

NATIONAL MULTIPLE BENEFITS FROM MICE BUSINESS

MICE business is one of a major sectors in tourism industry which can bring more than 700,000 overseas tourists to Thailand. MICE tourists 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 / exhibition. 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 / exhibition. 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 / exhibition 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.

Overview of Revenue from International MICE Business, 2007-2008

Overview of International MICE Business		2007	2008	% Change (2007-2008)
	Number of Corporate Meeting Participants (persons)	198,803	200,066	0.64
	Number of Meetings (Events)	2,208	2,190	- 0.01
	Average Length of Stay	5.30	4.86	- 8.30
	Average expense/person/day (U\$)	415.16	419.29	0.99
M	Average expense/person (U\$)	2,200.35	2,037.75	- 7.39
	Average expense/person/day (Baht)	14,331.32	13,966.55	- 2.55
	Average expense/person (Baht)	75,956.01	67,877.43	- 10.64
	Estimated Revenue (U\$)	437,435,783.44	407,684,371.46	-6.80
	Estimated Revenue (Baht)	15,100,283,244.49	13,579,966,413.35	- 10.07
	Number of Incentive Travellers (persons)	179,953	171,615	- 4.63
	Number of Groups	1,547	1,684	0.09
	Average Length of Stay	6.12	4.10	- 33.01
	Average expense/person/day (U\$)	304.20	319.41	5.00
I	Average expense/person (U\$)	1,861.70	1,309.58	- 29.66
	Average expense/person/day (Baht)	10,500.98	10,639.55	1.32
	Average expense/person (Baht)	64,266.00	43,622.14	- 32.12
	Estimated Revenue (U\$)	335,019,092.30	224,743,743.32	- 32.92
	Estimated Revenue (Baht)	11,564,859,066.11	7,486,214,089.82	- 35.27
Total M+I	Number of Corporate Participants (persons) : M+I	378,756	371,681	- 1.87
	Estimated Revenue (U\$)	772,454,875.74	632,428,114.78	- 18.13
	Estimated Revenue (Baht)	26,665,142,310.60	21,066,180,503.17	- 21.00
	Number of Non-Corporate Meeting Participants (persons)	287,535	259,858	- 9.63
	Number of Meetings (Events)	2,384	2,184	- 0.08
	Average Length of Stay	7.80	7.72	- 1.03
	Average expense/person/day (U\$)	360.87	370.71	2.73
C	Average expense/person (U\$)	2,814.79	2,861.88	1.67
	Average expense/person/day (Baht)	12,457.23	12,348.35	- 0.87
	Average expense/person (Baht)	97,166.41	95,329.26	- 1.89
	Estimated Revenue (U\$)	809,349,492.51	743,682,724.87	- 8.11
	Estimated Revenue (Baht)	27,938,744,481.45	24,772,071,565.41	- 11.33

Overview of Revenue from International MICE Business, 2007-2008

Overview of International MICE Business		2007	2008	% Change (2007-2008)
E (Exhibitor)	Number of Exhibitors (persons)	18,393	18,037	- 1.94
	Number of Exhibitions (Events)	103	96	- 6.80
	Average Length of Stay	5.92	6.19	4.56
	Average expense/person/day (US\$)	545.28	562.73	3.20
	Average expense/person (US\$)	3,228.06	3,483.30	7.91
	Average expense/person/day (Baht)	18,823.07	18,744.54	- 0.42
	Average expense/person (Baht)	111,432.55	116,028.68	4.12
	Estimated Revenue (US\$)	59,373,663.44	62,828,258.65	5.82
	Estimated Revenue (Baht)	2,049,578,861.84	2,092,809,295.69	2.11
E (Visitor)	Number of Visitors (persons)	172,560	78,147	- 54.71
	Average Length of Stay	6.50	5.93	- 8.77
	Average expense/person/day (US\$)	332.24	308.88	- 7.03
	Average expense/person (US\$)	2,159.56	1,831.66	- 15.18
	Average expense/person/day (Baht)	11,468.92	10,288.79	- 10.29
	Average expense/person (Baht)	74,548.01	61,012.54	- 18.16
	Estimated Revenue (US\$)	372,653,673.60	143,138,608.98	- 61.59
	Estimated Revenue (Baht)	12,864,004,812.67	4,767,947,065.28	- 62.94
Total E	Exhibitors + Visitor			
	Number of Exhibitors & Visitors (persons)	190,953	96,184	- 49.63
	Estimated Revenue (US\$)	432,027,337.04	205,966,867.64	- 52.33
	Estimated Revenue (Baht)	14,913,583,674.51	6,860,756,360.98	-54.00
TOTAL M I C E				
MICE	Number of MICE Tourists (persons)	857,244	727,723	- 15.11
	Estimated Revenue from MICE industry (US\$)	2,013,831,705	1,582,077,707	- 21.44
	Estimated Revenue from MICE industry (Baht)	69,517,470,466.56	52,699,008,429.55	- 24.19
Remark : Exchange Rate	year 2007	1 US\$ = 34.52 Baht		
	year 2008	1 US\$ = 33.31 Baht		

