

THAILAND MICE

Economic & Social Impact Summary 2024

MICE Expenditure
328,542
Million Baht



MICE GDP
Contribution
309,323
Million Baht



(Contribution to GDP 1.67%)

*National Economic and
Social Development Council
(NESDC) projects Thailand's
2024 GDP growth at 2.6%
(As of 18 November 2024)



Job Creation
302,279 Jobs
(Full - Time Equivalent)



Tax Payment
25,024
Million Baht



Economic Impact 2024 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)



41,344.53

39,412.72

56,378

5,640.45



41,575.81

39,211.62

57,130

5,015.65



19,216.64

18,513.59

18,452

2,122.14



54,274.66

39,736.58

17,537

3,797.71



Total

156,411.64

136,874.51

149,497

16,575.95



| | |
|---|--------|
| M | 26.43% |
| I | 26.58% |
| C | 12.29% |
| E | 34.70% |

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



| | |
|---|--------|
| M | 28.79% |
| I | 28.65% |
| C | 13.53% |
| E | 29.03% |

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



| | |
|---|--------|
| M | 37.71% |
| I | 38.21% |
| C | 12.34% |
| E | 11.74% |

Job Creation
(Full Time Equivalent)
(Jobs)



| | |
|---|--------|
| M | 34.03% |
| I | 30.26% |
| C | 12.80% |
| E | 22.91% |

Tax Payment
(Million Baht)

Economic Impact 2024

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)



4,486.12

2,808.77

3,311

262.19



1318.62

887.51

919

145.56



8,550.25

5,538.90

7,781

622.41



157,775.57

156,193.36

140,764

7,418.29



Total

172,130.56

165,428.54

152,775

8,448.45



| | |
|---|--------|
| M | 2.61% |
| I | 0.77% |
| C | 4.97% |
| E | 91.65% |

Economic Impact
by Expenditure

(Million Baht)



| | |
|---|--------|
| M | 1.70% |
| I | 0.54% |
| C | 3.35% |
| E | 94.41% |

Economic Impact
by Value Added

(Million Baht)



| | |
|---|--------|
| M | 2.17% |
| I | 0.60% |
| C | 5.09% |
| E | 92.14% |

Job Creation
(Full Time Equivalent)

(Jobs)

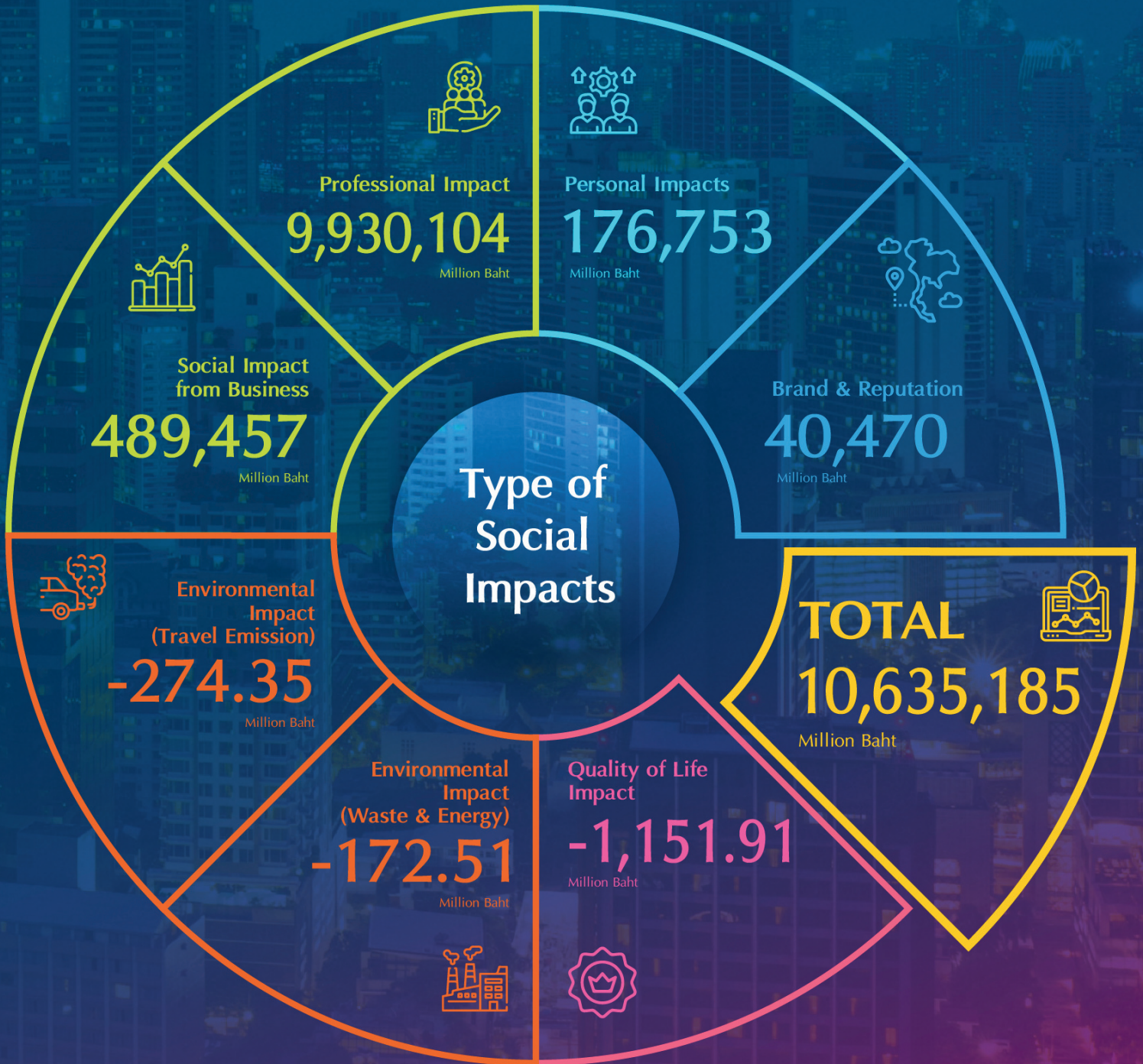


| | |
|---|--------|
| M | 3.10% |
| I | 1.72% |
| C | 7.37% |
| E | 87.81% |

Tax Payment

(Million Baht)

Social Impact 2024



Number of International MICE Travelers 2024

| |  Meeting |  Incentive |  Convention |  Exhibition |  Total |
|--|---|---|--|--|---|
|  Travelers | 322,514 | 328,694 | 150,716 | 358,645 | 1,160,569 |
|  Million Baht | 18,494 | 18,670 | 8,502 | 23,928 | 69,594 |

TOP 10

SOURCE MARKET OF INTERNATIONAL MICE TRAVELERS TO THAILAND 2024



| | | | |
|---|--------------|---|--------------|
|  | 1. CHINA |  | 2. INDIA |
| NO. OF MICE TRAVELERS | 380,515 | NO. OF MICE TRAVELERS | 230,447 |
|  | 3. MALAYSIA |  | 4. VIETNAM |
| NO. OF MICE TRAVELERS | 169,127 | NO. OF MICE TRAVELERS | 39,711 |
|  | 5. KOREA |  | 6. SINGAPORE |
| NO. OF MICE TRAVELERS | 39,424 | NO. OF MICE TRAVELERS | 38,040 |
|  | 7. HONG KONG |  | 8. GERMANY |
| NO. OF MICE TRAVELERS | 31,957 | NO. OF MICE TRAVELERS | 30,966 |
|  | 9. U.S.A. |  | 10. JAPAN |
| NO. OF MICE TRAVELERS | 25,671 | NO. OF MICE TRAVELERS | 20,768 |

Number of Domestic MICE Travelers 2024



Meeting



Incentive



Convention



Exhibition



Total



Travelers

714,441

94,961

1,409,679

21,970,638

24,189,719



Million Baht

2,035

611

3,920

72,181

78,747

NUMBER OF DOMESTIC MICE TRAVELERS IN MICE CITIES 2024



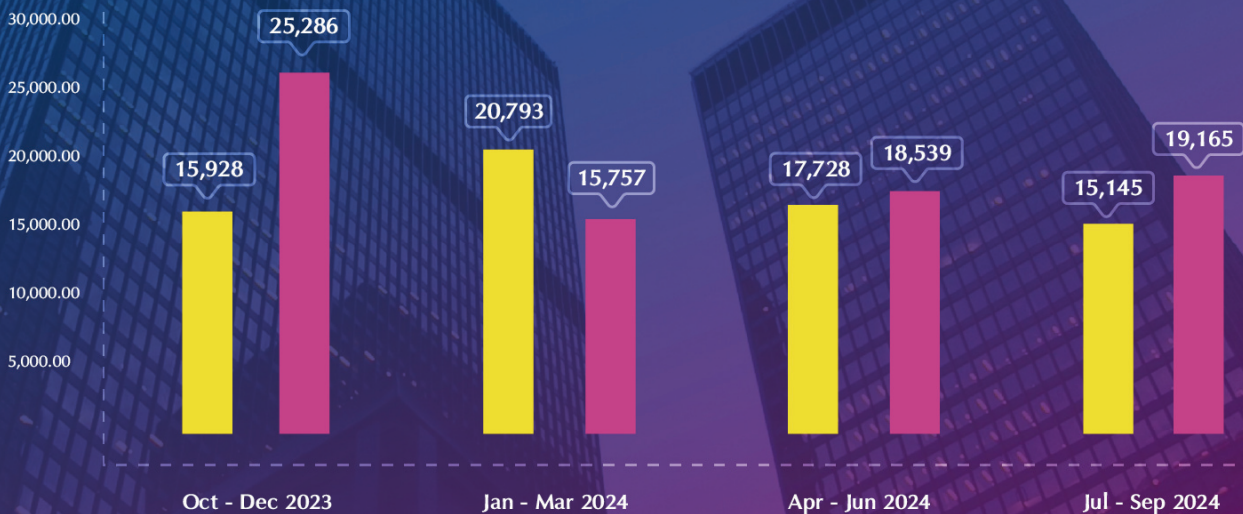
| | PAX | SPENDING (MILLION BAHT) |
|----------------------|------------|----------------------------|
| 1. BANGKOK | 20,823,716 | 68,049.91 |
| 2. CHIANG MAI | 761,474 | 2,450.80 |
| 3. SONGKHLA | 427,598 | 1,361.56 |
| 4. PATTAYA | 345,221 | 1,105.74 |
| 5. UDON THANI | 325,986 | 983.22 |
| 6. NAKHON RATCHASIMA | 303,503 | 968.15 |
| 7. PHUKET | 296,163 | 906.15 |
| 8. KHON KAEN | 252,161 | 790.10 |
| 9. RAYONG | 152,569 | 596.59 |
| 10. SURAT THANI | 105,581 | 303.09 |

MICE Statistics 2024

| | International | Domestic |
|---|------------------|-------------------|
|  Number of MICE Travelers (Pax) | 1,160,569 | 24,189,719 |
|  Average Length of Stay (Day) | 5.85 | 1.52 |
|  Revenue (Million Baht) | 69,594 | 78,747 |

Quarterly Revenue

Unit : Million Baht



Supporting Factors

| Domestic Market | International Market |
|--|--|
| <ul style="list-style-type: none"> Domestic economic growth (GDP full-year growth forecast for the Thai economy is 2.6 % (NESDC)) Confidence and interest in participating in domestic trade exhibitions. TCEB's domestic market promotion initiatives to support domestic meetings and exhibitions, including the development of Mega Event capabilities and the enhancement of MICE City standards. | <ul style="list-style-type: none"> Economic growth in key markets such as China (+4.8%), India (+7.0%), and Malaysia (+4.8%) (IMF) The government's ease of traveling initiatives facilitate convenience for participating in MICE events in Thailand. TCEB's international market promotion initiatives. |

By MICE Intelligence & Innovation Department

Thailand Convention and Exhibition Bureau (Public Organization)

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