

Thailand Rated the Best Destination for Cost-Effective Quality Living



Thailand has been rated the best destination for expatriates looking for an improved lifestyle at a low cost, according to the HSBC 2014 Expat Explorer survey.

“HSBC Expat” is a trading name of HSBC Bank International Limited. The survey was conducted from April to May 2014, with expats from over 100 countries taking part.

It focuses on the experiences of expats in their new country of residence, with expats from all over the world describing the opportunities and challenges they face living away from home. Coming after Thailand are Vietnam, Taiwan, China, Bahrain, India, Turkey, Oman, Qatar, and Kuwait.

According to the Expat Explorer Report 2014, over two-thirds of expats say they associate Thailand with a higher quality of life (69 percent), and 72 percent say they have greater levels of disposable income than they did before moving to the country (much higher than the global average of 53 percent).

This greater level of disposable income can be attributed to the high percentage of expats who say they spend less on utilities (71 percent compared to a global average of 26 per cent), on accommodation (70 percent compared to a global average of 23 percent), on public transport (69 percent compared to a global average of 35 percent) and on groceries (66 percent compared to 22 percent globally).

The report also says Thai cuisine is clearly popular with expats, with 85 percent saying they enjoy eating the local food, while the shopping is also highly regarded. One expat who completed the survey reported the shopping as “amazing, ranging from local markets for cheaper goods to world-class shopping centers that have everything.”

Thai culture holds no less appeal. Ninety percent say they enjoy experiencing local culture, from Buddhist temples to ancient historical sites and the Songkran festival to celebrate the Thai New Year.

Over two-thirds of expats say they travel more since moving to Thailand (68 percent), taking advantage of the beautiful destinations across the country and Bangkok’s position as a gateway to the rest of Asia. Seventy-nine say it is simple to travel around locally, be it to historical sites and temples, the national parks in the mountains, or the stunning beach resorts.

When it comes to the top 10 destinations for expats overall, Switzerland is in the top rank, followed by Singapore, China, Germany, Bahrain, New Zealand, Thailand, Taiwan, India, and Hong Kong.

The Expat Explorer survey, now in its seventh year, is one of the largest independent global surveys of expatriates.

For more information, visit www.expatexplorer.hsbc.com.