

# THAILAND AT A GLANCE

## The Country

Thailand, situated in the heart of the Southeast Asian mainland, is the regional hub of business and transportation, and a gateway to the Association of Southeast Asian Nations (ASEAN), with its combined market of 570 million people.



## Geography

Land: 513,115 sq. km.

Population: 66.25 million

Capital: Bangkok (the largest city, with over 11 million inhabitants)

The climate: Tropical monsoon

Average temperature: 27°C

## Religion

Buddhism (93.9%), Islam (5.2%), Christianity (0.7%), others (0.2%)

Source: National Statistics Office

**National language:** Thai

**Currency:** Thai baht (THB)



## National flag

The national flag comprises five horizontal bands of red, white, and blue. The central blue band represents the monarchy. It is hemmed by two white and two red bands representing religion and the nation, respectively.

## Form of government

Parliamentary democracy with a constitutional monarchy

## Economy (as of December 2008)

**GDP:** USD 273.4 billion

**GDP per capita:** USD 4,081

**Exports:** USD 175.3 billion

**Imports:** USD 175.1 billion

**International reserves:** USD 110.1 billion

**GDP composition by sector:** Agriculture 8.91%; Industry 40.12%; Services 50.97%

## Rankings

### Tourism

- Bangkok is 3<sup>rd</sup> in top 10 “World’s Best Cities” rankings, with Chiang Mai 5<sup>th</sup>.

Source: *Travel + Leisure’s World’s Best Award 2009*

- Thailand is “Most Favored Asian Destination”.  
Source: *the 2009 Go Asia Awards Survey*

- 1<sup>st</sup> “Best Country Brand for Value for Money” – Offering the most in return for the price you pay

- 3<sup>rd</sup> “Best Country Brand for Friendly Locals” – Welcoming citizens who make visitors feel comfortable

- 3<sup>rd</sup> “Best Country Brand for Authenticity” – Delivering distinctive, genuine and unique culture and experiences

Source: *the 2008 Country Brand Index (CBI)*

- Bangkok is 2<sup>nd</sup> among “Best Cities for Shopping in Asia” and 3<sup>rd</sup> among “Best Cities for Business in Asia”.

- Phuket is 2<sup>nd</sup> among “Best Holiday Destinations in Asia”.

Source: *Smart Travel Asia “Best in travel poll 2008”*

- Bangkok is 1<sup>st</sup> in the “Best Cities of Asia 2008” rankings, with Chiang Mai 2<sup>nd</sup>.

Source: *American readers of Condé Nast Traveller survey*

### Business rankings

- 3<sup>th</sup> in Asia (12<sup>th</sup> in the world) for “Ease of Doing Business”

Source: *World Bank, Doing Business 2010*

- Biggest automotive producer in Southeast Asia

Source: *The Economist’s Pocket World in Figures, 2009*

### Export

- World’s largest hard disk drive producer
- World’s largest natural rubber producer
- World’s 12<sup>th</sup> largest automotive producer
- World’s largest exporter of rice
- World’s largest exporter of sugar
- World’s 19<sup>th</sup> largest economy by purchasing power

Source: *Ministry of Commerce, January 2009*

