

# A Study of Social Impact

of the Thai MICE Industry for Mid-year budget cycle for fiscal year 2024  
(October 2023 - March 2024)



## Identification of Social Impact's Measurement Frameworks



**Event Organizers**

+ Professional Impact



**Exhibitors**

+ Professional Impact

+ Brand & Reputation

- Environmental Impact  
Travel Emission



**Vendors**

+ Professional Impact

- Environmental Impact  
Waste & Energy



**Delegates/Visitors**

+ Personal Impact

+ Professional Impact

+ Social Impact from Business

+ Brand & Reputation

- Environmental Impact  
Travel Emission



**Community**

+ - Quality of Life

- + Improvements from CSR
- Noise
- Overcrowds
- Public transport /Car Congestion
- Crime

+ Positive Social Impact  
- Negative Social Impact

## Category of Impact



**Personal Impact**

Participating in an event allows visitors to experience happiness by taking part in different activities, from getting new experiences and interacting with others.



**Professional Impact**

Participating in an event allows visitors to acquire knowledge from taking part in different activities, enabling them to applying the knowledge in their professions to generate extra revenue in the future.



**Social Impact From Business**

Resulting from 5 sub-issues, which are considered universal issues applied to all industries

1. Access & Affordability
2. Partners & Sourcing
3. Energy Management
4. Air Quality
5. Production Safety



**Brand & Reputation**

Participating in an event allows overseas visitors to get good experiences from Thailand, creating impression that urges them to return to travel again in the future.



**Environmental Impact**

Participating in an event can lead to negative environmental impact due to 3 major

1. Waste
2. Energy Consumption
3. Travel Emission



**Quality of Life**

The assessment of the impact on the quality of life of the community comes from 5 basic issues

1. Improvements from CSR
2. Noise
3. Overcrowds
4. Public transport/Car Congestion
5. Crime

## Principles and Concepts in Identification of Assessment Frameworks

**Model Reference**



Sustainable Development Goals-SDGs



Measure the Social Impact of Events



Materiality Map®



MICE industry contributes to promoting Thailand as a global travel destination.



Carbon Footprint International

**SOCIAL VALUE INTERNATIONAL**

# Identification of Conceptual Frameworks for the Assessment of Social Impact Arising from Organizing MICE Events

The consulting team had identified the conceptual frameworks and classified the social impact arising from organizing MICE events into 6 main categories, with reference to the international concepts that focus on the acquisition of new knowledge (lifelong learning) and the linkages between the MICE and tourism industries, as well as issues concerning environmental impact.



+ Positive Social Impact  
 - Negative Social Impact

# The Social Impact from Calculation, Categorized by Types of Impact

Type of Social Impact	Personal Impact	Professional Impact	Social Impact from Business	Environmental Travel Emission	Environmental Waste & Energy	Brand & Reputation	Quality of Life Impact	Total	Avg. value per event
Meeting and Incentive* 5,486 Events Avg. 155 Persons/Event	2,900 Million Baht	30,399 Million Baht			- 56.81 Million Baht			33,242.19 Million Baht	6.06 Million Baht
Domestic Convention 3,570 Events Avg. 173 Persons/Event	2,975 Million Baht	103,721 Million Baht		- 20.28 Million Baht	- 36.97 Million Baht			106,638.75 Million Baht	29.87 Million Baht
International Convention 357 Events Avg. 297 Persons/Event	934 Million Baht	25,195 Million Baht		- 5.25 Million Baht	- 3.70 Million Baht	2,243 Million Baht		28,363.05 Million Baht	79.45 Million Baht
Domestic Exhibition 160 Events Avg. 70,296 Persons/Event	82,917 Million Baht	5,062,259 Million Baht	230,499 Million Baht	- 134.24 Million Baht	- 1.66 Million Baht		- 356.92 Million Baht 67.30 Million Baht	5,375,249.48 Million Baht	33,595 Million Baht
International Exhibition 40 Events Avg. 4,437 Persons/Event	1,574 Million Baht	160,989 Million Baht	19,398 Million Baht	- 2.14 Million Baht	- 0.41 Million Baht	10,273 Million Baht	- 89.23 Million Baht 16.83 Million Baht	192,159.05 Million Baht	4,804 Million Baht
<b>Total</b> 9,613 Events	<b>91,300</b> Million Baht	<b>5,382,563</b> Million Baht	<b>249,897</b> Million Baht	<b>- 161.91</b> Million Baht	<b>- 99.55</b> Million Baht	<b>12,516</b> Million Baht	<b>- 362.02</b> Million Baht	<b>Social Value for Mid-year budget cycle for fiscal year 2024</b> <b>5,735,653 Million Baht</b>	

\* Note: The above value is the total value of International and Domestic events.

Social value of MICE events for Mid-year budget cycle for fiscal year 2024

**9,613 events divided into**

Meeting and Incentive	Domestic Convention	International Convention	Domestic Exhibition	International Exhibition
5,486 Events	3,570 Events	357 Events	160 Events	40 Events

Values separated by types of impacts in various fields as follow

Personal Impact	Professional Impact	Social Impact from Business	Environmental Impact Travel Emission	Environmental Impact Waste & Energy	Brand & Reputation	Quality of Life Impact
Total Value 91,300 Million Baht	Total Value 5,382,563 Million Baht	Total Value 249,897 Million Baht	Total Value -161.91 Million Baht	Total Value -99.55 Million Baht	Total Value 12,516 Million Baht	Total Value -362.02 Million Baht
1.Meeting and Incentive 2,900 Million Baht	1.Meeting and Incentive 30,399 Million Baht	1.Domestic Exhibition 230,499 Million Baht	1.Domestic Convention - 20.28 Million Baht	1.Meeting and Incentive - 56.81 Million Baht	1.Domestic Exhibition 2,243 Million Baht	1.International Exhibition - 356.92 Million Baht
2.Domestic Convention 2,975 Million Baht	2.Domestic Convention 103,721 Million Baht	2.International Exhibition 19,398 Million Baht	2.International Convention - 5.25 Million Baht	2.Domestic Convention - 36.97 Million Baht	2.International Exhibition 10,273 Million Baht	+ 67.30 Million Baht
3.International Convention 934 Million Baht	3.International Convention 25,195 Million Baht		3.Domestic Exhibition - 134.24 Million Baht	3.International Convention - 3.70 Million Baht		- 89.23 Million Baht
4.Domestic Exhibition 82,917 Million Baht	4.Domestic Exhibition 5,062,259 Million Baht		4.International Exhibition - 2.14 Million Baht	4.Domestic Exhibition - 1.66 Million Baht		+ 16.83 Million Baht
5.International Exhibition 1,574 Million Baht	5.International Exhibition 160,989 Million Baht			5.International Exhibition - 0.41 Million Baht		