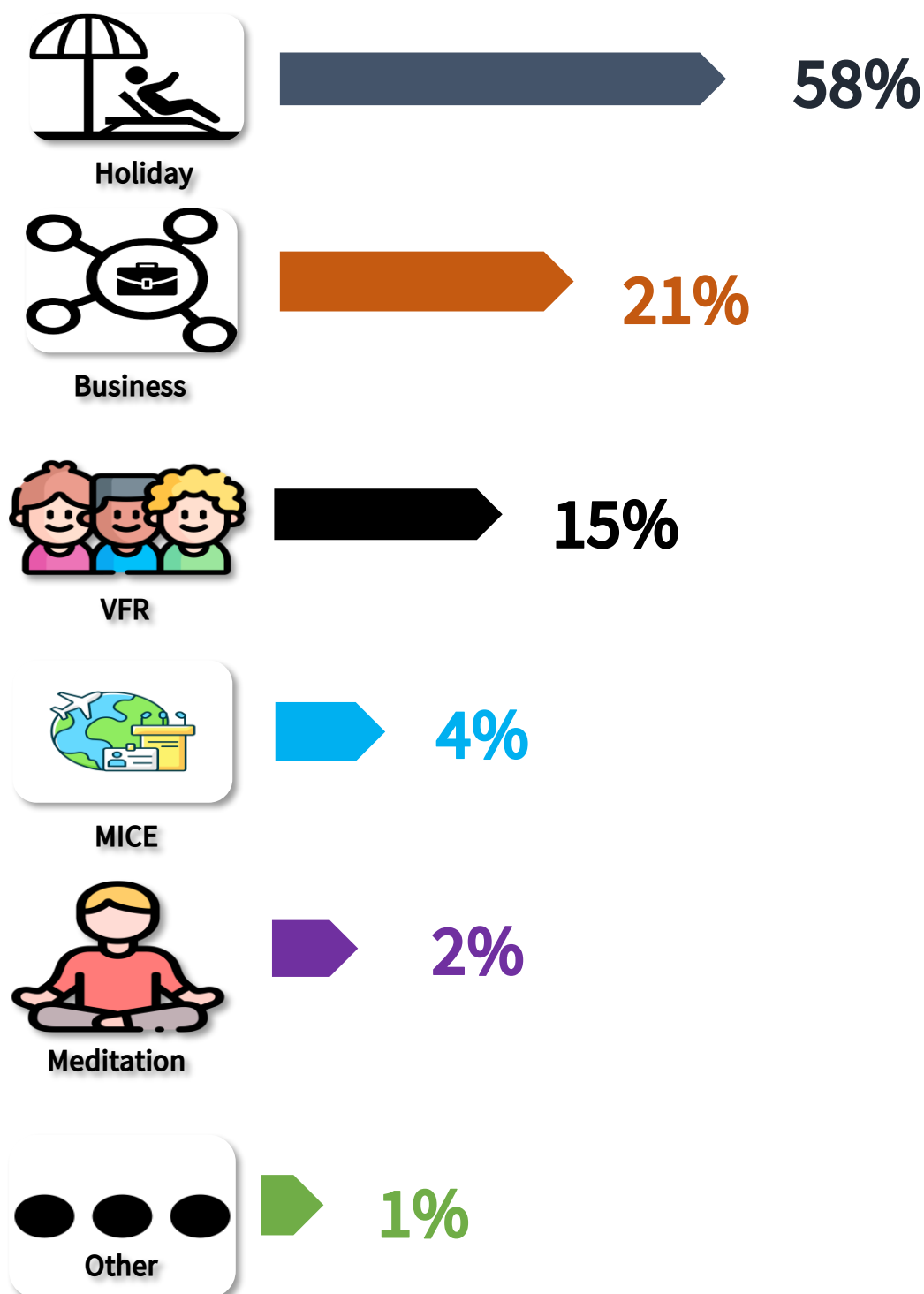
Base: 2,180

Figure 4.2.4.1: International Visitor by Purpose of Visit

Note: *MICE (Meetings, Incentives, Conferences and Exhibitions)*

According to the survey, among the travelers visiting Myanmar by air, sea, and land (border crossings), more than half (approximately 58%) came for leisure and relaxation. The second most common reason for visiting was business-related, accounting for 21%. Additionally, 15% visited to meet family, friends, and acquaintances, while 4% traveled to attend conferences, networking events, and exhibitions. The reasons for religious purposes, such as visiting temples and performing religious duties, accounted for 2%, and other reasons made up 1%.
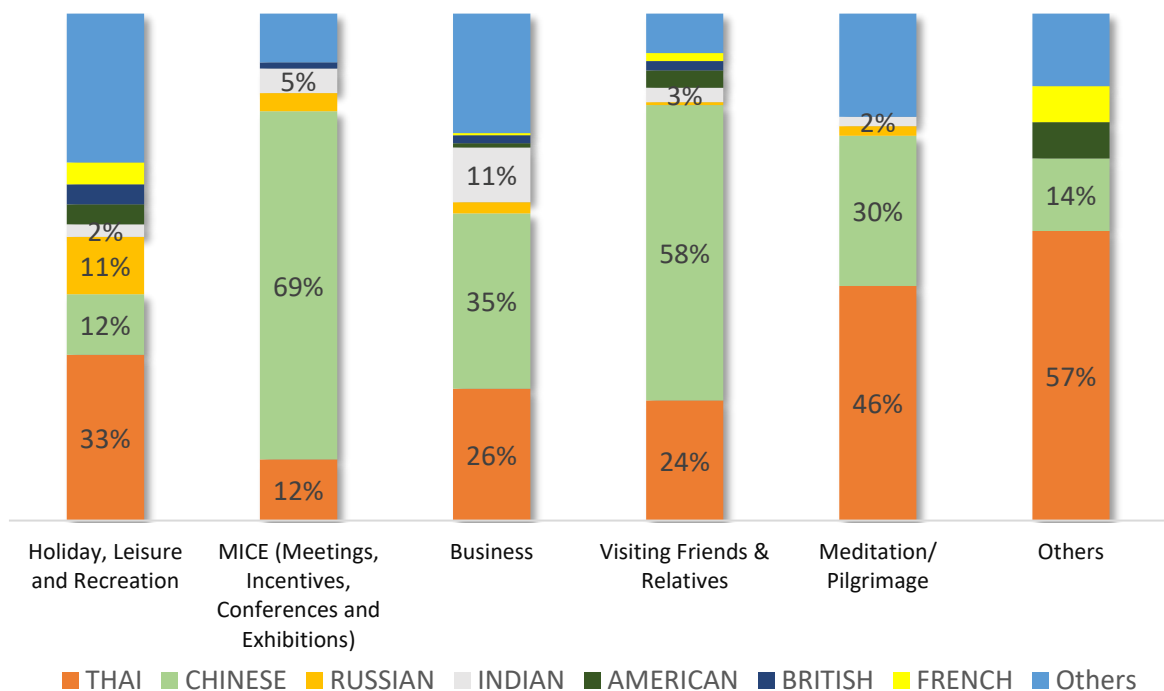
Base: 2,180

Figure 4.2.4.2: Purpose of Visit by Nationality

According to the survey, among travelers visiting Myanmar by air, sea, and land (borders), the majority of Thai nationals came for religious purposes, such as visiting temples and performing religious duties, accounting for 46%. 33 % came for leisure and relaxation, while 26% arrived for business purposes. On the other hand, Chinese nationals primarily visited for business-related activities, including attending conferences and networking events, making up 69%. The second most common reason for Chinese travelers was to meet family, friends, and acquaintances, at 58%, while 30% traveled for religious purposes, such as visiting temples and performing religious duties.

4.2.5 Types of Tour and their Travel Arrangement
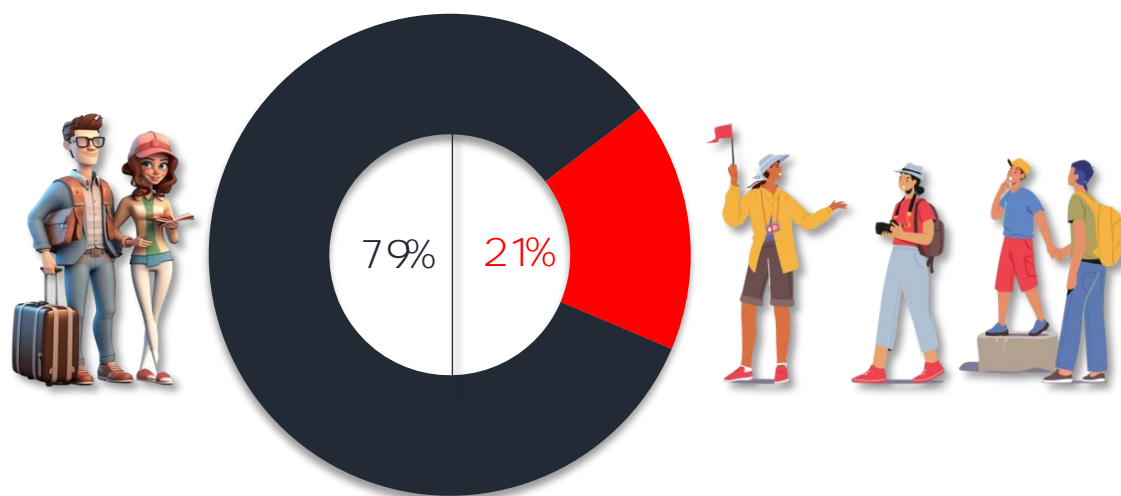
Base: 2,180

Figure 4.2.5.1: Types of Tour for visiting Myanmar

Among foreign visitors, 79% traveled independently, while 21% arrived through tour company arrangements.
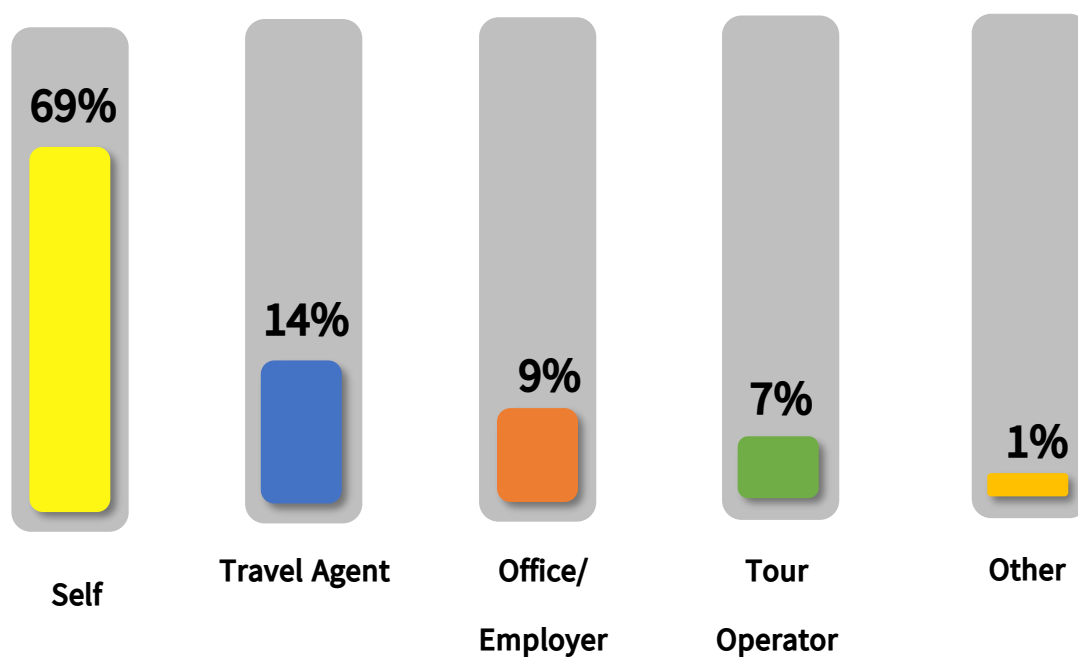
Base: 2,180

Figure 4.2.5.2: Types of Visitors and their Travel Arrangement

Among foreign travelers visiting Myanmar by air, sea, and land (border crossings), approximately 69% arrived with their own arrangements, 14% arrived through travel agency programs, 9% came through employer or departmental programs, 7% traveled with tour operator arrangements, and 1% arrived through other programs.

4.2.6 Frequency of Visit to Myanmar
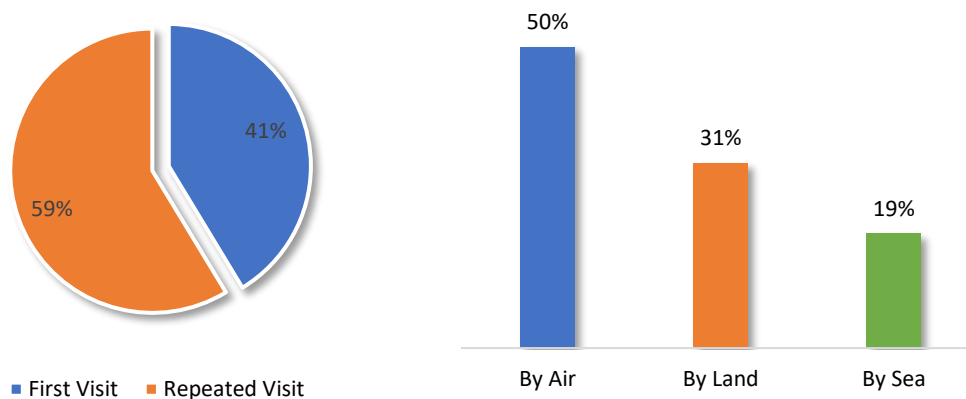
Base: 2,180

Figure 4.2.6.1: Frequency of visit to Myanmar
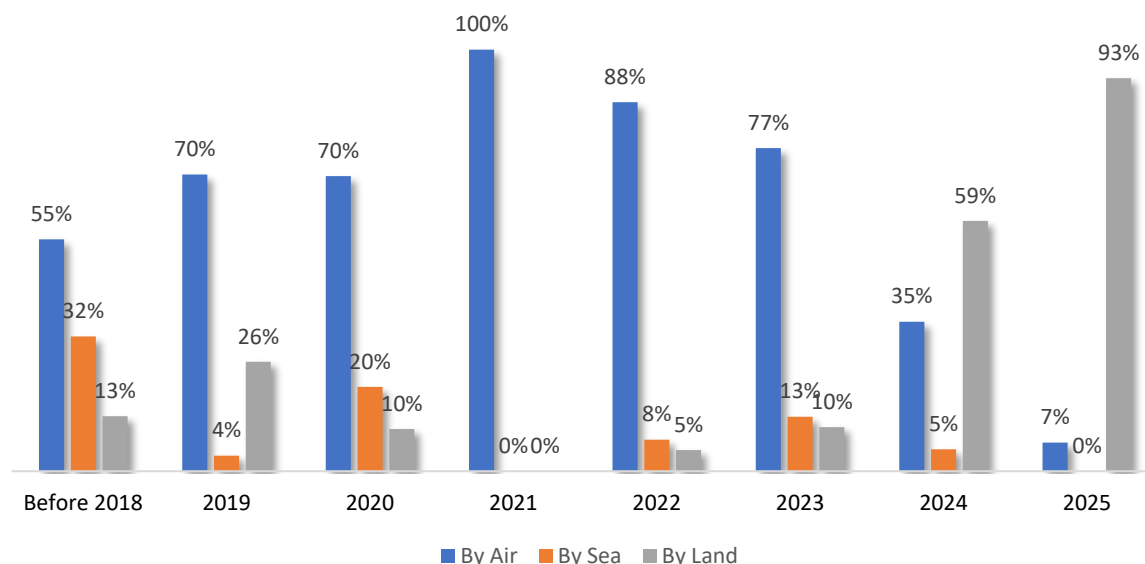
Base: 2,180

Figure 4.2.6.2: The year of the most recent visit by travelers who have visited Myanmar more than once
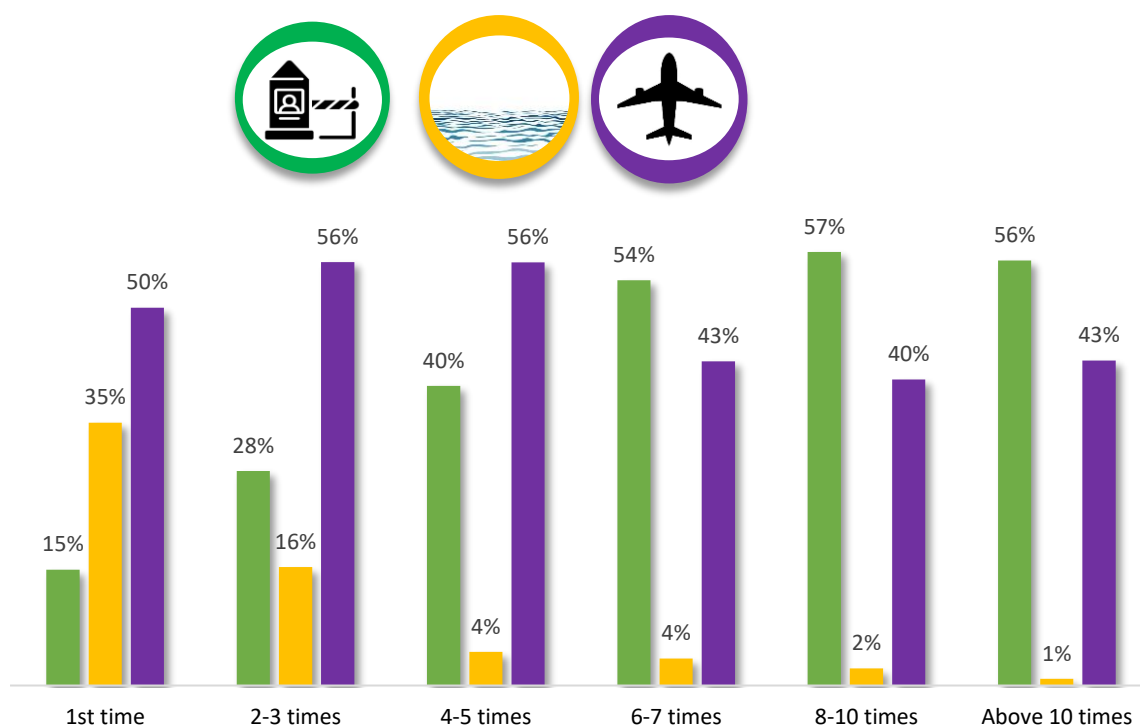
Base: 2,180

Figure 4.2.6.3: The frequency of visits by travelers to Myanmar by air, sea, and land (border crossings)

Among travelers visiting Myanmar by air, sea, and land (border crossings), the largest group (57%) comprised those who had entered via land border crossings 8-10 times. The second-largest group (56%) included travelers who had visited 2-3 times and 4-5 times by air, as well as those who had crossed the land borders more than 10 times. The third-largest group (54%) consisted of visitors who had used land border crossings 6-7 times. In contrast, the smallest proportion (1%) was made up of travelers who had visited more than 10 times by sea.

4.2.7   Types of Accommodation
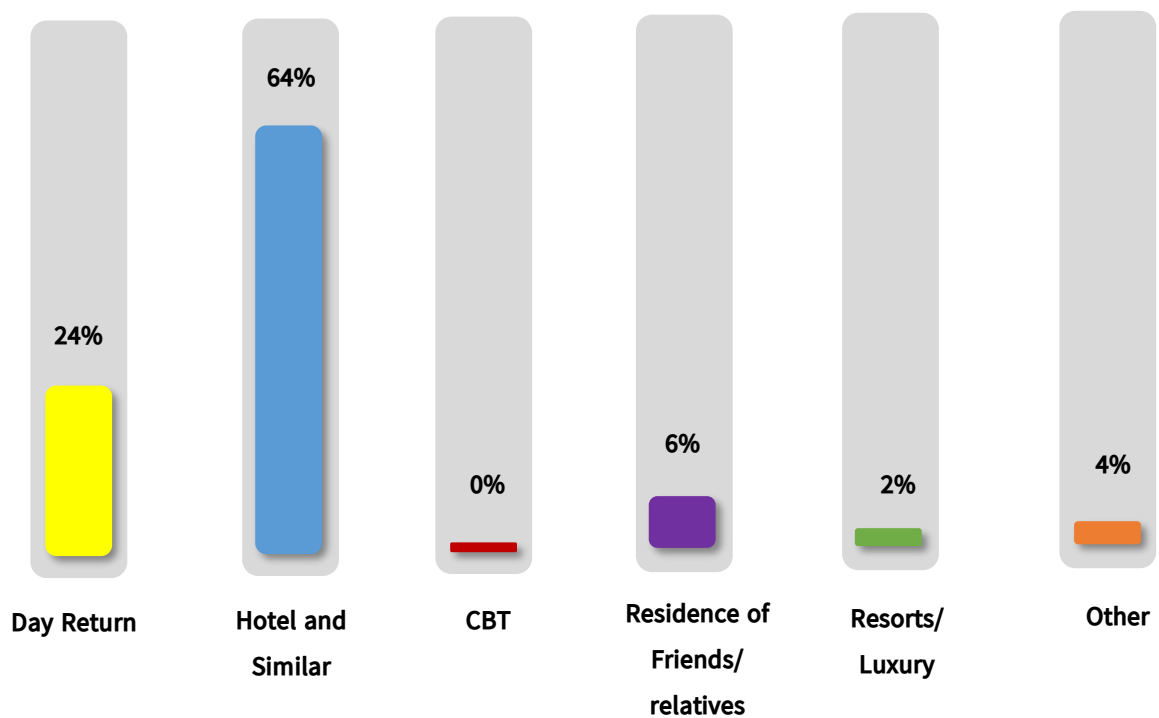
Base: 2,180

Figure 4.2.7: Types of Accommodation

Among all travelers visiting Myanmar by air, sea, and land (border crossings), 64% stayed in hotels or similar accommodations. Additionally, 6% stayed with friends or relatives, 2% stayed at resorts, and 4% opted for other types of accommodations. Meanwhile, 24% were same-day visitors who did not stay overnight.

4.2.8   Main Sources of Information (Idea to visit Myanmar)
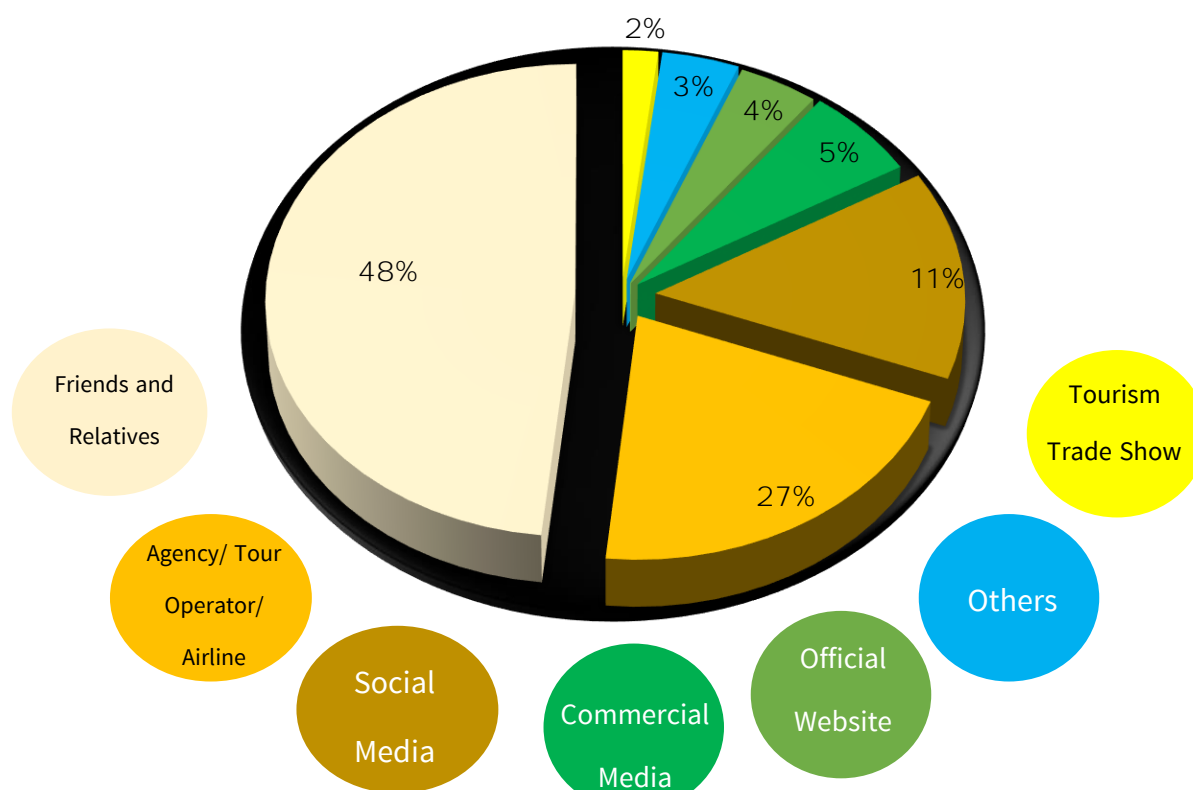
Base: 2,180

Figure 4.2.8: Main Sources of Information (Idea to visit Myanmar)

Among all travelers visiting Myanmar by air, sea, and land (border crossings), 48% received travel recommendations from friends and relatives, 27% from travel agencies and airlines, 11% from social media, 5% from business-related media, 4% from government websites, 3% from other sources, and 2% from travel fairs.

4.2.9 Travelling Partners
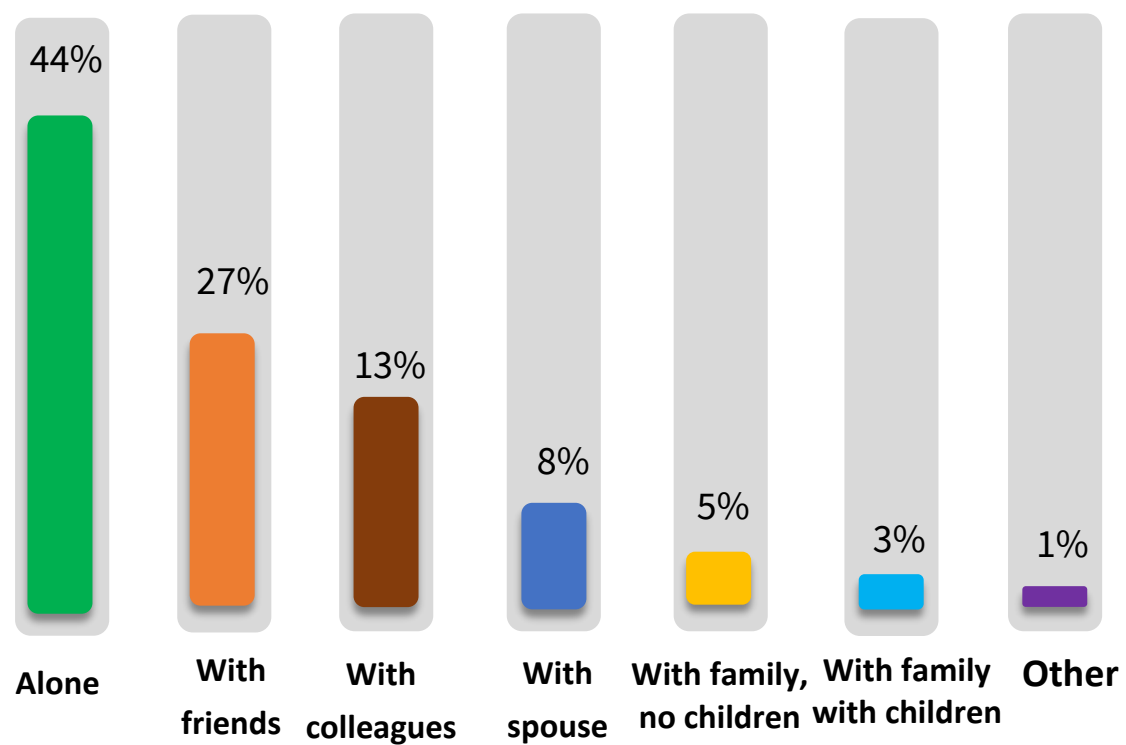
Base: 2,180

Figure 4.2.9.1: Travelling Partners

According to the survey findings, among tourists visiting Myanmar by air, sea and land, 44% of visitors traveled alone, 27% of visitors traveled with friends, 13% of visitors traveled with colleagues for business purposes, 8% of visitors traveled with their spouse, 5% of visitors traveled with family (no children), 3% of visitors traveled with family (children) and 1% of visitors belonged to other categories.
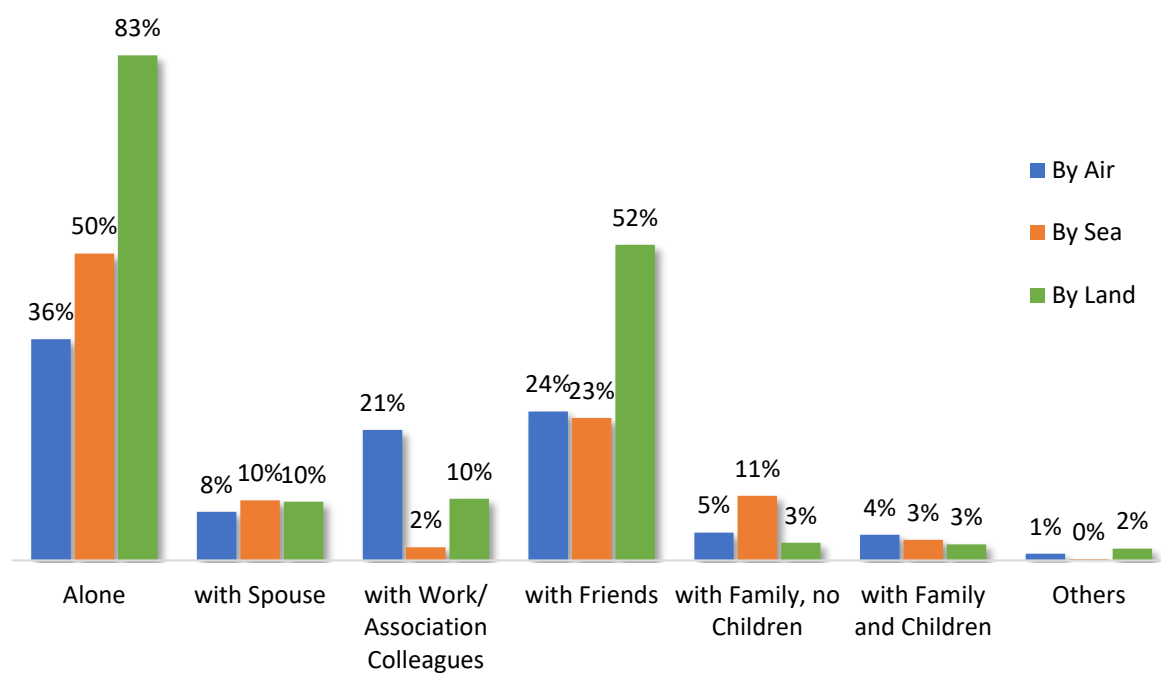
Base: 2,180

Figure 4.2.9.2: Travelling partners by mode of Transport

According to the survey findings, among international visitors by air, sea and land, 83% (the highest percentage) of visitors entering by land traveled alone, and 52% of visitors came with friends. The third most common group, 50% of visitors entering by sea, also traveled alone.

4.2.10 The ratio of day visitors to overnight travelers

Same Day

Visitor

76%

24%

Average Length of St

Tourist Expenditure

7 nights

$ 1,809,68

Base: 2,180

Figure 4.2.10.1: The Radio of Same Day and Overnight visitors

According to the 2024 survey findings, among international visitors by air, sea and land, 76% were overnight visitors and 24% were same-day visitors. The average length of stay was 7 days and the total expenditure recorded during the survey period amounted to USD 1,809,681.
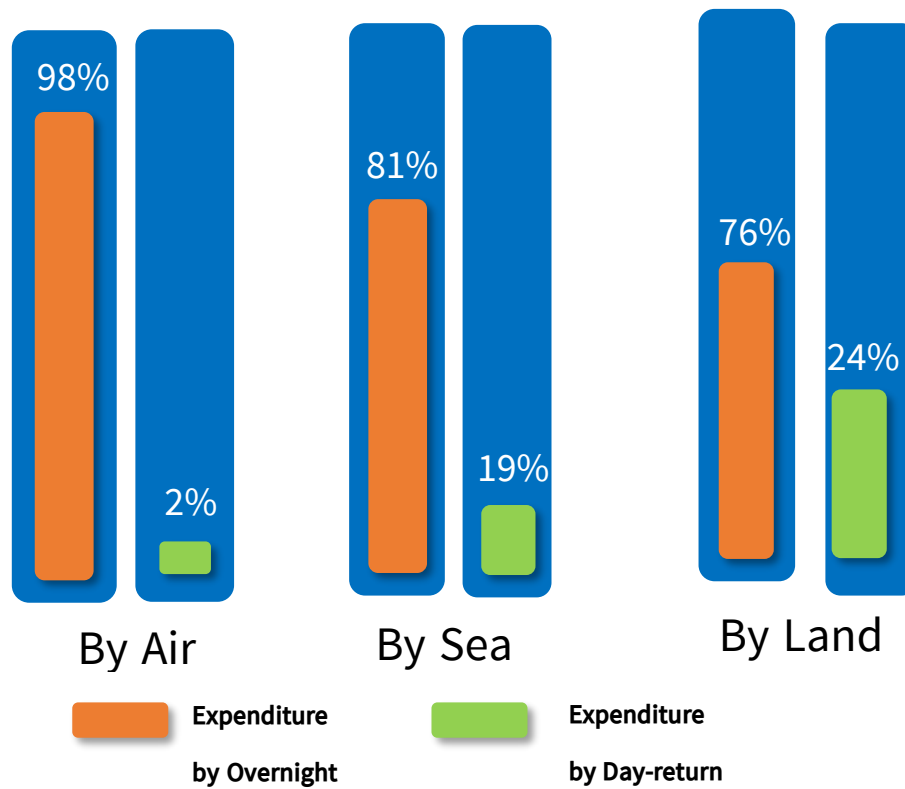
Base: 2,180

Figure 4.2.10.2: Comparative Expenditure Analysis: Overnight and Same-Day Travelers

Figure legend: ■ Less than $99 ■ $100-$499 ■ $500-$999 ■ $1000-$1999 ■ $2000-$2999 ■ $3000-$3999 ■ $4000-$4999 ■ $5000 and above
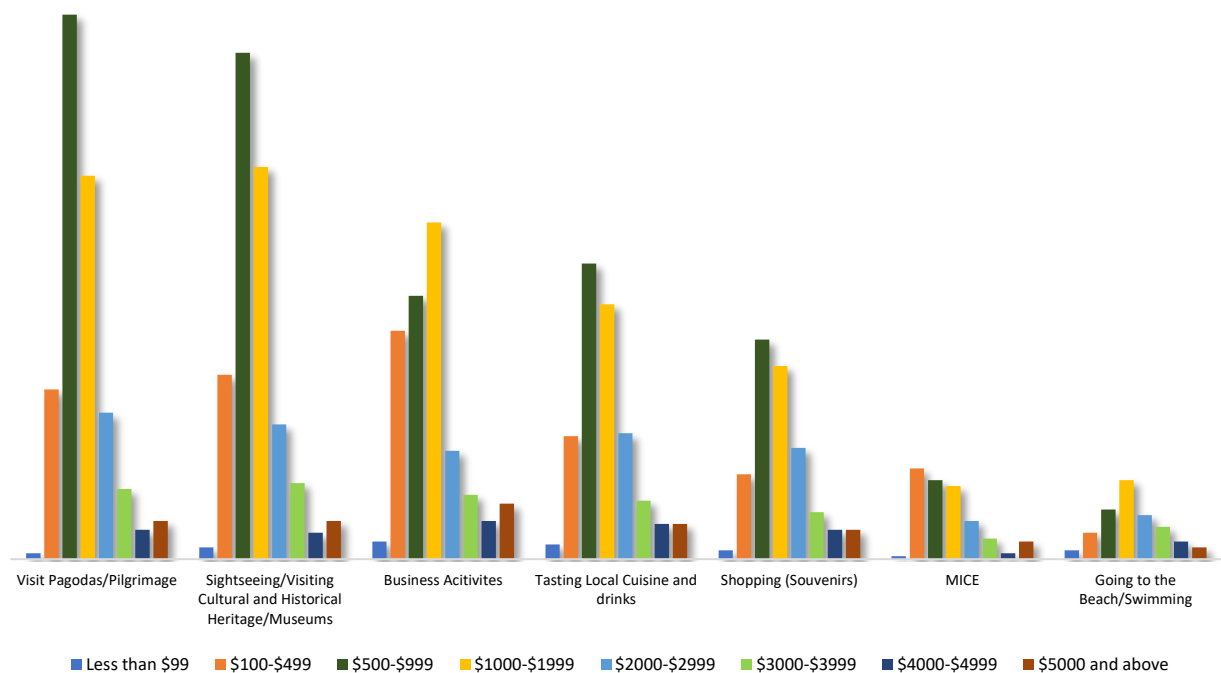
Base: 1,091

Figure 4.2.10.3: Expenditure in Activities during Stay in Myanmar by Air

According to the 2024 survey findings, international visitors who visited Myanmar by air spent USD 5,000 and above across the seven activity categories mentioned. Among the seven activity categories, the highest spending range was USD 500–999 on visiting pagodas/ pilgrimages, sightseeing/ visiting cultural and historical heritage/ museums, tasting local cuisine and drinks, and shopping (souvenirs). For business-related activities, travelers spent between USD 1,000 and 1,999. Additionally, spending in the range of USD 100–499 was the third most common across the various categories.
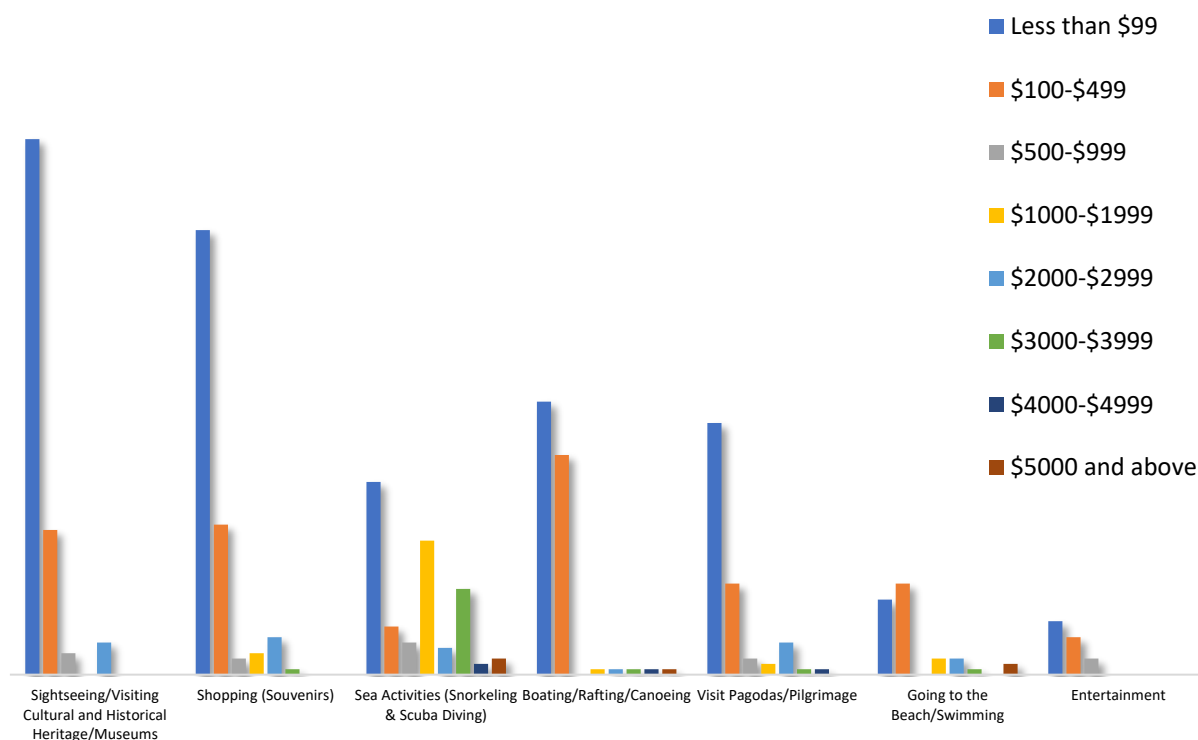
Base: 412

Figure 4.2.10.4: Expenditure in Activities during Stay in Myanmar by Sea

According to the 2024 survey findings, international visitors who visited Myanmar by sea spent up to USD 5,000 and above across the seven activity categories mentioned above. Among the seven activity categories, visitors spent under USD 99 on sightseeing/ visiting cultural and historical heritage/ museums, shopping (souvenirs), sea activities (snorkeling & scuba diving), boating/ rafting/ canoeing, visiting pagodas/ pilgrimages, and entertainment activities. For the remaining categories, spending ranged between USD 100 and 499.
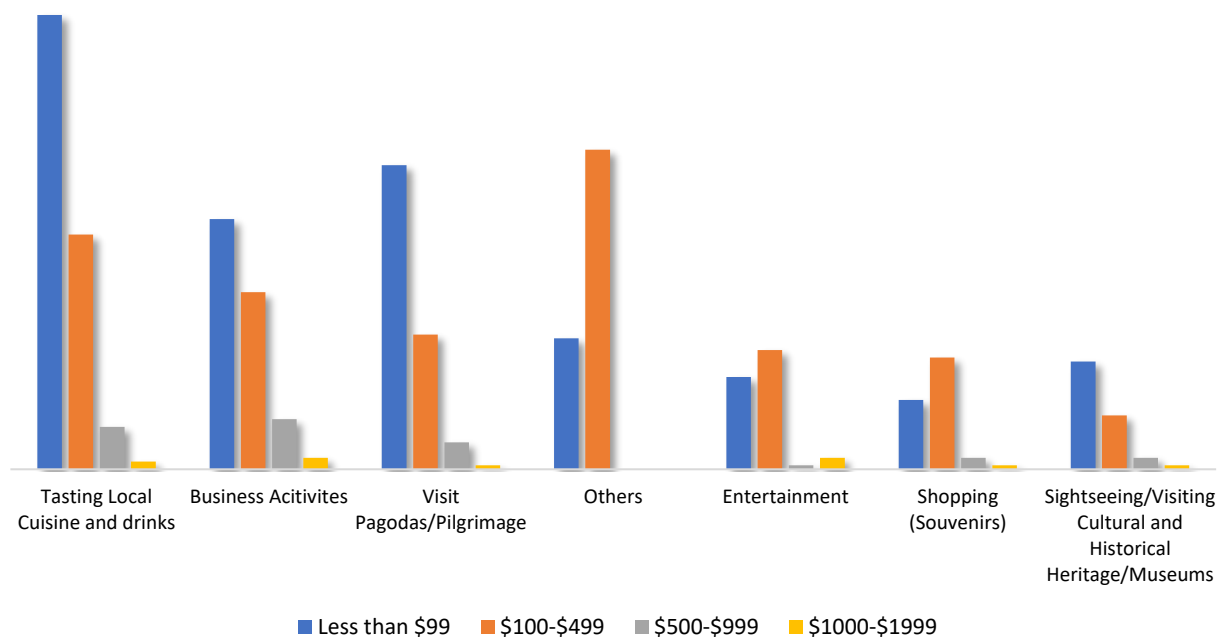
Figure 4.2.10.5: Expenditure in Activities during Stay in Myanmar by Land

Base: 2,180

According to the 2024 survey findings, international visitors who visited Myanmar by land spent between USD 1,000 and USD 1,999 across the seven activity categories mentioned above. Among the seven activity categories, the highest spending under USD 99 was observed in tasting local cuisine and drinks, business activities, visiting pagodas/ pilgrimages, and sightseeing/ visiting cultural and historical heritage/ museums, while the highest spending between USD 100 and USD 499 was recorded in other categories.
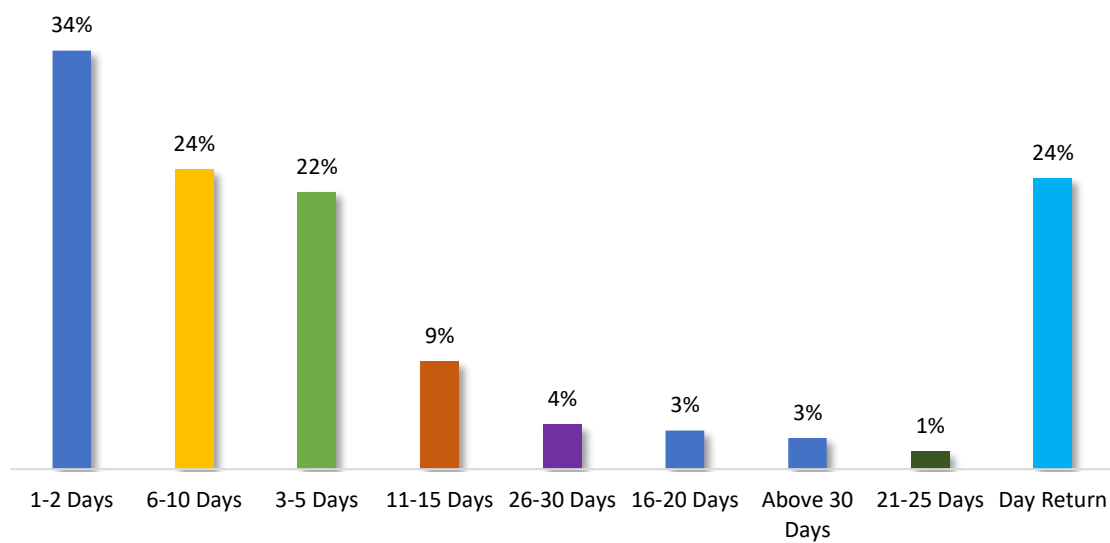
Base: 2,180

Figure 4.2.10.6: Length of Stay in Myanmar

According to the Inbound Tourism Survey 2024, among travelers entering Myanmar by air, sea and land (borders), 34% reported staying for 1–2 days, 24% for 6–10 days, 22% for 3–5 days, 9% for 11–15 days, 4% for 26–30 days, 3% for 16–20 days, 3% for 30 days or more and 1% for 21–25 days. In addition, 24% of respondents were same-day visitors.
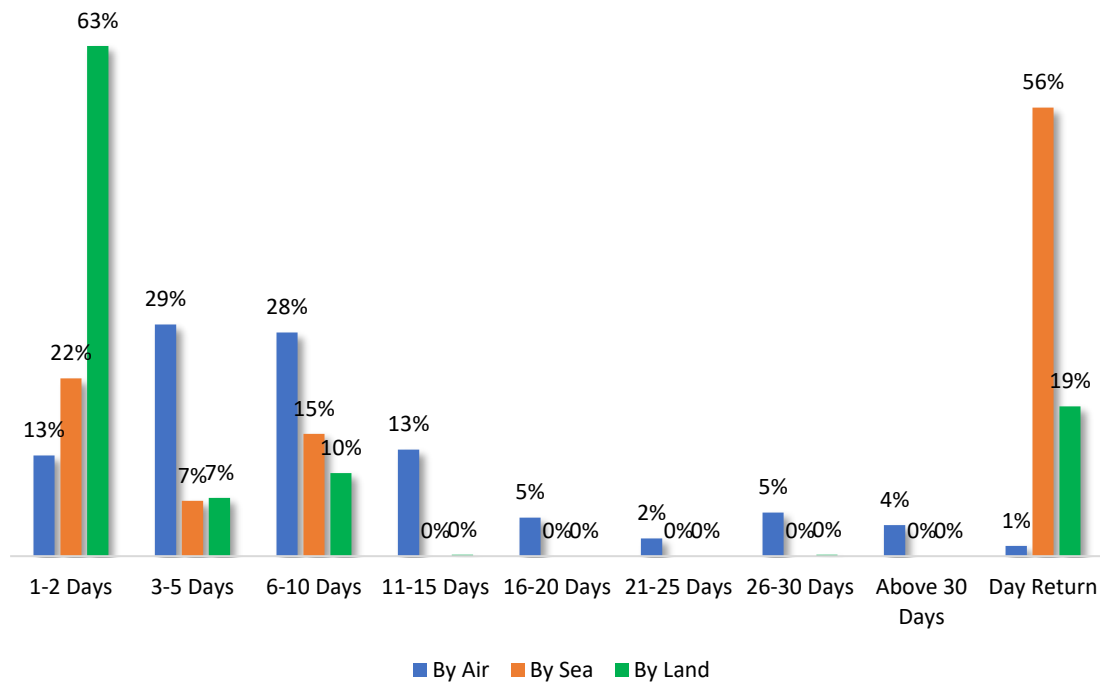
Figure 4.2.10.7: Length of Stay in Myanmar by Modes of Transport

According to the 2024 Inbound Tourism Survey, 63% of visitors entered by land and stayed for 1 to 2 days. 29% of visitors arrived by air and stayed for 3 to 5 days, while 28% stayed for 6 to 10 days. Additionally, 22% entered by sea and stayed for 1 to 2 days. Among same-day visitors, 56% entered by sea, 19% by land and 1% by air.

	1-2 Days	3-5 Days	6-10 Days	11-15 Days	16-20 Days	26-30 Days	Above 30 Days
Visiting Friends & Relatives	19%	12%	10%	4%	12%	18%	19%
Business	13%	25%	22%	39%	44%	47%	69%
MICE	2%	5%	5%	3%	0%	2%	2%
Holiday, Leisure and Recreation	62%	54%	61%	54%	40%	32%	10%

■ Others
■ Meditation/ Pilgrimage
■ Visiting Friends & Relatives
■ Business
□ MICE (Meetings, Incentives, Conferences and Exhibitions)
■ Holiday, Leisure and Recreation
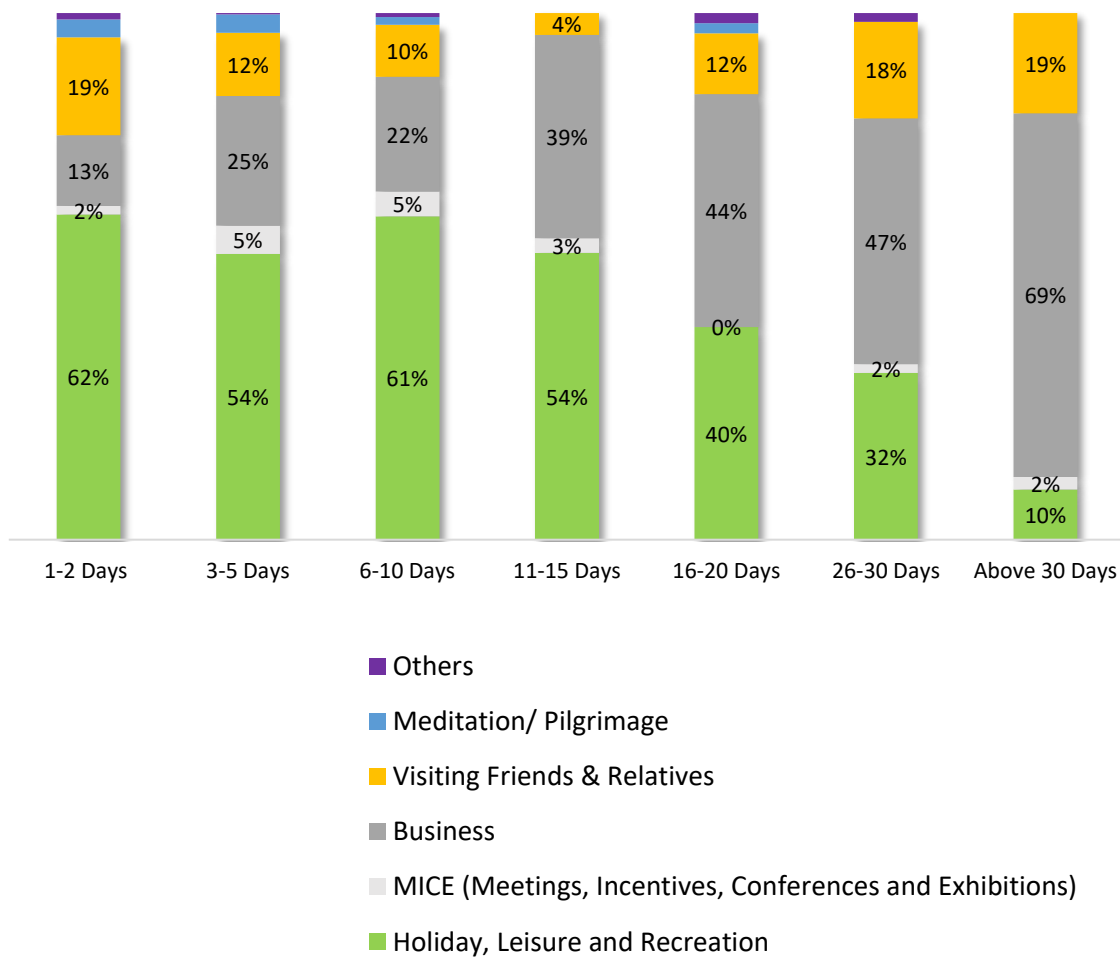
Base: 2,180

Figure 4.2.10.8: Length of stay by purpose of visit

4.2.11: The main Travel Destinations most visited by International Visitors

Bar chart showing percentages: Yangon 40%, Mandalay 18%, Bagan 12%, Inlay Lake 5%, Nay Pyi Taw 4%, Ngwe Saung Beach 3%, Kyaikhteeyoe Pagoda 3%, Kalaw 3%, Pyin Oo Lwin 2%, Bago 2%, Chaung Tha Beach 2%, Hpa-An 1%, Taunggyi 1%, Kyaing Tong 1%, Kaw Thaung 1%, Dawei 1%.
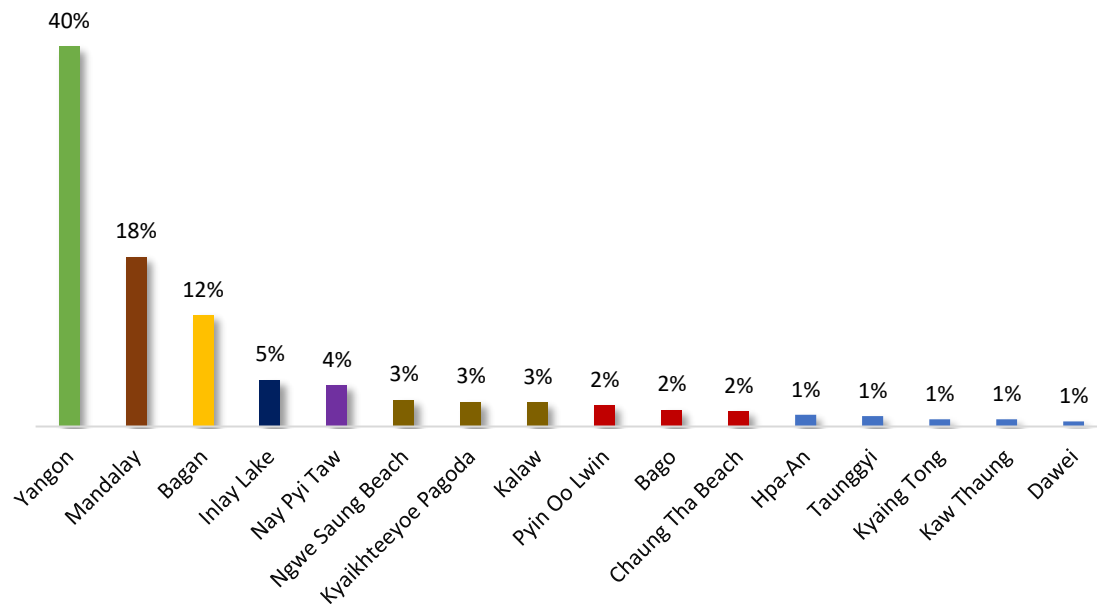
Base: 2,187

Figure 4.2.11.1: The main Travel Destinations most visited by Air Visitors

According to the 2024 Inbound Tourism Survey, nearly half (40%) of all visitors entering Myanmar by air visited Yangon, while 18% visited Mandalay. Bagan, a significant cultural heritage site, attracted 12% of visitors. Additionally, 5% traveled to Inlay Lake, 4% to Naypyidaw, and 3% each to Ngwe Saung Beach, Kyaiktiyo Pagoda, and Kalaw, while, 2% of air visitors visited Pyin Oo Lwin, Bago, and Chaung Tha Beach, respectively.

95%

2%

Kaw Thaung   Myeik Islands
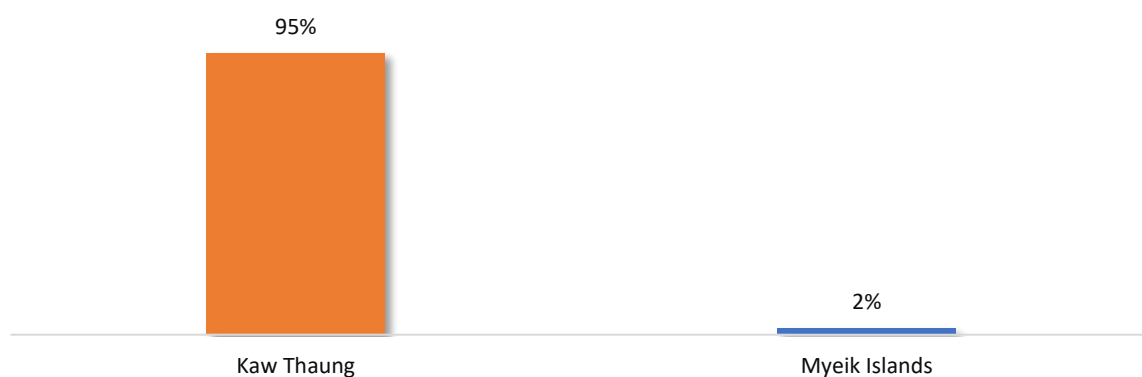
Base: 422

Figure 4.2.11.2: The main Travel Destinations most visited by Sea Visitors

According to the Inbound Tourism Survey 2024, 95% of the tourists arriving by sea preferred to tour Kawthaung, while 2% visited the Myeik Archipelago.

49%   40%

3%   2%   1%   1%   1%   1%

Tachileik   Muse   Kaw Thaung   Kyaing Tong   Yangon   Mandalay   Lashio   Bagan
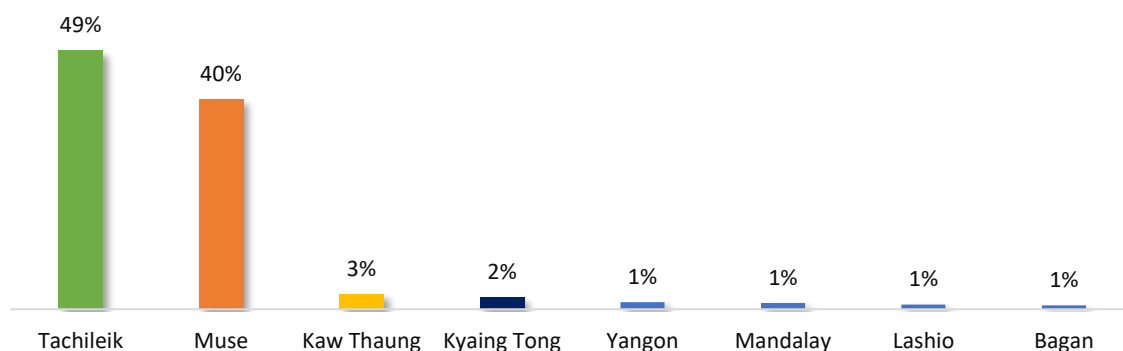
Base: 684

Figure 4.2.11.3: The main Travel Destinations most visited by Land Visitors

According to the Inbound Tourism Survey 2024, among travelers arriving by land, nearly half (49%) visited Tachileik, followed by 40% who visited Muse, 3% who visited Kawthaung, 2% who visited Kyaing Tong and 1% each for Yangon, Mandalay, Lashio and Bagan.

4.2.12: Means of Transport used by Visitors in Myanmar

Taxi	Private Car
29%	**24%**

Airlines	Ferry Boat	Public Bus
17%	11%	7%
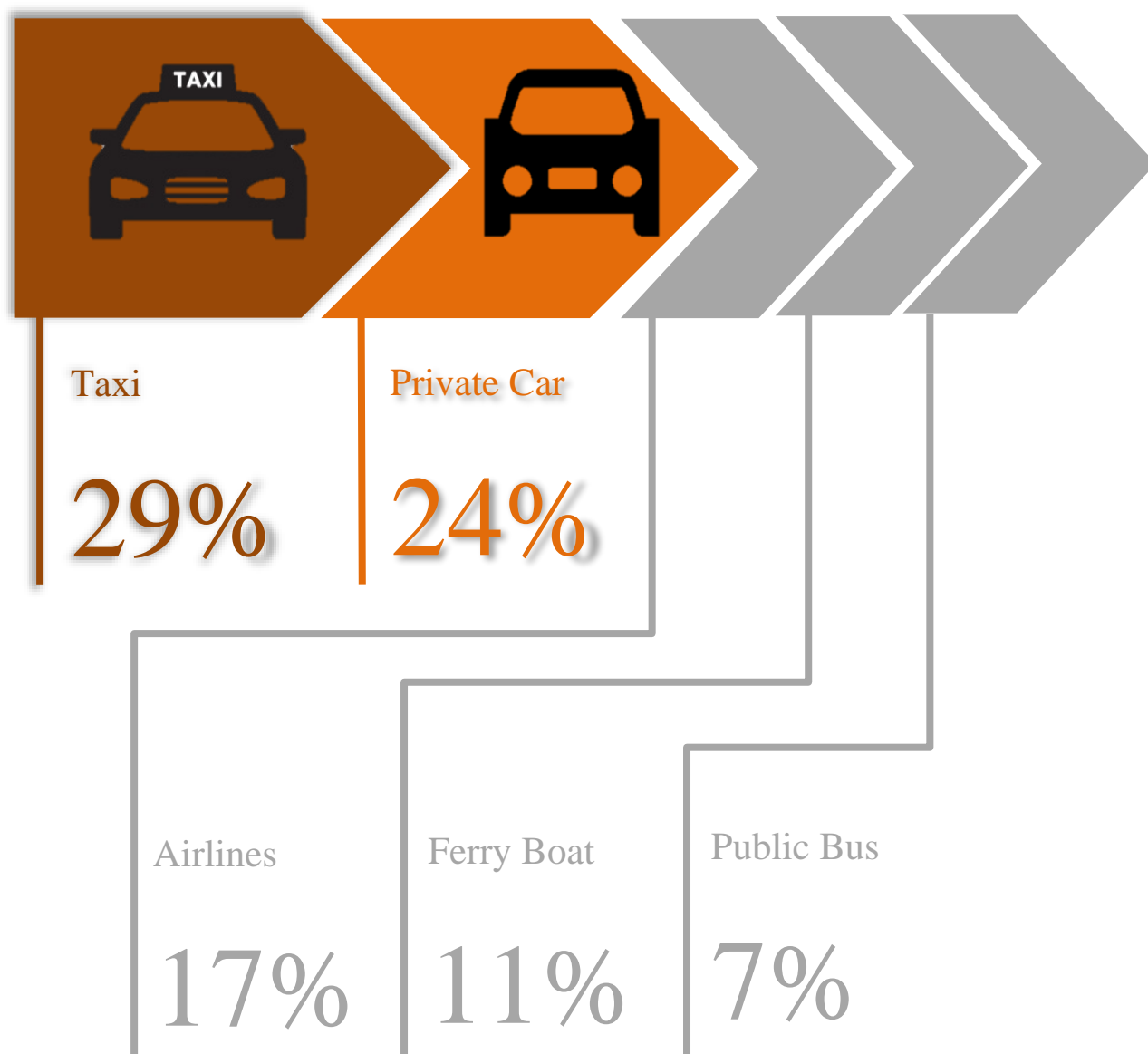
Base: 5,242

Figure 4.2.12: Transport used by Visitors in Myanmar

International visitors traveling in Myanmar used taxis at a rate of 29%, rental vehicles at 24%, domestic airlines at 17%, motorboats at 11% and public transportation at 7%.

4.2.13 Activities During Stay in Myanmar

Bird Watching — 0%
Others — 0%
Attending sport events — 1%
Sea Activities — 1%
Hiking/Mountaineering — 1%
Bicycle Trip/Cycling — 2%
Hot Air Ballon Sightseeing — 2%
Resting on recreational resorts — 2%
Cultural events & Festivals — 2%
Entertainment — 2%
Nightlife(Bars,Night,Club) — 2%
Boating/Rafting/Canoeing — 3%
Going to the Beach/Swimming — 4%
MICE (Meeting, Incentives Conferences … — 4%
Shopping (Souvenirs) — 9%
Tasting Local Cuisine and drinks — 12%
Business Acitivites — 15%
Sightseeing/Visiting Cultural and Historical … — 18%
Visit Pagodas/Pilgrimage — 18%

Base: 2,605

Figure 4.2.13.1: Activities during stay in Myanmar by Air Visitors

Among air visitors, 18% visited pagodas/ pilgrimages, sightseeing/ visiting cultural and historical heritage, respectively. 15% traveled for business activities and 12% came to taste local cuisine and drinks. Shopping for 9% of visitors, while 4% each traveled for MICE and going to the beach/swimming. Additionally, 3% participated in boating/ rafting/ canoeing, while 2% of visitors for nightlife, entertainment, cultural events & festivals, resting on recreational resorts, hot air balloon sightseeing and bicycle trips/cycling, respectively. Only 1% each of visitors took part in hiking/ mountaineering, sea activities and attending sports events.

Bicycle Trip/Cycling — 0%
MICE (Meeting, Incentives, Conferences and Exhibitions) — 0%
Resting on recreational resorts — 0%
Hot Air Ballon Sightseeing — 0%
Bird Watching — 0%
Cultural events & Festivals — 0%
Nightlife(Bars,Night,Club) — 1%
Hiking/Mountaineering — 1%
Tasting Local Cuisine and drinks — 1%
Business Acitivites — 1%
Entertainment — 3%
Going to the Beach/Swimming — 6%
Visit Pagodas/Pilgrimage — 12%
Boating/Rafting/Canoeing — 15%
Sea Activities — 16%
Shopping (Souvenirs) — 20%
Sightseeing/Visiting Cultural and Historical — 22%

Base: 632

Figure 4.2.13.2: Activities during Stay in Myanmar by Sea Visitors

Over 22% of sea visitors came for sightseeing/ visiting cultural and historical heritage, 20% of visitors were for shopping (souvenirs), 16% of visitors were for sea activities, 15% of visitors were for boating/ rafting/ canoeing, 12% of visitors visited pagodas/ pilgrimages, 6% of visitors went to the beach/swimming, 3% of visitors participated in entertainment and business activities, tasting local cuisine and drinks, hiking/mountaineering activities and nightlife activities were 1%, respectively.

Chart categories (top to bottom):
- Hot Air Ballon Sightseeing — 0%
- Boating/Rafting/Canoeing — 0%
- Attending sport events — 0%
- Bird Watching — 0%
- Hiking/Mountaineering — 1%
- Going to the Beach/Swimming — 1%
- Resting on recreational resorts — 1%
- Cultural events & Festivals — 2%
- Sea Activities — 2%
- MICE (Meeting, Incentives, Conferences and Exhibitions) — 2%
- Bicycle Trip/Cycling — 2%
- Nightlife(Bars,Night,Club) — 4%
- Sightseeing/Visiting Cultural and Historical — 5%
- Shopping (Souvenirs) — 6%
- Entertainment — 7%
- Visit Pagodas/Pilgrimage — 14%
- Others — 15%
- Business Acitivites — 15%
- Tasting Local Cuisine and drinks — 23%

Base: 845

Figure 4.2.13.3: Activities During Stay in Myanmar by Land Visitors

About 23% of land visitors tasted local cuisine and drinks, 15% of visitors came for business activities, 14% of visitors visited pagodas/pilgrimages, 14% of visitors attended entertainment events, 6% of visitors came for shopping, 5% of visitors visited cultural and historical sites, and 4% participated in nightlife activities. Bicycle trip/cycling, MICE, sea activities, and cultural events & festivals (2% respectively) and, 1% of visitors took a rest on recreational resorts, going to the beach/swimming, and hiking/mountaineering, respectively.

4.2.14 Expenditure per person per day (All Visitors by Air, by Sea and by Land)

Average expenditure
Per visitor per day is
"USD 127"

U S D 5 13

U S D 1 2

USD 81

Composition of Average Expenditure per visitor per day
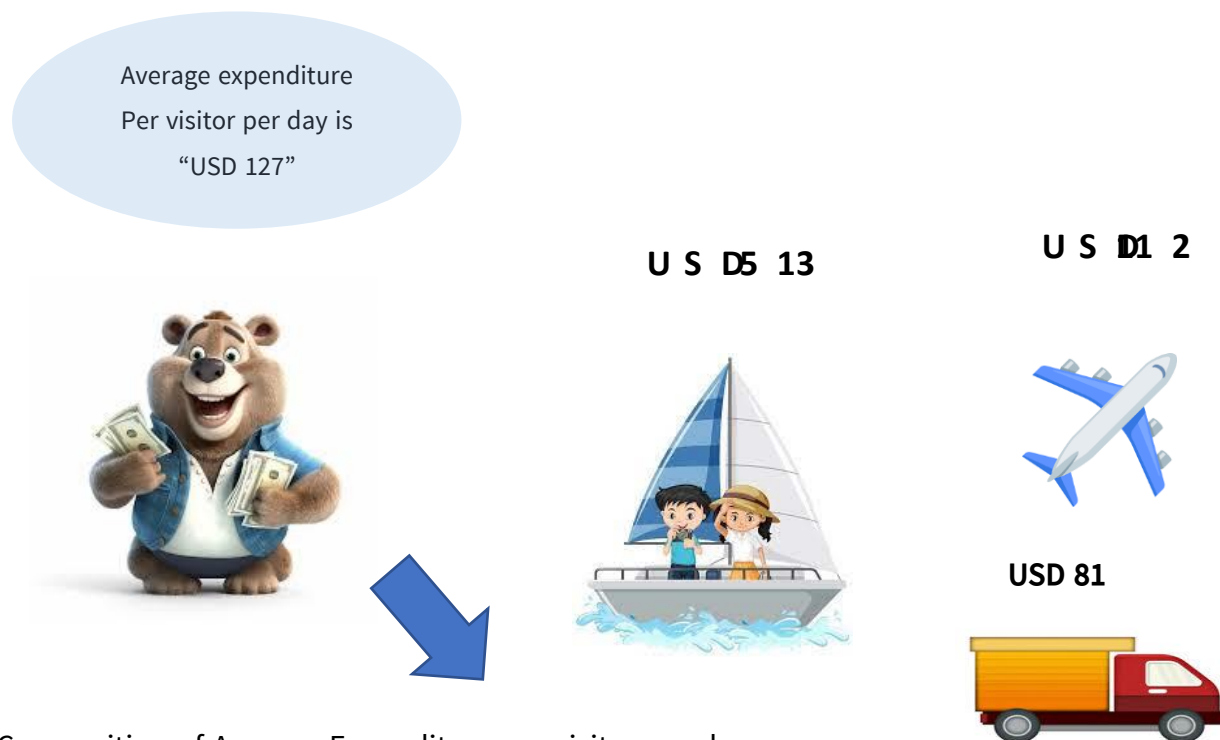
Mode of Transport	Average Length of Stay	Average Expenditure per person ($)	Average Expenditure per person per day ($)
By Air	12	1,329	112
By Sea	2	616	351
By Land	2	151	81
Total	7	$ 830	$ 127

The average length of stay for air visitors is 12 days, with an average expenditure per visitor per day of USD 112. For sea visitors, the average length of stay is 2 days, with the average expenditure per visitor per day being USD 351. For land visitors, the average length of stay is 2 days, with an average expenditure per visitor per day of USD 81.

4.2.15 International Visitors' Ranking of Stay in Myanmar
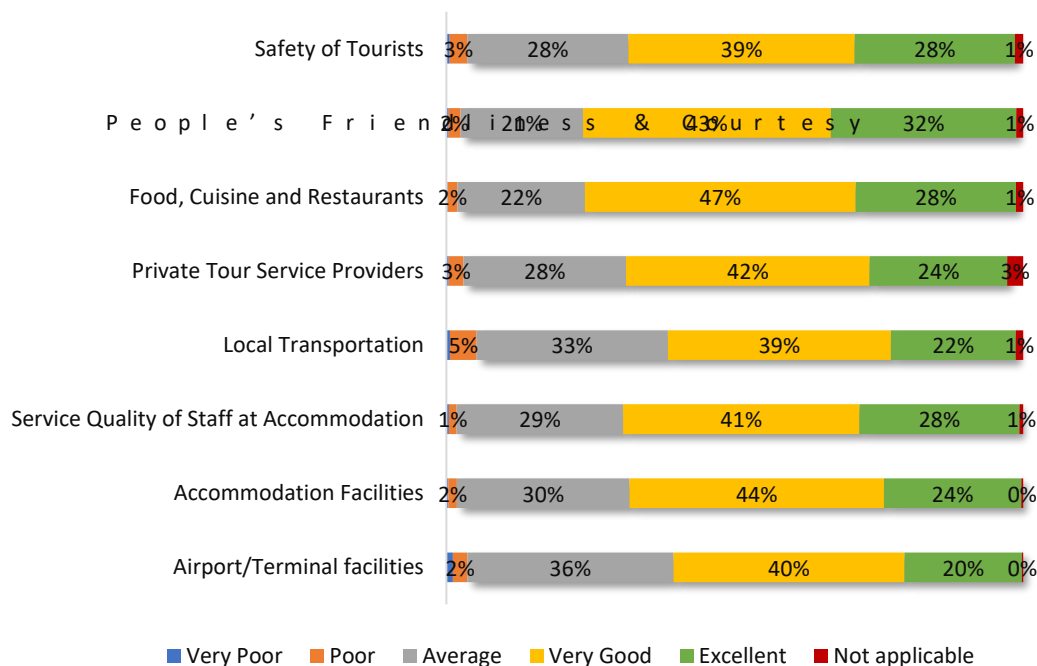
Base: 2,180

Figure 4.2.15: International Visitors' Ranking of Stay in Myanmar by Mode of Transport

The eight aspects inquired about concerning travelers who arrive and tour Myanmar by air, sea, and border crossings (land routes) are (a) safety of tourists, (b) people's friendliness & courtesy, and (c) food, cuisine, and restaurants. (d) Private Tour Services Providers (e) Local Transportation (f) Service Quality of Staff at Accommodation (g) Accommodation Facilities (h) Airport/Terminal Facilities. In a survey conducted with six levels of satisfaction, the majority of respondents answered that it was "very good," while the fewest respondents selected "very poor."

4.2.16 Overall Satisfaction of Stay and Overall Value for Money in Myanmar
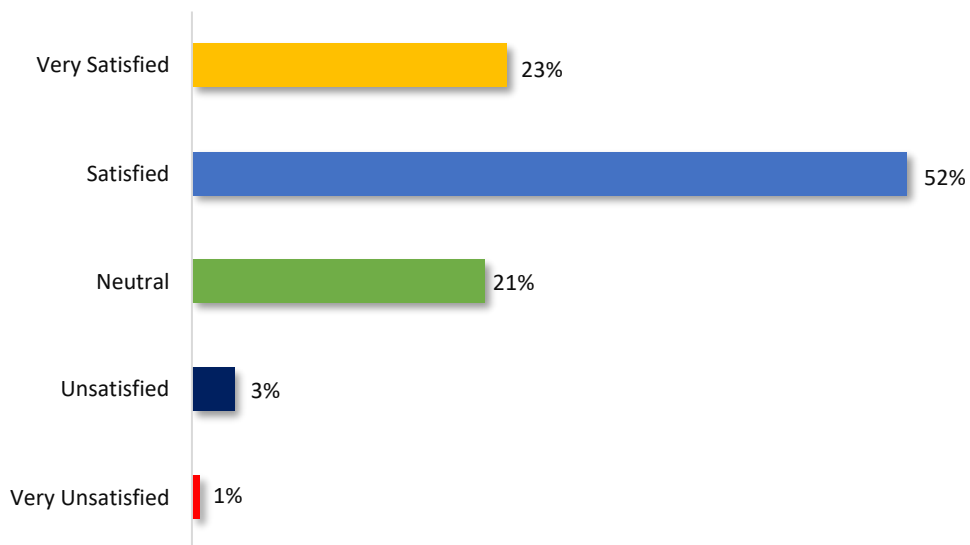
Base: 2,180

Figure 4.2.16.1: Overall Satisfaction of Stay in Myanmar by Mode of Transport

According to the Inbound Tourism Survey 2024, among inbound travelers staying in Myanmar, 52% reported being "satisfied" with their overall itinerary (the largest group), 23% reported being "very satisfied" (the second largest), 21% reported being "moderately satisfied", 3% reported being "unsatisfied", and 1% reported being "very unsatisfied" (the smallest group).
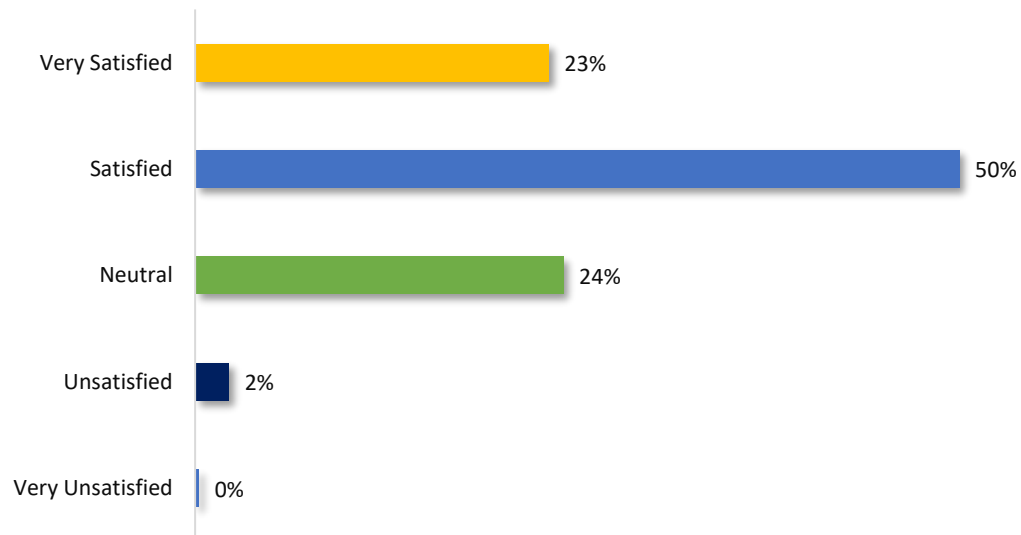
Base: 2,180

Figure 4.2.16.2: Overall Value for Money in Myanmar by Mode of Transport

A survey was conducted among travelers visiting Myanmar via air, sea and border crossings (land routes) regarding their satisfaction with the value of money spent. The results showed that 50% of respondents stated they were "satisfied", making it the highest percentage, and 24% reported a "neutral", 23% expressed that they were "very satisfied", and 2% stated that they were "unsatisfied", which was the lowest percentage.

4.2.17 Possibility of Coming Back to Myanmar for Holidays in the Next 3 Years
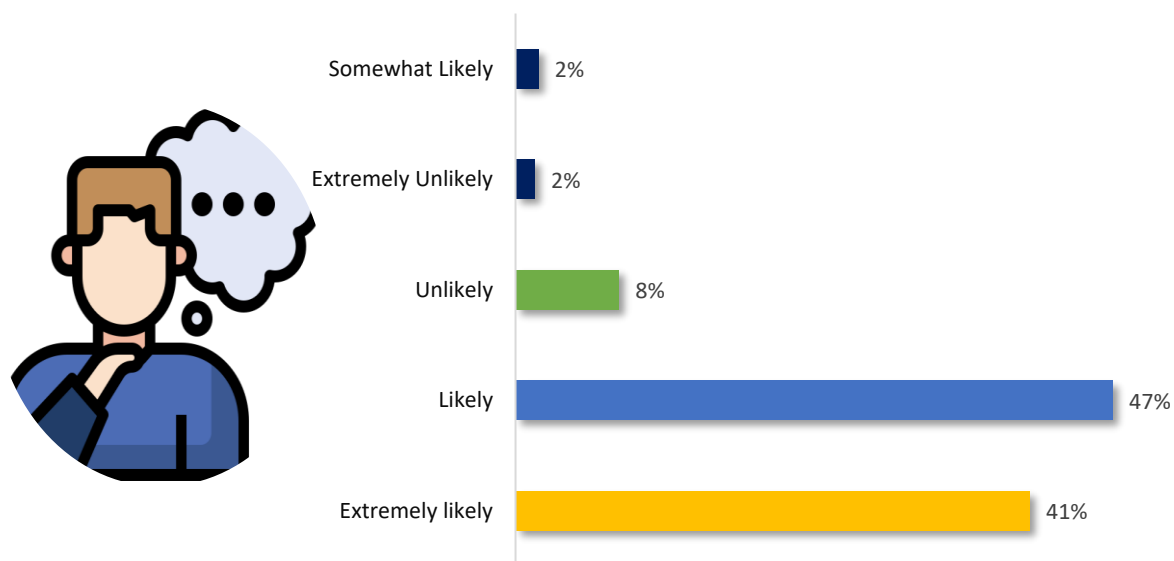
Base: 2,180

Figure 4.2.17: Possibility of coming back to Myanmar for Holidays in the Next 3 Years

Among travelers visiting Myanmar by air, sea, and border crossings (land), 47% of international visitors are "likely to visit" Myanmar for holidays within the next three years, making it the highest percentage; 41% are "extremely likely to visit", 8% indicated that they are "unlikely to visit", 2% said they are "extremely unlikely to visit", and another 2% responded as "somewhat likely".

4.2.18 Suggestion to promote Tourism Services in Myanmar by Air, by Land and by Sea
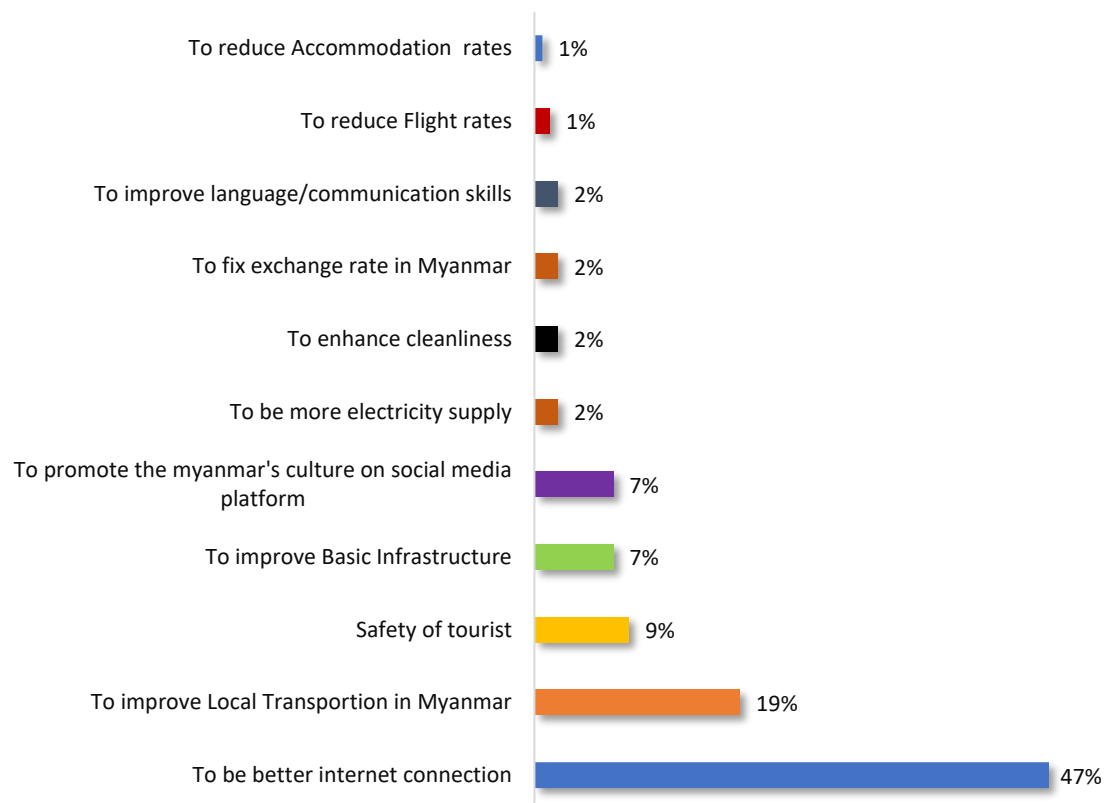
Base: 138

Figure 4.2.18: Suggestion to Promote Tourism Services in Myanmar for Visitors

47% of travelers suggested improving internet connectivity, while 19% emphasized the need for better domestic transportation. Additionally, 9% prioritized ensuring the safety and security of travelers. 7% recommended enhancing basic infrastructure and promoting Myanmar's traditional culture through social media platforms. 2% suggested ensuring a sufficient electricity supply, maintaining cleanliness, stabilizing currency exchange rates and improving language proficiency. Finally, 1% proposed reducing airfare prices and lowering accommodation cost.

ANNEX

Comparison of Findings from the Inbound Tourism Surveys Conducted Between 2022 and 2024

Table (1.1) Country of Residence by Region

Country of Residence by Region	2024	2023	2022
Asia	72%	77%	92%
Europe	22%	11%	5%
America	4%	11%	2%
Africa	-	1%	1%
Middle East	1%	-	-
Oceania	1%	-	-

Table (1.2) Country of Residence by Nationality

Country of Residence	2024	2023	2022
Thailand	30%	41%	52%
China	26%	26%	10%
India	4%	3%	6%
Japan	2%	2%	5%
Malaysia	-	-	4%
Singapore	-	-	2%
Vietnam	-	-	2%
Korea	2%	-	2%
U.S.A	3%	4%	2%
Sri Lanka	-	2%	1%
British	3%	4%	-
Russia	7%	3%	-
German	2%	2%	-
French	3%		-
Other	18%	11%	11%

Table (1.3) Gender

Gender	2024	2023	2022
Male	66%	55%	75%
Female	34%	45%	25%

Table (1.4) Age Group

Age	2024	2023	2022
Age 0-19	2%	1%	1%
Age 20-29	20%	15%	19%
Age 30-39	32%	35%	34%
Age 40-49	25%	23%	26%
Age 50-59	13%	16%	14%
Age 60 and above	7%	10%	6%

Table (1.5) Mode of Transport

Mode of Transport	2024	2023	2022
Air	50%	56%	64%
Land	31%	23%	36%
Sea	19%	21%	0%

Table (1.6) Type of Visa

Type of Visa by Air	2024	2023	2022
Tourist	42%	60%	22%
Business	16%	25%	54%
Visa Free	12%	13%	20%
Official Visa	5%	2%	5%
Border Pass	15%	-	-
Other	10%	-	-

Table (1.7) Purpose of Visit

Purpose of Visit	2024	2023	2022
Business	21%	16%	56%
Holiday, Leisure and Recreation	58%	66%	31%
Meditation/ Pilgrimage	2%	5%	2%
MICE (Meetings, Incentives, Conferences and Exhibitions)	4%	3%	3%
Visiting Friends & Relatives	15%	10%	7%
Other	1%	-	1%

Table (1.8) Travel Arrangement and Type of Tours

Travel Arrangement and Type of Tours	2024	2023	2022
FIT	79%	54%	93%
Package Tour	21%	46%	7%
Travel arrangement			
Self	69%	58%	72%
Office/ Employer	9%	4%	18%
Travel Agent	14%	21%	7%
Tour Operator	7%	17%	3%
Other	1%	-	0%

Table (1.9) Frequency of Visit

Frequency of Visit	2024	2023	2022
First Visit	41%	55%	31%
Repeated Visit			
2-3 times	25%	54%	13%
4-5 times	9%	20%	11%
6-7 times	5%	8%	4%
8-10 times	4%	6%	8%
Above 10 times	16%	12%	34%

Table (1.10) Types of Accommodation

Type of Accommodation	2024	2023	2022
Hotel and similar	84%	93%	82%
Residence of friends /relatives	7%	3%	6%
Lodging House/ Guest House	-	-	4%
Resorts/ Luxury	3%	3%	4%
Community Based Tourism	0%	-	0%
Other	6%	-	6%

Table (1.11) Idea to Come to Myanmar

Idea to Come to Myanmar	2024	2023	2022
Business	-	3%	36%
Friends and relatives	48%	28%	33%
Travel Agency/ Tour operator/ Airline	27%	50%	13%
Commercial Media	5%	5%	7%
Social media	11%	10%	6%
Official Websites	4%	2%	5%
Tourism Trade Show	2%	2%	3%
Others	3%	-	-

Table (1.12) Travelling Partner

Travelling Partner	2024	2023	2022
Alone	44%	53%	62%
With work/ association colleagues	13%	6%	17%
With friends	27%	24%	8%
With spouse	8%	9%	5%
With family, no children	5%	6%	4%
With family and children	3%	3%	4%
Others	1%	-	-

Table (1.13) Length of Stay

Length of Stay	2024	2023	2022
Average Length of Stay (All Visitors)	7 days	9 days	11 days
Average Length of Stay (Air)	12 days	12 days	17 days
Average Length of Stay (Land)	2 days	4 days	1 days
Average Length of Stay (Sea/Cruise)	2 days	2 days	-

Table (1.14) Top Travel Destinations

Top Travel Destination	2024	2023	2022
Yangon	40%	79%	23%
Mandalay	18%	34%	8%
Bagan	12%	16%	8%
Bago	2%	22%	-
Inlay	5%	1%	4%
Kyaikhtiyo	3%	25%	1%
Ngwe Saung Beach	3%	-	1%
Chaung Tha	2%	1%	1%
Nay Pyi Taw	4%	-	10%
Tachileik	-	1%	8%
Pyin Oo Lwin	2%	-	-
Kalaw	3%	-	-
Kaw Thaung	1%	2%	6%
Taunggyi	1%	-	-
Kyaing Tong	1%	-	-
Dawei	1%	-	-
Hpa-an	1%	-	-
Others	-	-	30%

Table (1.15) Means of Transport

Means of Transport	2024	2023	2022
Private Car	24%	26%	45%
Taxi	29%	8%	48%
Airlines	17%	60%	30%
Motor Bike	-	-	2%
Other	-	-	6%
Public Bus	7%	5%	5%
Ferry Boat	11%	3%	3%
Bicycle	-	-	1%
Train	-	1%	1%
Tour Coach	-	22%	0%

Table (1.16) Average Expenditure

Average Expenditure per day per visitor	2024	2023	2022
Average	**USD 127**	**USD 104**	**USD 97**
Detailed Expenditure			
Average Expenditure per day per visitor (by Air)	USD 112	USD109	USD 137
Average Expenditure per day per visitor (by Land)	USD 81	USD 82	USD 475
Average Expenditure per day per visitor (by Sea)	USD 351	USD 330	-

Table (1.17) Ranking of Staying in Myanmar (Mode)

Ranking of Staying in Myanmar	2024	2023	2022
Overall Satisfaction	4	4	4
Overall Satisfaction (Air)	4	4	4
Overall Satisfaction (Land)	4	4	4
Overall Satisfaction (Sea)	4	4	-
Overall Value for Money (Air)	4	4	4
Overall Value for Money (Land)	4	4	4
Overall Value for Money (Sea)	4	4	-

Table (1.18) Satisfaction Rates (By Yearly)

Satisfaction Rates	2024	2023	2022
Safety of Tourists	4	3	3
People's Friendliness & Courtesy	4	4	5
Private Tour Service providers	4	4	4
Local Transportation	4	4	4
Food, Cuisine and Restaurants	4	4	4
Service Quality of Staff at Accommodation	4	4	4
Accommodation Facilities	4	4	4
Airport /Terminal Facilities	4	4	4
Safety of Environment	4	-	-

Table (1.19) Possibility of Coming back to Myanmar for Holiday

Possibility of Coming back to Myanmar for Holiday	2024	2023	2022
Total			
Extremely likely	41%	8%	28%
Likely	47 %	5%	55%
Somewhat likely	2 %	21%	11%
Unlikely	8 %	38%	4%
Extremely Unlikely	2%	28%	3%
Air Visitors			
Extremely likely	36%	28%	32%
Likely	47%	41%	43%
Somewhat likely	3%	16%	14%
Unlikely	12%	5%	6%
Extremely Unlikely	2%	10%	4%
Land Visitors			
Extremely likely	24%	24%	20%
Likely	68%	30%	75%
Somewhat likely	1%	40%	5%
Unlikely	6%	5%	0%
Extremely Unlikely	1%	1%	0%
Sea Visitors			
Extremely likely	59%	34%	-
Likely	35%	42%	-
Somewhat likely	1%	10%	-
Unlikely	3%	1%	-
Extremely Unlikely	2%	13%	-

Table (1.20) Suggestion to Promote Tourism Services of Myanmar

Suggestion to promote Tourism Services of Myanmar	2024	2023	2022
Tourism Service of Myanmar	-	18%	15%
Improve Local Transportation Services	19%	-	14%
Relax COVID Restriction	-	-	13%
Improve Basic Infrastructure	7%	66%	29%
Relax Administrative Procedures	-	-	8%
Improve Language/Communication Skill	2%	2%	8%
Reduce rates of tourism service	-	-	51%
Improve local tourism of this country	-	-	3%
Safety of Tourist	9%	15%	46%
Better internet connection	47%	-	-
Promote the Myanmar's culture on social media platform	7%	-	-
More electricity supply	2%	-	-
Enhance cleanliness	2%	-	-
Fix exchange rate in Myanmar	2%	-	-
Reduce flight rates	1%	-	-
reduce accommodation rates	1%	-	-
Others	-	-	7%

Source: Ministry of Hotels and Tourism, Myanmar

1. Survey Questionnaire of Inbound Tourism Survey 2024

Inbound Tourism Survey Questionnaire is composed of with 20 questions which is described as follows:

1	Please, name your country of residence	_____ (country name)			
2	Nationality	_____ (country name)			
3	Gender	☐ Male ☐ Female			
4	Age	☐ 0-19 ☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ 60 and above			
5	Mode of Transport to Myanmar	☐ By Air ☐ By Sea ☐ By Land			
6	Type of Visa	☐ Visa Free ☐ Tourist ☐ Official ☐ Business ☐ Others (*Please Specify*) _____			
6.1	Border Pass	☐ EP (Entry Permit) ☐ BP (Border Pass) ☐ TBP (Temporary Border Pass) *(If you are with Visa or Visa Free, Skip 6.1)*			
7	Purpose of Visit	☐ Holiday, Leisure and Recreation ☐ MICE (Meetings, Incentives, Conferences and Exhibitions) ☐ Business ☐ Visiting Friends & Relatives ☐ Meditation/Pilgrimage ☐ Others (Please Specify) _____			
7.1	Type of Visitor	☐ Overnight Visitor ☐ Same day Visitor			
8	How did you make your travel arrangement?	☐ Self ☐ Office /Employer ☐ Travel Agent ☐ Tour Operator ☐ If any other, please specify _____			
8.1	Type of Tour	☐ FIT (foreign independent travel) ☐ Package Tour			
9	How many times have you visited Myanmar? *(If you are first visit, Skip 9.1)*	☐ 1st Time ☐ 2-3 ☐ 4-5 ☐ 6- 7 ☐ 8- 10 ☐ Above 10 times			
9.1	If it's not your first visit, when was your last visit year in Myanmar	_____ (*indicate Year*)			
	Same Day Visitor (Day return Visitor) do not need to answer Q 10				
10.	Type of accommodation	☐ Hotel /Motel ☐ CBT (Community Based Tourism) ☐ Residence of friends /relatives ☐ Resorts/ Luxury ☐ Others_____			
11.	How did you get the idea to come to Myanmar?	☐ Travel Agency/ Tour operator/ Airline ☐ Friends and Relatives ☐ Social Media ☐ Tourism Trade Show ☐ Commercial Media ☐ Official Websites ☐ Others_____			
12.	Are you travelling?	☐ Alone ☐ with Spouse ☐ with Work/ Association Colleagues ☐ with Friends ☐ with Family, no Children ☐ with Family and Children ☐ Others_____			
13.	Concerning this current trip, how many nights did you spend in Myanmar in total? **(Length of Stay)** (if the visitor is day return/ same-day visitor, please put "0")	…………. night(s)			
14.	Travel Destinations that you visited during in Myanmar?				
	☐ Yangon	☐ Mandalay	☐ Nay Pyi Taw	☐ Bagan	☐ Pyin Oo Lwin

☐ Chaung Tha Beach	☐ Ngwe Saung Beach	☐ Ngapali Beach	☐ Hpa-an	☐ Mawlamyine
☐ Kyaikhteeyoe Pagoda	☐ Inlay Lake	☐ Kalaw	☐ Taunggyi	☐ Lashio
☐ Kyaing Tong	☐ Bago	☐ Dawei	☐ Kaw Thaung	☐ Myeik Islands
☐ Myawaddy	☐ Tachileik	☐ Mrauk Oo/KyaukPhyu	☐ Others_____	

14.1	Top 3 Tourist Attraction Sites you visited	1._____ 2._____ 3._____

15.	By which means of transport did you use for your visit during in Myanmar?	☐ Airlines ☐ Public Bus ☐ Train ☐ Tour Coach ☐ Ferry Boat ☐ Taxi ☐ Private Car ☐ Motor bike ☐ Bicycle ☐ Others_____

16.	Please select the activities (one & more) you have conducted during your stay in Myanmar.

☐ MICE (Meetings, Incentives, Conferences and Exhibitions)	☐ Business activities	☐ Sea activities (Snorkeling & Scuba Diving)
☐ Sightseeing/ Visiting cultural and Historical Heritage/ Museums	☐ Going to the Beach/Swimming	☐ Tasting local cuisine and drinks
☐ Visit Pagodas/ Pilgrimage	☐ Hot Air Balloon Sightseeing	☐ Bicycle trip/ Cycling
☐ Boating/ Rafting/ Canoeing	☐ Hiking/ Mountaineering	☐ Shopping (Souvenirs)
☐ Cultural events & festivals	☐ Bird watching	☐ Nightlife (Bars, Night Club)
☐ Resting on recreational resorts	☐ Attending sport events	☐ Entertainment
☐ Others_____	☐ Others_____	☐ Others_____

17.	How much did you spend for this trip in Myanmar? *(This is an important part of the survey. Please fill in as much as you can)*	Prepaid outside Myanmar	Paid in Myanmar	% of Total Expenditure	Amount (*add Currency*) (Optional)
	International Air Transport (MNA or MAI Airlines)	☐	☐		
	Other International Air Transport	☐	☐		
	Accommodation	☐	☐		
	Foods & Drinks	☐	☐		
	Local Transport	☐	☐		
	Recreation, Entertainment	☐	☐		
	Buying Souvenirs	☐	☐		
	Others (please specify) _____	☐	☐		
	Total			100%	

17.1	Total expenditures for this trip in Myanmar	_____ (Total Expenditure) (_____ Currency)

18.	How would you rank your stay in Myanmar?

	Very Poor	Poor	Average	Very Good	Excellent	Not applicable
Airport/Terminal Facilities	1	2	3	4	5	0
Accommodation Facilities	1	2	3	4	5	0
Service Quality of staffs at Accommodation	1	2	3	4	5	0
Local Transportation	1	2	3	4	5	0
Private Tour Service Providers	1	2	3	4	5	0

	Food, Cuisine and Restaurants	1	2	3	4	5	0
	People's Friendliness & Courtesy	1	2	3	4	5	0
	Safety of Tourists	1	2	3	4	5	0
18.1	How would you rate your stay in Myanmar?						

Criteria	Very unsatisfied	Un-satisfied	Neutral	Satisfied	Very Satis fied
Overall Satisfaction the whole trip	1	2	3	4	5
Overall Value for money	1	2	3	4	5

19	How likely are you to come back again to Myanmar? ☐ Extremely likely ☐ Likely ☐ Somewhat likely ☐ Unlikely ☐ Extremely Unlikely
20	Please give any comments or suggestions in order to promote Tourism Services in Myanmar

INQUIRES

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