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**PHUKET  
HOTELS  
ASSOCIATION**

**23 JAN**  
17:00 - 18:00 HRS

# TCEB's Plans for MICE Business Development in 2020



**DATE:** Thursday 23 January 2020  
**TIME:** 17.00 - 18.00 hrs.  
**VENUE:** SALA Phuket Resort, Mai Khao Beach  
**COST:** Free of charge for members and non-members



**Puripan Bunnag**  
Director  
Thailand Convention &  
Exhibition Bureau  
(TCEB)



**John O'Shea**  
Phuket Hotels Association



**Ranjeet Viswanathan**  
Phuket Hotels Association

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# Plans for MICE Business Development in 2020

By

Puripan Bunnag

Thailand Convention & Exhibition Bureau (TCEB)

THAILAND  
REDEFINE  
YOUR BUSINESS EVENTS





**MICE IN 20-YEAR**

*NATIONAL STRATEGIC DEVELOPMENT PLAN  
STATED IN THE CONSTITUTION*

**ROYAL DECREE**

*TCEB A NATIONAL BIDDING BODY*



Health Tourism



Integrated Medical Service



Future Automotive



Robotics



Biofuel & Biochemical



Biotechnology



Food Processing



Aviation & Logistics



Smart Device



Digital Enterprises



Education



Defence

NATIONAL GOVERNMENT POLICY

**THAILAND 4.0**

12 FOCUS INDUSTRIES

# EASE OF DOING BUSINESS IN 2020

WORLD'S

**21<sup>st</sup>**

FROM 46<sup>th</sup> IN 2017

SOURCE: WORLD BANK (2019)

# LOGISTICS PERFORMANCE INDEX

WORLD'S

**32<sup>th</sup>**

FROM 45<sup>th</sup> IN 2017

SOURCE: WORLD BANK (2018)

1,248,000 MICE Travelers

# 2019

(Estimated)



Overview of International  
MICE Market

# 2019

# 100,500

# MILLION BAHT

(Estimated)

105,600  
projection

100,500  
estimated

95,623

88,459

81,137

87,086

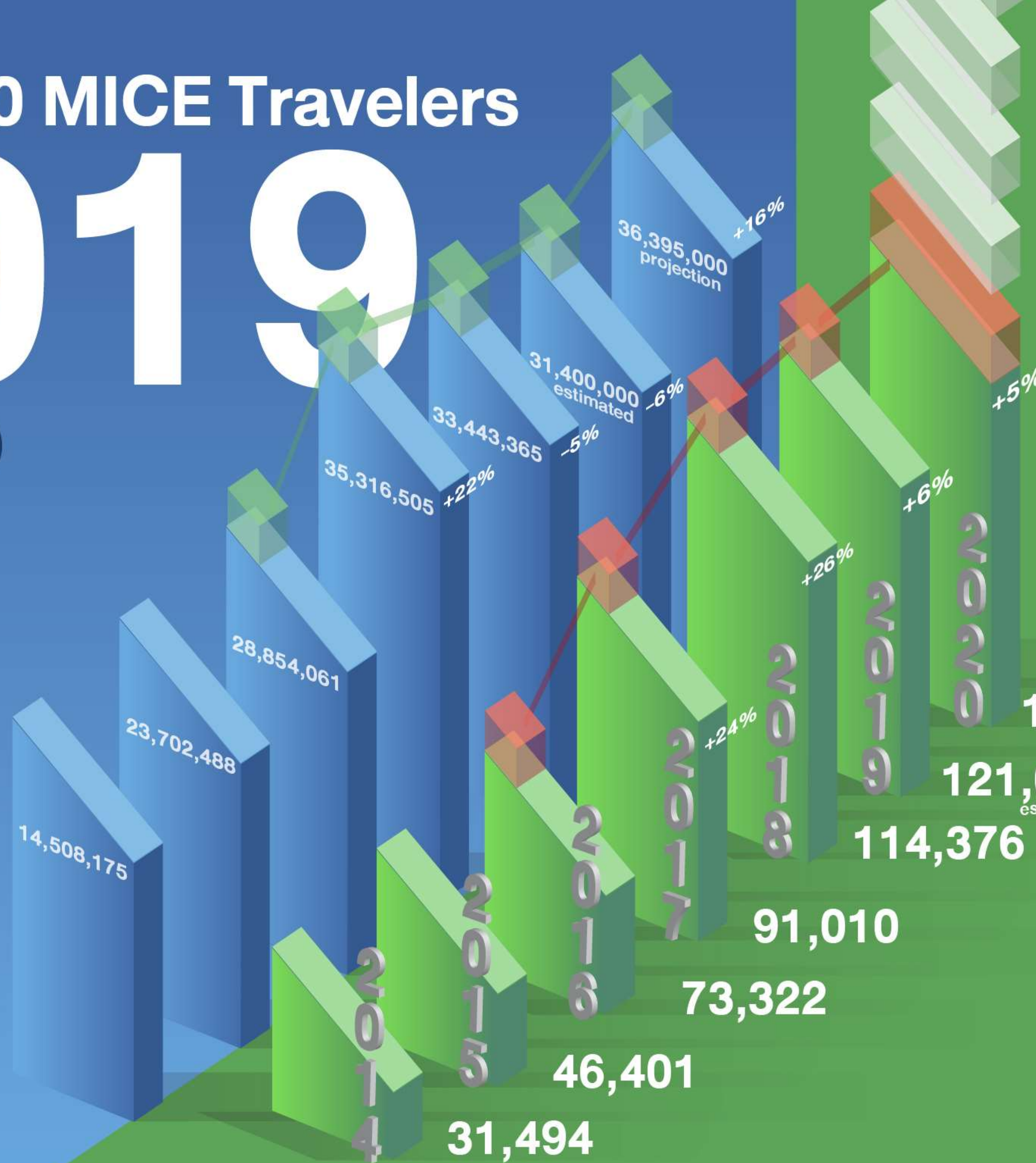
80,800

31,789

31,400,000 MICE Travelers

# 2019

(Estimated)



Overview of Domestic MICE Market

# 2019

# 121,000 MILLION BAHT

(Estimated)

# Economic Impact

3% of Thailand GDP

35,900 MILLION BAHT



340,595 JOBS

## of Thailand's MICE Industry

MICE Expenditure

544,700 MILLION BAHT

Remarks: 2019 estimated economic impact including international & domestic MICE market



# Make a move with **3-year**

## MICE Industry Strategic Plan (2020 -2022)

Vision

Develop Thailand as a Center of international MICE Event ,  
to strengthen industrial development, trade and investment  
for economic growth, social stability and sustainability

Mission

MICE as tools to  
drive the economy



MICE as social development  
tools to build stability  
reduce inequality



MICE as tools to  
promote  
sustainability



Cluster /Agenda

Target Cluster



Food



Health & Wellness



Aging Society



Sport



Tourism



Economic Corridor



12 S-Curve



Startup/ STEAM



Smart City



Environmental

Government Agenda

### DIGITAL ECONOMY

1

**ATTRACT**

Use MICE to drive economy  
and social to wealth and stability

2

**ENHANCE**

Increase participation from  
all sectors to make MICE to be  
the national agenda

3

**GROWTH**

Strengthen capability  
on MICE competitiveness  
and professionalism

4

**TRANSFORM**

Develop MICE supporting ecosystem to facilitate industry development

Strategies

# MICE CITIES IN THAILAND

CHIANG MAI

KHON KAEN

BANGKOK

PATTAYA

PHUKET



# How MICE will transform the future of Phuket as New Regional MICE Destination?

## Top 25 World Destination

**"PHUKET" Rank 11th**

*2018 Travelers' Choice from Tripadvisor*

### Visitors in Phuket

Domestic Visitors 2012 - 2016 <b>+ 3.90 %</b> Per year	International Visitors 2012 - 2016 <b>+ 6.28 %</b> Per year
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### Economic Impact

**2017**

International MICE Visitors  
Avg. Spending per Head / Trip

**84,410 THB.**

**2017**

รายได้จากการท่องเที่ยว (ล้านบาท)  
Revenue from Tourism (Million Bath)



# Phuket's current MICE performance

- Phuket received around 8 million leisure tourists, almost 25% of Thailand's total arrivals of 35 million, but has much lower market share of MICE visitors.
- 762,188 MICE visitors in 2017, circa 2% of Thailand MICE market  
[Based on C9 report, TCEB to confirm]
- MICE led by local consumer exhibitions, and international incentive groups  
[Based on C9 report, TCEB to confirm]
- Popular wedding destination – key source markets of HK, Singapore, Australia
- Thailand has a large domestic MICE market of 35 million visitors
- Thailand's MICE visitors are mainly from Asia (75%) led by China & India

# No. of International MICE Travelers & Personal Spending

# Phuket

No. of International MICE Travelers	2017	2018	2019	Spending (ML)	2017	2018	2019
M	41,755	52,525	47,091	M	4,297.41	4,763.90	4,203.81
I	64,943	92,656	85,053	I	3,989.36	5,184.84	4,625.33
C	36,310	38,325	33,115	C	3,161.50	3,057.95	2,575.39
E	-	-	-	E	-	-	-
<b>MICE</b>	<b>143,008</b>	<b>183,506</b>	<b>165,259</b>	<b>MICE</b>	<b>11,448.27</b>	<b>13,006.70</b>	<b>11,404.53</b>

# Major Figures of Domestic MICE Market

# Phuket

Phuket	Domestic MICE Travelers			Spending (ML)		
	2017	2018	2019	2017	2018	2019
<b>M</b>	-	139,690	159,542	-	149.4	376.1
<b>I</b>	-	2,965	4,085	-	7.	26.0
<b>C</b>	6,000	413,237	404,438	7.6	520.1	880.
<b>E</b>	710,000	1,476,832	1,296,614	9	7	49
<b>MICE</b>	<b>716,000</b>	<b>2,032,724</b>	<b>1,864,679</b>	<b>1,998.71</b>	<b>5,860.51</b>	<b>5,166.34</b>
				<b>2,006.39</b>	<b>6,537.45</b>	<b>6,449.05</b>

# Phuket MICE City Strategy

## VISION

"MICE City to create a new experience with The Andaman Sea and The Diversity of culture"

## MISSION

1. Support MICE activities as a tool to stimulate economy growth and wealth distribution.
2. Promote MICE city Branding through quality services.
3. Develop MICE knowledge base and enhance MICE support business to meet international standards.
4. Promote sustainable practices to create long-term competitive advantage.

## Objectives

1. MICE revenues from increasing number for both domestic and int'l MICE travelers and increase value-added to MICE services.
2. Increase number of certify MICE business. Equip city with infrastructure to support industry growth.
3. Increase investment activities and distribution wealth across Andaman Province.
4. Generate MICE industry growth, while balance common interest of people across all sectors.
5. Enhance Human capital and promote collaboration among stakeholders.

## Strategy

1

**Promote marketing and public relations at targeted market (Promote)**

2

**Enhance product and service MICE with the community (Win & Develop)**

3

**Develop skills of local business to support MICE industry growth (Develop)**

4

**Upgrade infrastructure to support MICE activities (Develop)**

## Actions

1.1 Develop marketing channels and promoting to target market.

1.2 Promote marketing and create branding for MICE destination.

2.1 Develop products and activities that support MICE, connect with communities.

2.2. Create opportunities to uplift flagship MICE activities.

3.1 Encourage city participation to support MICE activities.

3.2 Enhance skills of local MICE operators to meet international standards.

**4.1 Upgrade physical infrastructure to support MICE city activities.**

4.2 Develop modern management system to support MICE industry growth

## Programs/ Projects

- MICE @ Phuket Social Media Channel

- Phuket branding & marketing campaign
- Phuket MICE Planner guide project

- Standard Post-Meeting Package for Corporate Meeting
- Post MICE Event with Community Base Tourism Project

- MICE activities calendar project
- MICE events flagship upgrade project

- MICE Interpreter program
- MICE curriculum & Regional MICE Academy

- Skill enablement for local organizer program by TCEB

- Project to promote TMVS to Hotels
- Provincial Transport Improvement Program
- **Project of Phuket International Convention Center**

- Project to setup Phuket MICE contact center

# PHUKET



Exhibition  
Space

---

Gross indoor 2,500 sq.m.

Highlight  
Industry

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Marine  
Tourism

Economic Zone  
Connectivity

Southern Economic Corridor  
and Thailand Riviera



## Regional MICE Destinations Market and Opportunities for Phuket and Thailand

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### Phuket Convention Centre Market Study

# Phuket's MICE positioning

- Phuket's international MICE brand would ultimately be driven by Thailand's image
- Position as an attractive alternative to high-demand Bangkok (for local exhibitions and international conventions & meetings)
- A competing alternative to leisure-cum-MICE destinations like Bali, Penang & Sentosa (for international conventions & meetings)

## Proposed Size



The Appropriate Size of Phuket International Convention Center is building that have maximum capacity 5,000 seats (Theatre Style) in Exhibition Hall or Grand Ballroom that can competitive with regional Competitors. This Size is bigger than Venues in Bali that focus on Meeting, Incentive and Convention that Phuket positioning to compete with. But in the future have more meeting demand, Phuket venue size can be expand capacity to 8,000 seats.

## Proposed Location

### **Saphan Hin / Cherng Thalay / Chao Fah**

Saphan Hin, Cherng Thalay and Chao Fah are the appropriate Location to develop for Phuket International Convention Center that assess from key consideration for location (International Criteria). But this 3 Location has difference potential to develop.

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