

MICE in the Kingdom of Thailand



Thailand is a well established tourism destination. The tourism industry contributes about 5% to the Thai economy's GDP. The country is not only popular for leisure tourists but also for various meetings organizers. The MICE (meetings, incentives, conventions, exhibitions) industry is a sector of growing importance to the Thai tourism industry. Thailand boasts with a number of state-of-the-art exhibition venues across the country, especially in Bangkok and Pattaya. In fact, Thailand provides six world-class exhibition centers

offering a combined total of 260,000 square meter gross exhibition space — second only to China in the Asia-Pacific region. Among the venues are e.g. Bangkok International Trade & Exhibition Center or Impact Exhibition and Convention Center with a floor space of over 140,000 sq m. Nevertheless, IMPACT General Manager Loy Joon How claims: "However, size is not everything. Yes, we do have the necessary hardware in place but it is the software, our people, which differentiates us from others in Thailand." Loy Joon How said that they actively participate in delivering total solutions to their customers by offering an array of professional and value-added services ranging from floor space consultations, event management and operation, F&B catering, travel and ticketing, logistic, sales and marketing. The importance of the MICE industry continues to grow. The number of exhibition-related visitors in Thailand grew from 76,000 in 2003 to a projected 250,000 in 2007 and the revenues from the exhibition industry grew from \$190 million to \$534 million over the same period. Nowadays, Thailand hosts a variety of major international events covering a wide range of industrial sectors. The government is very supportive when it comes to the MICE sector. The government makes investments to promote the MICE industry and they have also provided further improvements in the state-of-the-art mass transportation system throughout Bangkok.

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