

## 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 during 2005-2006

Overview of International MICE Business		2005	2006	% Change (2005-2006)
<b>M</b>	<b>Number of Corporate Meeting Participants (persons)</b>	158,395	182,058	14.94%
	Average Length of Stay	5.86	5.37	-8.36%
	Average expense/person/day (U\$)	262.80	362.37	37.89%
	Average expense/person (U\$)	1,540.01	1,945.93	26.36%
	Average expense/person (Baht)	61,939.12	73,750.63	19.07%
	Estimated Revenue (U\$)	243,929,567.16	354,271,559.56	45.24%
	Estimated Revenue (Baht)	9,810,847,191.18	13,426,892,107.33	36.86%
	<b>I</b>	<b>Number of Incentive Travellers (persons)</b>	138,785	163,050
Average Length of Stay		5.70	5.56	-2.46%
Average expense/person/day (U\$)		239.84	258.02	7.58%
Average expense/person (U\$)		1,367.09	1,434.59	4.94%
Average expense/person (Baht)		54,984.28	54,371.01	-1.12%
Estimated Revenue (U\$)		189,731,308.08	233,910,095.16	23.28%
Estimated Revenue (Baht)		7,630,993,210.98	8,865,192,606.56	16.17%
<b>Total M+I</b>		<b>Number of Corporate Participants (persons)</b>	297,180	345,108
	Estimated Revenue (U\$)	433,660,875.24	588,181,654.72	35.63%
	Estimated Revenue (Baht)	17,441,840,402.15	22,292,084,713.90	27.81%
<b>C</b>	<b>Number of Non-Corporate Meeting Participants (persons)</b>	205,036	281,901	37.49%
	Average Length of Stay	7.40	7.18	-2.97%
	Average expense/person/day (U\$)	262.80	307.93	17.17%
	Average expense/person (U\$)	1,944.72	2,210.94	13.69%
	Average expense/person (Baht)	78,216.64	83,794.53	7.13%
	Estimated Revenue (U\$)	398,737,609.92	623,265,464.00	56.31%
	Estimated Revenue (Baht)	16,037,226,670.98	23,621,761,085.50	47.29%



