

National Multiple Benefits from MICE Business

MICE business is one of tourism which can bring more than 500,000 overseas tourists to Thailand. The tourists in this group usually have more spending than others. Therefore, MICE business can earn high income and benefits to Thailand, both the benefits 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, hotels, as well as participants, exhibitors and visitors.

- **Secondary Benefits**

These are related interests from international meetings, exhibitions, and incentive. The stakeholders are contractors, freight forwarders, exhibitors, restaurants & entertainment, tour agents, shopping centers, transportation & communication, 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 Thailand and benefits gained are technology transfer, international trade and positive image, etc.

Overview of Revenue from MICE Business during 2003 – 2005

Overview of Travelers		2003*	2004	2005	% Change (2003-2004)
M	Number of Convention Participants (persons)	64,432	91,838	101,176	10.17%
	Number of Conventions (events)	664	757	701	-7.40%
	Length of Stay	7.99	5.50	5.86	6.55%
	Average expense/person/day (US\$)	264.93	264.93	262.80	-0.80%
	Average expense/person (US\$)	2,116.79	1,457.12	1,540.01	5.69%
	Estimated Revenue (US\$)	136,389,482	133,818,527	155,811,849.41	16.44%
	Estimated Revenue (Baht)	5,658,799,597	5,553,468,885.86	6,388,285,825.73	15.03%
I	Number of Incentive Travelers (Persons)	172,559	108,685	122,576	12.78%
	Number of Incentive Groups (Groups)	1,554	887	878	-1.01%
	Length of Stay	6.18	5.87	5.7	-2.90%
	Average expense/person/day (US\$)	250.76	265.56	239.84	-9.69%
	Average expense/person (US\$)	1,549.70	1,558.84	1,367.09	-12.30%
	Estimated Revenue (US\$)	267,413,820	169,422,221.08	167,572,178.69	-1.09%
	Estimated Revenue (Baht)	11,094,999,399	7,031,022,174.90	6,870,459,326.21	-2.28%
Total M+I	Number of Corporate Participant (Persons)	236,991	200,523	223,752	11.58%
	Number of Conventions (events)	2,219	1,644	1,579	-3.95%
	Estimated Revenue (US\$)	403,803,302	303,240,748	323,384,028.10	6.64%
	Estimated Revenue (Baht)	16,753,798,996	12,584,491,061	13,258,745,151.94	5.36%

C	Number of Non - Corporate Participants (persons)	65,512	121,756	143,719	18.04%
	Number of Conventions (events)	763	907	1,151	26.90%
	Length of Stay	7.99	7.8	7.4	-5.13%
	Average expense/person/day (US\$)	264.93	264.93	262.8	-0.80%
	Average expense/person (US\$)	2,116.79	2,066.45	1,944.76	-5.89%
	Estimated Revenue (US\$)	138,675,785	251,603,173	279,493,213.68	11.08%
	Estimated Revenue (Baht)	5,753,658,321	10,441,531,688.80	11,459,221,760.88	9.75%

