

## **NATIONAL MULTIPLE BENEFITS FROM MICE BUSINESS**

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MICE business is one of major sectors in tourism industry which can bring more than 700,000 overseas travelers to Thailand. MICE travelers usually have more spending than leisure tourists. Therefore, MICE business can earn high income and benefits to Thailand, both the ones which the value can be calculated and cannot be calculated in an exact amount of money. The benefits can be divided into 3 levels as follows;

- **Primary Benefits**

These are direct interests from international meeting and convention, international incentive travel and international trade fair. The stakeholders gaining direct benefits are venues, organisers, PCOs, PEOs, DMCs, and Hotels.

- **Secondary Benefits**

These are related interests from international meeting and convention, international incentive travel and international trade fair. The stakeholders gaining indirect benefits are Contractors, Freight Forwarders, Exhibitors, Restaurants & Entertainments, Tour Agents, Shopping Centers, Transportation & Communication, Banks and Temporary Staff.

- **Tertiary Benefits**

These are multiple interests from international meeting and convention, international incentive travel and international trade fair which cannot be calculated in an exact amount of money. The stakeholder in this level is the country as a whole and benefits gained are Technology Transfer, International Trade and Positive Image, etc.

## **ESTIMATED NATIONAL REVENUE FROM MICE BUSINESS IN 2010**

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Tourism business brings the revenue of at least 5 hundred thousand million baht per year. In 2010, there are a total number of 15.9 million overseas tourists which create the revenue of 573,738.11 million baht from overseas tourists' expense, including domestic travel expense, accommodation, food and beverages, souvenirs, and tourism service (see Table 2).

MICE business is a part of tourism which brings 740,412 quality overseas visitors into Thailand in 2010, that is, 4.65% of the annual number of overseas tourists. Besides, overseas MICE travelers' expense is 2-3 times higher than leisure tourists' expense. As a result, the revenue gained from overseas MICE travelers is up to 9.28% of the overall revenue of international tourism. In 2010, it is estimated that the revenue received from MICE travelers' expense is 53,226.19 million baht, and MICE business also directly brings 740,412 overseas travelers into Thailand (see Table 1).

In 2010, M, I, C, and E business faced the same problems in the second quarter; consequently, most MICE events were postponed or cancelled. The events which were postponed from the second quarter to the third and fourth quarters had to encounter the stronger Baht value. As the postponed events did not regard the stronger Baht value, the average MICE traveler's expenses in Baht declined, also resulting in a drop in MICE-related revenues in 2010.

Moreover, some MICE travelers usually travel with their accompanying persons. In 2010, it is estimated that there are accompanying persons up to 61,339 travelers. As a result, the revenue gained from MICE accompanying persons is up to 1,351.53 million baht.

In conclusion, in 2010 MICE business brings MICE travelers and accompanies up to 801,751 and generates revenues up to 54,577.73 million baht (see Table 3).

**Table 1** Overview of Revenue from International MICE Business, 2009-2010

<b>Overview of International MICE Business</b>		<b>2009</b>	<b>2010</b>	<b>% Change</b>
<b>M</b>	<b>Number of Corporate Meeting Participants (persons)</b>	187,659	194,584	3.69
	Number of Meetings (Events)	2,276	2,371	4.17
	Average Length of Stay	5.66	5.07	-10.42
	Average expense/person/day (U\$)	448.37	475.78	6.11
	Average expense/person (U\$)	2,537.77	2,412.21	-4.95
	Average expense/person/day (Baht)	15,370.12	15,077.48	-1.90
	Average expense/person (Baht)	86,994.90	76,442.82	-12.13
	Estimated Revenue (U\$)	476,236,168.60	469,376,787.23	-1.44
	Estimated Revenue (Baht)	16,325,375,859.53	14,874,550,387.38	-8.89
<b>I</b>	<b>Number of Incentive Travelers (persons)</b>	161,462	190,817	18.18
	Number of Groups	1,644	1,528	-7.06
	Average Length of Stay	4.82	4.68	-2.90
	Average expense/person/day (U\$)	344.51	370.71	7.61
	Average expense/person (U\$)	1,660.54	1,734.93	4.48
	Average expense/person/day (Baht)	11,809.80	11,747.83	-0.25
	Average expense/person (Baht)	56,923.25	54,979.84	-3.41
	Estimated Revenue (U\$)	268,113,818.85	331,053,612.14	23.48
	Estimated Revenue (Baht)	9,190,941,710.12	10,491,088,968.87	14.15
<b>Total M+I</b>	<b>Number of Corporate Participants (persons) : M+I</b>	349,121	385,401	10.39
	Estimated Revenue (U\$)	744,349,987.45	800,430,399.38	7.53
	Estimated Revenue (Baht)	25,516,317,569.66	25,365,639,356.26	-0.59
<b>C</b>	<b>Number of Non-Corporate Meeting Participants (persons)</b>	251,925	266,896	5.94
	Number of Meetings (Events)	2,165	2,385	10.16
	Average Length of Stay	7.14	6.51	-8.82
	Average expense/person/day (U\$)	395.28	394.87	-0.10
	Average expense/person (U\$)	2,822.30	2,570.63	-8.92
	Average expense/person/day (Baht)	13,550.20	12,513.57	-7.65
	Average expense/person (Baht)	96,748.42	81,463.34	-15.80
	Estimated Revenue (U\$)	711,007,725.96	686,091,504.56	-3.50
	Estimated Revenue (Baht)	24,373,344,845.91	21,742,239,779.47	-10.80

**Table 1** Overview of Revenue from International MICE Business, 2009-2010 (continue)

<b>Overview of International MICE Business</b>		<b>2009</b>	<b>2010</b>	<b>% Change</b>
<b>E (Exhibitor)</b>	<b>Number of Exhibitors (persons)</b>	9,174	8,279	-9.76
	Number of Exhibitions (Events)	78	68	-12.82
	Average Length of Stay	6.29	6.22	-1.11
	Average expense/person/day (US\$)	594.81	658.22	10.66
	Average expense/person (US\$)	3,741.35	4,094.14	9.43
	Average expense/person/day (Baht)	20,390.09	20,859.04	2.30
	Average expense/person (Baht)	128,253.65	129,743.23	1.16
	Estimated Revenue (US\$)	34,323,189.85	33,895,367.35	-1.25
	Estimated Revenue (Baht)	1,176,598,948.15	1,074,144,191.24	-8.71
<b>E (Visitor)</b>	<b>Number of Visitors (persons)</b>	120,132	79,836	-33.54
	Average Length of Stay	5.17	4.99	-3.48
	Average expense/person/day (US\$)	344.44	399.5	16.00
	Average expense/person (US\$)	1,780.75	1,993.74	11.96
	Average expense/person/day (Baht)	11,807.40	12,661.66	7.23
	Average expense/person (Baht)	61,044.27	63,181.68	3.50
	Estimated Revenue (US\$)	213,925,635.63	159,172,384.85	-25.59
	Estimated Revenue (Baht)	7,333,370,789.52	5,044,172,875.92	-31.22
	<b>Total E</b>	<b>Exhibitors + Visitor</b>		
Number of Exhibitors & Visitors (persons)		129,306	88,115	-31.86
Estimated Revenue (US\$)		248,248,825.49	193,067,752.20	-22.23
	Estimated Revenue (Baht)	8,509,969,737.67	6,118,317,067.16	-28.10
<b>TOTAL M I C E</b>				
<b>MICE</b>	Number of MICE Travelers (persons)	730,352	740,412	1.38
	Average Length of Stay	5.91	5.49	-7.09
	Average expense/person/day (US\$)	394.54	412.99	4.67
	Average expense/person (US\$)	2,332.58	2,268.45	-2.75
	Average expense/person/day (Baht)	13,525	13,088	-3.23
	Average expense/person (Baht)	79,961	71,887	-10.10
	Estimated Revenue from MICE industry (US\$)	1,703,606,538.89	1,679,589,656	-1.41
	Estimated Revenue from MICE industry (Baht)	58,399,632,153.23	53,226,196,202.88	-8.86
Remark : Exchange Rate	year 2009	1 US\$ = 34.28 Baht		
	year 2010	1 US\$ = 31.69 Baht		



**Table 4** Comparison between MICE Industry and International Tourism Industry, 2009-2010

<b>Overview</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
<b>MICE</b>			
Number of MICE Travelers (persons)	730,352	740,412	1.38
Estimated Revenue from MICE Travelers (Baht)	58,399,632,153	53,226,196,203	-8.86
Proportion of MICE Travelers : International Tourists	5.16%	4.65%	-9.84
Proportion of Revenue from MICE Travelers : International Tourists	11.44%	9.28%	-18.94
<b>MICE + Accompany</b>			
Number of MICE Traveler and Accompanying Persons (persons)	775,233	801,751	3.42
Estimated Revenue from MICE Traveler and Accompanying Persons (Baht)*	59,464,029,668	54,577,735,095	-8.22
Proportion of MICE Traveler and Accompanying Persons : International Tourists	5.48%	5.04%	-8.02
Proportion of Revenue from MICE Traveler and Accompanying Persons : International Tourists	11.65%	9.51%	-18.37
Remark : Estimated revenue of MICE accompanying persons is calculated based on average expenditure of International Tourists in year 2009.			