

The background of the slide is an aerial photograph taken from an airplane window. The view shows a vast, rugged mountain range with green and brown terrain, stretching towards the horizon. The sky is filled with white, fluffy clouds. The wing of the airplane is visible on the right side of the frame, extending from the foreground into the distance.

Online Strategies and Customer Online 2023

Online Strategies and Customer Online

Online Customer and Customer Revenue	2020	2021	2022	2023	Target in 2023
Total Passenger (Capita)	72,637,694	20,007,432	46,687,737	100,058,695	-
Application in use	501,200	622,131	815,356	7,421,040*	-
Revenue generated from online platform (THB)	200,000	719,192	349,055	8,348,767.16	-
% of total customers using your online services solutions/sales platform	0.69	3.11	1.75	7.42	1.50
% of revenues generated online (e.g. through direct sales, advertising, etc.)	0.0022	0.0138	0.002	0.017	0.003

**Number in 2023 included website revenue*