

THAILAND MICE

Economic Impact Summary 2025

MICE Expenditure

338,233

Million Baht



MICE GDP Contribution

310,897 Million Baht

%Share of Country
GDP 2025: **1.65%**



Job Creation

304,932 Jobs

(Full-Time Equivalent)



Tax Payment

25,135

Million Baht

Economic Impact 2025

International MICE



**Economic Impact
by Expenditure**
(Million Baht)



**Economic Impact
by Value Added**
(Million Baht)



Job Creation
(Full-Time Equivalent)
(Jobs)



**Tax
Payment**
(Million Baht)



M

36,299.65

34,389.56

48,700

5,005.86



I

42,182.62

39,570.44

55,842

5,132.10



C

16,694.72

16,283.96

16,805

1,917.84



E

50,248.93

36,958.98

15,741

3,518.73



Total

145,425.92

127,202.94

137,088

15,574.53



M 24.96%

I 29.01%

C 11.48%

E 34.55%

Total 100.00%

**Economic Impact
by Expenditure**



M 27.04%

I 31.11%

C 12.80%

E 29.05%

Total 100.00%

**Economic Impact
by Value Added**



M 35.52%

I 40.73%

C 12.26%

E 11.49%

Total 100.00%

**Job Creation
(Full Time Equivalent)**



M 32.14%

I 32.95%

C 12.31%

E 22.60%

Total 100.00%

Tax Payment

Economic Impact 2025

Domestic MICE



**Economic Impact
by Expenditure**
(Million Baht)



**Economic Impact
by Value Added**
(Million Baht)



Job Creation
(Full-Time Equivalent)
(Jobs)



**Tax
Payment**
(Million Baht)



M

4,232.47

2,655.79

3,057

254.89



I

2,378.76

1,594.22

1,636

193.12



C

10,618.19

6,783.98

8,997

747.88



E

175,578.08

172,660.46

154,154

8,365.15



Total

192,807.50

183,694.45

167,844

9,561.04



M	2.20%
I	1.23%
C	5.51%
E	91.06%
Total	100.00%

**Economic Impact
by Expenditure**



M	1.45%
I	0.87%
C	3.69%
E	93.99%
Total	100.00%

**Economic Impact
by Value Added**



M	1.82%
I	0.97%
C	5.36%
E	91.85%
Total	100.00%

**Job Creation
(Full Time Equivalent)**



M	2.67%
I	2.02%
C	7.82%
E	87.49%
Total	100.00%

Tax Payment

Number of International MICE Travelers 2025



Meeting



Incentive



Convention



Exhibition



Total



Travelers

281,436

327,376

141,694

357,143

1,107,649



Million Baht

16,068.34

18,885.81

7,376.71

22,067.16

64,398.02

TOP 10

SOURCE MARKET OF INTERNATIONAL MICE TRAVELERS TO THAILAND 2025



1. CHINA

NO. OF MICE TRAVELERS 325,414



2. INDIA

NO. OF MICE TRAVELERS 295,088



3. MALAYSIA

NO. OF MICE TRAVELERS 157,494



4. SINGAPORE

NO. OF MICE TRAVELERS 41,808



5. SOUTH KOREA

NO. OF MICE TRAVELERS 38,013



6. HONG KONG

NO. OF MICE TRAVELERS 31,399



7. VIETNAM

NO. OF MICE TRAVELERS 29,726



8. GERMANY

NO. OF MICE TRAVELERS 23,440



9. JAPAN

NO. OF MICE TRAVELERS 19,921



10. UNITED KINGDOM

NO. OF MICE TRAVELERS 18,850



Number of Domestic MICE Travelers 2025



Meeting



Incentive



Convention



Exhibition



Total



Travelers

667,694

135,102

1,612,282

23,231,839

25,646,917



Million Baht

1,905.88

1,031.88

4,642.50

76,472.94

84,053.20

TOP 10

NUMBER OF DOMESTIC MICE TRAVELERS IN MICE CITIES 2025



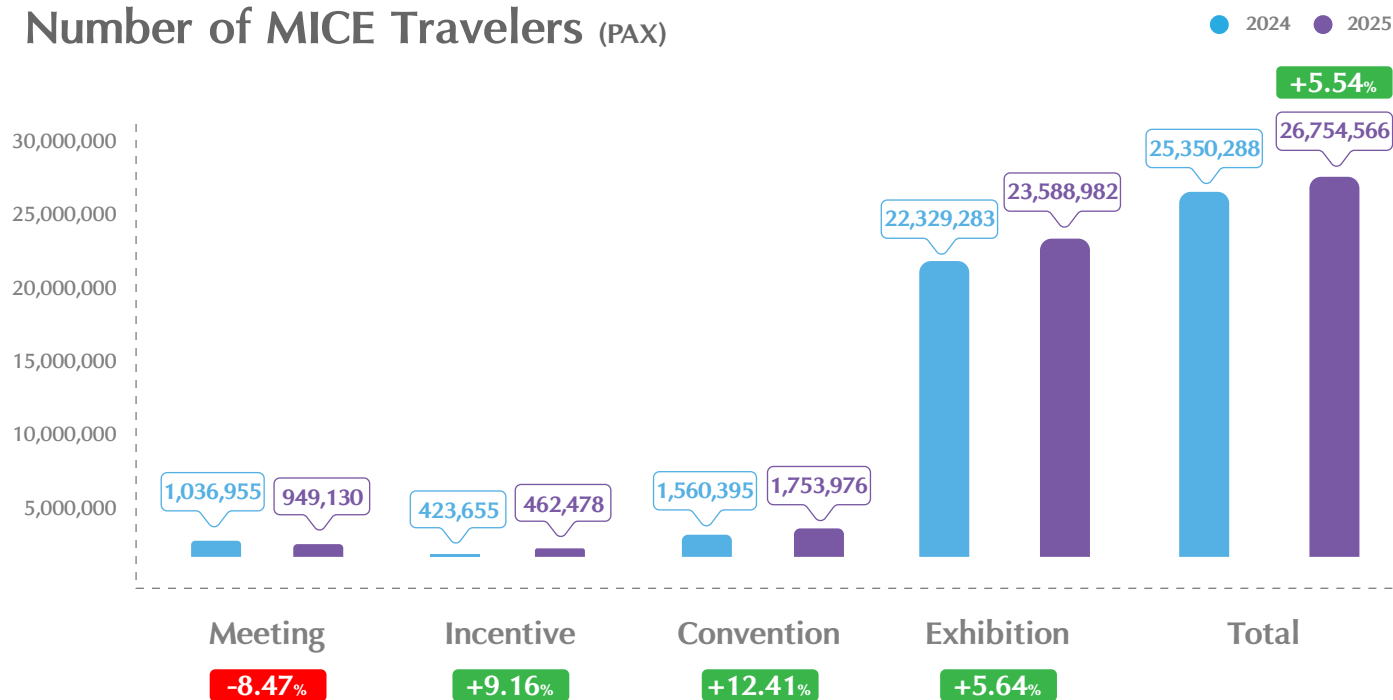
	PAX	SPENDING (MILLION BAHT)
1. BANGKOK	20,642,321	67,733.83
2. SONGKHLA	1,336,279	4,322.63
3. CHIANG MAI	1,060,395	3,393.20
4. KHON KAEN	498,802	1,590.10
5. PATTAYA	414,310	1,531.20
6. UDON THANI	407,251	1,232.20
7. PHUKET	299,345	919.29
8. NAKHON RATCHASIMA	266,899	866.38
9. RAYONG	164,923	631.37
10. SURAT THANI	143,148	457.83

Social Impact of Thailand's MICE Industry in 2025



Comparison of MICE Traveler Volumes: 2025 vs. 2024

Number of MICE Travelers (PAX)



Opportunities for Thailand's MICE Industry in 2026



With a focus on target industries—including Wellness, Biotechnology, Semiconductors, and Food & Culinary—to strengthen Thailand's competitive advantage.



Elevating high-potential regional cities such as Ubon Ratchathani, Surat Thani, and Rayong, which have seen a continuous increase in MICE travelers.



Promote and support Thailand's bids to host major events, such as World Bank meetings, GASTECH, and the International Horticultural Exposition.



Harnessing technology and AI to drive the MICE industry, with an emphasis on innovation to elevate events and improve value and experiences for both participants and organisers.

By MICE Intelligence & Innovation Department

Thailand Convention and Exhibition Bureau (Public Organization)

Siam Piwat Tower Building, 25 & 26 floor, unit A2, B1 & B2 989 Rama 1 Road, Pathumwan, Bangkok 10330