

## **National Multiple Benefits from MICE Business**

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MICE business is one of a major sectors in tourism industry which can bring more than 800,000 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 meetings, exhibitions, and incentive. The stakeholders gaining direct benefits are venues, organisers, PCOs, PEOs, DMCs and hotels.

- **Secondary Benefits**

These are related interests from international meetings, exhibitions, and incentive. The stakeholders gaining indirect benefits are contractors, freight forwarders, exhibitors, restaurants & entertainments, tour agents, shopping centers, transportation & communication and banks, etc.

- **Tertiary Benefits**

These are multiple interests from international meetings, exhibitions, and incentive 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, 2006-2007

Overview of International MICE Business		2006	2007	% Change (2006-2007)
<b>M</b>	<b>Number of Corporate Meeting Participants (persons)</b>	182,058	198,803	9.20
	Average Length of Stay	5.37	5.30	- 1.30
	Average expense/person/day (U\$)	362.37	415.16	14.57
	Average expense/person (U\$)	1,945.93	2,200.35	13.07
	Average expense/person/day (Baht)	13,733.82	14,331.32	4.35
	Average expense/person (Baht)	73,750.63	75,956.01	2.99
	Estimated Revenue (U\$)	354,271,559.56	437,435,783.44	23.47
	Estimated Revenue (Baht)	13,426,892,107.33	15,100,283,244.49	12.46
<b>I</b>	<b>Number of Incentive Travellers (persons)</b>	163,050	179,953	10.37
	Average Length of Stay	5.56	6.12	10.07
	Average expense/person/day (U\$)	258.02	304.20	17.90
	Average expense/person (U\$)	1,434.59	1,861.70	29.77
	Average expense/person/day (Baht)	9,778.96	10,500.98	7.38
	Average expense/person (Baht)	54,371.01	64,266.00	18.20
	Estimated Revenue (U\$)	233,910,095.16	335,019,092.30	43.23
	Estimated Revenue (Baht)	8,865,192,606.56	11,564,859,066.11	30.45
<b>Total M+I</b>	<b>Number of Corporate Participants (persons) : M+I</b>	345,108	378,756	9.75
	Estimated Revenue (U\$)	588,181,654.72	772,454,875.74	31.33
	Estimated Revenue (Baht)	22,292,084,713.90	26,665,142,310.60	19.62
<b>C</b>	<b>Number of Non-Corporate Meeting Participants (persons)</b>	281,901	287,535	2.00
	Average Length of Stay	7.18	7.80	8.64
	Average expense/person/day (U\$)	307.93	360.87	17.19
	Average expense/person (U\$)	2,210.94	2,814.79	27.31
	Average expense/person/day (Baht)	11,670.55	12,457.23	6.74
	Average expense/person (Baht)	83,794.53	97,166.41	15.96
	Estimated Revenue (U\$)	623,265,464.00	809,349,492.51	29.86
	Estimated Revenue (Baht)	23,621,761,085.50	27,938,744,481.45	18.28

## Overview of Revenue from International MICE Business, 2006-2007

Overview of International MICE Business		2006	2007	% Change (2006-2007)
E (Exhibitor)	<b>Number of Exhibitors (persons)</b>	39,306	18,393	- 53.21
	Number of Exhibitions (Events)	120	103	- 14.17
	Average Length of Stay	6.87	5.92	- 13.83
	Average expense/person/day (US\$)	482.08	545.28	13.11
	Average expense/person (US\$)	3,311.89	3,228.06	- 2.53
	Average expense/person/day (Baht)	18,270.83	18,823.07	3.02
	Average expense/person (Baht)	125,520.62	111,432.55	- 11.22
	Estimated Revenue (US\$)	130,177,132.62	59,373,663.44	- 54.39
	Estimated Revenue (Baht)	4,933,713,326.21	2,049,578,861.84	- 58.46
E (Visitor)	<b>Number of Visitors (persons)</b>	137,178	172,560	25.79
	Average Length of Stay	7.18	6.50	- 9.47
	Average expense/person/day (US\$)	269.35	332.24	23.35
	Average expense/person (US\$)	1,933.93	2,159.56	11.67
	Average expense/person/day (Baht)	10,208.37	11,468.92	12.35
	Average expense/person (Baht)	73,296.06	74,548.01	1.71
	Estimated Revenue (US\$)	265,293,061.07	372,653,673.60	40.47
	Estimated Revenue (Baht)	10,054,607,014.70	12,864,004,812.67	27.94
Total E	<b>Exhibitors + Visitor</b>			
	Number of Exhibitors & Visitors (persons)	176,484	190,953	8.20
	Estimated Revenue (US\$)	395,470,193.69	432,027,337.04	9.24
	Estimated Revenue (Baht)	14,988,320,340.91	14,913,583,674.51	- 0.50
<b>TOTAL MICE</b>				
MICE	Number of MICE Tourists (persons)	803,493	857,244	6.69
	Estimated Revenue from MICE industry (US\$)	1,606,917,312	2,013,831,705	25.32
	Estimated Revenue from MICE industry (Baht)	60,902,166,140.31	69,517,470,466.56	14.15
Remark : Exchange Rate	year 2006	1 US\$ = 37.90 Baht		
	year 2007	1 US\$ = 34.52 Baht		

