VOLUME.02
ISSUE.07
2019

MICE Intelligence

SMART MOBILITY... RIDE FOR THE FUTURE

BUSINESS WATCH

MICE business will never be the same.

THE INTELLIGENCE

Catching up the way we look forward to the quality of life and MICE industry.

PEOPLE

Assoc. Dr.Sorawit Narupiti

The possibility of Intelligence Transportation System

STARTUP

Just a pic, plan your trip!

URBANISM WORKS

WHEN IT CREATES

A JOURNEY AS DESIRABLE AS THE DESTINATION

PAUL GOLDBERGER

TIME to MOVE ON

Smart City is the goal of urban development in which humans utilize technological advancements that are more cutting-edge with every passing year. Moreover, this technological advancement will be the driving force for each city to become a creative city in the future.

Smart Cities are where it inhabitants fully embrace digital technology to enhance the city's efficiency and sustainability. One of the elements of the Smart City that is often mentioned is 'Smart Mobility'. While certain cities in each region in Thailand are already transforming into Smart Cities, one of the first steps to doing so effectively is Smart Mobility.

Though Smart Mobility may be just a part of developing cities to become more advanced, it is undeniable that 'Smart Mobility' is one of the main infrastructure in developing cities.

Moreover, Smart Mobility is important to the MICE industry as it can help organizers manage a large group of people and facilitate the event organization itself to becoming more flexible and integrated by using platforms that will provide an easier way to manage events.

With these ideas in mind, we have brought you the content in this issue of MICE Intelligence. Our team has gathered various information and perspectives on Smart Mobility to encourage professionals in the MICE industry to take their events to the next level because we can no longer rely on doing things the same way as before.

Jaruwan Suwannasart
Director of MICE Intelligence and Innovation Department
Thailand Convention and Exhibition Bureau (Public Organization)

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MICE Intelligence

ISSUE 06

MICE INTELLIGENCE
The magazine presenting analytical thoughts on the MICE industry

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OBSER-VATION

Capture the movement of MICE Tech & Trends from all over the world

NEW RIDE OF SINGAPORE

The Driverless Bus: A New Experience

After putting the project on trial for a year, now tourists at Sentosa Island in Singapore can experience a new way to travel with the driverless shuttle bus that will take them to famous attractions from the Siloso Point, Beach Station, Palawan Beach, to Sentosa Gold Club with convenience. Travelers can easily book the ride through the Ride Now Sentosa application or at one of the kiosks along the 5.7 kilometer route.

Currently, the driverless shuttle bus operates from 10 am to noon, and at 2 pm to 4 pm, except on weekends and holidays. Apart from Singapore, many other countries have put driverless buses to trial on the road such as in the Netherlands and Finland. The MICE industry can also benefit from using a driverless bus system to facilitate eventgoers, such as shuttling conference attendees between various venues.

Greenest Ever...!

Electric Cars Joining the 2020 Olympics

With the 2020 Olympics and Paralympics in Tokyo positioned as a 'green event', Toyota has revealed that of the 3,700 vehicle to be put to use, approximately 90% of them will be electric vehicles that will facilitate transportation between the different event venues.

Meanwhile, the carbon dioxide emission from these cars utilized during the major event is expected to be at less than 80 grams per kilometer, or lower than half of the emission of diesel vehicles.

To be more mindful of the environment, MICE cities should also focus on developing their infrastructure to support more use of electric vehicles in the future.

Sky is The Limit

Guangzhou Launches Drone Taxi

Anyone looking for new modes of transportation will not be disappointed in China, as the local Guangzhou government has announced its cooperation with Ehang, a developer of autonomous aircrafts to introduce drone taxis in the city of Guangzhou. The project aims to roll out four routes by the end of the year, with one of the landing areas located near the Canton building, a key landmark of the city. After this initial phase, the project will expand its services in 11 districts within the next two years. Keep an eye out for this project -- there will certainly be a long queue of passengers lining up to try this latest technology, which could potentially also serve MICE travelers.

MEET THE NEW HELPER

Assisting Passengers with the AOT Application

Applications can really make our lives easier. For those who are frequent flyers, don't forget to download the "AOT Application" that can provide information on six main airports in Thailand: Suvarnabhumi, Don Mueang, Chiang Mai, Phuket, Hat Yai, Mae Fah Luang, and Chiang Rai, including flight status, intelligent maps, traffic conditions and routes, check-in counters and luggage, parking information, taxi booking services, and lists of airport shops and restaurants as well as special discounts. Moreover, the app is also connected to other airports such as those in Munich, Germany, and Narita Airport in Japan to allow passengers to check their flight status directly on the app.

5 Business Models in the Era of SMART MOBILITY

These business models are rapidly growing around the world as they can alleviate traffic problems more efficiently:

Bikesharing :

The merge of technology and bike rental allows businesses to track the location of their bikes while offering more transportation options

Carsharing :

When car rentals are charged by the hour, drivers can relax knowing that they won't need to pay for personal car maintenance costs anymore

Flexible Commercial Delivery :

This small-scale commercial delivery service uses cars or motorbikes instead of trucks to lower costs

Ride-Hailing :

This service allows users to hail rides through platforms such as mobile applications

Scootersharing :

Pay for renting your own scooter or electric motorbike by the hour

FLYING HIGH...

Technologies to Elevate the Experience of Flying

Thailand is one of the most popular MICE destinations in the world where infrastructure is ready for visitors. Still, there is room for improvement in which technology can be integrated to better serve flight passengers and elevate their flying experience.

Off-site check-in and luggage drop-off services

In other airports such as Hong Kong, passengers can check in via mobile phones while the Cape Verde Airport in South Africa offers a service for passengers to check in and drop off their luggage at the hotel before traveling to the airport

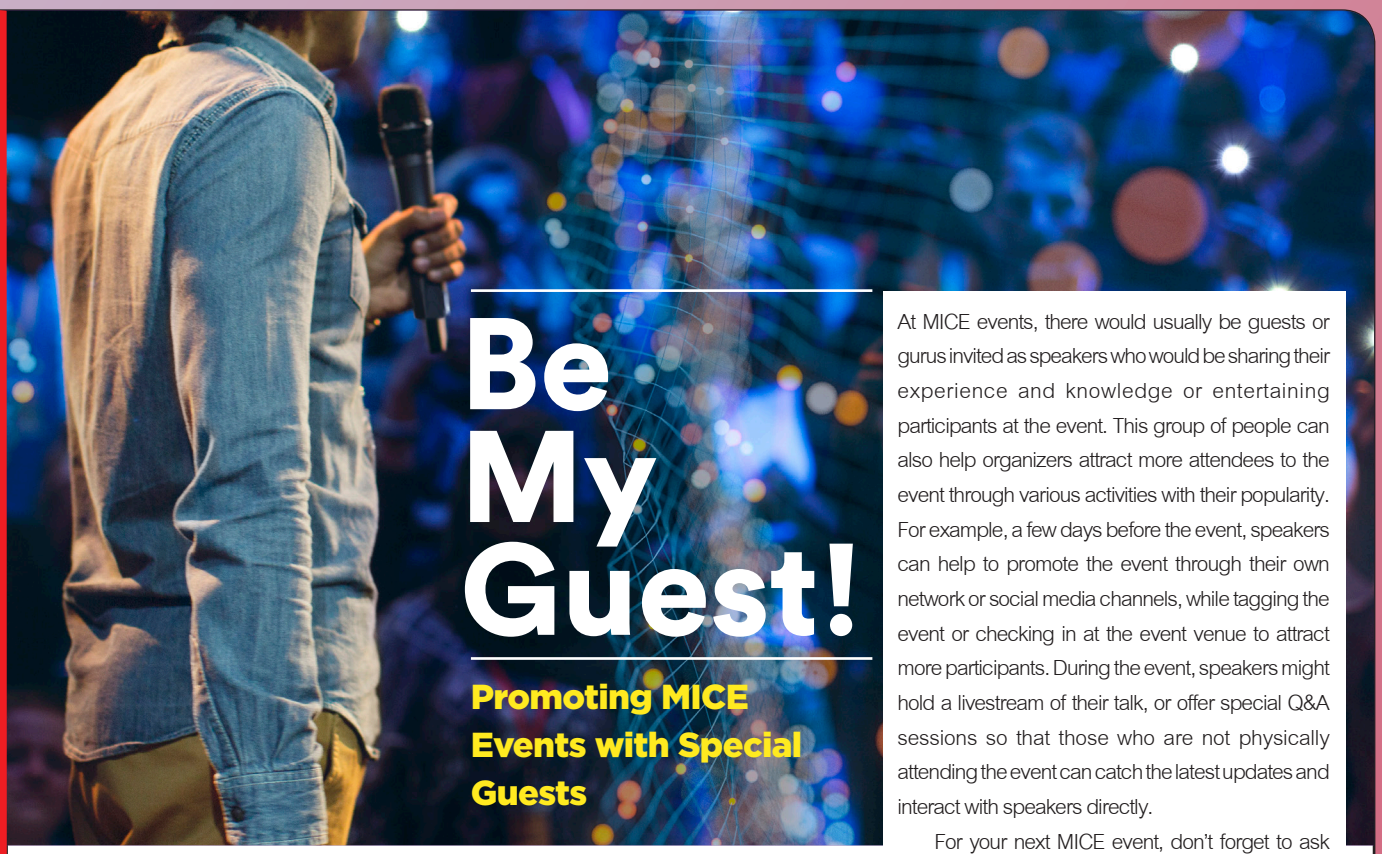
This service could decrease the amount of time it takes for a passenger to check-in by several minutes, allowing airports to welcome and serve more passengers per day at a faster pace.

Self-Check-In Kiosks and Automatic Luggage Drop-Off

Biometrics

This technology can help confirm the identity of passengers for services in the airport so that they can move through different areas quicker. In some cases, passengers can even register their biometrics using mobile phones by taking a photograph of themselves and uploading their passport photograph. Then, passengers can use this file as a passport and a boarding pass. From a trial held in Slovenia, it was founded that each passenger takes only two seconds to board a plane, 75% quicker than using normal procedures.

If we can fully utilize these systems efficiently, airports can make the check-in process quicker. Then, all travelers will have more time to spend on other activities both inside and outside the airport.



Be My Guest!

Promoting MICE Events with Special Guests

At MICE events, there would usually be guests or gurus invited as speakers who would be sharing their experience and knowledge or entertaining participants at the event. This group of people can also help organizers attract more attendees to the event through various activities with their popularity. For example, a few days before the event, speakers can help to promote the event through their own network or social media channels, while tagging the event or checking in at the event venue to attract more participants. During the event, speakers might hold a livestream of their talk, or offer special Q&A sessions so that those who are not physically attending the event can catch the latest updates and interact with speakers directly.

For your next MICE event, don't forget to ask speakers to help promote the activity.

MICERs Must Know...

Biggest Pain Points for Event Attendees

MICERs should look into the biggest pain points for event attendees in order to improve their events. According to Cvent, a software provider for event organizers, a survey founded several pain points for event participants: over 28% of millennials feels stressed when they do not know anyone at the event but only 8% of baby boomers would feel that way, and while 26% of millennials stress out about what to wear, only 4% of baby boomers have the same concern.

Meanwhile, Edelman Intelligence, a research advisory company, revealed that a survey among 3,000 event attendees from the UK, Germany, and the US who have attended at least one B2B show in the past six months show that the English are most stressed about traveling to the event venue, the Germans would worry about which activity to attend, while Americans are most concerned about being far away from loved ones.

These are just some of the pain points for eventgoers, and organizers can address a few of these issues in order to create a better experience for attendees. Moreover, organizers should always stay updated with the latest trends to better cater to the needs of event participants.

MICE will never be the same...

Transforming the MICE Industry with Smart Mobility

Transportation is one of the key factors determining the quality of urban living. If the city is a “MICE City” that is a destination for MICE travelers from around the world, transportation options and efficient methods of transportation should help facilitate MICE travelers and drive that city to become a popular destination with more potential for growth in the future.

While “Bangkok” is recognized as one of the world’s key MICE Cities, it is also known as “The City with One of the Worst Traffic Jams” in Southeast Asia. A survey conducted by Uber, the ride-hailing application together with global advisory firm BCG revealed that each day, drivers in Bangkok spend a total of 96 minutes on their commute: 72 minutes on the road stuck in traffic, and another 24 minutes looking for a parking space. Annually, Bangkok drivers spend a total of 24 days on the most congested roads in the world. However, Smart Mobility can potentially decrease traffic problems, with 82% of all Bangkokians participating in the survey expressing their belief that ride-sharing services such as Uber can be an alternative to solving the traffic problem.

For MICE businesses, in organizing events, apart from the convenient facilities at the event venue, flexible methods of “transportation” are also important for MICE event attendees. Smart Mobility can help address these needs and facilitate eventgoers and exhibitors in many ways as follow:

A Wide Range of Transportation Options

More transportation options will allow each group of eventgoers to choose the most appropriate method of transportation for themselves, from ride-sharing, carpooling, to public transportation, all of which will help event attendees reach their destination conveniently within the scheduled time frame. Moreover, delivery applications can help facilitate organizers by helping to deliver equipment needed at the event venue, on the other hand, purchases made at the event can be delivered to buyers as well.

One mode of transportation that is rapidly gaining popularity is car sharing. According to UC Berkeley's Transportation Sustainability Research Center, the service is now offered in 2,000 cities across the world as car sharing allows users more convenience and help address the issue of insufficient parking space, as eventgoers would not need to drive their own cars to the event.

More Efficiency with Smart Mobility

New modes of transportation can help MICE travelers save time and reach their destination more quickly. According to Grand View Research, the market for Smart Mobility worldwide is expected to reach 285 billion USD in 2024 with new innovations to serve MICE travelers, from smart train stations, smart tickets, smart buses, to driverless cars. Parking will also become a small issue with smart parking solutions.

Combining Smart Mobility with Other Innovations

The various systems linking Smart Mobility such as the Internet of Things (IoT) that lets devices communicate with each other, as well as other analytic tools, can help event organizers efficiently gather the data of eventgoers. For example, organizers can gather the number of people traveling in private cars and the number of people taking public transportation in order to better serve event attendees. Moreover, this data can help organizers prepare the venue and facilities more appropriately.

Connecting the Modes of Transportation

Normally, MICE travelers depend on a number of transportation methods, from planes, cars, to buses, thus, connecting these systems efficiently will help facilitate MICE travelers. For example, in Singapore, the transportation system is highly convenient and interconnected as foreigners can use the EZ-Link cash card or the Singapore Tourist Pass (STP) to pay for MRT trains and city buses without having to carry multiple cards.

Meanwhile, the "Thailand Towards 2030: Future of Travel & Tourism" report by Amadeus, technology provider for the travel industry worldwide, revealed that it is very important for cities to develop a transportation system that connects between the airport and public transportation in order to facilitate travelers and create a memorable experience for visitors to the city.

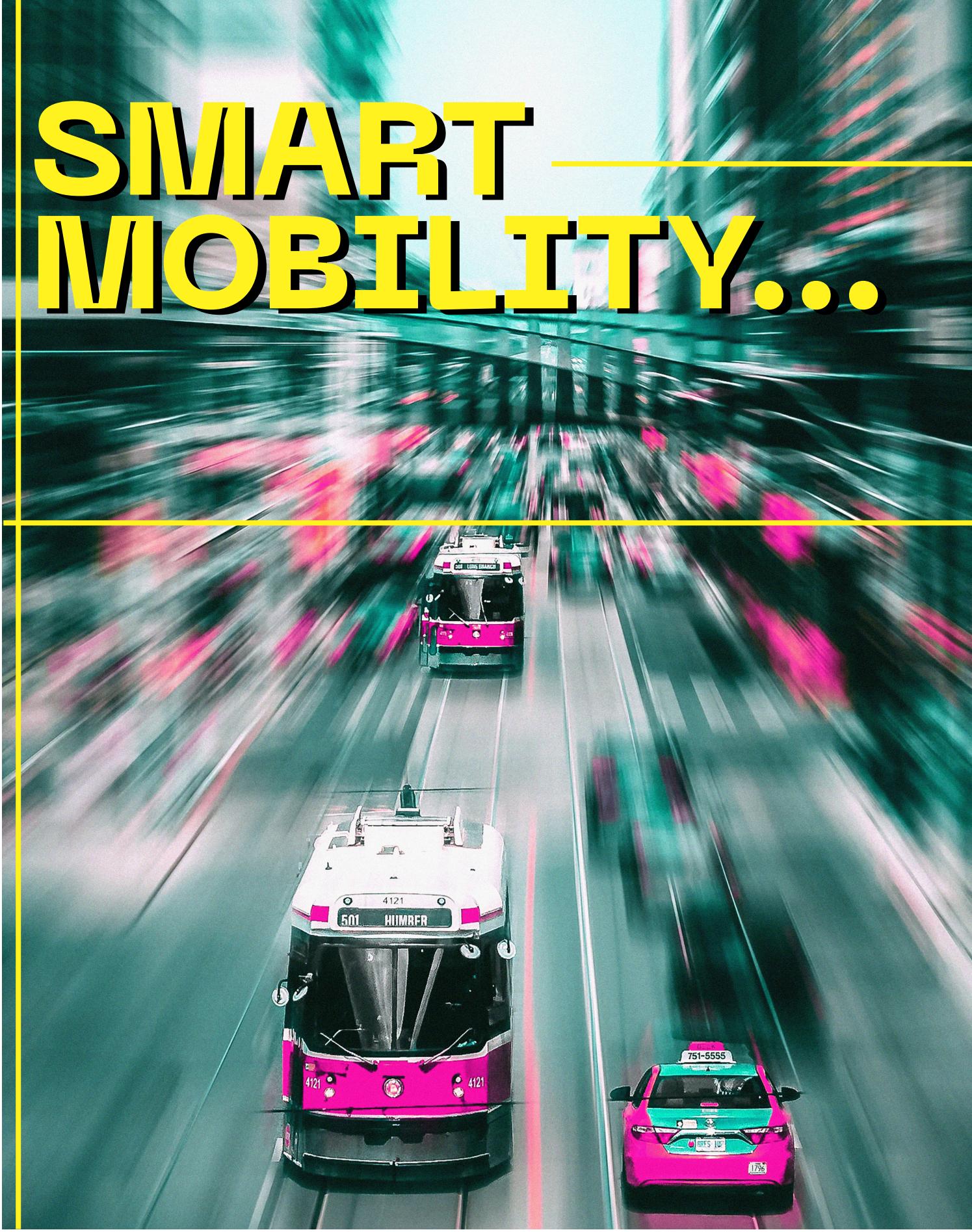
Moreover, connecting airports to conference centers will also help accelerate the growth of MICE businesses, especially in cities that are trying to become MICE Cities such as Chiang Mai, Chiang Rai, Khon Kaen, Pattaya, and Phuket. Apart from investing in these infrastructures, authorities must ensure that the schedule of these transportation systems allow travelers to make easy journeys between each venue.

If Thailand is determined to enhance its potential to compete in the MICE industry, the development of Smart Mobility is important, as it is the "heart" of what makes a memorable experience for MICE travelers. Once MICE businesses experience strong growth, more income will be generated to drive the Thai economy forward.

Reference:

- *Transforming a New Future for MICE with Smart Cities article, MICE INTELLIGENCE CENTER, Thailand Convention and Exhibition Bureau (Public Organization)*
- *Thailand Towards 2030: Future of Travel & Tourism report by Amadeus*

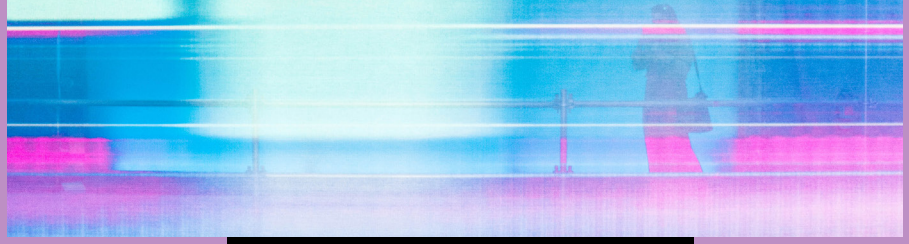
SMART MOBILITY...



RIDE FOR THE FUTURE

Discover What's Next for Smart Mobility

Cutting edge innovations and solutions often come from the desire the fix the pain points of users. In large cities around the world, one of the key pain points of residents is transportation, which has brought about the development of "Smart Mobility" that aims to offer faster, more convenient transportation that is seamless while alleviating the issues of traffic jams and pollution.



SMART MOBILITY
Requirements!

Smart Mobility is focused on flexibility and value, connecting different modes of transportation from buses, trains, underground trains, cars, taxis, driverless cars, bicycles, scooters, or even walking, so that commuters can choose the mode of transportation that is best for them, from getting a private car, or using shared services. In the past few years, the ride-sharing market worldwide has grown rapidly, according to Verified Market Research, the ride-sharing market was worth about 61.2 billion USD and is expected to grow by 20.2% annually from 2019 to 2026, with the market projected to be worth 270 billion USD in 2026.

Flexibility
Offering options to commuters for various situations

Integration
Planning for journeys from beginning to end

Safety
Decreasing the rate of accidents and fatalities

Social Benefit
A good service for the society

Efficiency
Allowing commuters to reach their destinations quickly with the fewest obstacles

Clean Technology
Using vehicles that do not pollute

Accessibility
The quality of being accessible

However, reaching the point of Smart Mobility is not an easy feat, as developing necessary systems requires overcoming numerous challenges, such as designing a public transportation system that is safe, affordable, and connected to other platforms. Many large cities in the world including Bangkok offers various transportation methods to its residents, from buses, BTS trains, MRT trains, Airport Rail Link, and boats, however, problems still exist from the lack of routes in suburban areas and high transportation fees.

At the same time, there are challenges when it comes to using cutting-edge technology for vehicles like the driverless car and electric car, as many cities still lacks the policy and infrastructure to support these projects like charging stations for electric cars, while the price of electric cars are still high with only a few choices in the market.

In order to manage these challenges, cities must determine the right policies and strategies to achieve the goal of Smart Mobility. For cities with a limited budget, government agencies should work with the private sector as well as educational institutes to jointly develop solutions and infrastructure that will help ease the difficulties in transportation and uplift the quality of life for its people.

FUTURE OF MOBILITY

Connected Cars
Over 90% of cars sold by 2020 will be connected to each other through communication equipment in each car, allowing safer travels and more efficient traffic management

Global Car Sharing
26.2 million people are expected to use this service by 2020

Autonomous Cars
Over 6 million cars in European countries and North America are expected to be autonomous by 2025, with 3% to be completely autonomous

New Business Models
Parking management
Demand response management
Zero-emission taxis

Source: Frost &Sullivan

Seeking the Right Smart Mobility for Cities

To gain a clearer understanding of Smart Mobility, we should take a look at the success of Smart Mobility management in various cities, and we will see that cities cannot rely on a one-size-fits-all approach. To develop Smart Mobility, there are numerous problems, conditions, and demands to take into consideration. However, we can learn from case studies and adapt these solutions to our cities. Let's see what is happening around the world!

Singapore

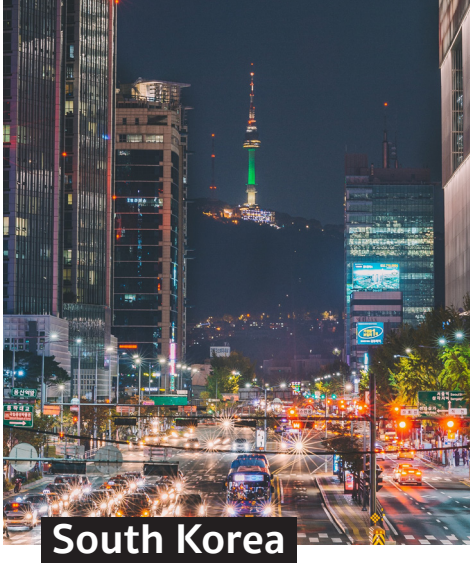
Strategy: Smart Mobility 2030

"Singapore" is tiny yet mighty, as the country is outstanding in many aspects including Smart Mobility that is set as a strategy called Smart Mobility 2030 in which its government is determined to offer convenience and memorable experience to commuters with four main strategies as follows:

- Information: Offering information on traffic and transportation
- Interactive: Providing a platform for tourists to submit their inquiries to facilitate easier travels
- Assistive: Enhancing road safety
- Green Mobility: Using more green energy in infrastructures

In the past, Singapore has utilized technology to enhance the efficiency of traffic management, from installing CCTVs and signs on roads, adding new channels for users to access maps and traffic information on their smartphones, using beacons to track the route and location of buses and emergency vehicles to use the data to manage traffic lights, to using data analytics to improve traffic management and predict traffic conditions in order to efficiently handle arising traffic issues.

Moreover, Singapore has adopted satellite technology to calculate road fees and has prepared other infrastructure to support driverless vehicles in the future, from personal cars, buses, cargo trucks, and on-demand vehicles that will allow commuters to use ride-sharing whenever they desire.



The Netherlands

Big Data Brings About Smart Mobility

Known as the city of bicycles, the Netherlands is also an excellent example of Smart Mobility management. For over a decade, Amsterdam has used data to analyze how to uplift the quality of life of its citizens with various projects related to transportation such as installing LED lights on bicycle lanes that will automatically switch on when cars go by to lower the use of electricity, and decreasing the number of garbage trucks on the road since the city has many narrow streets.

South Korea

Public Transportation Model in Songdo

Songdo is the business district of Incheon in South Korea where numerous international companies and schools are situated. The city has clear goals of becoming an environmentally-friendly city with cyclists and free from cars. To reach this goal, the city need to create an effective infrastructure such as underground trains that connect to Seoul and Incheon, buses with stops every 12 minutes of the journey, a cycling route that reaches every part of the city, and a charging station to charge electric vehicles.

Transforming the Travel Experience with Smart Airport

When the world and the needs of travelers have changed, it's time to shift the roles of airports. In the future, airports that hubs of the world from Istanbul New Airport, Dubai World Central, to Beijing Daxing have all been designed to facilitate up to 150 million travelers per year. These hubs have installed automated check-in systems, bag-drop kiosks, biometric scanners, and will offer assistant robots in the airport that will help travelers arrive and leave the airport at a much faster rate with higher convenience and much more efficiently. Moreover, they will offer shops, restaurants, and public spaces for travelers to visit.

Meanwhile, to ensure a smooth experience, all the services at the airports must be connected and work together using new technology such as Beacon or GPS that can pinpoint the location of passengers allow the airport to better assist travelers.

Apart from these intelligent technologies, Smart Mobility cannot be achieved without leaders in the organizations who understand the importance of Smart Mobility and are willing to change policies and rules to allow the system to become more streamlined. In the end, everyone will benefit: from city-dwellers who will have a better quality of life, visitors, to MICE travelers who will receive a memorable travel experience and be inspired to revisit the city again. Ultimately, the 'city' will become a true 'destination' with potential and become a great 'example' for other cities to look up to.

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Driving the Smart City with Data and Technology

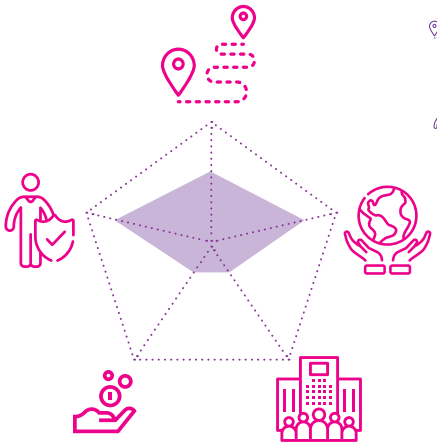
Smart Mobility is a key component of the Smart City, thus, we should get to know this concept in order to envision how quality urban living in the future will look like.

Data and digital technology are the key to developing the Smart City as these things will ensure that public service is more efficient, leading to a higher quality of life for people in Smart Cities. There are many aspects of living, from the air we breathe, the safe, convenient and quick transportation, to public health.

The ability to develop the Smart City truly depends on the city's ability to use data and digital technology to achieve its goals. With real-time data, organizations in the Smart City can access the situation in all corners of the city any time, and they will understand the shifting needs of the general public in order to seek new solutions that will save costs and increase operational speed in city administrations.

According to a study by McKinsey Global Institute, a research institute under McKinsey& Company, there are many aspects to using smart solutions, from security, public health, mobility, energy, water, waste management, economic and housing develop, and community engagement. There are many solutions for mobility, from using real-time public transportation data, autonomous vehicles, intelligent traffic lights, intelligent parking lots, to car and bike sharing services. With these solutions, transportation is made more convenient, faster, and safer.

In other areas, smart solutions can offer amazing results:



Travel:

Decrease commute time by 15-20%

Safety:

Decrease the rate of death by 8-10%
Decrease the rate of crime by 30-40%
Decrease emergency response time by 20-35%

Environmental Quality:

Decrease greenhouse gases emissions by 10-15%
Decrease the use of water by 20-30%
Decrease the amount of unrecyclable waste by 10-20%

Cost of Living:

Decrease cost of living by 1-3%

Employment:

Increase official employment rate by 1-3%

With these outstanding numbers, administrators should learn how to develop the Smart City and find the right technology for their cities to drive their hometowns towards excellences and improve the quality of life for everyone.

Is Thailand Getting Closer to Becoming a Smart City? The Keys Toward Success

In the past few years, many are already familiar with the "Smart City" and have acknowledged that Thailand is trying to develop its cities into Smart Cities. Still, what is the model for Thailand's Smart City according to international standards?

According to a research from McKinsey& Company, the development of Smart Cities in Southeast Asia is classified into four groups: Smart City Sandbox, Prime Mover, Emerging Champion and Agile Seedbed. "Smart City Sandbox" is a city with complete high-speed communications that uses intelligent applications to facilitate city-dwellers, while planning ahead to use cutting-edge technology to improve the quality of life for its people. Currently, "Singapore" is the only city in the region to achieve this level.

Meanwhile, Thailand's capital "Bangkok" is in the "Prime Mover" as all physical and social infrastructure is in place, but overused and thus encounters problems that affects the quality of living.

Cities in this group can use smart solutions to fix these problems, with the first step being to expand its systems and services to cater to a larger group of people, and address the issue of inequality by supporting populations that lack the understanding and access to digital technology to have more opportunities in the future while planning for more growth in the city.

The next group is "Emerging Champions" which are medium-sized cities with the basic infrastructure that will use mixed solutions to offer better services that are also affordable and can serve a large number of people. Cities in this group need to make large investments to drive more development which makes them prone to the issue of limited resources.

However, the research categorized "Phuket" in the Agile Seedbed meaning the city is agile in piloting projects related to the development of the Smart City.

In the past, Phuket has drafted the Smart City Action Plan covering issues from tourism, security, environment, economy, administration, education, and healthcare. This plan allows Phuket to prioritize its operations properly, and one of its first projects is to install free Wi-Fi services and CCTVs in public areas which will allow the city to gather data to develop applications as well as analyze the behavior of tourists.

What are the key success factors for the development of the Smart City?

To really drive cities to achieve this goal, the administration needs a “plan” made in cooperation between the public and private sectors to design solutions for the Smart City that caters to the demands of its residents, as each city have different limitations and requirements.

After choosing the right intelligent technology for each city, administrators must “procure” by looking for useful and practical technology instead of attention-grabbing technology. For example, installing digital traffic management systems may be more useful than installing touchscreens on the streets. However, if there is a limited budget, cities may need to design other methods to drive the development for the Smart City such as granting development rights to the private sector, revising regulations, and seeking partners from the public, private, and education sectors, as well as seeking cooperation from citizens in order to make the Smart City a reality.

5 Smart City Solutions

Did you know that by 2050, approximately 68% of the world population will be living in cities, from today 55%?

It is crucial for cities to prepare its infrastructure to allow its citizens to live happy lives with safety and to receive proper welfare. At the same time, cities must manage their resources efficiently and sustainably, and to achieve this goal, Smart Cities should be developed to build better cities for everyone.

According to a research by McKinsey& Company, installing the Smart City solution will help Thailand in many ways as follows:

- ***Smart Environment***
  Lower greenhouse gas emissions by up to 28,000 kilotons per year
- ***Smart Mobility***
  Decrease working hours spent on commute by 380,000 hours per year
- ***Smart Economy***
  Decrease the cost of living by 1,100 million USD or 33.5 billion THB per year
- ***Smart Living***
  Decrease the disability-adjusted life year by 450,000 years, and prevent 300 unnatural deaths
- ***Smart People***
  Add more than 42,000 jobs

A Good Move and More...

Explore the insights into Smart Mobility from Assoc. Prof. Sorawit Narupiti from the Department of Civil Engineering at Chulalongkorn University who is also President of the Thai Intelligent Transport Systems Association or ITS Thailand.

SORAWIT NARUPITI

Smart Mobility: A Key Component of Smart Cities

Smart Mobility may be complicated to define, as mobility can encompass many things, from the ability to travel any time, the ease of transportation, safety in transportation, or even a transportation system that has multiple options for users to choose from.

When we combine the concept of 'mobility' with 'smart', the definition becomes even more varied and can imply anything from efficiency in transportation, to the integration of technology with transportation so that its users can travel with convenience to any place they desire. For example, it can mean the technology for users to monitor traffic conditions from home to plan their travel ahead of time, which is a concept under Smart Mobility, even though no travel has been made.

"Why is Smart Mobility so important for Smart Cities?" asked Assoc. Prof. Sorawit, adding that, "We all understand what it takes to make a great city: good environment where people can live and be happy. The strange thing is, why does everyone want to live in such a condensed city like Bangkok? This is a contrasting fact in itself.

With this explanation is the reason why Smart Mobility is important for cities, as we all must seek solutions that will allow everyone in the city to access transportation that is convenient. Today, one of the top transportation issues in Bangkok is the traffic jams, and if we can use Smart Mobility to address this problem, it will be a key component to drive Bangkok to become a Smart City," said Assoc. Prof. Sorawit.

Driving Smart Mobility in Thailand

Looking deeper into the phrase Smart Mobility, apart from the convenience factor, Assoc. Prof. Sorawit also mentioned other scenarios that can vary from person to person. For example, some people may live far from the main road but they may be able to call for transportation right to their door. Meanwhile, new technology is being developed such as driverless cars and other programs that can help people drive safer and decrease the number of accidents.

Does the integration of count as Smart Mobility? Assoc. Prof. Sorawit replied that it doesn't, while citing a clear example in Bangkok.

"Bangkok is a city with a massive number of cars in which the traffic police must work hard to manage daily. Even though they are trying their best, they have limitations in that they can only see traffic conditions that are right in front of them, or acknowledge the traffic through radio communication with other officers. We can improve their way of work with smart technology so that they can do their jobs easier with more efficiency.

On the other hand, despite the use of Google Map to plan travel routes and find the fast way to reach the destination, there are still no programs that will notify users of floods in certain areas, or breakdowns in skytrains. Thus, we need to consider how to provide options and travel information to users, as it will enable them to make smart decisions."

Meanwhile, Assoc. Prof. Sorawit is also the Secretary-General of the Intelligent Traffic Information Center Foundation or iTIC at the Faculty of Engineering, Chulalongkorn University, a non-profit organization that gathers traffic information from both the private and public sectors while disseminating the information to the public in real-time to decrease traffic problems, increase road safety, and enhance the efficiency of the nation's transportation systems. Users can monitor traffic conditions at www.iticfoundation.org or through the iTIC application. Moreover, the foundation shares its data with transportation developers in the hopes that commuters will benefit from better services.

"I don't think we can say that Thailand has reached the level of Smart Mobility yet. Though we do have the potential to become a nation with Smart Mobility, we still lack a clear roadmap to take us there."

When we talk about Bangkok, I would often talk about the general public who commute regularly and are familiar with the area. Meanwhile, MICE travellers will not understand the local behaviour.

Assoc. Prof. Sorawit revealed that though Thailand has the technology, it is still not using these technologies to its full capacity, as upgrading systems and changing the behavior of the general public at the same time is not an easy feat.

"We need to find technology that is appropriate for people. In Bangkok, we've seen the word 'intelligent' many, many times – with intelligent traffic lights or intelligent taxi stands. However, once it fails to take off, it affects the confidence of people which would take a long time to regain.

Therefore, it is not easy for a city to immediately embrace Smart Mobility. Though we have the technology, we need the right system to support it in order for the technology to make real changes and uplift the quality of life for people. Another key issue is that traffic and transportation are very difficult things to disrupt as they do not serve individuals like smartphones that have replaced landlines or cars that have replaced horse-drawn carriages. These systems are used by a large number of people, and we need to give them time to adapt."

Looking Ahead to Share Mobility

Another way to improve the transportation system is through Share Mobility. Assoc. Prof. Sorawit affirmed that this concept which is the "Future of Smart Mobility" is already being implemented. For example, there is a project called Pun Pun that offers shared bicycles, while Chulalongkorn University also offers the CU TOYOTA HA:MO cars for shared use. Moreover, in Taiwan, there is already a successful bicycle-sharing scheme that sees 8 to 12 people sharing one bicycle in a day.

"In the future, shared cars may be widely used, eliminating the need for private cars that are used only about three hours each day. We may be able to just walk from our homes to use shared cars to get to work. This way, there will be less cars on the road which will ease traffic jams. This scheme will also drive the city another step closer to becoming a Smart City," said Assoc. Prof. Sorawit.

> Therefore, it is not easy for a city to immediately embrace Smart Mobility. Though we have the technology, we need the right system to support it in order for the technology to make real changes and uplift the quality of life for people.

Promoting MICE City with Smart Mobility

Smart Mobility will certainly help promote MICE City," said Assoc. Prof. Sorawit, further explaining that as MICE travellers are a large group of people who stays at a certain city for only a limited period of time, they are the group that needs Smart Mobility more than the city's permanent residents.

"When we talk about Bangkok, I would often talk about the general public who commute regularly and are familiar with the area. Meanwhile, MICE travellers will not understand the local behaviour. For example, if MICE travellers need to choose between calling a taxi on an application and hailing a taxi on the streets, they would choose the application, because for them, it is more familiar, convenient, and they trust the application. This demonstrates that MICE travellers are looking for special treatment that must be made available in a MICE City. Once the Smart Mobility is in place, this group of travellers will be able to plan trips and immerse into the local culture, further distributing income to other sectors in the country."

Assoc. Prof. Sorawit said it is possible to build a Smart Mobility system using on-demand services as MICE travellers are not locals who commute regularly, thus, they need a specific service to cater to them.

The professor also mentioned the phrase "Mobility as a Service" or MAAS while raising an idea that there should be an option for commuters to pay transportation fees in monthly packages that can be used for a variety of transportation methods which would allow the general public to access convenient transportation without having to purchase their own cars.

"The concept of MAAS that people are using in terms of developing towards Smart City can also be used with MICE City in order to cater to the specific needs of MICE travellers. If we can achieve this, the added mobility will become an important factor to opening new economic opportunities while helping the country develop Smart Mobility in every province. Then, we will see the quality of life of Thai people improve in the future," concluded Assoc. Prof. Sorawit.

MICE in DigitalWay 2020

Promoting MICE through Digital Advertising Trends in 2020

Going into the last quarter of the year, marketers should take a look at next year's trends to see how to use their advertising budget to promote their businesses in a way that will efficiently target MICE travelers and boost sales.

SKIFT+SOJERN, an information provider to the travel industry has recently released a report on "7 Digital Advertising Trends for the Travel Industry in 2020" which MICERs can use as a guide to promote their businesses to the right target groups.

Personalization,Loyalty and the Traveller Data Dilemma

In the past year, personalization has been the key for brands to reach their customers. Next year, brands will have to work even harder to gather all the data they have on travelers in order to present the right products and services for each individual customer. One of the strategies that brands may employ is the Loyalty Program that will help bring them closer to customers and deliver an exclusive experience to that specific customer by using "travel" as the key component in designing their service. For example, businesses should pay attention on how many people in the group are travelling to the event, and whether each participant has any guests or special requests. Moreover, businesses should find out what activities they are interested in aside from the main event so that they can be offered additional activities such as local travel, cooking classes, or other entertaining activities that matches the need of MICE travelers. Most importantly, businesses must balance the level of personalization well and not intrude on the customer's privacy.

Industry Gets More Sophisticated with Social Advertising

Social media is still a key marketing tool for travel marketers. Apart from making their brands more recognized in the market, social media can act like an e-commerce channel that can be used to directly sell products and services to their customers. Many social media platforms, from Instagram, Pinterest, to Snapchat, have developed new channels for marketers to use their content to sell products and services, such as allowing users to book accom modations directly through social media channels. This shift also demonstrated that the content and ads on social media can affect how consumers make the decision to buy travel products. Thus, this is another effective channel of communication.

68% **of millennials** get ideas for travel from their social network

60% **of millennials** get ideas for travel from their social network

Travel Advertisers Prioritize Creativity

While Facebook users takes only 2.5 seconds to view content on computer screens, that period of time would be shortened to a mere 1.7 seconds if they use their mobile phones. In such a short time, MICE businesses looking to attract the attention of viewers need to use outstanding photographs and creativity in designing the right content specifically for each platform. The hottest trend right now is the vertical video that looks great on smartphones.

TV and Video's Advertising Convergence

Though people are watching less television, videos are still the best medium for advertisements that travel marketers and MICERs cannot ignore. Thus, marketers must adapt the style of videos to match the behaviors of their target audiences.

Automation Takes Over Ad Buying

Traditionally, humans make decisions on which ads to buy, however, technology has enabled us to use software algorithms to make these real-time decisions instead in order to enhance the efficiency of the ad-buying process. Moreover, automation can help marketers reach their target audiences online at any time through searches on social media platforms and through mobile devices. Automation also promotes a more equal playing field in the business world as it allows small brands that lack the budget for a huge marketing team to find partners with these technologies and seek out target customers.

Multichannel and the Continuous Always-On Marketing Strategy

Today, travelers would plan their trips and continuously seek for information until the end of their trip. For example, MICE travelers, apart from joining the main event, may plan for an additional personal trip and search for information on various channels until they receive the services that they are looking for. Thus, marketers need to adapt to this trend by presenting their marketing campaigns through many channels in order to reach their target, with a continuous always-on marketing strategy.

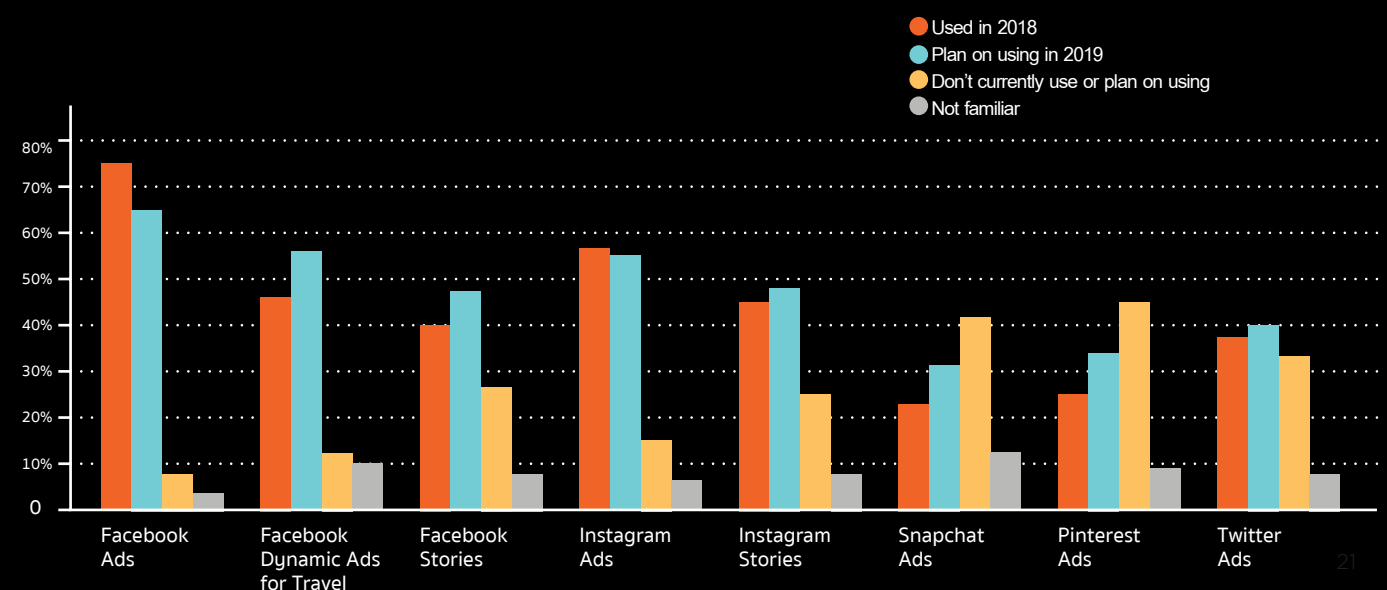
Most importantly, marketers need to register their customers in the database of the brand in order to communicate and present their products and services throughout their customers' travels.

Privacy Comes to The Advertising Debate

For brands, it's important to have all the data on their customers in order to offer the right experiences. However, the issue of privacy and transparency is also important, and brands should make it clear that they will only share customer data in order to advertise related products and services to customers, for the benefit of all stakeholders.

From these trends, digital advertising is becoming more complicated than ever, and may pose a challenge for travel and MICE businesses that are not ready to make these changes. At the same time, marketers who are ready to learn and adapt will have a great opportunity to use new tools and marketing techniques that will enhance the efficiency of their marketing campaign in order to reach target customers who are ready to pay for new experiences.

How Travel Marketers Use Social Ads



Hello...

Platfor-mization!

Contributor :
Ittikorn Attapong,
Chief Executive Officer, Loops Reserve Your Ride Co., Ltd.

A long-standing problem in Thai society is that a large number of its population still has to wake up at the crack of dawn, change their mode of transportation 4 to 5 times, and wait indefinitely to get to work each day. We might have gotten so used to living in this situation and have grown to think that we cannot fix or change anything.

The real question is, are there truly any issues that cannot be fixed? The answer is no, or at least not here for our team at Loops.

The current transportation problems occur from people who are stuck with managing problems in the same way without making any attempts to understand the living conditions and the true needs of users. This style of management is slowly becoming obsolete and fading into another chapter of history that we would rather forget.

Most importantly, the emergence of new technology is changing the way people are living their lives while rendering old solutions useless. In this digital age, a new way of solving problems is through building 'platforms'.

The act of building platforms, or platformization, may be unfamiliar terms. However, if I mention Grab or Airbnb, a lot of people may have already heard of these services or even used them. Both platforms have been successful in matching users with service providers to offer unprecedented services, with more platforms in this manner set to be introduced in the future.

With the use of technology, we have developed tools to gather and access more information, and this is where Loops' Vanpooling Platform comes in. This tool will help to create a new form of transportation that truly understands the needs of users, with the first group of users targeted at event-goers and concert-goers.

How does the VANPOOLING PLATFORM work?

At Loops, there are two main channels where we gather user information:

1. **GATHERING DATA** — Gathering data on the needs of users through social media channels such as Facebook and Twitter
2. **ADVANCED BOOKING** — Advanced booking platform through loops-event.com

For example, for concert-goers who are attending a concert at Muang Thong Thani and need to travel home to Chonburi province, without the platform, they would have to find transportation to Bangkok in order to catch another van to Chonburi. However, Loops can seek out this group of users through loops-event.com and organize a special ride directly from Muang Thong Thani to Chonburi, allowing users to save time as well as book their transportation in advance. This service is developed by integrating technology with traditional business models in order to better cater to the needs of customers.

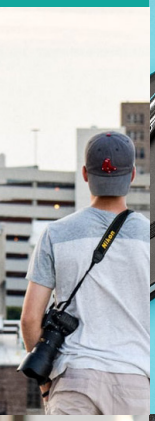
What is the most important thing for Loops?

The most important factor for Loops is 'understanding'. With an understanding of users' pain points, we can create a solution to address the existing problem. For example, if the pain point is travel uncertainty, we must seek solutions to fix this issues, which will help our team carry on serving customers without getting lost along the way.

STARTUP

SKIP PLANING, GET SNEAK

TravelTech is another rapidly-growing industry that has been receiving more investment from companies around the world. Thailand is building an ecosystem that will allow for TravelTech to take the tourism and service industry to another level in order to have a higher chance at competing with international businesses.



In this era, almost everyone can afford to travel. On the contrary, group tours are becoming less popular as most travelers possess their own smartphones that they can use to make reservations and search for travel information. Moreover, many are checking out online reviews on websites and social media channels, while others are accessing information through various applications. Despite all these tools, consumers are still looking for other personalization services.

With this rising trend, new startup SNEAK sees an opportunity in the market.

SNEAK is a Thai startup founded in 2018 aimed at addressing pain points in the travel industry by introducing a platform that will make travel planning easy and fun. SNEAK allows users to pick the photographs of their desired travel destinations, while its programming will analyze the results and provide a travel itinerary with routes, weather information, travel options, and booking channels for users.

From this small start, SNEAK Co-founder & CEO Thunyathorn Penbumrungvong (Fah) and Co-founder & COO Sompetch Katisomsakul (Pack), who met during their studies in Boston, are determined to keep growing the business towards success.

"The inspiration for this project came from the obstacles we encountered while planning our own trips and planning trips for our families. It was very difficult for us to navigate the huge amount of information through numerous websites and mobile applications until we were able to find the details for each trip and write down an itinerary. While we were studying in Boston, we met at a startup community and started talking about this problem. It was then that we realized that there is an opportunity in the market. Then, we conducted research through interviews and surveys until we found out that most American travelers would use Pinterest as a starting point for their travel plans, while Europeans would use Instagram. From this data, we saw the opportunity for visual-based tools that could determine the needs of users. After we can back to Thailand, we conducted more research at Suvarnabhumi Airport, focusing on groups staying in hostels, for which we receive highly positive feedback from hostel owners and guests. When we asked users to try out the web

Ultimately, we hope that SNEAK can become more than just a travel platform and that it can help MICE travelers plan their post-tour programs or create a wow experience for incentive travelers.

application, we gained very good feedback from them, with hostels saying that the program allows them to present new information to guests without having to print out the travel itineraries on paper."

Currently, SNEAK is targeting foreign travelers, especially those from the US and Europe as the travel behavior of these groups aligns with SNEAK's platform. Initially, SNEAK offered content on 4-5 cities but has since grown to offering content on 34 cities in Southeast Asia and one city in the US, New York.

"In only a few months, we have added content on large cities from Bangkok, Chiangmai, Pattaya, and Ayutthaya, to destinations in Singapore, Japan, Myanmar, Laos, Taiwan, Vietnam, Malaysia, and Indonesia. Over time, travelers have been recommending our services through word of mouth, and now we even have users in Singapore. We have learned that if we have limited content, it is unlikely for people to return again. Moreover, we have discovered that this a customer-first, or customer-centric era, and we now know that we cannot just assume that our platform is great, we need to hear it from users."

The next goal for SNEAK is to transform its platform to crowdsourcing where all users can post their content and share their photographs by accessing their profiles, selecting photographs, and following others' itinerary, in order to create a sharing community. In the future, social media will not just revolve around clicking 'like' or 'share' but it could potentially allow users to access the same itineraries and destinations as others.

Another important goal for SNEAK is to create more local content which is customer-centric, while expanding their target group to more Thai and foreign travelers, as well as adding voice commands and introducing other languages onto its platform.

'Ultimately, we hope that SNEAK can become more than just a travel platform and that it can help MICE travelers plan their post-tour programs or create a wow experience for incentive travelers. SNEAK can also potentially integrate public transportation data or intelligent logistics database, depending on the demands of our users.'

Since SNEAK received the winning award at Thailand's MICE Startup jointly organized by the Thailand Convention and Exhibition Bureau (Public Organization) or TCEB with various other organizations, SNEAK is in the process of developing its platform to better cater to the MICE industry.

BizConnect

Innovate Your MICE Solution

Enhance your business with BizConnect, the application that understand your intention. Ultramodern system and user friendly for organizers and attendees. Customize registration, Associate manipulation, Agenda creation, Real time survey, and online Q&A., Business Matching, connecting colleagues by your fingertips. Speaker information.
Discover ultimate MICE experiences with TCEB's digital solutions.

Available on the App Store

ANDROID APP ON Google Play

TCEB
THAILAND CONVENTION & EXHIBITION BUREAU

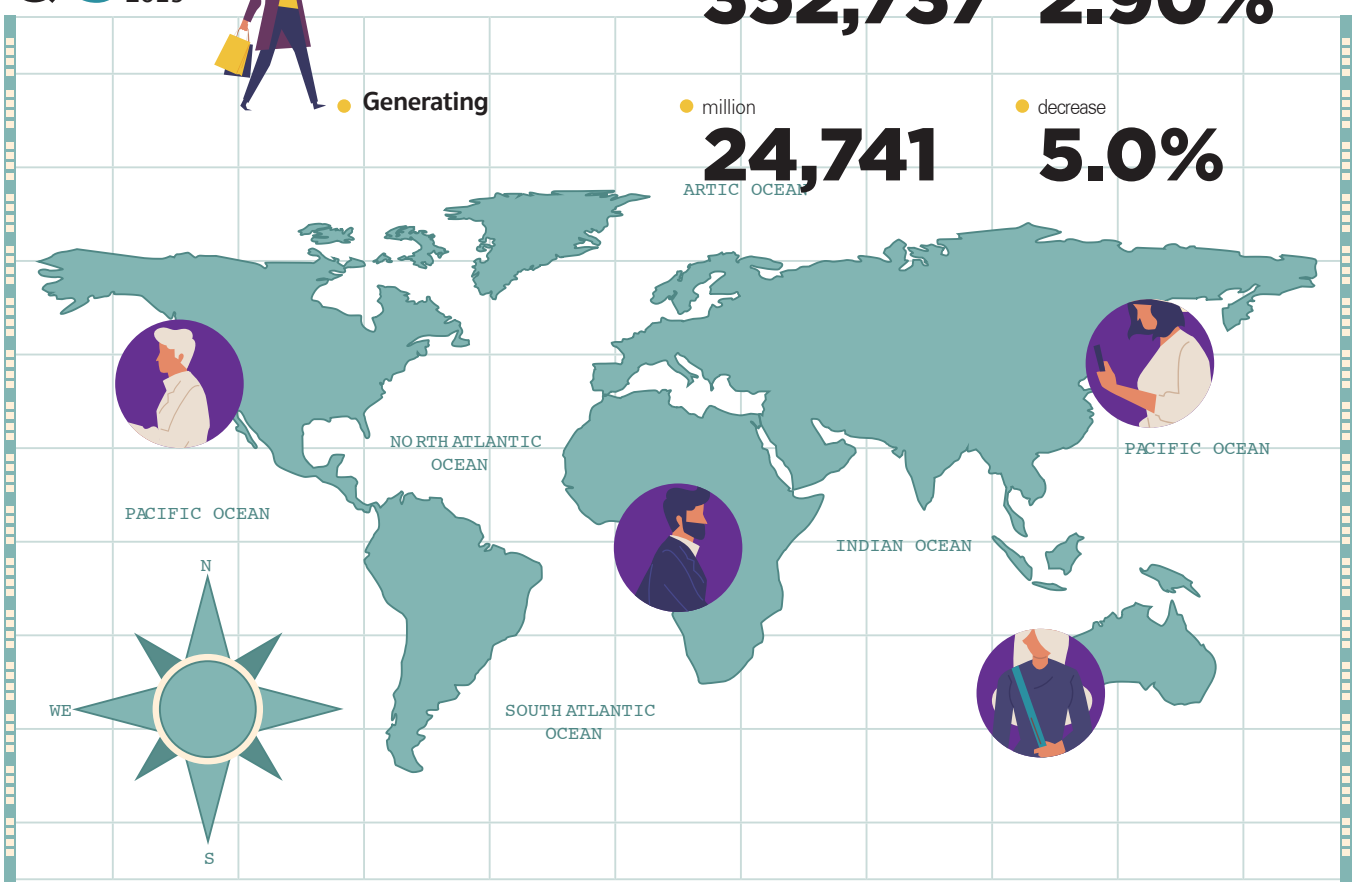
"BizConnect Organizer" digital platform that centralize every MICE information nationwide in one, with a number of features that meet the needs of both organizers and participants.

MICE
REVIEW

Overview of MICE industry in Thailand

Q3 Fiscal Year 2019

- MICE Travellers (International)
  - Travelers **352,737** — decrease **2.90%**
- Generating
  - million **24,741** — decrease **5.0%**



Foreign MICE travellers joining events in Thailand by industry (April – June 2019)

Type of MICE traveller

MEETING
Travelers **72,070**
decrease **8.90%**

INCENTIVE
Travelers **76,557**
decrease **14.35%**

CONVENTION
Travelers **80,858**
decrease **8.03%**

EXHIBITION
Travelers **123,252**
increase **15.32%**

TOP 10
Foreign MICE Travellers Inbound to Thailand (April – June 2019)

China 1
84,342

India 2
70,268

Indonesia 3
32,787

Japan 4
31,718

Taiwan 5
15,196

Malaysia 6
14,065

Vietnam 7
12,505

Australia 8
12,260

Cambodia 9
8,524

Philippines 10
7,074

TOP 3 continents to visit Thailand

Asia
travellers
314,001

Oceania
travellers
13,979

America
travellers
9,915

Q3 Fiscal Year 2019

Overview of Income from MICE industry		Overview of MICE Activities
million baht **5,634** decrease **7.62%** ⌄⌄	 MEETING	Number of Activity **467** decrease **4.30%** ⌄⌄
million baht **4,133** decrease **16.51%** ⌄⌄	 INCENTIVE	Number of Activity **627** decrease **7.11%** ⌄⌄
million baht **6,008** decrease **6.92%** ⌄⌄	 CONVENTION	Number of Activity **418** decrease **13.81%** ⌄⌄
million baht **8,966** increase **4.99%** ⌃⌃	 EXHIBITION	Number of Activity **52** increase **6.12%** ⌃⌃

Q4 Fiscal Year 2019

MICE Travellers (International)

decrease

Travelers
326,581

baht
5.36%

- **Total number of MICE travellers in fiscal year 2019**

Travelers
1,273,981

increase
1.43%

Generating

million baht

24,496

Overview of Income from MICE industry

Q4 Fiscal Year 2019

MEETING

million baht

8,633

decrease

11.91%

INCENTIVE

million baht

5,598

increase

2.96%

CONVENTION

million baht

5,990

decrease

11.91%

EXHIBITION

million baht

4,295

decrease

8.82%

Resource : THAILAND CONVENTION & EXHIBITION BUREAU (TCEB)

MICE
INTELLIGENCE
CENTER

TCEB
THAILAND CONVENTION
& EXHIBITION BUREAU

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