

MICE Development in Phuket



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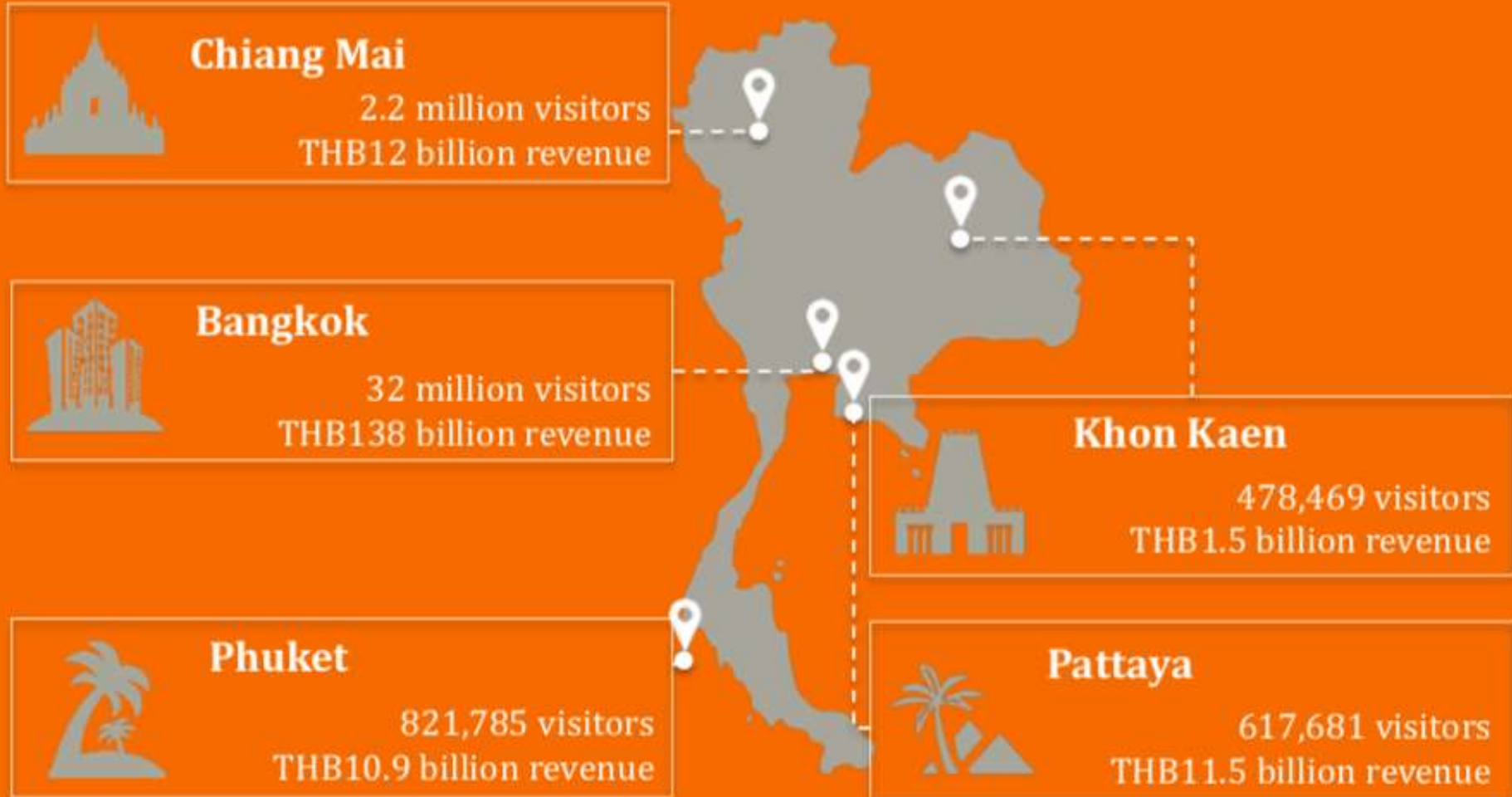


PHUKET

BUSINESS MEETS BEACH

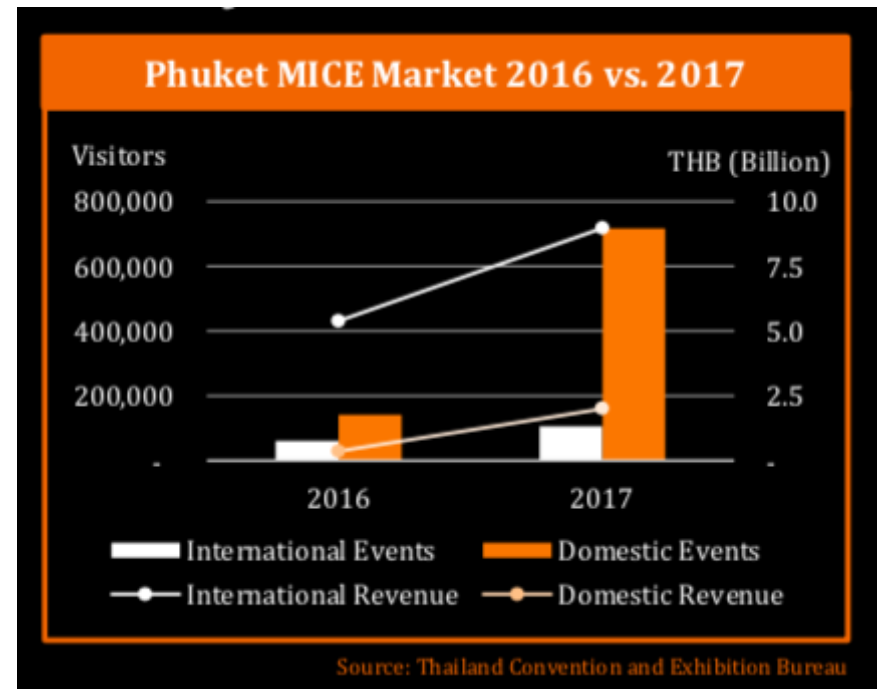
Thailand MICE Market Snapshot

MICE Destination Comparison (2017)



Phuket's MICE market valued at THB 10.9 billion with over 800,000 visitors in 2018

- Strong spending power for MICE demand on the island which averaged THB 13,264 per person
- In 2017, Phuket hosted 660 events in meetings segment with a total of 59,487 participants
- International visitors in 2017 vs. 2016 increased share to 78%, though domestic market was lower by 41%
- Indian market rose sharply by 47%, while Hong Kong went down by 14% y-o-y in 2017
- Mainland China, Japan and Singapore are top 3 international participant source markets



Trends

- Increasing direct flights with low-cost airlines to Phuket is one of the main drivers for MICE demand, especially for incentive groups
- Sports events are the major public functions that attract high volume of participants, such as Laguna Phuket Marathon which has over 8,000 participants
- Innovative itineraries are more in demand for incentive groups
- Sustainable initiatives are a good way for hotels to drive demand

Phuket Business Meets Beach Campaign

- A series of initiatives to drive more MICE to Phuket
 - A Phuket Destination Showcase to DMCs
 - Mega fam trip
- To generate more quality MICE to Phuket, one of TCEB's five MICE cities
- What's new in the destination for MICE – to provide a platform for DMCs and ALL Phuket Hotels Association hotel members to network and foster capability development through updated product knowledge
- To put Phuket top of the mind of meeting planners when they receive a request for proposal
- To provide a showcase for ALL Phuket Hotels Association members to present their hotels to DMCs, which they might not otherwise be able to do

TICA Networking Lunch

- First quarter of 2020
- Lunch meeting with Destination Update

i. AM. Phuket Post IT&CMA (TBC)

- 25, 26, 27 September 2020
- 3 days 2 nights, post IT & CMA Bangkok
- Showcasing Phuket
- International MICE buyers
- Supported by TCEB

STAY FREE

3rd night is FREE and drinks are on us!

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Participating Phuket Hotels Association members are listed alphabetically with their email.
Please contact hotels directly.



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STAY FREE

3rd night is FREE and drinks are on us!



What makes a business event in Phuket even better... a third night free! And cocktails on us.

Plan a meeting in Phuket and stay for your 3rd night absolutely FREE. We'll also host your cocktail reception to celebrate.

19 hotels in Phuket, spread across all parts of the island, united through the Phuket - Business Meets Beach campaign, have come together to offer you a promotion that we hope you simply can't resist. Stay Free! Our four-month flash promotion makes Phuket even more affordable when planning a meeting on the island. Stay for your third night FREE. And to celebrate this amazing



MICE Partners





THANK YOU