



TICA

THAILAND INCENTIVE AND
CONVENTION ASSOCIATION



ANNUAL REPORT 2024

THAILAND - WHERE THE WORLD WANTS TO MEET



The highlight of the year was TICA's 40th Anniversary Celebration at the Queen Sirikit National Convention Centre. This gathering brought together seasoned professionals, aspiring leaders, and valued partners to honour our achievements and envision the future.



PRESIDENT'S MESSAGE

TICA ANNUAL REPORT 2024



Dear TICA Members,

As we celebrate TICA's 40th anniversary, I am honoured to reflect on the extraordinary journey we have undertaken together. This milestone reaffirms our commitment to advancing Thailand's meetings, incentives, conventions, and exhibitions (MICE) industry and marks four decades of positioning Thailand as a premier destination in this dynamic sector. The year 2024 has been particularly pivotal, with significant achievements such as the launch of a new digital platform to streamline venue bookings for organisers.

The highlight of the year was our 40th Anniversary Celebration at the Queen Sirikit National Convention Centre. This gathering united seasoned professionals, aspiring leaders, and valued partners to reflect on our progress and shape the future. Featuring discussions on sustainability, inclusivity, and leadership, as well as interactive sessions and a fireside chat on mentorship, the event celebrated our legacy while charting a path forward.

This year, TICA introduced initiatives to strengthen Thailand's global standing as a world-class MICE destination. Advanced planning tools improved operational efficiency, while expanded marketing campaigns boosted international enquiries by 15%, showcasing the nation's unique blend of culture and professionalism. Sustainability remained at the forefront, with over 30% of members adopting eco-friendly practices aligned with global standards. These efforts equip members to thrive in a changing market while enhancing Thailand's appeal as an innovative and responsible destination.

Our accomplishments would not have been possible without the dedication of our members, partners, and supporters. Your contributions have enabled us to embrace digital transformation, promote sustainable practices, and adapt to new challenges. Together, we have demonstrated the creativity, resilience, and adaptability needed to excel in today's competitive environment.

In 2024, Thailand welcomed over 35 million international tourists, marking a significant milestone. The MICE industry also experienced a 42% growth in business event travellers, reaching 1.16 million and signalling a strong recovery with optimistic prospects for the sector.



Looking ahead, TICA is committed to driving the industry forward through emerging technologies, enhanced training programmes, and deeper cross-sector collaboration. By leveraging opportunities in the Asia-Pacific region and beyond, we aim to solidify Thailand's reputation as a global leader in the MICE sector.

This annual report outlines the strategies and milestones that have defined our success in 2024. I invite you to explore its contents and gain a deeper understanding of our journey. Thank you for your unwavering support and shared commitment to TICA's vision. Together, we will continue to elevate Thailand's MICE industry for decades to come.

Sumate Sudasna
President
Thailand Incentive and Convention Association

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TICA BOARD OF DIRECTORS

2023 - 2024

President

Sumate Sudasna

Vice Presidents

Pornthip Hirunkate
Prachoom Tantiprasertsuk
Kritsanee Srisatin
Boontawee Jantasuan

Secretary General

Sukanya Janchoo

Treasurer

Naruemol Sukhum

Chairperson of Capabilities Development Committee

Kritsana Janyasakulwong

Co-Chairpersons of Capabilities Development Committee

ChooLeng Goh
Ferry Tjahjono

Chairperson of Marketing Committee

Punnaporn Wongjunpen

Co-Chairpersons of Marketing Committee

Bert Chamrennosit
Juthamas Carranco

Chairperson of Membership & PR Committee

Angkana (Worachada) Tangkrachang

Co-Chairpersons of Membership & PR Committee

Sutichai Bunditvorapoom
Maytas Jiwalai

Board Members

Sammy Carolus
Wuthisak Pichayagan
Hatairat Chungsatiansap
Sureeporn Piromnipanant
Theeraya Somboon
Naruemon Putchakarn
Voravarn Samkasat
Supachai Punja-apisith
Amornsetara Pongwinyakom
Laiad Bungsrithong
Nunnapat Wongpipit
Patitta Chinin Adinolfi
Siratcha Chantharat
Pipat Pattananusorn
Ravi Ganglani
Anusorn Songsri
Sutthiporn Fongmool
Teerapat Khiangthong
Benjawan Wisootsat
Ittipol Sureerat
Panu Lertpenmaetha
Ram Sachdev
Jirachaya Siriwiwat
Prapha Treamsasithorn
Ruchika Longani
Panittha Buri
Kunyanat Agarwal
Siripakorn Chiewsamut
Thanes Petchsuwan
Korakot Chatasingha
Pornsri Chotiwit
Plernpis Kosolutasarn

Experts

Opas Netraumpai
Panga Vathanakul
Dr. Prasarn Bhiraj Buri
Pravit Sribanditmongkol
Suchada Yuvaboon
Vanida Tulalamba

Advisors

Upathum Nisitsukcharoen (EMA)
Punnaporn Wongjunpen (SITE)
Chiruit Isarangkun Na Ayuthaya (TCEB)
Orachorn Wongpan-ngam (TCEB)
Chai Arunanondchai (TCT)
Panittha Buri (TEA)
Thienprasit Chaiyapatranun (THA)



EXECUTIVE COMMITTEE

2023 - 2024



President
SUMATE SUDASNA
Managing Director
CDM - Conference &
Destination Management



Vice President
PORNTHIP HIRUNKATE
Non-Executive Director
Asia Concierge Travel
Services Co., Ltd.



Vice President
**PRACHOOM
TANTIPRASERTSUK**
General Manager
Dusit Princess
Srinakarin Bangkok &
Baan Dusit Thani



Vice President
KRITSANEE SRISATIN
Founder & Managing
Director
Stream Events Asia
Co., Ltd.



Vice President
**BOONTAWEE
JANTASUWAN**
Founder & CEO
Events Travel Asia Co., Ltd.



Secretary General
SUKANYA JANCHOO
General Manager
MaiMai Boat Noodle



Treasurer
NARUEMOL SUKHUM
Director of Sales &
Marketing
Montien Hotel Surawong
Bangkok



EXECUTIVE COMMITTEE

2023 - 2024



Capabilities Development Committee Chairperson
KRITSANA JANYASAKULWONG
Managing Director
Royal Paragon Hall



Capabilities Development Committee Co-Chairperson
CHOLENG GOH
General Manager
The Athenee Hotel, a Luxury Collection Hotel, Bangkok



Co-Chairperson of Capabilities Development Committee
FERRY TIAHJONO
Executive Assistant Manager-
Rooms & Sales, Centara Grand & Bangkok Convention Centre
CentralWorld



Chairperson of Marketing Committee
PUNNAPORN WONGJUNPEN
Managing Director
Paula & Co DMC



Co-Chairperson of Marketing Committee
BERT CHAMRERNNUSIT
Managing Director
Realm Events



Co-Chairperson of Marketing Committee
JUTHAMAS CARRANCO
Commercial Director
Waldorf Astoria Bangkok



Chairperson of Membership & PR Committee
ANGKANA (WORACHADA) TANGKRACHANG
Area Director of Sales and Marketing, The Landmark Bangkok and Lancaster Bangkok



Co-Chairperson of Membership & PR Committee
SUTICHAJ BUNDITVORAPOOM
Executive Vice President
Queen Sirikit National Convention Centre



Co-Chairperson of Membership & PR Committee
MAYTAS JIWALAI
Director of Sales and Marketing
Anantara Chiang Mai Resort



CONVENTION PROMOTION FOUNDATION

(CPF) REPORT



Chairperson
Suchada Yuvaboon

Co-Chairperson
Opas Netraumpai
Sumate Sudasna

Secretary General
Pornthip Hirunkate

Treasurer
Suprabha Moleeratanond

Committee Member
Staporn Sirisingh
Pattama Petchreing
Kritsana Janyasakulwong
Punnaporn Wongjunpen
Angkana Tangkrachang

The Convention Promotion Foundation is an extension of the existing Convention Promotion Fund. Registered on the 7th of May 2021. Founded in 1999, the Convention Promotion fund is an initiative of members of TICA – Thailand Incentive and Convention Association which was founded in 1984 as a joint venture between the government and the private sector of MICE industry (Meetings, Incentives, Conventions, Exhibitions).

Objectives

- To promote marketing activities, which will lead to more international meetings, incentives, conventions, exhibitions coming to Thailand.
- To promote “Research and Development” and “Human Resource Development” within the MICE sphere.
- To assist and support local host committees in organising MICE events.
- To coordinate cooperation between government and private agencies, and to act as a networking hub for the organising of MICE events.
- To provide advice and guidelines for the organisations related to meetings, incentives, conventions, and exhibitions.
- Facilitating education programmes and other programmes related to MICE that will benefit the public. Also generating public interest in MICE topics, and collaborating with similar organisations in carrying out activities for public benefit.
- Manage or collaborate with charity organisations for public welfare, organisations for public benefit, and other organisations for conducting activities beneficial to general public.
- The fund does not affiliate with politics.



Scholarship

(มูลนิธิส่งเสริมการจัดประชุม)



An integral part of this foundation is the annual scholarships awarded to three students in their third year, valued at Baht 30,000 per year, which continue until they graduate.

These scholarships help students who lack financial resources by increasing opportunities for higher education, cultivating high-quality personnel for the Thai MICE industry, and inspiring and motivating students to excel academically.

Students who received the scholarship in 2024

- Ms. Surairat Sulong
Rajamangala University of Technology Lanna
- Ms. Nutt Boonmasak
Rajamangala University of Technology Lanna
- Ms. Sasithon Dewit
Rajamangala University of Technology Lanna
- Ms. Supaporn Mitsatit
Rajamangala University of Technology Lanna

Convention Promotion Foundation (CPF) proudly supported three teams from Thailand to participate in the AFECA Asia MICE Youth Challenge 2024 with a sponsorship of 250,000 Baht.

- Event Details:
- Date: 5 November 2024
- Location: Kuala Lumpur, Malaysia

The competition featured 21 teams from 9 countries, showcasing the exceptional creativity and innovation of young talent in the Business Events/MICE industry.

Teams Representing Thailand:

- Mae Fah Luang University
- College of Innovation, Thammasat University
- Mahidol University International College

Additionally, CPF provided financial support of 600,000 Baht for the TICA 40th Anniversary celebration.

EXECUTIVE COMMITTEE

REPORT



President
Sumate Sudasna

The Executive Committee plays a pivotal role in providing leadership and strategic direction for TICA. It oversees the development, implementation, and monitoring of TICA's strategic plans and key policies, including budget management. Additionally, the committee coordinates and supports the activities of various subcommittees while fostering strong relationships with key stakeholders within Thailand's MICE and tourism industry and internationally, advancing TICA's mission and goals.

Thailand Convention and Exhibition Bureau (TCEB)

Khun Sumate has been appointed as the official TICA representative in TCEB's committees and also meetings as follows;

- Vice President, MICE Business Vocational Manpower Development Subcommittee
รองประธานคณะกรรมการร่วมภาครัฐและเอกชนเพื่อพัฒนากำลังคน กลุ่มอาชีพวิชาชีพ (MICE) เพื่อสนับสนุนการทำงานของคณะกรรมการร่วมภาครัฐและเอกชนเพื่อพัฒนากำลังคนอาชีวศึกษา (กรอ.อศ.)
- Vice Chairman MICE Capabilities Development Committee
รองประธานคณะกรรมการพัฒนาศักยภาพอุตสาหกรรมไมซ์
- National Assessment Committee on ASEAN MICE Venue Standard (AMVS)
คณะกรรมการประเมินมาตรฐานสถานที่จัดงานอาเซียน
- คณะกรรมการเพื่อความเป็นกลางและรูปแบบการรับรอง เพื่อพิจารณากำหนดมาตรฐานและประเมินรับรองคุณภาพของผู้ประกอบธุรกิจที่เกี่ยวข้องกับการจัดประชุมและนิทรรศการ

Other Organisations

Khun Sumate has been appointed as the official TICA representative in various organisations as follows:

- 1st Vice President 2024-2026: Asian Federation of Exhibition and Convention Associations (AFECA)
- Taipei MICE Advisor: Taiwan External Trade Development Council (TAITRA)
- Advisor: Taiwan's MICE Promotion Program (Meet Taiwan 2021-2024) by Bureau of Foreign Trade (BOFT), Ministry of Economic Affairs (MOEA)
- ที่ปรึกษาติดตามศึกษาคณะกรรมาธิการการท่องเที่ยววุฒิสภา: สำนักงานเลขาธิการวุฒิสภา
- (คณะกรรมการติดตามตรวจสอบบุคลากรวิชาชีพท่องเที่ยวอาเซียน): Ministry of Tourism and Sports: ASEAN Tourism Professional Monitoring Committee (ATPMC)
- คณะกรรมการสมาคมการค้ากลุ่มท่องเที่ยว สุขภาพ โมซ์ และกีฬา: หอการค้าไทย / สภาหอการค้าแห่งประเทศไทย
- อนุกรรมการ คณะกรรมการพัฒนาซอฟต์แวร์แห่งชาติ: สำนักนายกรัฐมนตรี

EXECUTIVE COMMITTEE

REPORT

TCEB Meetings

- การเยี่ยมชมหอประชุมกองทัพบก | ศูนย์การประชุมอเนกประสงค์แห่งใหม่ (พระราม 9) Royal Thai Army Convention Centre (Rama 9) (Monday, 15 January 2024: Royal Thai Army Convention Centre (Rama 9))
- MICE Standards Day 2024 (Wednesday, 20 March 2024: Rama Gardens Hotel Bangkok) **Proxy to Khun Sukanya & Khun Prapaphan**
- พิธีเปิดตัวโครงการส่งเสริมการตลาด และพัฒนาเครือข่ายภาคเอกชน ภายใต้แคมเปญ “ยกทีมประชุม รุมนรักเมืองไทย” ประจำปี 2567 (Tuesday, 26 March 2024: Articious Restaurant)
- ร่วมกิจกรรม Familiarization Trip ภายใต้โครงการพัฒนาสินค้าบริการอุตสาหกรรมไมซ์ในกรอบความร่วมมือระเบียงเศรษฐกิจวงแหวนอันดามัน Andaman Wellness Economic Corridor (AWC) (Thursday, 11 April 2024: Krabi & Phang Nga)
- MICE Day 2024 & MOU ceremony “การสร้างความร่วมมือเพื่อยกระดับอุตสาหกรรมไมซ์ไทย สู่อการเป็นจุดหมายปลายทางมูลค่าสูงแห่งเอเชีย” (Friday, 26 April 2024: BITEC)
- ประชุมคณะกรรมการพัฒนาศักยภาพอุตสาหกรรมไมซ์ ครั้งที่ 1/2567 เพื่อบูรณาการงานด้านการพัฒนาและยกระดับศักยภาพอุตสาหกรรมไมซ์ของไทยระหว่างหน่วยงานภาครัฐ ภาคเอกชน และภาคการศึกษา (Tuesday, 21 May 2024: Glowfish Sathorn)
- เปิดแคมเปญ “ยกทีมประชุม รุมนรักเมืองไทย” (Thursday, 30 May 2024: The House on Sathorn, W Bangkok) **Proxy to Khun Prachoom Khun Kritsane & Khun Sukanya**
- กิจกรรมการประชุมเชิงปฏิบัติการอุตสาหกรรมไมซ์ระดับผู้บริหาร ประจำปี 2567 (MICE City Summit 2024) (8 - 10 July 2024: Udon Thani)
- Asia Convention Alliance Association Forum (ACAAF) 2024 (18-20 August 2024: Kuala Lumpur Convention Centre, Malaysia)
- Songkhla MICE Bazaar (21-22 August 2024: Songkhla)
- ประชุมกลุ่มย่อยโครงการพัฒนาระบบสารสนเทศเพื่อจัดเก็บและวิเคราะห์ข้อมูลขนาดใหญ่ของอุตสาหกรรมไมซ์ (Wednesday, 28 August 2024: Grand Centre Point Terminal 21)
- MICE สร้างงาน สร้างเมือง ขับเคลื่อนเศรษฐกิจไทยสู่สากล (Wednesday, 9 October 2024: Samyan Mitrtown Hall) **Proxy to Khun Sukanya**
- ประชุมรับฟังความคิดเห็นต่อผลการศึกษาโครงการจัดทำต้นแบบการขับเคลื่อนอุตสาหกรรมภายใต้นโยบาย Soft Power ด้วยอุตสาหกรรมไมซ์สู่ความมั่นคงและยั่งยืนทางเศรษฐกิจของประเทศไทย (Friday, 1 November 2024: VIE Hotel Bangkok - Mgallery) **Proxy to Khun Sukanya & Khun Prapaphan**
- ร่วมงาน “กุหลาบรวมใจไทย เกิดท้องฟ้าไร้พรมแดน” (Monday, 9 December 2024: Siam Paragon)
- งาน “นโยบายรัฐบาลกับอุตสาหกรรมไมซ์ไทย” (Thursday, 12 December 2024: The Landmark Bangkok)



EXECUTIVE COMMITTEE REPORT

Other Meetings

- ประชุมหารือการยกระดับมาตรฐานสำหรับการจัดการการธุรกิจบริการอาหารสำหรับคนหมู่มาก (Mass Catering) National Food Institute (Thursday, 7 March 2024: National Food Institute Office)
- ร่วมเป็นเกียรติในงานวันคล้ายวันสถาปนา ททท. ครบ 64 ปี (Monday, 18 March 2024 TAT Office)
- เสนอหัวข้อ “การยกระดับความสามารถในการแข่งขันของอุตสาหกรรมเป้าหมายของประเทศ” ครั้งที่ 1 : อุตสาหกรรมการท่องเที่ยวมูลค่าสูงและยั่งยืน Thailand Science Research and Innovation (สำนักงานคณะกรรมการส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม (สทสว.)) (Monday, 25 March 2024: JW Marriott Bangkok)
- ร่วมเป็นคณะกรรมการพิจารณาเกณฑ์ประเมินด้าน Plus Friendly Design For Venue ครั้งที่ 1 (Monday, 13 May 2024: Zoom Meeting)
- ร่วมเป็นคณะกรรมการพิจารณาเกณฑ์ประเมินด้าน Plus Friendly Design For Venue ครั้งที่ 2 (Tuesday, 28 May 2024: Zoom Meeting) **Proxy to Khun Sukanya**
- AFECA Extra-ordinary General Meeting (Wednesday, 29 May 2024: Zoom Meeting)
- ร่วมเป็นคณะกรรมการพิจารณาเกณฑ์ประเมินด้าน Plus Friendly Design For Venue ครั้งที่ 3 (Tuesday, 21 June 2024: THA Office) **Proxy to Khun Sukanya**
- ร่วมพิธีเปิดงาน Thailand MICE X-Change 2024 (Wednesday, 17 July 2024: BITEC)
- ประชุมแลกเปลี่ยนความคิดเห็นเกี่ยวกับการเพิ่มศักยภาพจังหวัดท่องเที่ยว 55 จังหวัด (เมืองนำเที่ยว) กระตุ้นเศรษฐกิจช่วงครึ่งปีหลัง (Tuesday, 11 June 2024: ณ ดิวกักคืบคินทร์ ทำเนียบรัฐบาล)
- Thailand Sustainable Event Management Standard: TSEMS (Tuesday, 11 June 2024: Amari Bangkok) **Proxy to Khun Sukanya**
- ร่วมกล่าวเจตนาความร่วมมือเพื่อพัฒนา “การท่องเที่ยวที่มุ่งสู่การปล่อยก๊าซเรือนกระจกเป็นศูนย์” (Thursday, 19 September 2024: Assawin Convention Hall) **Proxy to Khun Sukanya**
- (MOU) with Chungcheongbuk-Do Province of the Republic of Korea and the Chungbuk Cultural Foundation (Wednesday, 25 September 2024: Centara Grand & Bangkok Convention Centre at CentralWorld)



Speaking Engagement

- UNLEASHING THE POWER OF GLOBAL BUSINESS EVENTS the “BE in SABAH” Forum event: ICCA - International Congress and Convention Association (29 February - 1 March 2024: Sabah International Convention Centre, Kota Kinabalu, Sabah, Malaysia)
 - หัวข้อ “การเตรียมความพร้อมด้านบริการเปิดบ้านงานมหกรรมโลก” by Business of Creative and Event Management Association (Thursday, 4 July 2024: Udon Thani) **Proxy to Khun Kritsanee**
 - ASEAN Hotel & Restaurant Association and Informa Markets under topic “IGNITE Thai Hotels and Tourism 2025” (Wednesday, 21 August 2024: QSNCC)
 - กิจกรรมขับเคลื่อนความร่วมมือและยกระดับองค์ความรู้โมเดลสู่เป้าหมายในอนาคต และเสวนา “เส้นทางสู่มีโออาชีพไมซ์” (Wednesday, 28 August 2024: Grand Richmond Hotel)
 - PATA Power of Networking “How Visa-Free Waivers Impact Visitor Arrivals” (Thursday, 26 September 2024: BCC at CentralWorld)
 - SEA Association Forum: Streamlining Business Strategy towards Net Zero Goals Session at SEABEF 2024 (Wednesday, 2 October 2024: Swissotel Jakarta, Indonesia)
 - Mini EEC 2024 “Increase high-value business event & traveling for future competitiveness” (Wednesday, 9 October 2024: The Zign Hotel Pattaya) **Proxy to Khun Prachoom**
- Khun Prachoom has been appointed as the official TICA representative in TCEB’s committees and also meetings as follows: (Term of 16 July 2024 - 15 July 2028)**
- TCEB Board of Directors
 - TCEB Strategic Planning & Risk Management Sub-Committee คณะอนุกรรมการกลยุทธ์และแผนงาน การบริหารความเสี่ยงและการควบคุมภายใน
- ### TCEB Meetings
- เปิดแคมเปญ “ยกทีมประชุม รุมรักเมืองไทย” (Thursday, 30 May 2024: The House on Sathorn, W Bangkok)
- ### Speaking Engagement
- Mini EEC 2024 “Increase high value business event & traveling for future competitiveness” (Wednesday, 9 October 2024: The Zign Hotel Pattaya)



TICA'S 40TH ANNIVERSARY CELEBRATION

BRIDGING LEGACIES AND INSPIRING FUTURES



The 40th Anniversary Celebration of the Thailand Incentive and Convention Association (TICA) was an extraordinary success, exceeding expectations and setting new benchmarks for our industry. It was a night that honoured our past, celebrated our present, and inspired the future of the business events industry.

Key Highlights & Impact

- **Unprecedented Attendance:** Originally expecting 350 attendees, the event welcomed 520 participants, demonstrating the strong engagement and commitment from industry professionals. The Legacy Builder Package, designed to bridge generations, saw remarkable success as senior leaders brought young executives to participate.
- **Significant Industry Representation:** Delegates from various sectors, including hotels, event organizers, venues, and affiliated organizations, reflected the unity and strength of the TICA community.
- **Collaborative Knowledge Sharing:** Thought-provoking sessions such as the Fireside Chat on Collaboration and Mentorship Across Generations provided valuable insights on shaping the future of the business events industry.
- **Successful Networking Initiatives:** Interactive activities like the Sticker Game facilitated meaningful connections across different generations and industry sectors.

Sponsorship & Support from Members

The success of this event would not have been possible without the generous contributions from our sponsors and the active involvement of our member/partner organizations:

Sponsorship Milestone: We received outstanding support from our sponsors, reinforcing the industry's trust in TICA's vision.

- Queen Sirikit National Convention Center (QSNCC)
- Convention Promotion Fund (CPF)
- Thailand Convention and Exhibition Bureau (TCEB)
- Tourism Authority of Thailand (TAT)
- Thai Airways International
- Event Travels Asia (ETA)
- CDM - Conference & Destination Management
- Suan Sampran
- The Slate Phuket
- Blue Elephant
- Asian Trails
- C.C.T. Express
- Paragon Hall



Member and Partner Engagement: Thirteen member and partner organizations played a crucial role in organizing the event, ensuring its seamless execution. Their commitment showcased the strength of collaboration within our industry.

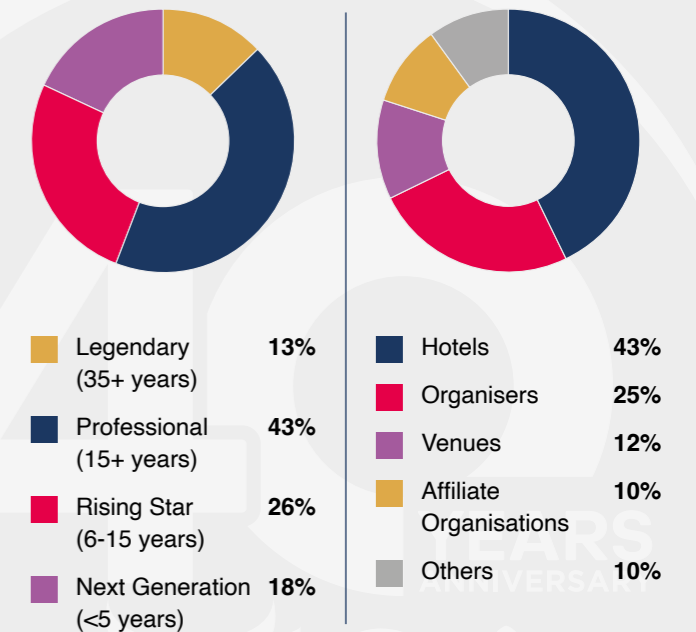
Supporting Members

- BIC Event
- Indeed Creation
- CDM - Conference & Destination Management
- CMO
- IDEXT
- BEAM
- MAXIMICE
- Pheonix Events
- College of Innovation, Thammasat University
- Premier Print & Products Co., Ltd.

Supporting Partners: In2I.T | Don Creative Agency | fin fabulous is needed co., ltd

Fundraising Success: Our fundraising initiatives saw significant engagement, with contributions from 51 organizations providing nearly 100 vouchers to support industry development and education.

Attendee Profile and Industry Representation Generational Breakdown:



This diverse representation emphasized the unity and strength of the TICA community, bringing together different generations and sectors to collaborate and connect.



TICA'S 40TH ANNIVERSARY CELEBRATION

BRIDGING LEGACIES AND INSPIRING FUTURES

Legacy and Impact of the Event

The legacy of TICA's 40th Anniversary Celebration reaches far beyond one unforgettable evening. It represents four decades of dedication, collaboration, and forward-thinking within the business events industry. This milestone is not just about reflecting on our past but about committing to a future that empowers the next generation. Through partnerships, shared experiences, and a united vision, we will continue building a stronger, more innovative industry, bridging the legacies of yesterday with the promise of tomorrow.

Stronger than Ever - Unity in the Industry

The event demonstrated how the industry has never been stronger, with professionals across various sectors coming together to celebrate this milestone. It was a remarkable testament to the collaboration and shared passion that drives our community forward.

Conclusion

The TICA 40th Anniversary Celebration was not only a night to remember but also a catalyst for future growth and innovation within the business events industry. It brought together industry professionals across generations, fostering meaningful connections, knowledge sharing, and collaboration. This milestone event has set a new benchmark for how we celebrate, engage, and inspire, reaffirming TICA's role as the voice and driving force of Thailand's MICE/Business Events industry.

Social Media Campaign Success

Our social media campaign significantly boosted visibility and engagement across the industry, creating a buzz around the event. The campaign effectively amplified TICA's message, engaging not just attendees but also wider industry stakeholders. This led to an increase in brand exposure and further solidified TICA's role as a leader and advocate in the business events sector.



CAPABILITIES DEVELOPMENT COMMITTEE

REPORT



Chairperson
Kraitsana Janyasakulwong

Co-Chairpersons
ChooLeng Goh
Ferry Tjahjono

Vice President
Kraitsanee Srisatin

Committee Members
Duangrat Thatsanaprasert
Jirachaya Siriwiwat
Kunyanat Agarwal
Nooch Homrossukhon
Panithan Vongkerd
Perapan Angkhasuko
Premporn Saisaengchan
Ruchika Longani
Sutthiporn Fongmool
Wuthisak Pichayagan

The Capabilities Development Committee is responsible for developing training programmes to help elevate the knowledge base and professionalism of the Thai MICE industry. TICA’s educational programme receives support from the Thailand Convention & Exhibition Bureau (TCEB)’s MICE Capabilities Development Department.

This committee is responsible for gathering Buyer RFPs (requests for proposals), which are circulated to members in the form of sales leads. The leads are typically generated by TICA’s involvement with local associations in organising international and domestic events. The committee also works closely with the Marketing Committee in obtaining sales leads from both local and international buyers, for example corporate executives and trade buyers.

1. 2024 Training Course

The MICE Capabilities Department at TCEB has allocated a budget of Baht 300,000 for TICA to conduct one training course. However, as follows, TICA successfully organised and conducted three courses for its members.

1.1 The Art of Being an Efficient MICE Coordinator “Elevating Your Skills”

- Date: 29 March 2024
- Speaker: Khun Sutthiporn, Khun Patranuch, Khun Panithee and Khun Supachai
- Participant: 32
- Venue: Aloft Bangkok Sukhumvit
- Evaluation result: 92.4%



1.2 Winning Bids in the M&I Market & Product Knowledge

- Date: 16 July 2024
- Speaker: Khun Kraitsanee and Guest Speakers from TCEB’s Regional Offices
- Participant: 26 Persons
- Venue: The Westin Grande Sukhumvit Bangkok
- Evaluation result: 90.8%

As Thailand has won the bid to host the International Horticultural Expo 2026 in Udon Thani, and Korat for 2029, TCEB RO - North-eastern coordinated with TICA in conducting the preparation course for operators as per the details below;

- Korat
- Date: 6 August
- Speaker: Khun Sutthiporn, Khun Patranuch, Khun Naowarat (Kingsmen C.M.T.I) and Khun Warut
- Participant: 30 persons
- Venue: The Imperial Hotel and Convention Centre Korat

1.3 Art of Sales

- Date: 19 September 2024
- Speaker: Khun Prachoom and Guest Speaker - Khun Barbara
- Participant: 26 Persons
- Venue: Bangkok Marriott Marquis Queen’s Park
- Evaluation result: 97.8%



CAPABILITIES DEVELOPMENT COMMITTEE REPORT

2. NEXTGEN Leadership Exchange by ICCA

TICA previously partnered with TTG and IMEX at IT&CMA to support the Future Leaders Forum (FLF), inspiring students to pursue careers in the Business Events industry, especially in the Convention sector.

In 2024, FLF was replaced by the Next Gen Leader Exchange, a 2-3 hour program led by ICCA to provide career insights for students. TICA recruited 12 students from 3 universities, continuing its commitment to developing future industry talent.

This program offered a fresh approach, connecting students with opportunities to grow in their chosen fields.

3. AFECA Asia MICE Youth Challenge 2024

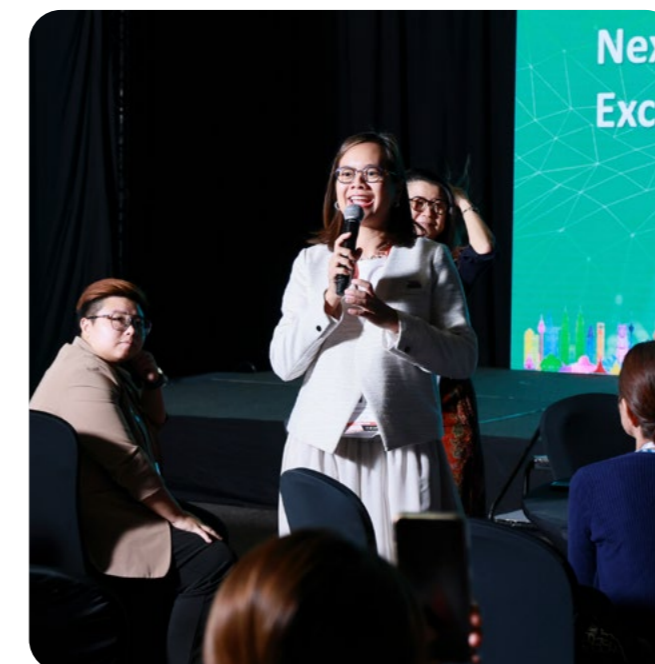
- Event Details: 5 November 2024 in Kuala Lumpur, Malaysia.
- The competition featured 21 teams from 9 countries, showcasing young talent's exceptional creativity and innovation in the Business Events/MICE industry.
- CPF Support: Convention Promotion Foundation (CPF) proudly supported three teams from Thailand to participate in the event:
 - Mae Fah Luang University
 - College of Innovation, Thammasat University
 - Mahidol University International College

- Achievements: One Mae Fah Luang University representative received the Best Presenter Award, highlighting their outstanding performance and communication skills.
- Overall Winner:
 - Champion Award: Sunway University, Malaysia
 - 1st Runner-Up: Institute of Technical Education, College Central, Singapore
 - 2nd Runner-Up: Technological and Higher Education Institute of Hong Kong

4. 2025 Educational & Human Resources Development Plan

In 2025, the MICE Capabilities Department has allocated a budget of Baht 300,000 to TICA. The CDC has planned to organise training courses in the following areas:

- Sales Performance
- Conventions
- Leadership Skills
- Incentives



MARKETING COMMITTEE

REPORT



Chairperson
Punnaporn Wongjunpen

Co-Chairperson
Bert Chamrernusit
Juthamas Carranco

Vice President
Prachoom Tantiprasertsuk

- Committee Members**
- Benjawan Wisootsat
 - La-lad Bungsrithong
 - Naruemon Putchakarn
 - Nooch Homrossukhon
 - Panittha Buri
 - Pipat Pattanusorn
 - Ravi Ganglani
 - Sammy Carolus
 - Supachai Punja-Apisith
 - Supanich Thiansing
 - Sureeporn Piromnipanant
 - Sutthiporn Fongmool
 - Voravarn Samkasat

The Marketing Committee is responsible for developing various activities that help promote members in the association, as well as destinations within the country, to both local and overseas buyers. Examples of these activities include trade show and road show participation and co-ordination and organising familiarisation trips (FAM - trips).

The committee also organises table top sales activities, and the association's website development and management. This section highlights the increased marketing activity in 2024, showcasing more initiatives than in previous years and their significant impact.

1. Familiarisation Trip

TICA Destination Update to Chiang Mai "The Breath of Life"

A Journey to Asia (J2A), an official DMC, is managing this familiarisation trip with support from TCEB and Bangkok Airways. Taking place in Chiang Mai from 11 - 13 July 2024, 2024, it includes 21 DMCs, EMCs, Bangkok Airways, TICA, and TCEB. The evaluation outcome reached 100%.

2. In cooperation with Thailand Convention and Exhibition Bureau (TCEB)

2.1 TICA helped coordinate members' participation in the TCEB's activities and circulate TCEB's newsletters and updates.

Meetings & Incentives Department

- M&I Global Market Spotlights Issue 1 - 6
- M&I Overseas Market Situation Updates Issue 44 - 45



Southern Regional Office, TCEB TICA Away Day: Six Sukhumvit MICE Hotels

TICA, in collaboration with the Six Sukhumvit MICE Hotels, Southern Regional Office of TCEB, and SITE Thailand Chapter, successfully hosted this event on 29 - 30 August 2024. The gathering welcomed 21 DMCs, PCOs, TICA, and TCEB, fostering valuable industry connections.

The Six Sukhumvit MICE Hotels provided full accommodation, while the Southern Regional Office of TCEB organised the Business Matching Session, along with lunch and coffee breaks. Journey to Asia served as the supporting DMC. The event achieved an impressive evaluation result of 98%.

TDU Special Edition: Southern MICE Destination Update 2024: Embrace the Full Spectrum of Andaman

TICA invited DMC, EMC, PCO, and PEO members to participate in a familiarisation trip organised by the Southern Regional Office of TCEB. Held in Phuket from 7-9 May 2024, the trip brought together 23 delegates from DMCs, EMCs, PCOs, TICA, and TCEB for an immersive industry experience.

BEAM Agency served as the official DMC, the trip received outstanding feedback, achieving a perfect evaluation score of 100%.



MARKETING COMMITTEE REPORT

2.2 Trade Shows & Road Shows

TICA remains committed to creating opportunities for its members who are unable to exhibit at the show. To facilitate this, TICA seeks support in providing special exclusive offers to MICE buyers present at the shows attended by TICA.

TICA has recruited members for the following trade shows and road shows:

Trade Shows

- The Meetings Show Asia Pacific | Singapore
17 - 18 April 2024
5 Tables | 5 Exhibitors | 27 Registrations
- IMEX Frankfurt | Germany | 14 - 16 May 2024
12 Tables | 22 Exhibitors | 26 Registrations
- IT&CM Asia and CTW Asia - Pacific | Thailand
| 24 - 26 September 2024
38 Tables | 38 Exhibitors | 48 Registrations
- IMEX America | U.S.A. | 8 - 10 October 2024
8 Tables | 13 Exhibitors | 32 Registrations
- IBTM World | Spain | 19 - 21 November 2024
15 Tables | 25 Exhibitors | 25 Registrations

Road Shows

- Taiwan | Taipei | 12 March 2024
15 Tables | 15 Exhibitors | 34 Registrations
- South Korea | Seoul | 26 March 2024
15 Tables | 15 Exhibitors | 36 Registrations
- India | Kolkata & Mumbai | 30 July & 1 August 2024
28 Tables | 28 Exhibitors | 29 Registrations
- Indonesia | Jakarta | 3 September 2024
25 Tables | 25 Exhibitors | 25 Registrations
- China | Shanghai & Guangzhou | 20 & 22 August 2024
30 Tables | 30 Exhibitors | 57 Registrations

2.3 In Cooperation with the Conventions Department, TCEB

Be Inspired Your Day with Us

- Conventions Department, TCEB had organised this function on 25 July 2024 in Bangkok and invited TICA to join the programme.
- The programme focuses on convention facilities with sustainability concepts.
- 10 pax from local associations were invited to join this programme



2.4 TIME - Thailand Innovative & Meeting Exchange 2024

In 2024, the abbreviation of 'I' has been updated from 'Incentive' to 'Innovative' to highlight this year's stronger emphasis on innovation. 40 global buyers attended TIME 2024 with the following results:

- TIME 2024 generated 64 anticipated events
- Expected to bring 36,199 MICE visitors to Thailand
- Revenue generated of Baht 2,389.13 million

The itinerary consisted of three parts as shown below:

- Knowledge Exchange -
17 June | InterContinental Bangkok | Bangkok
- Business Exchange - 18 June | QSNCC | Bangkok
 - A total of 67 Thai exhibitors exhibited at the show
 - 33 local operators and community representatives from Chiang Mai
- Experience Exchange - 19 - 22 June | Chiang Mai
 - Events Travel Asia has been appointed to manage this famtrip for hosted buyers



MARKETING COMMITTEE REPORT

3. 2025 Trade Show & Road Show Plan

The 2025 plan has already been uploaded on the TICA website and circulated to all members for their budget allocation.

3.1 Trade Show

No.	Trade Shows	Location	Event Date	Registration Fee (THB)		Registration Period
				Table / Organisation	Table / 2 Organisations	
1	AIME 2025	Melbourne, Australia	10-12 February	90,000	54,000	26-27 November 2024
2	Meeting Show Asia Pacific 2025	Singapore	16-17 April	55,000	n/a	3 - 4 March
3	Macau International Travel (Industry) Expo (MITE)	Macau Special Administrative Region	25 - 27 April	Free of Charge	Free of Charge	6 - 7 March
4	IMEX Frankfurt 2025	Frankfurt, Germany	20-22 May	90,000	54,000	17 - 18 March
5	IT&CM Asia and CTW Asia-Pacific 2025	Bangkok, Thailand	23-25 September	55,000	n/a	25 - 26 June
6	IMEX America 2025	Las Vegas, America	7-9 October	90,000	54,000	8 - 9 July
7	IBTM World 2025	Barcelona, Spain	18-20 November	90,000	54,000	17 - 18 September

3.2 Road Show

No.	Road Shows	Cities	Event Date	Registration Period
1	Vietnam Road Show	Ho Chi Minh	18 March 2025	22 - 24 January 2025
2	China Road Show	Beijing & Shenzhen	1 - 3 April	3 - 4 March
3	India Road Show	Bengaluru & Hyderabad	19 & 21 August	11 - 12 June
4	ASEAN Road Show	Malaysia	3 September	16 - 17 July
5	East Asia Road Show	South Korea & Taiwan	South Korea: 29 - 30 April Taiwan: 27 - 28 May	11 - 12 March 26 - 27 March

3.3 TIME 2025

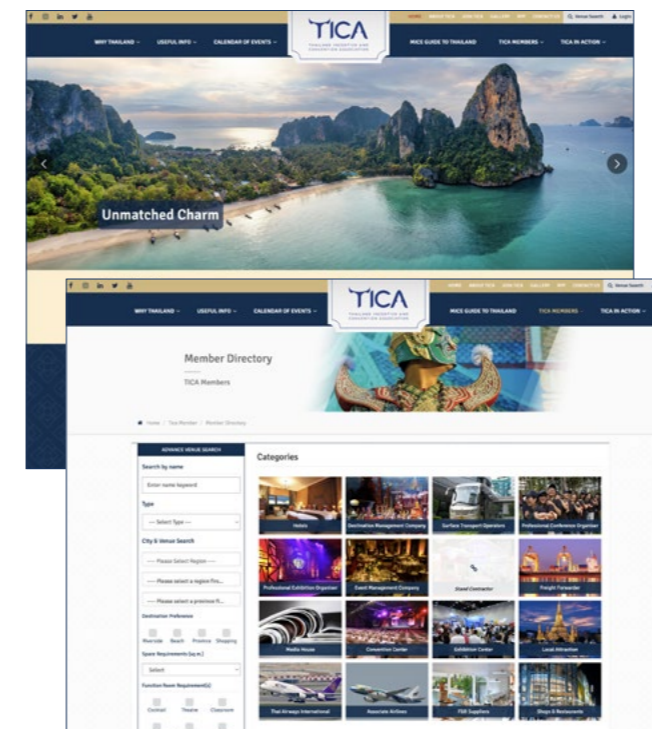
No.	Activity	Location	Registration Fee (THB)	Event Date	Registration Period
1	Thailand Innovative and Meeting Exchange (TIME) - Business Exchange	Thailand	5,000	June 2025 (TBC)	14 - 15 June



4. TICA Website

Provide opportunities for members to promote their products and services through TICA website.

As of today, the TICA website's colour scheme has been updated to blue, aligning with TICA's corporate colour.



5. TICA Marketing Plan 2025

TICA x SITE Thailand Chapter Business Matching Session

On 14 January 2025, the year kicked off with the successful "Business Matching Session" at Baan Dusit Thani by inviting DMC, EMC, PCO, and PEO members as buyers while hotels and other category members participated as sellers.

The elegant "Benjarong" restaurant, spanning two floors, was transformed into a dynamic space for productive business engagements. A total of 110 members participated as Buyers and Sellers, fostering valuable connections. We extend our sincere gratitude to Baan Dusit Thani for co-hosting a delightful lunch for the Buyers and to all committee members for their unwavering support in making this event a success.

TICA Destination Update (TDU)

Destination: Kanchanaburi
Period: June

Fam Trips & Educational Sessions in collaboration with TCEB Regional Offices

Networking Event

B2B Session

Corporates & TICA Members

MEMBERSHIP AND PUBLIC RELATIONS COMMITTEE REPORT



Chairperson
Angkana (Worachada)
Tangkrachang

Co-Chairpersons
Sutichai Bunditvorapoom
Maytas Jiwalai

Vice President
Boontawee Jantasuan

Committee Members
Anurak Inchuen
DavidStone Sek T.W.
Jadkit Dilokjirapan
Sammy Carolus
Saranthorn Suwannochin
Sureeporn Piromnipanant
Thanate Kienpotiramard

The Membership and Public Relations Committee drives membership growth to ensure TICA is supported by a strong cross-section of members from the different segments of the MICE industry. The committee also provides on-going publicity through new and traditional media activities and events to communicate timely information relating to TICA activities.

1. Membership Update - TICA's membership statistics

Year End	Organisations
2024	512
2023	489
2022	537
2021	521
2020	510
2019	495
2018	447
2017	424
2016	402
2015	383
2014	371





Objectives

Drives membership growth to ensure that TICA is supported by a variety of members in the MICE industry.

Provides ongoing publicity through both traditional and new media activities and events to effectively communicate timely information related to TICA activities.

Facilitate networking platforms and events to connect members with industry professionals, potential partners, and clients.



Supported by



AGM2024
Annual General Meeting
&
Membership Quarterly Luncheon

Penpick BDMS Welln Resort Bangkok



AGM2024
Annual General Meeting
&
Membership Quarterly Luncheon

TODAY'S AGENDA

- 1 Global Agenda & Trends for the Global Meetings Industry
- 2 Thailand & TCEB Policy
- 3 Conventions Direction & Strategy
- 4 The Untapped Opportunities
- 5 Our Collaborative Efforts

Supported by

MEMBERSHIP AND PUBLIC RELATIONS COMMITTEE REPORT

New Members in 2024

	Hotels and Resorts	Location
1	Best Western Nada Don Mueang Airport Hotel	Bangkok
2	The Ritz-Carlton Bangkok	Bangkok
3	Zayn Hotel	Bangkok
4	Villa Deva Resort & Hotel Bangkok	Bangkok
5	Aleenta Retreat Chiang Mai	Chiang Mai
6	InterContinental Chiang Mai The Mae Ping	Chiang Mai
7	NA NIRAND Romantic Boutique Resort	Chiang Mai
8	Yatika Boutique Chiang Dao	Chiang Mai
9	Varana Hotel	Krabi
10	Centara Korat	Nakornratchasima
11	Grand Palazzo Hotel Pattaya	Pattaya
12	La Miniera Pool Villas Pattaya	Pattaya
13	Aleenta Resort and Spa	Phang-Nga
14	Avani+ Khao Lak Resort	Phang-Nga
15	Le Meridien Khao Lak Resort & Spa	Phang-Nga
16	Aviyan Hua Hin - Cha Am	Phetchaburi (Cha Am)
17	Grand Pacific Sovereign Resort & Spa	Phetchaburi (Cha Am)
18	Courtyard by Marriott Phuket, Patong Beach Resort	Phuket
19	Radisson Resort & Suites Phuket	Phuket
20	Patong Bay Hill	Phuket
21	Sri Panwa Phuket	Phuket
22	Aleenta Hua Hin - Pranburi Resort & Spa	Prachuap Khirikhan

	Local Attractions	Location
1	Global Sport Ventures Co., Ltd. (สโตนสปอร์ตแอสเซต)	Bangkok
2	Siam Genesha Co., Ltd.	Bangkok

	DMC	Location
1	ACIASS MICE International Co., Ltd.	Bangkok
2	D2I Co., Ltd.	Bangkok
3	Embassy DMC (Thailand) Co., Ltd.	Bangkok
4	MICE Magnet Asia Co., Ltd.	Bangkok
5	Real Travel Co., Ltd.	Bangkok
6	SEA Indy Travel Ltd. Part	Phuket
7	Tailang Travel Co., Ltd.	Bangkok
8	The Black Tie Service	Bangkok

	EMC	Location
1	ADEXCUTIVE Co., Ltd.	Bangkok
2	JAN 29 (Public) Co., Ltd.	Bangkok
3	Samadoon Co., Ltd.	Bangkok

	Convention and Exhibition Centres	Location
1	Bluport Hall	Hua Hin
2	UOB Live	Bangkok

	Shops & Restaurants	Location
1	Baan Dusit Thani	Bangkok

	Surface Transport Operator	Location
1	Navatas Hospitality	Bangkok
2	RV Limousine Service	Bangkok

MEMBERSHIP AND PUBLIC RELATIONS COMMITTEE

REPORT

2. TICA Membership Quarterly Luncheons In 2024

The 1st TICA Membership Quarterly Luncheon

Date: Thursday, 15 February 2024

Venue: InterContinental Bangkok

Topic: "Enabling Sustainability into Profitability"

Speakers:

- Khun ChooLeng Goh
General Manager, The Athenee Hotel,
a Luxury Collection Hotel, Bangkok
- Khun Sukamal Mondal
Area General Manager, Amari Bangkok Hotel
- Khun Winit Kitchaiya
Hotel Manager, The Landmark Bangkok

Moderator:

- Khun Prachoom Tantiprasertsuk,
VP - Operations (Southern Thailand) &
GM Dusit Laguna Phuket & TICA Vice President

TICA also invited a representative from the MICE Capabilities Department, TCEB to share sustainable practices and demonstrate the use of calculation tools.

Speaker:

- Khun Arunwadi Leewananthawet, CED, CEM, CIS, SEPC, Manager Sustainable Development Section MICE Capabilities Development,

Attendees: 140 | Overall Satisfaction: 96.4%

The 2nd TICA Membership Quarterly Luncheon (Combined with the 41st AGM 2024)

Date: Wednesday, 10 April 2024

Venue: Mövenpick BDMS Wellness Resort Bangkok at BDMS Connect Centre

Topic: "2024 MI & C Plan & Support" from TCEB

Speakers:

- Khun Nooch Homrossukhon
Director - Conventions Department
- Khun Supanich Thiansing
Director - Meetings & Incentives Department

Attendees: 212 | Overall Satisfaction: 88%

The 3rd TICA Membership Quarterly Luncheon & Marketplace in Chiang Mai (Supported by TCEB North Regional Office)

Date: Thursday 13 June 2024

Venue: RatiLanna Riverside Resort & Spa

Topic: "Evolving Trends in 5 Keys M&I Markets"

Speakers:

- Australasian Market | Khun Kritsanee Srisatin
Founder & Managing Director - Stream Events Asia
- ASEAN Market | Khun Jeff (Sutthiporn) Fongmool
Managing Director - MICE Magnet Asia
- European Market | Khun Pattranuch Sudasna
Director - CDM
- Indian Market | Khun Arpatip Reancharoen
Chief Business Officer - ITC Bangkok
- North American Market | Khun Bert Chamrernnutit
Managing Director - Realm Events

Moderator:

- Khun Prachoom Tantiprasertsuk,
VP - Operations (Southern Thailand) &
GM Dusit Laguna Phuket & TICA Vice President

Attendees: 60 | Overall Satisfaction: 92%

The 4th TICA Membership Quarterly Luncheon

Date: Thursday, 29 August 2024

Venue: JW Marriott Hotel Bangkok

Topic: "Evolving Trends in 5 Keys M&I Markets"

Speakers:

- Australasian Market | Khun Kritsanee Srisatin
Founder & Managing Director - Stream Events Asia
- ASEAN Market | Khun Max (Boontawee) Jantasuwan
Founder+CEO - Events Travel Asia
- European Market | Khun Pattranuch Sudasna
Director - CDM
- Indian Market | Khun Arpatip Reancharoen
Chief Business Officer - ITC Bangkok
- North American Market | Khun Bert Chamrernnutit
Managing Director - Realm Events

Moderator:

- Khun Maytas Jiwalai
Director of Sales & Marketing
Anantara Chiang Mai Resort

Attendees: 90 | Overall Satisfaction: 90%



“Enabling Sustainability into Profitability.”

Supported by



MEMBERSHIP AND PUBLIC RELATIONS COMMITTEE REPORT

The 5th TICA Membership Quarterly Luncheon

Date: Friday, 8 November 2024
 Venue: Sheraton Grande Sukhumvit, a Luxury Collection Hotel, Bangkok
 Topic: “My Experience Organising Events in Different Destinations and How Thailand Can Prepare to Accommodate High-Level Corporate Events”

Speaker:

- Mr. Kuba L. Piotrowski
 Global Conference and Event Manager at Oriflame Cosmetics

Moderator:

- Khun Prachoom Tantiprasertsuk,
 VP - Operations (Southern Thailand) & GM Dusit Laguna Phuket & TICA Vice President

Attendees: 90 | Overall Satisfaction: 90%

3. TICA E-newsletter

To date, 120 issues of the TICA E-newsletter have been published continuously. The latest issue, released in November, focuses on Northern Thailand, which was recently impacted by floods. The Premier’s team visited Chiang Mai for an inspection, interviewed TICA members, and produced videos for social media purposes.

TICA Fortnightly

TICA Fortnightly, published twice a month, compiles MICE news from around the world and shares it with TICA members

4. TICA Social Media

- Keep continuing in updating, and sharing MICE contents in 4 platforms: Facebook, Instagram, LinkedIn and YouTube
- Provide an opportunity for members to promote their products and services through TICA social media by sharing facilities and services
- Premier Print was appointed to handle social media marketing activities

5. MICE Mingle 2025

(In cooperation with TEA, THA, EMA & SITE Thailand)

Theme: Lost in Bangkok (World)
 Date: Friday, 10 May 2024
 Venue: Siam Amazing Park
 Supporter: TCEB support at Baht 500,000
 Co-host: Siam Amazing Park
 Attendee: 150

6. TICA Membership Directory (2025-2026)

Premier Print & Products proposed to produce the TICA Membership Directory (2025-2026) in modular booklets tailored to different regions at the selling price Baht 35,000/page and 65,000 for double page.



MICE Guide to Thailand

This guide will be a B5-sized publication in portrait format (vertical). Two sizes are available for booking: single-page profile and double-page profile. All copywriting and profile page layout artwork will be provided by TICA free of charge.

Each advertiser’s profile page includes a QR code generated by TICA. This QR code will be linked to the advertiser’s page on TICA’s new website and can be changed or updated anytime upon request. Alternatively, advertisers can choose to manage the respective links/files themselves.

Optional available for selection :

- Full Page : THB 35,000
- Double Page : THB 65,000

This price is inclusive of a free interactive profile page in TICA’s new MICE Guide to Thailand website, dedicated to your Business Events capabilities.

SAMPLE PROFILE PAGE



2025 Membership & PR Activities Plan

1. Membership Goal 530 Members
2. TICA Membership Quarterly Luncheon in 2025 Plan
 - May
 - June
 - August
 - November
3. TICA MICE Update (TICA E-Newsletter)
4. TICA Fortnightly Newsletter
5. MICE Mingle 2025
 (In cooperation with TEA, THA, EMA and SITE Thailand)
6. Social Media (Facebook, IG, Linked and Youtube)
7. TICA Membership Directory (2025-2026)
8. TICA Bike Rally 2025

TREASURER'S REPORT

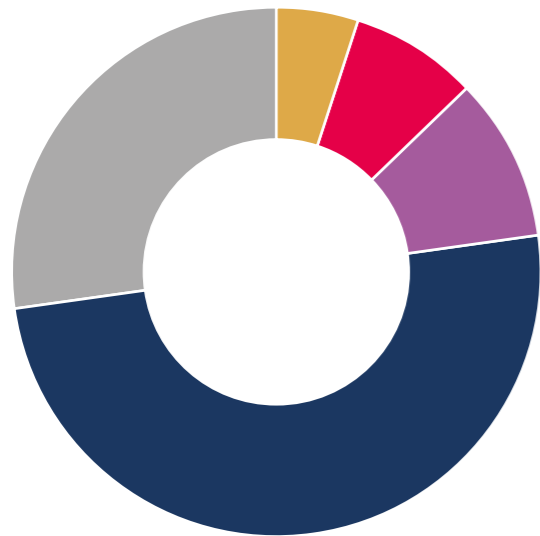
2024

FINANCIAL OUTLOOK

2025

2024 Income

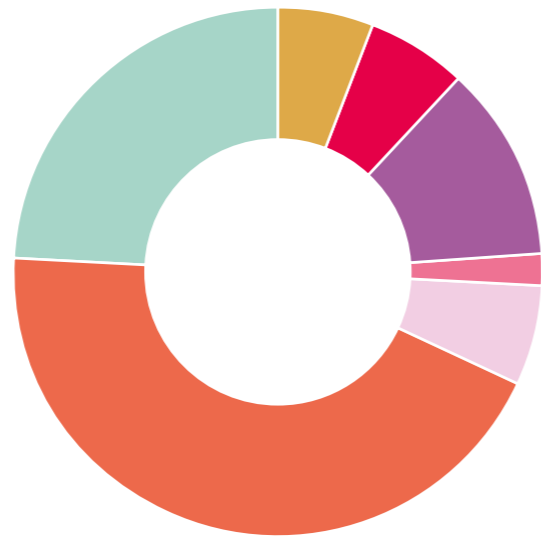
The total income received in 2024 was **Baht 9,742,461.96**



Marketing Activities	5%
Capabilities Development Activities	8%
Membership Activities	10%
Membership Fee	50%
Interest & Other Income	27%

2024 Expenses

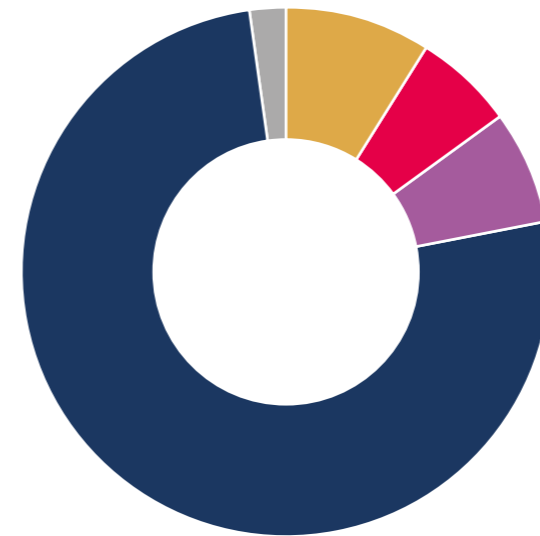
The total expenses incurred amounting to **Baht 10,216,657.12**



Marketing Activities	6%
Capabilities Development Activities	6%
Membership Activities	12%
General Support	2%
Administration	6%
Personnel Payroll & Benefits	44%
Other Expenses	24%

2025 Budgeted Income

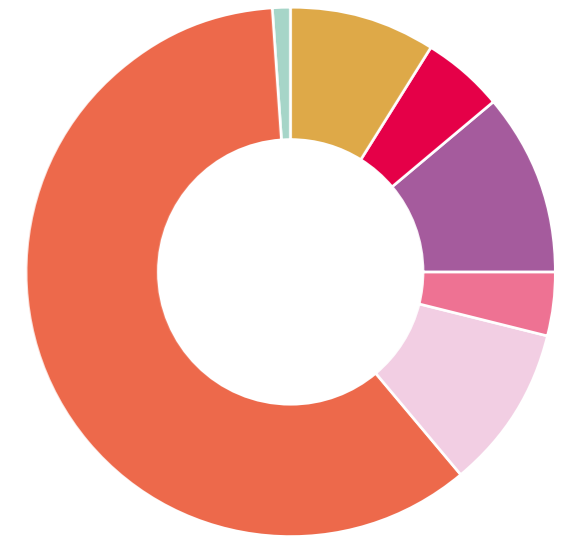
The 2025 budgeted income for TICA at **Baht 6,560,000.00** with the main source of income from membership fees, TCEB contribution and the education programme.



Marketing Activities	9%
Capabilities Development Activities	6%
Membership Activities	7%
Membership Fee	76%
Interest & Other Income	2%

2025 Budgeted Expenses

The total expense for 2025 is projected at **Baht 7,507,732.00**



Marketing Activities	9%
Capabilities Development Activities	5%
Membership Activities	11%
General Support	4%
Administration	10%
Personnel Payroll & Benefits	60%
Other Expenses	1%

TICA MEMBERS



ADVERTISING AGENCIES / MEDIA HOUSE

BEAM

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Win Win Smile Co., Ltd.

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Holiday Inn Express Bangkok Siam

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E. info.hiexpresssiam@ihg.com
W. www.holidayinnexpress.com/
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Holiday Inn Bangkok Silom

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Hotel Muse Bangkok

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W. www.hotelmusebangkok.com

Hotel Nikko Bangkok

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W. www.hyattregencybangkok.
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Hyatt Regency Bangkok Suvarnabhumi Airport

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InterContinental Bangkok Hotel

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JC Kevin Sathorn Bangkok Hotel

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Rembrandt Hotel Bangkok, The

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Renaissance Bangkok Ratchaprasong Hotel

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W. www.renaissancebangkok.com

Royal Orchid Sheraton Hotel & Towers

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W. www.royalorchidsheraton.com

Salil Hotel Riverside - Bangkok, The

2052/7-9 Charoenkung 72/1 Alley,
Wat Phrayakrai, Bangkokholeam,
Bangkok 10120
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W. www.thesalilriverside.com

Shangri-La Hotel

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Siam Kempinski Hotel Bangkok

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Siri Sala Private Thai Villa

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Skyview Hotel Bangkok

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Somerset Ekamai Bangkok

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Somerset Rama 9 Bangkok

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Standard Bangkok Mahanakhon, The

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properties/bangkok

St. Regis Bangkok, The

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The Grand Fourwings Convention Hotel

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The Ritz-Carlton, Bangkok

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Zayn Hotel Bangkok

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HOTELS - CENTRAL

ACE of Hua Hin Resort

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Aleenta Hua Hin

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Topgolf Megacity

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W. www.americanexpress.com/
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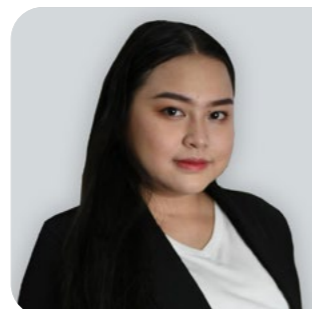
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