

# MICE Statistics Analysis

2003-2010

# M

## Meeting (M): International Corporate Meeting

A meeting of a number of people who work for a same company or group of companies. It can be divided into 3 main categories;

1. International Meeting: A meeting that the participants came from at least 2 continents.
2. Regional Meeting: A meeting that the participants came from several countries within the same continents.
3. National Offshore Meeting: A meeting that the participants came from one country to meet in Thailand.

# I

## Incentive (I): International Corporate Incentive Travel

Incentive Travel is a modern management motivational tool to encourage or reward employees, workers, dealers, distributors, agents, sales representatives, etc. It is pleasure travel fully or partially paid by the company for qualified groups of persons, and may be the reward for increased productivity or the attainment of corporate goals or targets.

# C

## Convention (C): International Non-Corporate Meeting

A meeting of a number of people who work for government or who are people in the same or similar careers. It can be divided into 2 main categories;

1. Association Meeting: A meeting of a number of people in same or similar careers.
2. Government Meeting: A meeting of a number of people who work for government.

# E

## Exhibition (E): International Exhibition (Trade Fair)

A Trade Fair is taken as a mean to present products or services to the target audiences with the main objective of inducting sales and/or creating awareness. A trade fair is generally organized with the commercial purpose to encourage trading or transactions between business and business (B2B). Trade Fair can be classified into 3 main categories;

1. Public Show: Target of trade fair is consumers.
2. Trade Show: Target of trade fair is trade companies.
3. Trade and Public Show: Target of trade fair are both consumers and trade companies.

# National Multiple Benefits from MICE Business

## Primary Benefits

- There are direct interests from international meeting and convention, international incentive travel and international trade fair. The stakeholders gaining direct benefits are Venue, Organizer, PCOs, PEOs, DMCs and Hotels

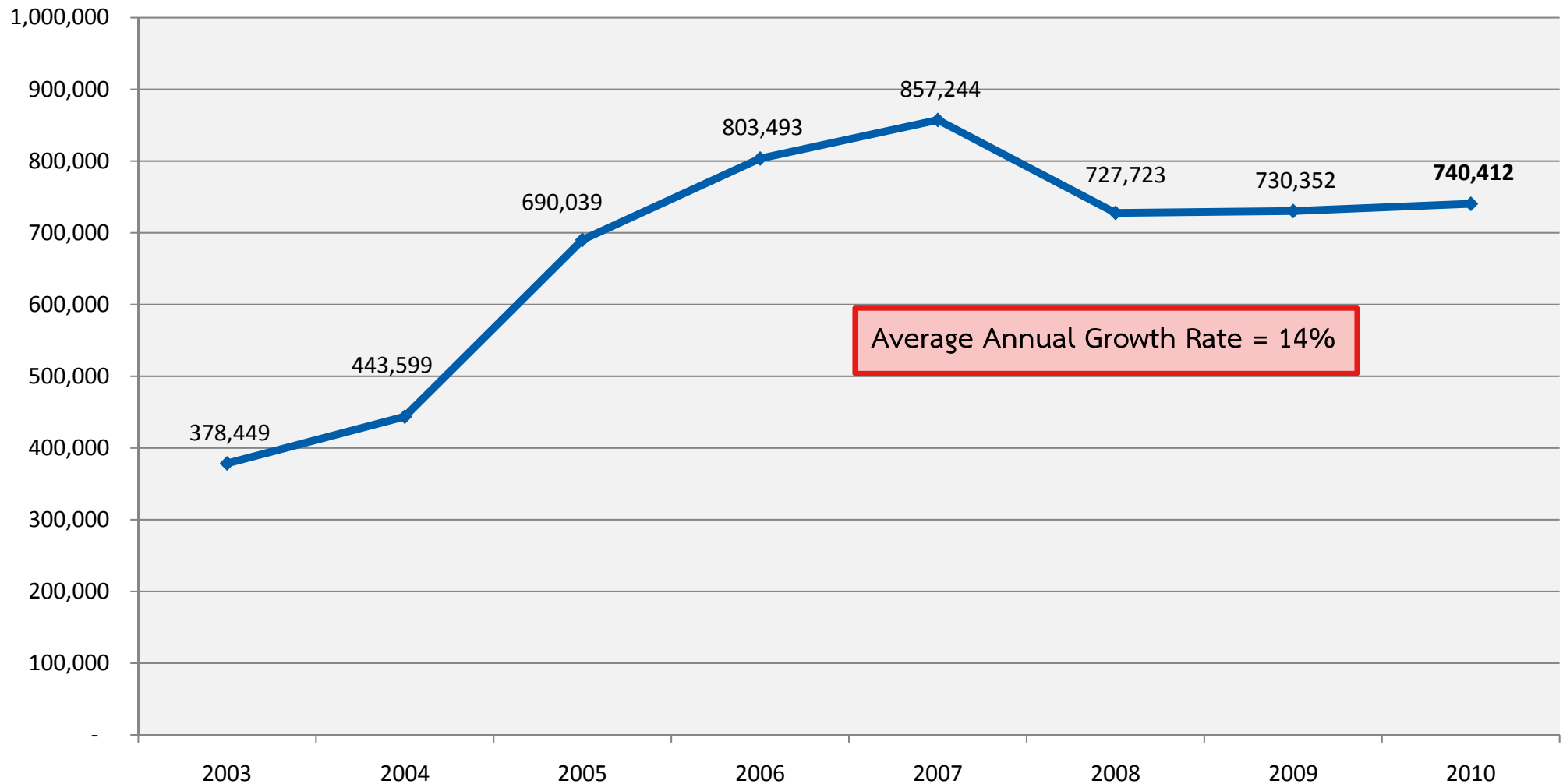
## Secondary Benefits

- There 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

- There 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 and knowledge Transfer, International Trade and Positive Image, etc.

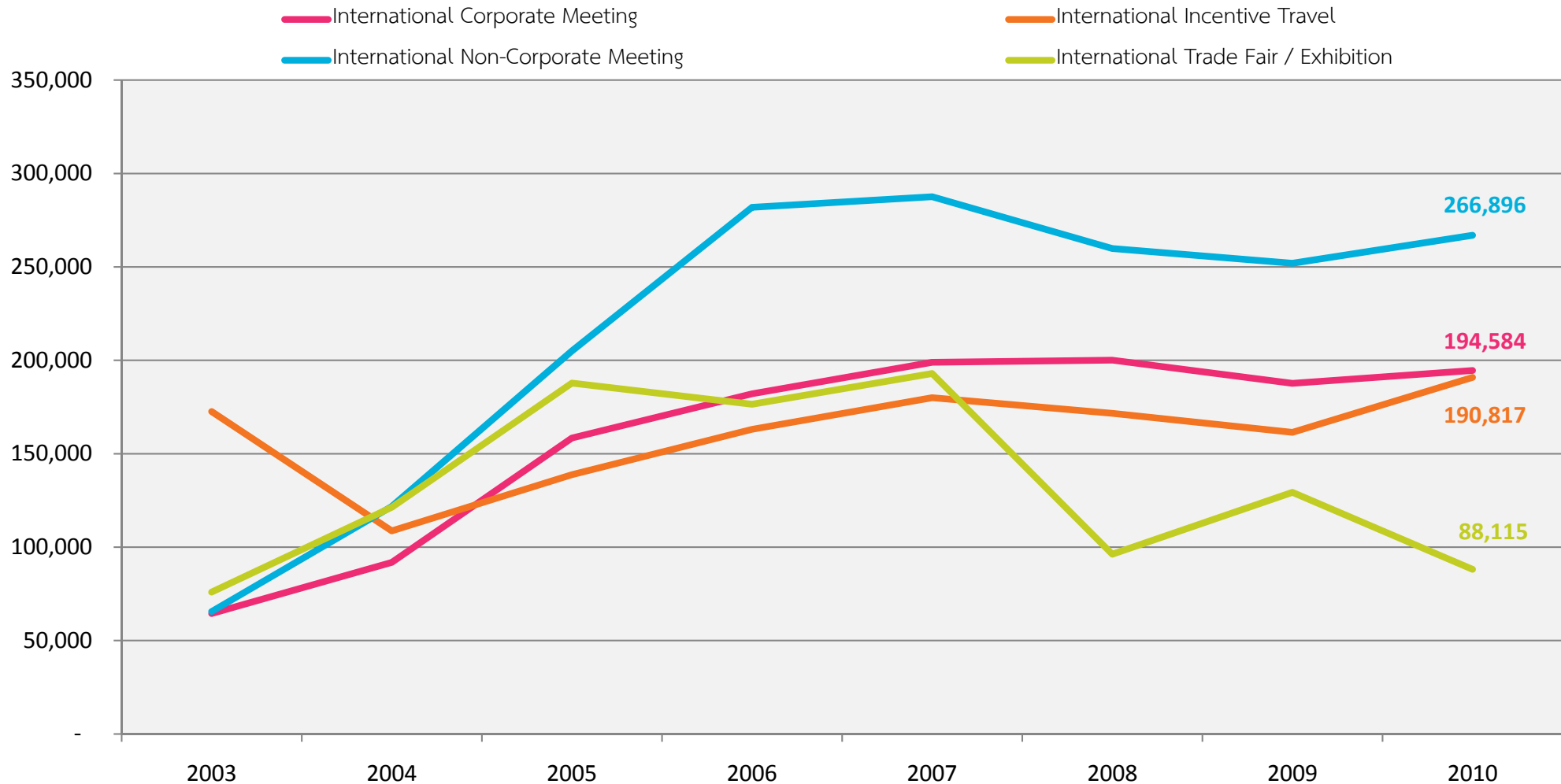
# Total Number of MICE Travelers (persons)



From 2003, there has been an increasing number of MICE travelers coming to Thailand. The highest number of MICE travelers coming to Thailand is recorded in year 2007, at 857,244 persons. However, the economic crisis had brought the number down to approximately 700,000 persons in 2008 but which has continued to grow steadily. Last year (2010), 740,412 MICE travelers were reported coming to Thailand.



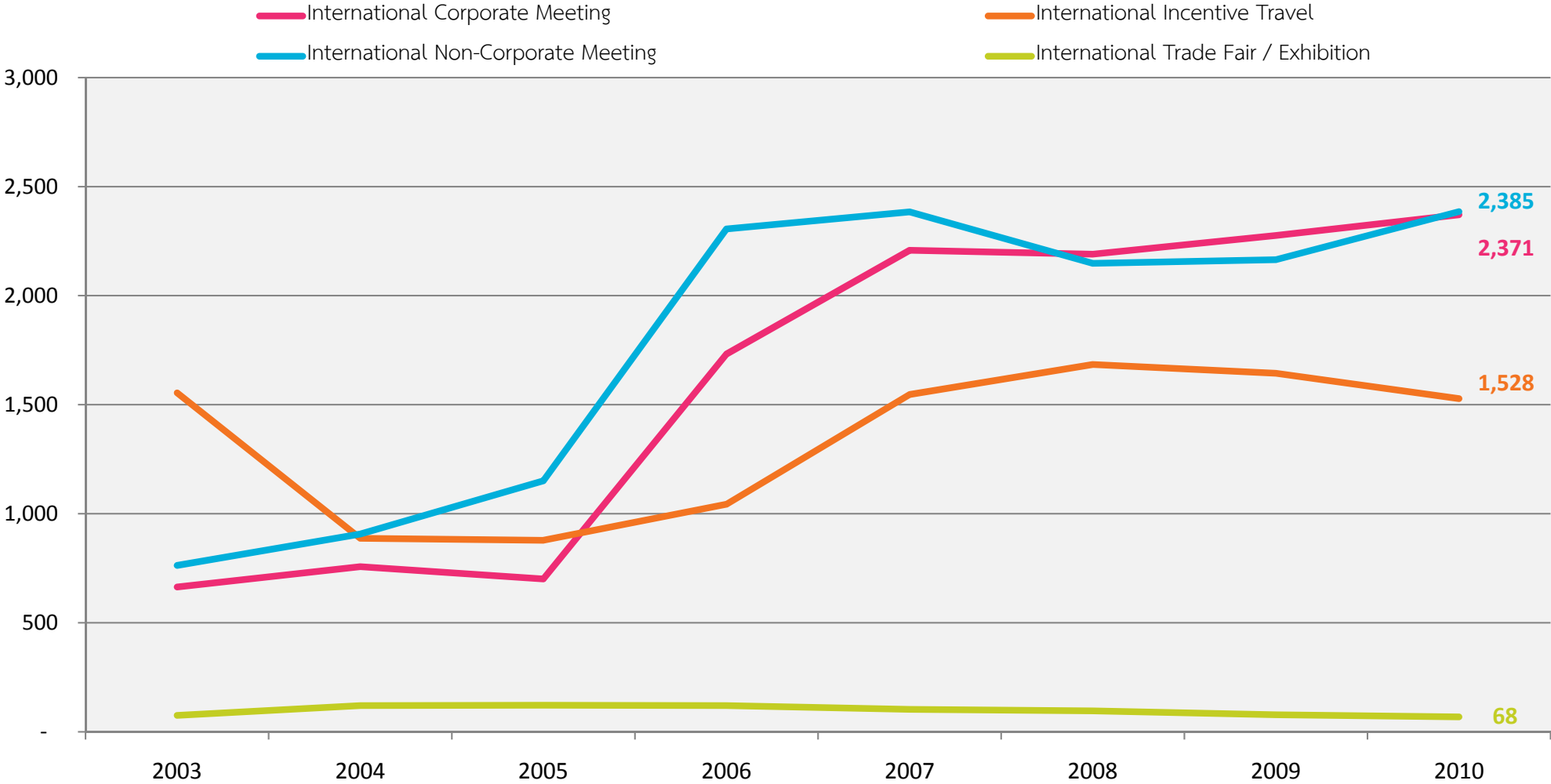
# Number of MICE Travelers by Industry (persons)



The number of international non-corporate meeting participants has the highest growth with 266,896 persons in 2010. The number of both corporate meetings participants and incentive travelers continued to grow after year 2004 with an average number of participants ranging from 150,000-200,000 persons annually. Meanwhile, the international trade fair participants has declined since 2008 to around 88,000 persons in 2010.



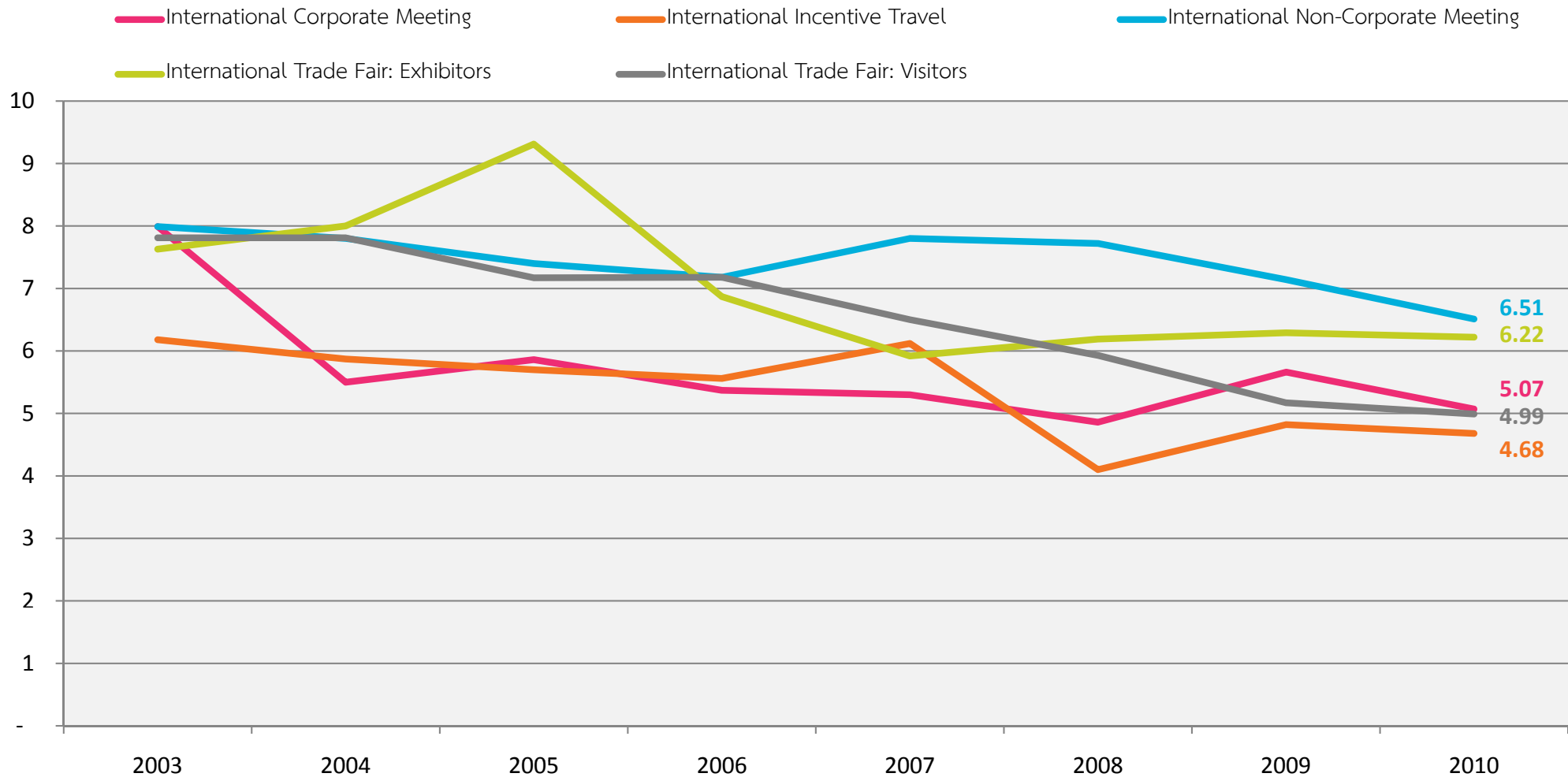
# Number of MICE Activities by Industry (times/groups/events)



The number of MICE activities in all industries, except the international trade fair, shows an upward trend. Both international corporate and non-corporate meeting were held more than 2,000 times in 2010. As for incentive travel, the number has been increasing since 2005 and reached 1,528 groups in 2010. Unlike other industries, the number of international trade fair remains unchanged with the average of around 98 events per year.

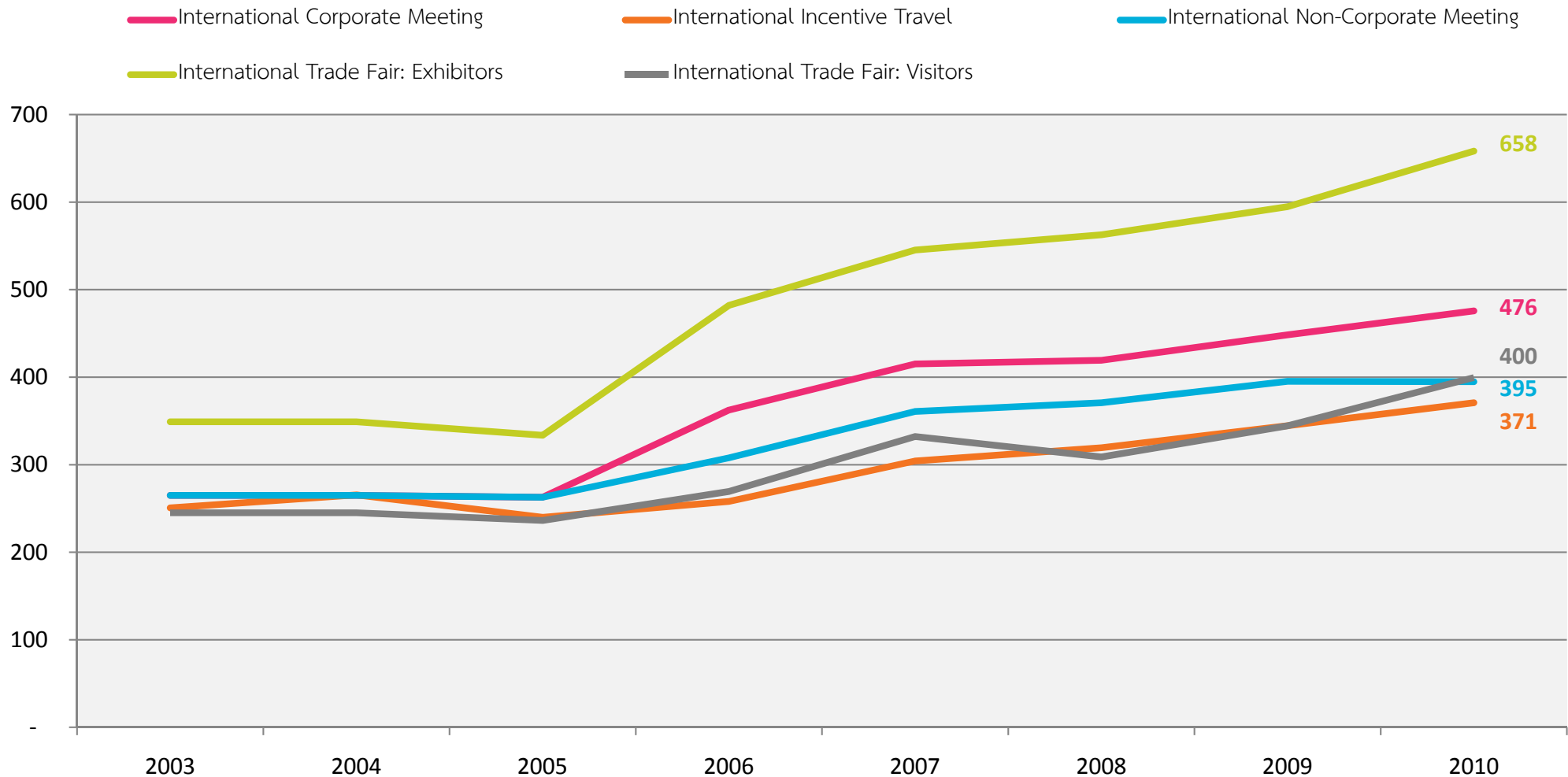


# Average Length of Stay (days)



The average length of stay of MICE travelers is between 4-7 days in 2010, which declined from between 6-8 days in 2003. In 2005, the international trade fair exhibitors spent 9 days, the longest average length of stay. In general, the exhibitors tend to stay 1 day longer than the visitors.

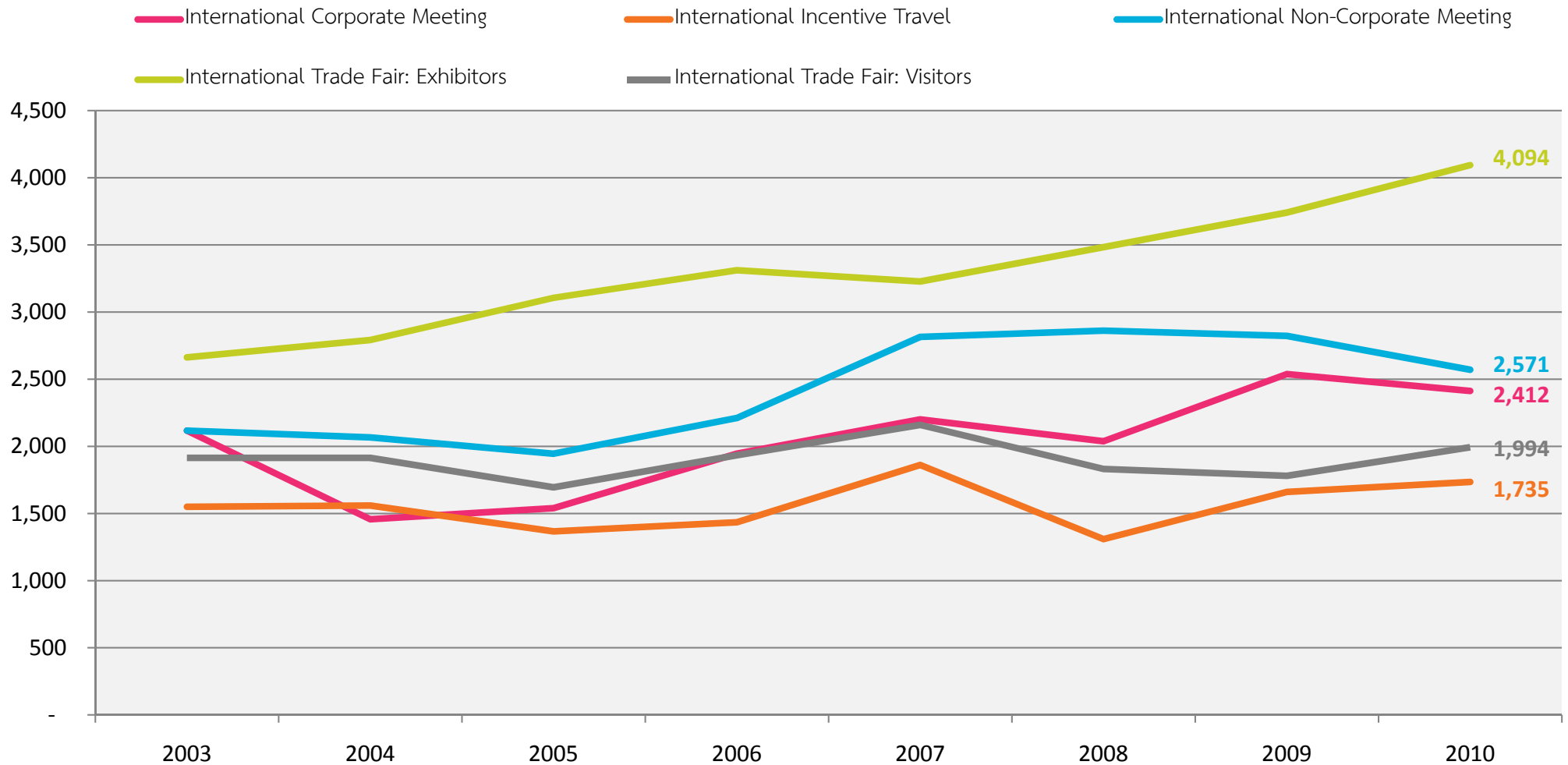
# Average Expense per person per day (USD)



MICE travelers tend to spend more since 2005. In 2010, the exhibitors is the top spenders with an average spending of 658 USD per person per day. The second big spenders are the corporate meeting participants which spent 476 USD per person per day. The incentive travelers , the trade fair visitors , and the non-corporate meeting participants' spending is between 371 to 395 USD per person per day.



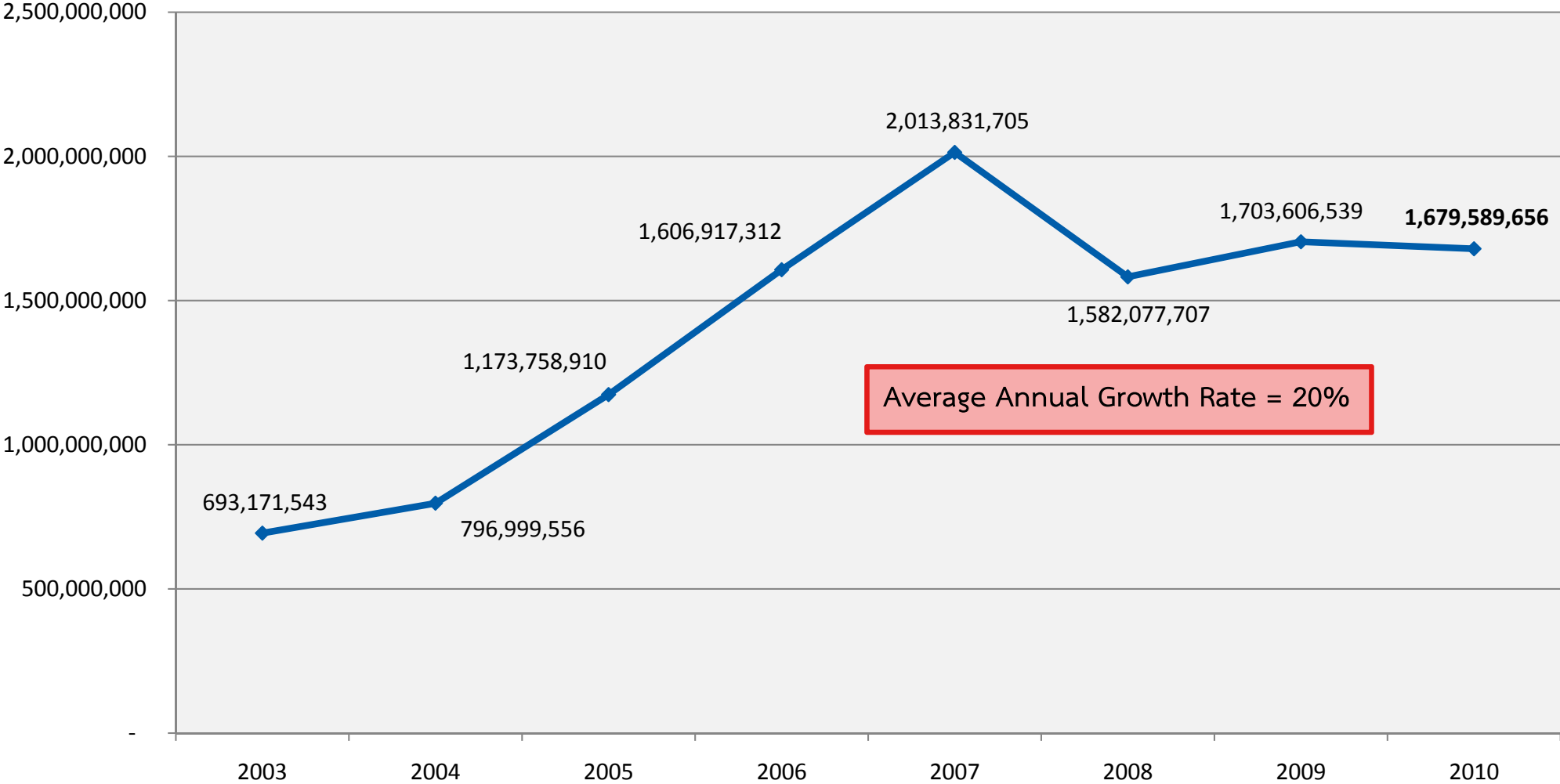
# Average Expense per person (USD)



As for average expense per person, the exhibitors is the biggest spenders, with 4,094 USD per person in 2010 compared to more than 2,500 USD per person in 2003. On the contrary, the visitors spent only approximately 2,000 USD per person in 2010. The corporate and non-corporate meeting participants spent around 2,500 USD per person, while the incentive travelers spend only 1,735 USD per person in 2010.



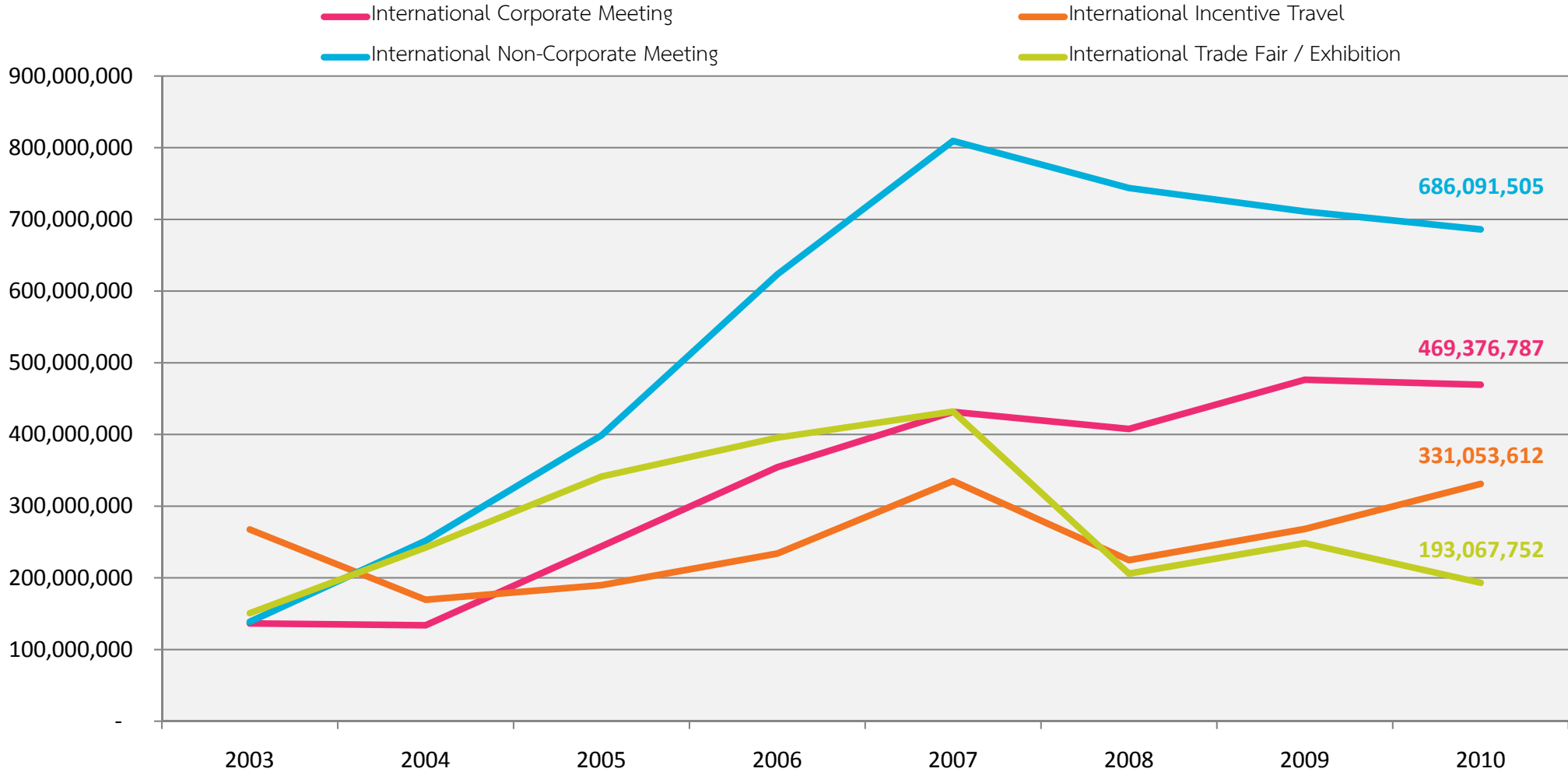
# Estimated Revenue from MICE Business (USD)



In 2010, MICE business brought almost 1,700 Million USD to Thailand. Since 2003, estimated revenue increased from approximately 700 Million USD and reached its peak at approximately 2,000 Million USD in 2007. Then the number declined to around 1,580 Million USD in 2008 due to the economic crisis but was gradually thriving in 2009 with a slight decline in 2010.



# Estimated Revenue from MICE Business by Industry (USD)



The international non-corporate meeting brings the highest income to Thailand. In 2010, the estimated revenue is approximately 700 Million USD, an increase from 150 Million USD in 2003. Following that is the international corporate meeting with more than 450 Million USD brought to Thailand in 2010. The international incentive travel and the international trade fair brought 331 Million USD and 193 Million USD to Thailand in 2010 respectively.



# The Survey on International Meeting and Convention, International Incentive Travel and International Trade Fair in Thailand, 2003-2010

From the study of “The Survey on International Meeting and Convention, International Incentive Travel and International Trade Fair / Exhibition in Thailand”

## Purposes of the Study

1. To obtain statistical data of International Meeting and Convention, International Incentive Travel Business, and International Trade Fair / Exhibition in Thailand
2. To obtain the market situation of International MICE industry in Thailand

## Conducted by

Information Provider and Consultants Co., Ltd. (IP&C)

## Remarks

- The statistics presented in this report is collected by calendar year.
- The statistics of 2003 is an estimated figures as Thailand Convention and Exhibition Bureau commended the survey from 2004.