

# THAI MICE ON THE RISE



Thailand is witnessing a rise in the MICE sector. The numbers of industry events are continuously rising and the trend is likely to continue in oncoming years. The country has lost some visitors due to its unstable political situation, but it is hoped to come back into normal soon.

Thailand belongs among the world's most popular tourism destination and it is also popular with delegates and business travelers. The country offers quality MICE facilities and it is undoubtedly one of the best destinations for events like congresses, exhibitions and so on. There are hotels with the very best in convention facilities both in Bangkok, and in the provinces. There are new centers for the MICE industry in cities of Khon Kaen and Nakhorn Ratchisma.

The biggest center, IMPACT Muang Thong Thani, is located in Pak Kret City. It was originally built as a sports stadium. Nowadays, it is used as an exhibition ground that boasts with total of 140,000 square meters of indoor space. A more easily accessible facility is the Bangkok International Trade Exhibition Centre. It is closer to the new airport at Suvarnabhumi and there is good parking. The facility can handle up to 100,000 visitors a day. The oldest MICE venue is the Queen Sirikit National Convention Center. This is the place where UN meetings and ASEAN conventions took place. It is in the very hearth of Bangkok therefore it is easily accessible by the public transport. The center also hosts events like the Book Fair.

All the quality facilities along with the countries' possibilities for leisure tourism make it an ideal spot for MICE events. There are glorious beach locations in Phuket, Koh Samui and Koh Chang. Delegates can enjoy their stay here playing golf, diving or e.g. trekking after they have finished their business duties.

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