



International tourist arrivals to Thailand since 1990

1990	5,300,000
1995	6,950,000
2000	9,580,000
2001	10,060,000
2002	10,800,000
2003	10,000,000
2004	11,650,000
2005	12,000,000
2006	13,800,000

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The Tourism Authority of Thailand hopes that numbers of tourists will have bettered 2006's record by another million in 2007.

How might the following events affect their forecasts?

- In October 2006, Thailand's government was taken over by the army in a military coup. Although there was no violence, the political situation in Thailand remains uncertain.
- The pound has remained strong against the baht, Thailand's currency.
- A series of bombs exploded on New Years Eve in different parts of Bangkok.
- There is mounting pressure on people to avoid long-haul travel and go on holiday closer to home to cut down on carbon emissions.
- A new outbreak of bird flu has been reported in a remote northern province of Thailand

Who would be most affected by these events?