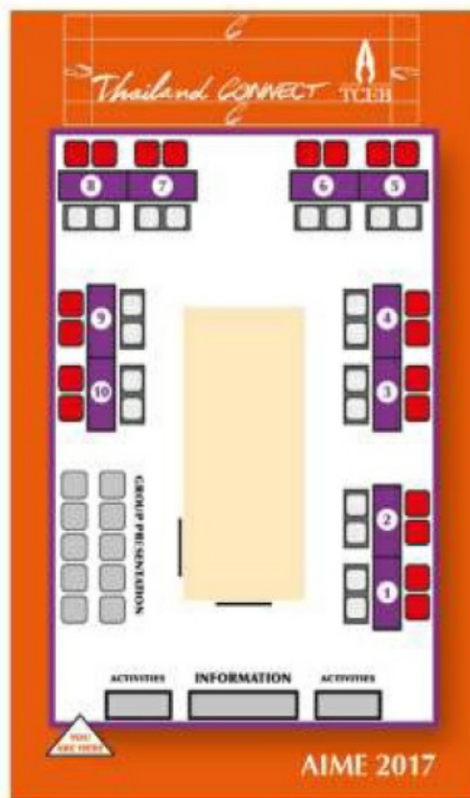


TICA @ AIME 2017

21-22 February 2017

Mr. Kitikun U. was a TICA representative for this tradeshow together with TICA members as followings;



Organization	Type of Business	No.
ANGSANA LAGUNA PHUKET	Hotel	1
BANYAN TREE BANGKOK	Hotel	1
BIC EVENT CO., LTD.	DMC	2
BUFFALO EVENTS	DMC	3
DUANGJITT RESORT & SPA	Hotel	4
LAGUNA PHUKET	Hotel	5
MINOR HOTEL GROUP	Hotel	6
MOVENPICK RESORT & SPA KARON BEACH	Hotel	7
OUTRIGGER LAGUNA PHUKET BEACH RESORT	Hotel	6
PAULA & CO. DMC (THAILAND)	DMC	7
SOFITEL BANGKOK SUKHUMVIT	Hotel	8
SWISSÔTEL RESORT PHUKET PATONG BEACH	Hotel	4
THAI AIRWAYS INTERNATIONAL PUBLIC CO., LTD.	Airl.	9
THAILAND CONVENTION & EXHIBITION BUREAU		10
THAILAND INCENTIVE AND CONVENTION ASSOCIATION (TICA)	Assoc.	9

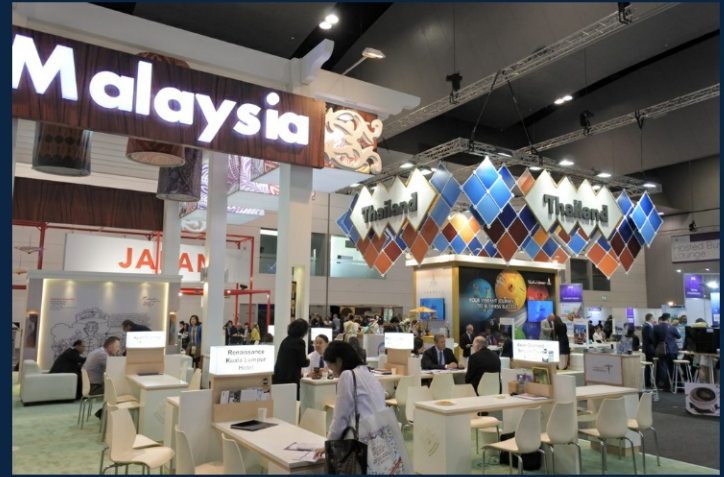
OCEANIA TOURIST ARRIVALS TO THAILAND (Compared between 2015 and 2016)

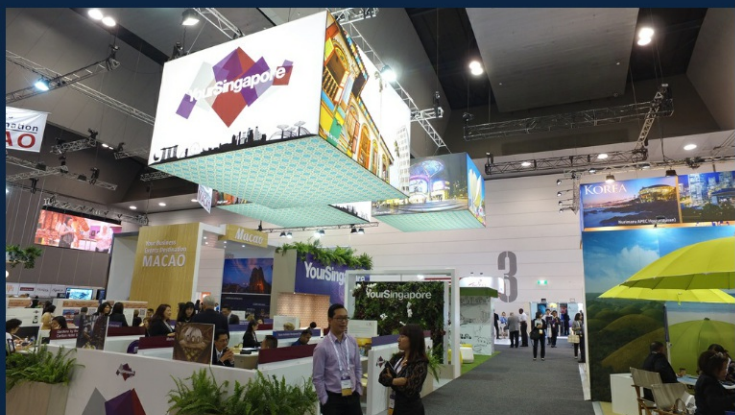
No.	Year 2015 (Jan-Dec)		Year 2016 (*Jan-Nov)	
	Country	Number (Pax)	Country	Number (Pax)
1	Australia	732,265 (Top 11)	Australia	718,295 (Top 11)
2	New Zealand	108,081 (Top 35)	New Zealand	115,081 (Top 29)
3	Others	2,834	Others	2,711

Location of Thailand Stand



- TCEB reduced the space for this year.
- Good Location, it close to coffee shop and hosted buyers lounge.
- Space of Thailand stand was bigger than Indonesia and Taiwan but a bit smaller than Singapore.
- Malaysia, Indonesia and Japan was around us.





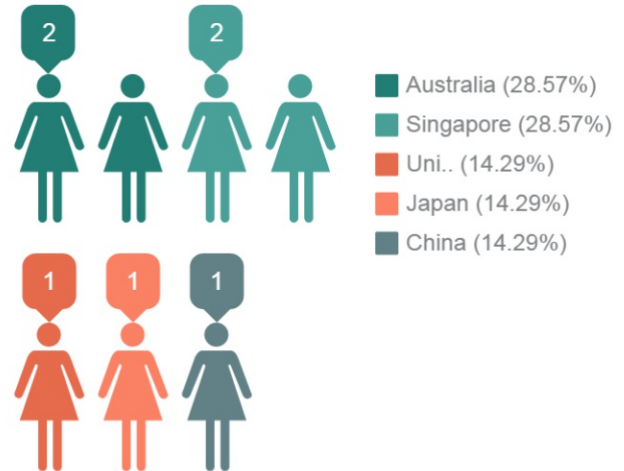
Pre Scheduled Appointment

This year we got 10 PSAs

Show Up



No Show



TICA and our members also got the PSAs less than last year



Number of trade visitors was same-same last year

Note: Average PSAs = 8-13 and some of exhibitor got the leads

Feedback from Thai sellers

- The number and quality of buyers was under expectation.
- Most of the Australian buyers consider to organise their event in domestic.

Trends / Feedback from Local Buyers

- Incentives may choose two locations within one country and sometimes a city and regional/ beach location and there is an appetite for lesser known “new” destinations
- The most popular destinations for Business travel are: New Zealand, Indonesia, United States, Thailand, China/Hong Kong/Macau



Buyer trend about Thailand

How is Thailand perceived in market where event is held?



Top Destination:
Bangkok, Phuket,
Samui and
Chiang Mai



The competitor set is:
New Zealand,
Indonesia, Hawaii, Fiji,
Singapore, Malaysia



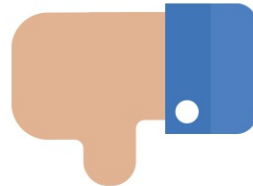
Cities or beach
side locations for
conferences.



Pros of the event

- Thailand Pavilion was outstanding and it caught the customers' eye
- Konduko Smart Event Technology, It is an interactive touch sensor to generate extensive lead generation in mass traffic environments. The user will receive an email at the end of each day containing the product information captured.

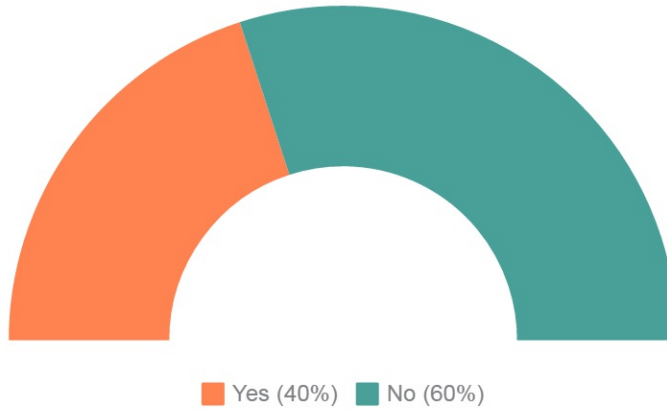
Cons of the event



- It seems like the domestic fare for Australian buyers
- As usual, on the last day, there was a few buyers and visitors remain at the show



Is the event worthwhile
attending for TICA and for
TICA members?



Note: Base on TICA Members voting

Conclusion

Thailand continues to be a popular tourist destination for Australians. The climate, accessibility and perceived value for money makes it an attractive holiday proposition.

The buyers know what we can assist them in the future.
We may add more Fun activities and engaging them by
social media

We might not be able to join this Tradeshow again
next year.

Reported by:

Kitikun U.

convention@tica.or.th