



ANNUAL REPORT 2015



It is a proven fact that Thailand is a preferred destination for MICE events, so it stands to reason that if we maintain our current level of professionalism, and the quality of our facilities — maybe even adding some new ones — we shall do well in all sectors.



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Thanks to a year of relative stability, Thailand's MICE industry was able to recover a lot of lost ground, resulting in an increased number of MICE bookings and a conversion to actual events. In addition, despite the unfortunate events in Bangkok during the month of August 2015, there was still an overall growth of about 6 percent.

However we must continue to work hard in order to grow and sustain Thailand's MICE industry. Confidence in Thailand has started to return in the eyes of MICE planners, but in this industry results can take a long time to materialise. Planners decide where and when to stage an event, but the event itself may not happen till half a year, a year, or maybe 18 months later. Thankfully 2016 is off to a good start.

It is a proven fact that Thailand is a preferred destination for MICE events, so it stands to reason that if we maintain our current level of professionalism, and the quality of our facilities — maybe even adding some new ones — we shall do well in all sectors.

Increased cooperation and interaction with both TCEB and TAT is also of paramount importance. TCEB organises a great number of Road Shows, and they also create a lot of awareness among the key decision makers — both in Thailand and abroad. But in the end it's all about the confidence in, and perception of, the actual destination. In other words, you can't just say: "Come to Thailand, here are some good offers." For event decision makers, what they want is stability and the assurance that their events will happen and run smoothly.

The year ahead is also the time to take advantage of Thailand's unique position as the gateway to ASEAN, now that the AEC is in place and functional. Thailand's infrastructure is superb, and it's easy to conduct business here, which makes our nation a leader among the ASEAN nations.

While we look ahead, let's also look back on what we accomplished in the past year. Members of TICA have shown their initiative and forward thinking with the development of the 'Convention Promotion Fund' (CPF). As Thailand has the definite potential to become the regional centre of international meeting-related events, this financial assistance enables local host committees to bid and manage the events successfully. Furthermore, with the united efforts of the CPF,

together with TICA, TEA, EMA and TCEB, the industry now has 'MICE Working Standard Manual for MICE Coordinators and MICE Operation Planners (Thailand)', which will improve workforce competitiveness through higher performance standards.

Making Thailand's MICE capabilities known to the world is vitally important, and I am happy to report that the marketing committee has done an outstanding job with this over the past year. A total of 4 domestic familiarisation trips were conducted in 2015, and each trip focused on a different region of Thailand — Chiang Mai, Khon Kaen, Pattaya, and Phuket — with different buyer focus groups in mind. TICA also participated in many road shows here in Asia, and in trade shows worldwide. TICA also helped co-ordinate member's participation at the Thailand Pavilion organised by TCEB for a total of 5 international trade shows, as well as 8 road shows in Asia, including stops in Myanmar, Japan, Singapore, Malaysia, India, Indonesia, and more. TICA has also been active on social media, and members are provided an opportunity to promote their products and services through the 'Content Calendar'.

In the end, I would like to thank all TICA members, as well as TCEB and TAT, for all their hard work and drive in maintaining the momentum that will take Thailand's MICE industry forward. Provided all remains stable, Thailand is poised to become a leading MICE destination not only in Asia, but across the globe. We have a strong, cohesive industry, and we know the importance of marketing the destination first. With a combination of professionalism and readiness — responding to customers' needs and helping them reach their objectives in organising business events — we can show the world that we are open for business.



Sumate Sudasna
President,
*Thailand Incentive and
Convention Association*







President

Sumate Sudasna

Vice President

Sukanya Janchoo
Pravit Sribanditmongkol
Pornthip Hirunkate
Sakchai Pattarapreechakul

Secretary General

Khun Prachoom Tantiprasertsuk

Treasurer

Kritsanee Srisatin

Marketing Committee

Chairperson

Patom S'prayoon

Marketing Committee

Co-Chairperson

Prachoom Tantiprasertsuk
David Barrett

Membership & PR Committee

Chairperson

Boontawee Jantasuan

Membership & PR Committee

Co-Chairpersons

Kamolnuch Bhiromsawad
Suriya Songsomboon

SDC Committee Chairperson

ChooLeng Goh

SDC Committee Co-Chairperson

Pipat Pattananusorn
Perapan Angkhasuko

Board Member

Angkana Tangkrachang
Namtip Maghashthira
Nuntinee Chuachoo Wongse
Patitta Chinin
James Hang
Warunee Khammeru
Noppamas Chaiwongyat
Rangsima Seaksiri
Pantipa Kruasunthornwanit
M.L Hathaijanok Kritakara
Preyanat Santhai
Bert Chamrernnusat
Benjawan Wisootsat
Premporn Saisaengchan
Sarawut Srisakuna
Narongchai Chansate
Panittha Buri
Arrut Navarat
Paiboon Satienpabayut
Plernpis Kosolutasarn
Teerapol Chotichanapibal
Varanvipa Nuntavisit
Juthaporn Rerngronasa
Srisuda Wanapinyosak

Expert

Suchada Yuvaboon
Panga Vattanakul
Vanida Tulalamba
Dr. Prasarn Bhiraj Buri
Thongchai Phithakstrakul

Advisor

Opas Netraumpai
Nopparat Maythaveekulchai
Prapee Bhiraj Buri
Ittirith Kinglake



THAILAND

where the world
wants to meet





President

1 Sumate Sudasna
*Managing Director
 Conference & Destination Management
 (CDM)*

Vice Presidents

- 2 Sukanya Janchoo**
*General Manager
 Dusit Thani Bangkok*
- 3 Pornthip Hirunkate**
*Managing Director
 Destination Asia (Thailand) Limited*
- 4 Pravit Sribanditmongkol**
*Managing Director
 Kingsmen C.M.T.I. (Public) Co., Ltd.*
- 5 Sakchai Pattarapreechakul**
*President
 Queen Sirikit National Convention
 Center (QSNCC)*

Secretary General

6 Prachoom Tantiprasertsuk
*General Manager
 Dusit Thani Laguna Phuket*

Treasurer

7 Kritsanee Srisatin
*Founder & Managing Director
 Stream Events Asia Limited*

Marketing Committee Chairperson

8 Patom S'prayoon
*Co-Founder
 Loligo Resort Hua Hin*

Marketing Committee Co-Chairperson

- 9 Prachoom Tantiprasertsuk**
*General Manager
 Dusit Thani Laguna Phuket*
- 10 David Barrett**
*Executive Director Events
 Amari Pattaya*

Membership and PR Committee Chairperson

11 Boontawee Jantasuwan
*Managing Director
 Events Travel Asia Co., Ltd.*



11



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Membership and PR Committee Co-Chairpersons

12 Kamolnuch Bhiromsawad

*Director of Sales & Marketing
Rembrandt Hotel Bangkok*

13 Suriya Songsomboon

*General Manager
Thavorn Palm Beach Resort*

Services Development Committee Chairpersons

14 ChooLeng Goh

*General Manager
Plaza Athénée Bangkok, A Royal
Mérédien Hotel*

Services Development Committee Co-Chairpersons

15 Pipat Patthananusorn

*Executive Assistant Manager
Anantara Siam Bangkok*

16 Perapan Angkhasuko

*Senior Vice President
PCO N.C.C. Management &
Development Co., Ltd.*

Committee Members

17 Srisuda Wanapinyosak

*Deputy Governor of International
Marketing (Asia & South Pacific) Tourism
Authority of Thailand (TAT)*

18 Varanvipa Nuntavisit

*Manager, Travel Industry Relations
Department, Thai Airways International
(TG)*



Chairperson
Suchada Yuvaboon

Co-Chairperson
Vimla Tritasavit

Secretary General
Jamlong Ratanapan

Treasurer
Kittikorn Nongsawat

**Chairperson of the
Project and Follow Up
Sub-Committee**
Opas Netraumpai

Trustees
Sumate Sudasna
Varanvipa Nuntavisit
Patom S'prayoon
Boontawee Jantasuwan
ChooLeng Goh

About the CPF Founding Association

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 the MICE industry (meetings, incentives, conventions, exhibitions).

Rationale

International Conventions is a high quality segment of the travel business with multifaceted benefits to the host destination. As Thailand has the potential to become the regional centre of international meeting-related events, there needs to be serious efforts to attract and accommodate such events. Financial assistance is first and foremost to enable Local Host Committees to bid and manage the events successfully.

Objectives

- To assist and support Local Host Committees in bidding for, and organising international meeting-related events.
- To promote marketing activities which will lead to more international MICE (meetings, incentives, conventions, exhibitions) events in Thailand.
- For MICE “Research and Development” and “Human Resource Development”

Guidelines for Event Support for Local Associations:

A local association in Thailand that wishes to bid for an international convention can now have the choice to contact either the Thailand Convention and Exhibition Bureau (TCEB) or the Convention Promotion Fund (CPF), through TICA, for support.

- The forms of support provided by both organisations differ in that TCEB’s support is in the form of a subsidy that is granted based on the size of the convention and the by-laws of the international association.
- The CPF support is in the form of a prefunding loan that requires reimbursement upon completion of the convention.
- For conventions that are already confirmed, TCEB’s support is subject to the number of international delegates that each convention will bring into the country and the length of stay in Thailand.
- The CPF pre-finance loan is limited to Baht 1 million - an upgrade from the previous Baht 500,000 limitation.
- A local association with a confirmed event is able to access both sources of funds. To allow sufficient time for proper arrangement and organisation, the local organising committee must contact either TCEB and/or CPF at least 6 months prior to the start of the event.



- For TCEB, a minimum of 50 international delegates and an academic content for at least a one day meeting are required. For CPF, a minimum of 200 international delegates is required.
- Being a government agency, TCEB requires receipt or proof of spending from associations seeking subsidies upon reimbursement whereas CPF applies a proper loan contract with the association seeking pre-funding support.



MICE Working Standard Manual for MICE Coordinator and MICE Operation Planner (Thailand)

With the united efforts of the Convention Promotion Fund - CPF - together with TICA, TEA, EMA and TCEB, the industry now has “MICE Working Standard Manual for MICE Coordinators and MICE Operation Planners (Thailand)”

This Manual will improve workforce competitiveness through higher performance standard. Besides which, the competency-based approach of the manual will also help ensure the strategic fit of all organisations to the fast changing environment.



CPF Financial Statement

YearEnd	Balance (Baht)
2009	20,099,144.37
2010	20,264,134.29
2011	20,771,513.72
2012	20,329,121.75
2013	20,240,919.63
2014	18,817,048.20
2015	18,779,855.01

Chairperson

Opas Netraumpai

Committee Members

Sumate Sudasna

Kritsanee Srisatin

Arun Theng

Premporn Saisaengchan

Nichapa Yoswee

Pattanachai Singhavara



President
Sumate Sudasna

Vice Presidents
Sukanya Janchoo
Pornthip Hirunkate
Pravit Sribanditmongkol
Sakchai Pattarapreechakul

Secretary General
Prachoom Tantiprasertsuk

Treasurer
Kritsanee Srisatin

**Marketing Committee
Chairperson**
Patom S'prayoon

**Marketing Committee
Co-Chairpersons**
Prachoom Tantiprasertsuk
David Barrett

About the Executive Committee

The Executive Committee provides strong leadership and direction for TICA in the widest context. It ensures the setting, implementation and oversight of TICA's strategic plans and important policies, including budgetary management. The Committee also coordinates and supports work undertaken by various sub-committees while fostering and building relationships with other important bodies within Thailand's MICE and tourism industry as well as abroad for the benefit of TICA.

Members of the Executive Committee have been officially appointed as the official TICA representative in TCEB's committees and other committee as follows:

Khun Sumate Sudasna, TICA President

- National MICE Course Board Vice President (รองประธานคณะกรรมการพัฒนาหลักสูตรไมซ์มาตรฐานสากล)
- MICE Working Standard Manual for MICE coordinator and MICE Operation Planner (Thailand) Working Committee (คณะทำงานคู่มือมาตรฐานการปฏิบัติงาน ผู้ประสานงานและผู้วางแผนปฏิบัติการไมซ์(ไทย))
- The Expert of Thailand MICE Venue Standard (Category: Meeting Room) Project ผู้ทรงคุณวุฒิ โครงการมาตรฐานสถานที่จัดงานประเทศไทย (ประเภทห้องประชุม)
- The Expert of Thailand MICE Venue Standard (Category: Exhibition Venue) Project (ผู้ทรงคุณวุฒิ โครงการมาตรฐานสถานที่จัดงานประเทศไทย (ประเภทสถานที่จัดงานแสดงสินค้า))
- คณะกรรมการสมาคมการค้ากลุ่มท่องเที่ยว สุขภาพ MICE และกีฬา, สภาหอการค้าแห่งประเทศไทย
- กรรมการอำนวยการการประชุมระดับโลกว่าด้วยผู้ตรวจการแผ่นดินของสถาบันผู้ตรวจการแผ่นดินระหว่างประเทศ ครั้งที่ 11 สำนักงานผู้ตรวจการแผ่นดิน
- คณะกรรมการโครงการจัดจ้างบริหารจัดการคูหาพิธีการประเทศไทย ประจำปีงบประมาณ 2559 สสพ. (โดยคุณพรทิพย์ หิรัญเกต เป็นผู้แทนจากสมาคมฯ)
- ประธานคณะกรรมการจัดงาน SITE Global Conference 2016





Khun Pornthip Hirunkate, TICA Vice President

- TCEB Board of Directors Member
(คุณพรทิพย์ หิรัญกตฺ เป็นผู้แทนสมาคมฯ เป็นคณะกรรมการสำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน) (มีคำสั่งแต่งตั้งลงมติวันที่ 20 ตุลาคม 2558)
- คณะกรรมการโครงการจัดจ้างบริหารจัดการคูหานิทรรศการประเทศไทย ประจำปีงบประมาณ 2559 สสปน
- Vice President - International Marketing, Tourism Council of Thailand (TCT)

TICA President and the Executive Committee attended the following events

TCEB Meetings

- 2nd Thailand Domestic MICE Mart
(Tuesday, 3 March 2015: Centara Grand at CentralWorld)
- ASEAN MICE Venue Standard Workshop
(Monday, 30 March 2015: InterContinental Hotel Bangkok)
- ร่วมงานเลี้ยงรับรองอาหารกลางวันคณะเอกอัครราชทูตและกงสุลใหญ่ ในโอกาสการประชุมเอกอัครราชทูตและกงสุลใหญ่ทั่วโลก ประจำปี 2558
(Thursday, 30 April 2015: Anantara Siam Bangkok)
- ประชุมการนำเสนอแนวทางการดำเนินงานโครงการจัดทำแผนแม่บทอุตสาหกรรมการจัดประชุมและงานแสดงสินค้านานาชาติปี 2560-2564
(Thursday, 18 June 2015: TCEB Office) Proxy to Khun Pornthip
- Focus Group โครงการจัดทำแผนแม่บทอุตสาหกรรมการจัดประชุมและงานแสดงสินค้านานาชาติ ปี 2560-2564
(Thursday, 16 July 2015: PricewaterHouseCoopers Consulting Co., Ltd. Office) Proxy to Khun Pornthip



**Membership and PR
Committee Chairperson**
Boontawee Jantasuan

**Membership and PR
Committee Co-Chairpersons**
Kamolnuch Bhiromsawad
Suriya Songsomboon

**Services Development
Committee Chairperson**
ChooLeng Goh

**Services Development
Committee Co-Chairpersons**
Pipat Patthananusorn
Perapan Angkhasuko

Committee Members
Srisuda Wanapinyosak
Varanvipa Nuntavisit



- Dinner Talk 2015 “New Thailand: Mega Projects Connect the World” (Friday, 14 August 2015: The Peninsula Hotel Bangkok)
- งานแถลงข่าวความร่วมมือในการพัฒนาหลักสูตร Event Management และร่วมสนทนากับเวทีในหัวข้อ “ยุทธศาสตร์การสร้างความหลากหลายเพื่อรองรับอุตสาหกรรม MICE ระดับนานาชาติ” (Tuesday, 1 September 2015: Renaissance Ratchaprasong Bangkok) Proxy to Khun Choo
- ประชุมเพื่อรับฟังความคิดเห็นเกี่ยวกับร่างยุทธศาสตร์เพื่อจัดทำแผนแม่บทอุตสาหกรรมการจัดประชุมและงานแสดงสินค้านานาชาติ ปี 2560-2564 (Wednesday, 2 September 2015: Centara Grand at CentralWorld)
- Focus Group โครงการจัดทำแผนแม่บทอุตสาหกรรมการจัดประชุมและงานแสดงสินค้านานาชาติ ปี 2560-2564 (Monday, 9 November 2015: TCEB Office) Proxy to Khun Pornthip
- Focus Group โครงการจัดทำแผนแม่บทอุตสาหกรรมการจัดประชุมและงานแสดงสินค้านานาชาติ ปี 2560-2564 (Monday, 15 December 2015 TCEB Office)

SPEAKING ENGAGEMENTS

- The Ministry of Tourism & Sports and the PATA Thailand Chapter “Tourism Road Map 2020” at the interactive event “Imagine Thailand 2020 - A New Public-Private Vision for Thai Tourism” (Thursday, 19 March 2015 : Centara Grand & Bangkok Convention Centre at CentralWorld)
- MICE Academy & Career Day, TCEB (Friday, 5 June 2015: QSNCC)
- Chiangmai MICE City “โอกาสการจัดประชุมนานาชาติของกลุ่มประเทศ AEC ในเชียงใหม่” ในมุมมองของ TICA (Saturday, 6 June 2015: ศูนย์ประชุมและแสดงสินค้านานาชาติเฉลิมพระเกียรติ 7 รอบพระชนมพรรษา จ.เชียงใหม่)
- National Seminar on “Tourism and MICE Statistics” Thailand 2015, TCEB (23-24 July 2015: Centara Grand & Bangkok Convention Centre at CentralWorld)
- TCEB Domestic Familiarisation Trip 2015 (15-16 July 2015: Rua Rassada, Trang) Proxy to Khun Kritsanee
- TCEB Domestic Familiarisation Trip 2015 (Tuesday, 1 September 2015: Sampran Riverside) Proxy to Khun Kritsanee



Others

- ประชุมคณะอนุกรรมการดำเนินงานปีท่องเที่ยววิถีไทย 2558 ครั้งที่ 1/2558: การท่องเที่ยวแห่งประเทศไทย (Tuesday, 13 March 2015: Centara Grand at CentralWorld) Proxy to Khun Opas
- Press Conference, MOU Signing Ceremony and Committee Meeting with Stakeholders: การท่องเที่ยวแห่งประเทศไทย (Thursday, 26 March 2015: Plaza Athénée Royal A Méridien Hotel Bangkok)
- ประชุมระดมความเห็นบูรณาการเกี่ยวกับแผนการตลาดการท่องเที่ยวปี 2559: การท่องเที่ยวแห่งประเทศไทย (Thursday, 18 June 2015: JW Marriott Bangkok) Proxy to Khun Sukanya
- ประชุมเชิงปฏิบัติการพัฒนาองค์กรเครือข่ายท่องเที่ยวและกีฬาด้านการบริหารจัดการเชิงบูรณาการเพื่อรองรับการเปิดประชาคมอาเซียน: มูลนิธิพัฒนาทรัพยากรมนุษย์ระหว่างประเทศร่วมกับมหาวิทยาลัยราชภัฏสวนสุนันทา (Tuesday, 23 June 2015: Mandarin Samyan Bangkok) Proxy to Khun Sukanya and Khun Kamolnuch
- Australia - Thailand Business Forum: Perspectives on Investment and Trade: The Australian Thai Chamber of Commerce (Thursday, 25 June 2015: Shangri-La Hotel Bangkok) Proxy to Khun Choo
- ประชุมหารือเกี่ยวกับสถานการณ์การท่องเที่ยวของประเทศไทย: กระทรวงการท่องเที่ยวและกีฬา (Monday, 17 August 2015: Mango Tree, Yod Pimarn Market)
- งานแถลงข่าวความร่วมมือในการพัฒนาหลักสูตร Event Management และร่วมสนทนาบนเวทีในหัวข้อ “ยุทธศาสตร์การสร้างบุคลากรคุณภาพเพื่อรองรับอุตสาหกรรม MICE ระดับนานาชาติ” Stamford International University (Tuesday, 1 September 2015: Renaissance Ratchaprasong Bangkok) Proxy to Khun Choo
- ประชุมคณะคณะกรรมการอำนวยการจัดการประชุมระดับโลกว่าด้วยผู้ตรวจการแผ่นดินของสถาบันผู้ตรวจการแผ่นดินระหว่างประเทศ ครั้งที่ 11 (ครั้งที่ 1/2558): สำนักงานผู้ตรวจการแผ่นดิน (Friday, 4 September 2015: สำนักงานผู้ตรวจการแผ่นดิน)
- ประชุมเพื่อให้ความคิดเห็นต่อการปรับปรุงคู่มือการประเมินมาตรฐานสถานที่จัดงานประเทศไทย ประเภทห้องประชุม: มหาวิทยาลัยมหิดลร่วมกับสำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน) (Tuesday, 8 September 2015: Pathumwan Princess Hotel) Proxy to Khun Prachoom & Khun Kritsanee
- ประชุมโครงการพิพิธภัณฑสถานกลางคืน การท่องเที่ยวแห่งประเทศไทย (Wednesday, 28 October 2015 ณ ห้องดำรงราชานุภาพ พิพิธภัณฑสถานแห่งชาติพระนคร) Proxy to Khun Pornthip
- ประชุมเชิงปฏิบัติการเพื่อวิเคราะห์ข้อมูลที่เกี่ยวข้องกับปัญหา อุปสรรค ปัจจัยสิ่งแวดล้อมในการพัฒนาบุคลากรด้านการท่องเที่ยว: สถาบันวิจัยและให้คำปรึกษาแห่งมหาวิทยาลัยธรรมศาสตร์ ร่วมกับกระทรวงท่องเที่ยวและกีฬา (Wednesday, 11 November 2015: Furama Silom) Proxy to Khun Pornthip
- ประชุมกลุ่มย่อยเพื่อระดมความคิดเห็นต่อทิศทางการพัฒนาท่องเที่ยวของประเทศไทยในระยะ 10 ปี: สำนักงานปลัดกระทรวงการท่องเที่ยวและกีฬา (Thursday, 26 November 2015: กระทรวงการท่องเที่ยวและกีฬา)
- Focus Group หลักสูตรการจัดการการท่องเที่ยวเชิงไมซ์และงานอีเว้นท์: คณะวิทยาการจัดการ มหาวิทยาลัยศิลปากร วิทยาเขตสารสนเทศเพชรบุรี (Friday, 27 November 2015 TCEB Office)
- ประชุมเพื่อหารือเรื่องการควบคุมความปลอดภัยนักท่องเที่ยว: กระทรวงการท่องเที่ยวและกีฬา (Wednesday, 16 December 2015 กระทรวงการท่องเที่ยวและกีฬา) Proxy to Khun Sukanya



Chairperson
Patom S'prayoon

Co-Chairpersons
Prachoom Tantiprasertsuk
David Barret

Committee Members
Benjawan Wisootsa
Bert Chamrernnosit
Kritsanee Srisatin
Talun Theng
Nooch Homrossukhon

About the Marketing Committee

The Marketing Committee is responsible for developing activities to promote destinations within the country through trade show and road show participation and co-ordination, as well as organising familiarisation trips. The committee also organises Table Top Sales activities, Social Media marketing, Database Management, and TICA Website Development

During 2015, there was concentrated effort from TICA to actively promote all online tools such as social media, e-marketing and a total revamp of their database in order to forge ahead with their marketing activities. The social media in particular has proven to be a popular and effective tool.

2015 Domestic Familiarisation Trips

A total of 4 Domestic familiarisation trips were conducted in 2015. Each trip is focused on a different region of Thailand with different Buyer focus groups. All buyers invited to the famtrips are pre-qualified authentic MICE planners and identified as key decision makers by the committee and TCEB.

DMCs are selected through a bidding process by which the TICA DMC member with the most attractive itinerary and a suitable proposed budget is appointed 'Optimum Group Co., Ltd.' as the official DMC by the committee and TCEB.

TICA also provided training course to the participants in the topic 'How to be a MICE Venue and MICE Expert' for their understanding in the industry.

1. Chiang Mai

Period: 25-27 March 2015
Buyers: 75 corporate buyers
Table Top: 93 organisations

2. Khon Kaen

Period: 27-29 May 2015
Buyers: 83 corporate buyers
Table Top: 99 organisations

3. Pattaya

Period: 24-26 June 2015
Buyers: 71 corporate buyers
Table Top: 71 organisations

4. Phuket

Period: 22-24 July 2015
Buyers: 64 corporate buyers
Table Top: 95 organisations





In 2015, TICA attended the following Trade Show & Road Show

1. Singapore Road Show 2015

Period: 12 March 2015
Buyers: 45 travel agents in leisure and MICE sectors
Table Top: 20 organisations
TICA Appointment: 11 sets of appointment

2. IMEX Frankfurt 2015

Period: 19-21 May 2015
Venue: Hall 8, Messe Frankfurt
Table Top: 18 organisations
TICA Appointment: 30 sets of appointment

3. IT&CMA 2015

Period: 29 September-1 October 2015
Venue: Bangkok Convention Centre at CentralWorld
Table Top: 55 organisations
TICA Appointment: 31 sets of appointment

4. AEC+ Expo 2015

Period: 11-13 November 2015
Buyers: 20 Travel agents in leisure and MICE sectors
Table Top: TICA & TEA members (16 organisations)

5. IBTM World 2015 (EIBTM)

Period: 17-19 November 2015
Venue: Fira de Barcelona, Spain
Table Top: 18 organisations
TICA Appointment: 32 sets of appointment



Marketing Committee Report (continued)



Further, TICA also helped co-ordinate member's participation at the Thailand Pavilion organised by TCEB for a total of 5 Trade shows and 8 Road shows (as follows):

International Trade Show 2015

Trade Show	Date	Location
The Asia-Pacific Incentives and Meetings Expo 2015 (AIME)	10 February 2015	Melbourne, Australia
IMEX Frankfurt 2015	19-21 May 2015	Frankfurt, Germany
IT&CMA and CTW Asia-Pacific 2015	29 September - 1 October 2015	Bangkok, Thailand
IMEX America 2015	13-15 October 2015	Las Vegas, United States
IBTM World 2015 (EIBTM)	17-19 November 2015	Barcelona, Spain

TCEB MICE Road Show 2015

Road Show	Date	Location
Myanmar Road Show	10 February 2015	Yangon, Myanmar
Japan Road Show	3 & 5 February 2015	Tokyo & Osaka, Japan
Singapore Road Show	12 March 2015	Singapore
Malaysia Road Show	31 March-2 April 2015	Kuala Lumpur, Malaysia
Philippine Road Show	18 June 2015	Philippines
India Road Show	20-24 July 2015	Bangalore & Mumbai, India
Indonesia Road Show	21 August 2015	Jakarta, Indonesia
Laos Road Show	9 September 2015	Laos

Away Day & Table Top

Away Day and Table Top Sales activities are conducted by the committee that are either a stand-alone event where buyers are invited to join either a day trip or 2 days programme. TICA organised the following activity in 2015:

Bangkok (Vibhavadi Rangsit Area)

Period: 20-21 March 2015

Buyers: 14 Government agencies

Table Top: 17 organisations

Presentation & discussion: *How to overcome the challenges for Meeting Organiser and the Hotel*

TICA Buyer's Database Design & Management

TICA has almost 4,000 MICE buyers on its list. The "Win a Week in Thailand" campaign was created in order to qualify all buyer contacts in the TICA Database. TICA has drastically improved their database by reworking their content from the ground up to ensure that entries and records are not duplicated, and all information provided is up to date.

To encourage buyers to respond to the survey, 2 grand prizes consisting of a 6-night accommodation at the hotels of TICA members, plus return air tickets sponsored by TG, have been offered to the winners. The lucky draw for 2 grand prizes and 12 consolation prizes were organised on 1 September 2015 at Plaza Athenée Bangkok. The result were posted on TICA Facebook Page, TICA Website, and TICA Youtube Channel. This was TICA's first time employing this activity that proved to be highly successful.



Win a Week in Thailand

Congratulations for the winners who won the prizes as following

The first grand prize:

Mr. David Phillips,
The Incentive Lab, Australia

The second grand prize:

Mr. Thomas Schilde,
Thomas Schilde Sport & Reisen,
Germany

Online Marketing

Facebook: This activity provides an opportunity for members to promote their products and services through TICA social media by sharing facilities and services that according to Content Calendar.

Event Calendar Schedule of 2015:

5 January: Great Dining Experience in Thailand

19 January: New Meeting Room and Facilities

2 February: Chinese New Year Promotion

2 March: Impressive conference and meeting room in Bangkok

16 March: Beautiful resort in Thailand

6 April: The beautiful rooftop bar and restaurant in Thailand

20 April: A New exhibition and convention in Thailand

4 May: Best boutique accommodation

18 May: A perfect ballroom for your event

1 June: The luxury hotel in Thailand

15 June: Special package for your meeting

6 July: The beautiful scenery pool villa

20 July: Green meeting hotel

3 August: Mother's Day promotion

17 August: A New meeting and convention room

2 September: Awesome cocktail style reception

21 September: Perfect ballroom for your event

5 October: New auditorium in Thailand

19 October: The stunning panoramic sea view

2 November: Christmas promotion

7 December: New Year promotion



Outlook 2016 - Marketing

1. Trade Show & Road Show Participation

TICA will continue to co-ordinate members' participation at the Thailand Pavilion at various international trade shows and road shows organised by TCEB as follows:

Trade Show	Date	Location
The Asia-Pacific Incentives and Meetings Expo 2016 (AIME)	23-25 February 2016	Melbourne, Australia
Incentive Travel and Convention Meeting China 2016 (IT&CM China)	6-8 April 2016	Shanghai, China
IMEX Frankfurt 2016	19-21 April 2016	Frankfurt, Germany
The China Incentive, Business Travel & Meetings Exhibition 2016 (IBTM China)	7-8 September 2016	Beijing, China
IT&CMA and CTW Asia-Pacific 2016	27-29 September 2016	Bangkok, Thailand
IMEX America 2016	18-20 October 2016	Las Vegas, United States
IBTM World 2016 (EIBTM)	29 November – 1 December 2016	Barcelona, Spain

Road Show	Date	Location
Myanmar Road Show	16 February 2016	Yangon, Myanmar
Japan Road Show	8 & 10 February 2016	Tokyo & Osaka, Japan
Malaysia & Singapore Road Show	15 & 16 March 2016	Kuala Lumpur & Singapore
Europe Road Show	12 & 14 April 2016	France & Italy
China Road Show	12 & 14 April 2016	Shenzhen & Chengdu
Indonesia Road Show	19 May 2016	Bangalore & Mumbai, India
United Kingdom Road Show	July 2016	London, United Kingdom
India Road Show	July 2016	Bangalore & Mumbai, India





2. The International Association Day

The committee have proposed to organise one day events by hosting monthly meeting of some corporate or medical associations followed by luncheon and speed dating (table top sales). This activity opens an opportunity for members to meet and mingle with quality buyers, approximately at participants are 100 persons (20 persons per association). Tentative schedule for this event is on Wednesday, 17 September 2016.

3. Familiarisation Trips for overseas buyers

TICA will co-ordinate with TCEB, TAT and TG as proposed partners to conduct famtrips for Overseas Buyers as follows:

United Kingdom - London

Period: June 2016
Destination: Bangkok and Hua Hin
Buyers: Incentive Houses and Meeting Planners

4. Away Day & Table Top

This activity will be continuity conduct in 2016

5. On Line Marketing

The Marketing committee will increase its focus on creating a wider on-line presence by tapping further into effective social media tools such as Facebook / Twitter / LinkedIn / Instagram / Pinterest / Youtube and Website.





About the Membership and Public Relations Committee

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.



Membership Update - TICA's membership statistics

Year End	Organisations
2015	383
2014	371
2013	344
2012	319
2011	320
2010	302

New TICA Members in 2015 (28 organisations)

Chairperson

Boontawee Jantasuwan

Co-Chairpersons

Kamolnuch Bhiromsawad

Suriya Songsomboon

Committee Members

Ram Sachdev

Wacharee Pornchaiwisuthikul

Montana Yodjug

Arune Sawekwang

Membership Category	No.	Company
Hotels		
<i>Bangkok</i>	4	1. Avani Riverside Bangkok Hotel 2. Centra Government Complex Hotel & Convention Centre Chaeng Wattana 3. Mandarin Hotel Managed by Centre Point 4. The Berkeley Hotel Pratunam
<i>Central Thailand</i>	1	1. Loligo Resort Hua Hin
<i>Eastern Thailand</i>	2	1. Courtyard by Marriott South Pattaya 2. Kacha Resort & Spa, Koh Chang
<i>Northern Thailand</i>	1	1. Ibis Styles Chiangmai
<i>Southern Thailand</i>	4	1. Anantara Layan Phuket Resort 2. Manathai Koh Samui 3. The Naka Island, A Luxury Collection Resort and Spa, Phuket 4. Zazen Boutique Resort & Spa
Educational Institution	1	1. Stamford International University
Local Attraction	2	1. D'Luck Theater 2. Woodland Muangmai Fantasy



Tour Operators/DMC	7	<ol style="list-style-type: none"> 1. Asia Explorer Travel & Tour Co., Ltd. 2. COCO Travel 3. Exquisite Travel Co., Ltd. 4. New Way Travel Co., Ltd. 5. Paula & Co DMC Thailand 6. Standard Tour 7. Triple R MICE & Leisure Management Co., Ltd.
PCO	2	<ol style="list-style-type: none"> 1. Asia Ability 2. Idex MICE and Travel Agency
Freight Handling Agency	2	<ol style="list-style-type: none"> 1. APT Showfreight (Thailand) Limited 2. Rogers Bangkok Co., Ltd.
Shopping Arcade	1	<ol style="list-style-type: none"> 1. Siam Piwat Co., Ltd.
Surface Transport Operator	1	<ol style="list-style-type: none"> 1. Airport Rail Link



TICA Membership Quarterly Luncheon

In 2015, 2 TICA Membership Quarterly Luncheons were organised.

THE 1st TICA MEMBERSHIP QUARTERLY:

The topic: "Penetrating the Premium Indian Market"

Panelists

Ram Sachdev, President of TIWA, the Thai Indian Wedding Association

Martin Raich, General Manager – Sheraton Hua Hin Resort & Spa

David Barrett, Executive Director Event – Amari Watgate

Pornthip Hirunkate, Managing Director, Destination Asia

Moderator

Prachoom Tantiprasertsuk, General Manager – Regent Cha Am Hua Hin Resort & Spa, David Barrett, Executive Director Events – Amari Pattaya

Date: Wednesday, 18 March 2015

Venue: The Sukosol Bangkok

Total of delegates: 100 persons

Overall Satisfaction: 86%



Membership & Public Relations Committee Report (continued)



TICA MICE Update (TICA E-Newsletter)

The TICA MICE Update had been circulated to both local and international MICE buyers. Destination marketing, TICA Activity as well as introducing 5 TICA members' and MICE Promotion of TICA Members. A total of 6 issues of the TICA E-News were circulated in 2015.

TICA Fortnightly Newsletter

TICA still keep you in touch with industry news headlines from around the world. A total of 24 issues of the TICA Fortnightly Newsletters have been produced and circulated to members.

THE 2nd TICA MEMBERSHIP QUARTERLY LUNCHEON:

The topic: "E-Commerce and Revenue"

Speaker

Mr. Michael Marshall heads the disciplines of Sales, Marketing and Revenue & Distribution of Minor Hotel Group

Date: Tuesday, 22 September 2015

Venue: Centara Grand at Central Plaza Ladprao Bangkok

Total of delegates: 80 persons

Overall Satisfaction: 80.09%

New TICA Membership Orientation

The Membership & PR committee had organised the new member orientation by Khun Boontawee Jantasuwan, Membership & PR Chairperson, which precedes the TICA Membership Quarterly Luncheons, in order to optimise a new members' welcome experience into the TICA family. Also, where possible the committee shall endeavor to introduce new members at the luncheon and possibly offer them the opportunity to briefly introduce their company to members.

THE 1st NEW TICA MEMBERSHIP ORIENTATION

Date: Wednesday, 18 March 2015

Venue: The Sukosol Bangkok

New Members: 14 Organisations

THE 2nd NEW TICA MEMBERSHIP ORIENTATION

Date: Tuesday, 22 September 2015

Venue: Centara Grand at Central Plaza Ladprao Bangkok

New Members: 9 Organisations

TICA President & Committee Chairpersons meet members

A social luncheon was organised by TICA where TICA President and Committee Chairpersons met TICA Members in Chiangmai. The main purpose of this gathering was to update all members with the latest MICE information, TICA activities and benefits of being a member. 30 attendees from 20 members and non-member organisations attended this function on 23 September 2015 at Le Meridien Chiang Mai.

Sumate Sudasna	TICA President
Boontawee Jantasuwan	Membership & PR Committee Chairperson
Patom S'prayoon	Marketing Committee Chairperson
Prachoom Chayabongse	Marketing Committee Co-Chairperson
Goh Choo Leng	Service Development Committee Chairperson

Outlook 2016 - Membership and PR

1. Membership Goal 2016: The Membership and Public Relations Committee plans to reach a membership base of 390 in 2016

2. 2016 TICA Membership Quarterly Luncheon Schedule

February 2016 / June 2016 / November 2016



3. New Member Orientation: The committee expects to continue holding the new member orientation that precedes the TICA Membership Quarterly Luncheons, where and when possible.

4. TICA Executive Committee Regional Meetings: Executive Committee Meeting will be organised in other provinces i.e. Chiang Mai, Phuket, Pattaya, Khon Kaen, etc.

5. Members meet Members:

- The objective of this project is to update TICA activities as well as all benefit in being a membership. TICA may recruit new members
- It was proposed to do “CSR activity” along with “members meet members”. Suggested destination is as follows;
- Hua Hin / May
- Pattaya / August
- Phuket or Chiang Mai / November

6. TICA Rally & Sports Day 2016: This event is planned for mid to late part of the year and will bring TICA members together for an exciting team building sports day. The venue and location for this activity is to be announced.

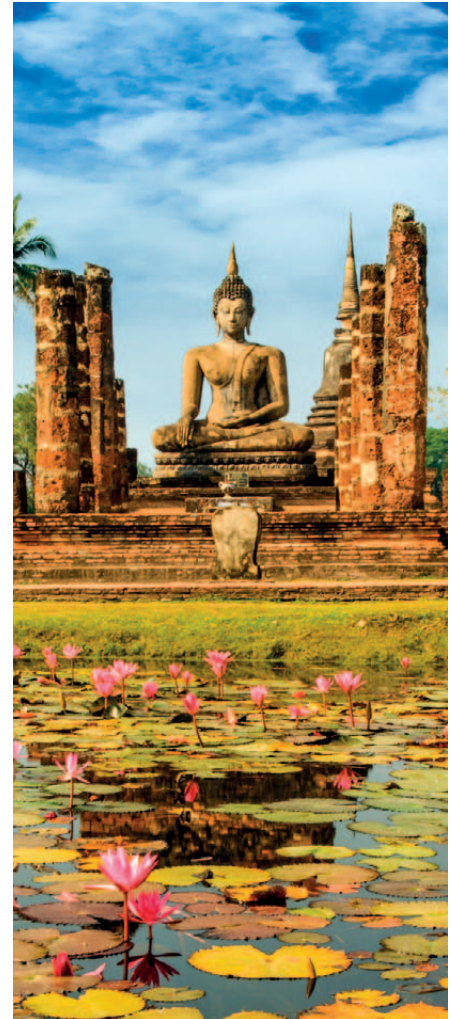
7. TICA E-Newsletter: In 2016, the committee will continue with TICA E-News with a new design and content that is circulated on a bi-monthly basis, as follows:

- Vol 37: January - February 2016
- Vol 38: March - April 2016
- Vol 39: May - June 2016
- Vol 40: July - August 2016
- Vol 41: September - October 2016
- Vol 42: November - December 2016.

8. MICE Guide to Thailand 2016-2017: Premier Print & Products Co., Ltd. was appointed to produce the 2016-2017 MICE Guide to Thailand edition. The publication will be promptly completed and circulated to all members within the second quarter of 2016. This includes 2,000 printed copies together with 2,500 USB’s and smart phone application.

9. TICA Fortnightly E-Newsletter: “TICA MICE News Captures”: The committee will continue with issuing the fortnightly e-newsletter, “TICA MICE News Captures.”

10. TICA New Year Party 2017: A chance for TICA members to celebrate the achievements of 2016 together and welcome in the New Year. TICA will announce the venue and send out invitations to members in the last quarter of 2016.





Chairperson
ChooLeng Goh

Co-Chairpersons
Pipat Patthananusorn
Perapan Angkhasuko

Committee Members
Eunice Gan
Kritsanee Srisatin
Narumon Chiramongkol
Namthip Maghashtira
Panittha Buri
Phetcharat Promasit
Premporn Saisaengchan
Phenthip Chomprang

About the Services Development Committee

The Services 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. Training Seminars

In 2015, TICA organised 3 Training Seminars as follows:

- MICE Marketing & Sales The Experienced Way during 16-17 and 23-24 January 2015 at the Metropolitan by COMO, Bangkok
Speaker: Khun Bert van Walbeek/The Winning Edge.
15 Attendees
Overall satisfaction at 91.3%
- Designing and Managing Effective Public Relations - An International Perspective on 7 July 2015 at Plaza Athénée Bangkok, A Royal Méridien Hotel
Speaker: Felicity Zadro/Founder and Managing Director – Zadro Agency/Australia
30 Attendees
Overall satisfaction rate: 92.5%
- The Fundamentals of Public Relations on 30 October 2015 at Conrad Bangkok
Speaker: Khun Piyahatai Autchayawat
36 Attendees
Overall satisfaction rate: 85.1%



2. 19th CPS&CONVEX (Convention Promotion Seminar & Convention Exhibition) during 24-26 September 2015 at Chiang Mai International Exhibition and Convention Centre.

Organised every the other year, the CPS is the association’s most successful and largest scale event with the aim of encouraging local associations and government agencies to bid for and host international events. This year, TICA reduces using paper in the conference by downloading all relevant information in the USB wrist band and distributed to all buyers and sellers instead of conference folders. At the Convention Exhibition (CONVEX), sellers were requested to download the given mobile app. which allowed them to scan QR code on the Buyers’ badge when they meet. Moreover, at each sessions, all participants were encouraged to engage with speakers with live questions and polls through sli.do website. This was another tools that participants can use for their next events. 140 delegates attended this event.



The 19th CPS & CONVEX received overwhelming support from TCEB, TAT, TG, Pinkanakorn Development Agency (Public Organization), Bangkok Airways, and also TICA members that helped contribute the success of this event.

3. Career Advisory

TICA Services Development Committee visited various universities around the country with the purpose to offer a presentation on the demands and requirements of the hospitality industry and the intention of not only encouraging university students to join the industry but also to give them an overview on the roles available within each sector. In addition, the session will also provide a brief introduction of MICE and the unique demands of this niche sector. Overall, this activity provided students with a clear idea on their possible career path should they join the Tourism Industry.



In 2015, TICA conducted this activities for 2 times;

The 5th TICA Career Advisory

- Bangna Commercial College on 17 February 2015
- 500 Students

The 6th TICA Career Advisory

- This event was held as one part of “MICE Career Day” which was organised by TCEB MICE Capabilities Department on Friday, 5 June 2015 at Queen Sirikit National Convention Center (QSNCC)
- 300 Students





4. Future Leaders Forum (FLF)

TICA co-ordinated participation for the IMEX - MPI - IT&CMA Future Leaders Forum 2015 which was held concurrently with IT&CMA 2015 at the Bangkok Convention Centre at CentralWorld during 29- 30 September 2015.

The objective of the FLF Forum is to provide the industry's Future Leaders, the students, with a clear idea on possible career paths in the MICE industry. Industry members from various sectors of the MICE industry are invited to speak to students to talk about their personal career experience.

- A total of 60 students from 17 universities participated FLF 2015
- 1 winner and 2 runners up for this Challenges will be sponsored to attend IMEX 2016 as below;

International University Challenge Winner

Ms. Htoo Myat Aung, Siam University

International University Challenge Runners up

Ms. Chalida Rungsuwannarat, Siam University

Ms. Piyanuch Limapant, Prince of Songkla University, Phuket Campus



5. TICA Services Development Committee in cooperation with TCEB's MICE Capabilities Department

5.1 The 5th Coach The Coaches Program For Mice Industry: 3-5 June 2015: QSNCC

The 5th Coach the Coaches Programme for MICE Industry by TCEB where TICA, TEA and EMA got together to “coach” the lecturer from various universities in Thailand. Gurus from the 3 MICE associations took turns briefing the academics using contents of the MICE 101 comprising 13 chapters featuring various important components of all sectors of the industry.

5.2 MICE Academy and MICE Career Day: 5 June 2015: QSNCC

TCEB's MICE Capabilities Department in co-operation with TICA, TEA and EMA organised “MICE Career Day” with the aims to provide a platform of knowledge exchange for university lecturers and students as well as offer varied and motivating career opportunities to young graduates and to experienced employees.

At this event, TICA has provided 12 booths as FOC for its members to exhibit in the Exhibition zone. A thousand of University students who study in the Tourism & MICE fields was invited to attend this event. It was a great opportunity to recruit them into the MICE industry.





5.3. AFECA Asia MICE Youth Challenge 2015 12 November 2015 in Kuala Lumpur Convention Centre, Malaysia.

- TICA in collaboration with TCEB invited all students who study MICE or Business Events, Business Management, Hospitality and Tourism courses to join AFECA - Asia Federation of Exhibition and Convention Association MICE Youth Challenge 2015 at KLCC, Kuala Lumpur, Malaysia. There were 6 Universities from Thailand; Kasetsart University, Mae Fah Luang University, Rajamongala University of Technology Rattanakosin Wangklaikangwol campus, Silpakorn University and Siam University attended this event during 11 - 13 November 2015. Congratulations to Silpakorn University for receiving Recognition Award in this competition

5.4 Khon Kaen Business Event Forum ISAN Moving forward to the Business Event Industry Khon Kaen University on 19 August 2015

- Khun Perapan was invited to be the panelist on บุคลากรแบบใดที่มีความเหมาะสมกับอุตสาหกรรมไมซ์



Outlook 2016

1. 2016 TICA Training Plan

No.	Venue	Location
1	Bangkok	Negotiating win-win with the Chinese and the Indian MICE Markets
2	University in Chonburi	Career Advisory
3	Phuket / Khon Kaen	Heart of Sales
4	Bangkok / Phuket	Tailor your site Inspection for different clientele (How to handle Chinese MICE Market)
5	Hua Hin / Cha-Am	The Secret of Success In Handling Incentive Programme
6	Chonburi / Mahasarakham / Songkla	Career Advisory
7	Bangkok	Towards Higher Productivity and Effectiveness in the Workplace
8	Chiang Mai / Phuket	The Fundamentals of Public Relations

2. Bidding Assistance

As this is one of the main roles of the association, TICA will continue to work closely with TCEB in helping local associations develop Thailand bids for international events.

3. Co-ordination Services

In 2016 co-ordination services will definitely continue and we hope to increase Sales Leads to members that are generated through TICA's Co-ordination Services for local associations and corporate buyers.

4. Future Leaders Forum (FLF) 2016:

TICA will also continue providing support to TCEB in launching the nation-wide qualification examination to identify 60 undergraduate students to attend the 2-day Future Leader Forum (FLF).

The FLF is a valuable contribution to university level students and gives Thai Students the opportunity to obtain more in-depth insider knowledge of the international MICE circle.

5. Career Advisory

This project will most likely follow in the same path of last year, while at the same time TICA will make a concentrated effort to avail itself to the universities, institutions as well as any sector of the hospitality industry that needs support in this area.





2015	Totals
Balance, Year-Start	42,643,916.93
Income	7,884,289.13
Expenses	7,634,097.96
Variance	250,191.17
Balance, Year-End	42,894,108.10

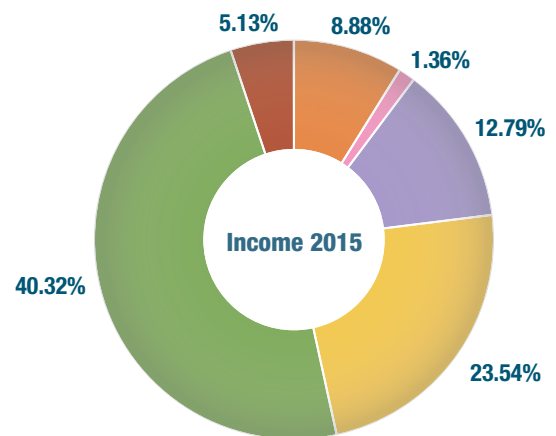
2015 TICA Income-Expense Report

The total income received in 2015 was Baht 7,884,289.13 with total expenses incurred amounting to Baht 7,634,097.96 resulting in a positive balance of Baht 250,191.17

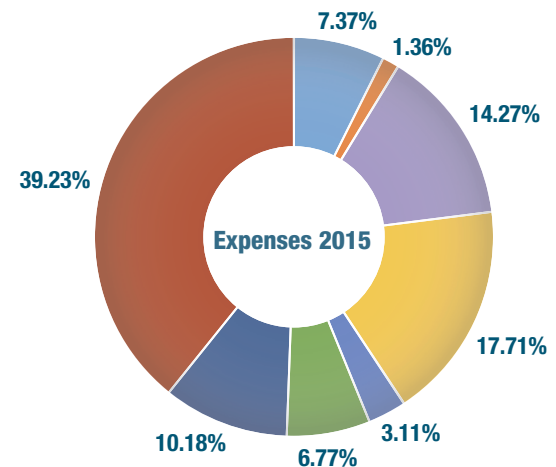
2014	Totals	2013	Totals	2012	Totals
Balance, Year-Start	40,793,365.73	Balance, Year-Start	37,023,362.62	Balance, Year-Start	33,574,607.00
Income	9,154,621.67	Income	12,317,668.98	Income	9,717,588.65
Expenses	7,304,070.47	Expenses	8,547,665.51	Expenses	6,268,833.65
Variance	1,850,551.20	Variance	3,770,003.47	Variance	3,448,754.81
Balance, Year-End	42,643,916.93	Balance, Year-End	40,793,365.73	Balance, Year-End	37,023,362.62



INCOME:	2015
TG Barter	8.88%
PG Barter	1.36%
Marketing Activities & TCEB Contributions	12.79%
Education Programme & TCEB Contributions	23.54%
Membership Activities & TCEB Contributions	0.00%
Membership Fee	40.32%
General Support	0.00%
Interest	5.13%

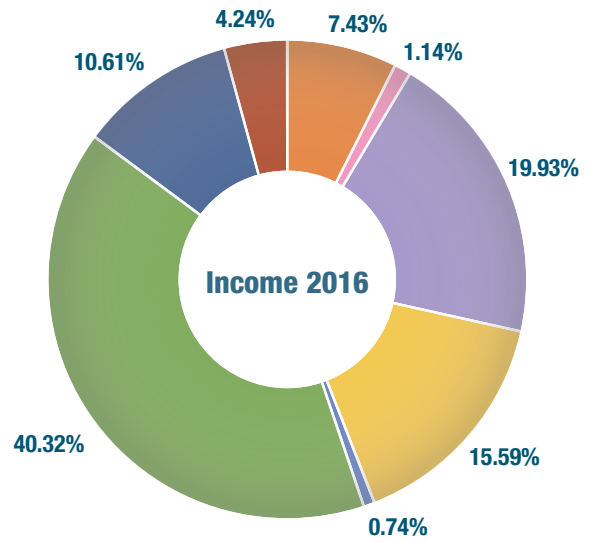


EXPENSES:	2015
TG Barter	7.37%
PG Barter	1.36%
Marketing Activities	14.27%
Education Programme	17.71%
Membership Activities	3.11%
General Support	6.77%
Administration	10.18%
Personnel Payroll & Benefits	39.23%
Other Expenses	0.00%

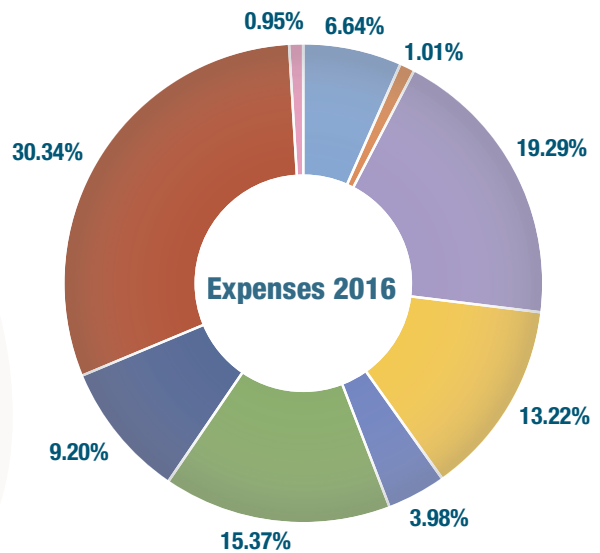




INCOME:	2016
TG Barter	7.43%
PG Barter	1.14%
Marketing Activities & TCEB Contributions	19.93%
Education Programme & TCEB Contributions	15.59%
Membership Activities & TCEB Contributions	0.74%
Membership Fee	40.32%
General Support	10.61%
Interest	4.24%



EXPENSES:	2016
TG Barter	6.64%
PG Barter	1.01%
Marketing Activities	19.29%
Education Programme	13.22%
Membership Activities	3.98%
General Support	15.37%
Administration	9.20%
Personnel Payroll & Benefits	30.34%
Other Expenses	0.95%



TICA Membership List

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IMPACT Exhibition Management Co., Ltd

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F. +66 (0) 2 641 4884
E. center@gttsbkk.com
W. www.goldentulipbangkok.com

Grand Fourwings Convention Hotel, The

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F. +66 (0) 2 378 8080
E. hotel@grandfourwings.com
W. www.grandfourwings.com

Grand Hyatt Erawan Bangkok

494 Rajadamri Rd., Pathumwan, Bangkok 10330, Thailand
T. +66 (0) 2 254 1234
F. +66 (0) 2 254 6308
E. bangkok.grand@hyatt.com
W. www.bangkok.grand.hyatt.com

Grand Mercure Bangkok Fortune Hotel

1 Ratchadapisek Rd., Dindaeng, Bangkok 10310, Thailand
T. +66 (0) 2 238 1500
F. +66 (0) 2 641 1530
E. room@grandmercurefortunebkk.com
W. www.fortunehotel.com

Grande Centre Point Hotel and Residence Ratchadamri

153/2 Soi Mahatlek Laung 1, Ratchadamri Rd., Pathumwan, Bangkok 10330, Thailand
T. +66 (0) 2 670 5000
F. +66 (0) 2 670 5059
E. res_ratchadamri@centrepoin.com
W. www.centrepoin.com/grandecentrepoint

Holiday Inn Bangkok Silom

981 Silom Road, Bangrak, Bangkok 10500, Thailand
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F. +66 (0) 2 238 5289
E. reservations@holidayinnsilom.com
W. www.holidayinn.com/silom

Holiday Inn Bangkok Sukhumvit

1 Sukhumvit 22, Klongton Klontoe, Bangkok 10110, Thailand
T. +66 (0) 2 683 4888
F. +66 (0) 2 683 4777
E. info.bkkhi@ihg.com
W. www.holidayinn.com/hisukhumvit

Hotel Windsor Suites & Convention

10/1 Sukhumvit Soi 20, Sukhumvit Road, Prakanong, Bangkok 10110, Thailand
T. +66 (0) 2 262 1234
F. +66 (0) 2 262 1211, 1329
E. info@windsorsuiteshotel.com
W. www.windsorsuiteshotel.com

InterContinental Bangkok

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E. intercon@ihgbangkok.com
W. www.intercontinental.com/icbangkok

JW Marriott Hotel Bangkok

4 Sukhumvit Road, Soi 2, Bangkok 10110, Thailand
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F. +66 (0) 2 656 7711
E. bookmarriott@marriott.com
W. www.jwmarriottbangkok.com

Landmark Hotel Bangkok

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W. www.landmarkbangkok.com

Le Meridien Bangkok

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E. sales.CMBKK@lemeridien.com
W. www.lemeridien.com/bangkok/surawong

Le Meridien Suvarnabhumi, Bangkok Golf Resort & Spa

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F. +66 (0) 2 118 7788
E. wasinee.tungboonsaensin@lemeridien.com
W. www.Lemeridien.com/suvarnabhumi

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F. +66 (0) 2 624 9554
E. towerclubresvnl@lebua.com
W. www.lebua.com

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W. www.mandarin-bkk.com

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48 Oriental Avenue, Bangrak, Bangkok 10500, Thailand
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F. +66 (0) 2 238 0264
E. pipatpong@mohg.com
W. www.mandarinoriental.com

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E. melanie.schilling@marriott.com

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Metropolitan by COMO, Bangkok
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W. www.comohotels.com/metropolitanbangkok

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Miracle Grand Convention Hotel
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W. www.montien.com

Montien Riverside Hotel
372 Rama 3 Road, Bangkok, Bangkok 10120, Thailand
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W. www.novotel.com/gb/hotel-8059-novotel-bangkok-impact

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Pullman Bangkok Hotel G
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W. www.pullmanbangkokhotelg.com

Pullman Bangkok King Power
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W. www.pullmanbangkokkingpower.com

Radisson Blu Plaza Bangkok
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W. www.radissonblu.com/plazahotel-bangkok

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Ramada Plaza Bangkok Menam Riverside
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W. www.ramadaplazamenamriverside.com

Rembrandt Hotel, Bangkok
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W. www.rembrandtbkk.com

Renaissance Bangkok Ratchaprasong Hotel
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E. bookmarriott@marriott-hotels.com
W. www.renaissancebangkok.com

Royal Orchid Sheraton Hotel & Towers
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F. +66 (0) 2 639 5480
E. mice.ros@sheraton.com
W. www.royalorchidsheraton.com

Shangri-La Hotel
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W. www.shangri-la.com

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W. www.sheratongrandesukhumvit.com

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Siam@Siam Design Hotel & Spa
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Sofitel Bangkok Sukhumvit

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F. +66 (0) 2126 9998
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W. http://www.sofitel.com/gb/hotel-5213-sofitel-bangkok-sukhumvit-opening-2010/index.shtml

Sofitel So Bangkok

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E. H6835@sofitel.com
W. www.sofitel-so-bangkok.com

St. Regis Bangkok, The

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F. +66 (0) 2 207 7888
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W. www.stregis.com/bangkok

Sukhothai Bangkok, The

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W. www.sukhothai.com

Sukosol Bangkok, The

477 Sri Ayuthaya Rd., Phayathai, Bangkok 10400, Thailand
T. +66 (0) 2 247 0123
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Swissotel Le Concorde Bangkok

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Swissotel Nai Lert Park Bangkok

2 Wireless Road, Pathumwan, Bangkok 10330, Thailand
T. +66 (0) 2 253 0123
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E. bangkok-nailertpark@swissotel.com
W. www.swissotel.com/bangkok-nailertpark

Tawana Bangkok, The

80 Surawongse Road, Bangrak, Bangkok 10500, Thailand
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W. www.tawanabangkok.com

The Berkeley Hotel Pratunam

559 Ratchaprarop Road, Makkasan, Bangkok 10400, Thailand
T. +66 (0) 2 309 9999
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E. event@berkeleyhotel.co.th
W. www.berkeleypratunam.com

W Bangkok

106, 108 North Sathorn Road, Silom, Bangrak, Bangkok 10500,
T. +66 (0) 2 344 4000
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E. whotels.bangkok@whotels.com
W. www.whotels.com/bangkok

Westin Grande Sukhumvit Bangkok, The

259 Sukhumvit 19 Road, Klongtoey, Bangkok 10110, Thailand
T. +66 (0) 2 207 8000

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E. westin.bangkok@westin.com
W. www.westin.com/bangkok

HOTELS - CENTRAL

Amari Hua-Hin Hotel

117/74 Mooban Nongkae Hua Hin, Prachuabkirikhan 77110, Thailand
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W. www.amari.com

Anantara Resort & Spa Hua Hin

43/1 Petchkasem Beach Rd., Hua Hin, Prachuab Kirikhan 77110, Thailand
T. +66 (0) 32 520 250-6
F. +66 (0) 32 520 259
E. naowarat_ar@anantara.com
W. www.anantara.com

Asara Villa and Suite Hua Hin

53 Hua Hin Soi 5, Prachuab Kirikhan 77110, Thailand
T. +66 (0) 32 547 555
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Centara Grand Beach Resort & Villas Hua Hin

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W. www.centarahotelsresorts.com

Dhevantra Resort and Spa, Kanchanaburi

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W. www.dhevantra.com

Dusit Thani, Hua Hin

1349 Petkasem Rd, Cha-Am, Petchburi 76120, Thailand
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W. www.dusit.com

Evason Hua Hin & Six Senses Spa

9 Moo 5 Paknampran Beach, Pranburi, Prachuap Khirikhan 77220, Thailand
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Felix River Kwai Resort

9/1 Moo 3 Thamkham Amphur Muang, Kanchanaburi 71000, Thailand
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Hilton Hua Hin Resort & Spa

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Hyatt Regency Hua Hin

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I Tara Resort and Spa

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E. reservation.itara@gmail.com
W. www.itaresort.com

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E. Dominique.ronge@ihg.com
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Loligo Resort Hua Hin

83/181 Soi Huathanon 23, Khaotakiep-Hua Hin Road, Hua-Hin, Prachuap Kirikhan 77110, Thailand
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W. www.loligoresort.com

Marrakesh Hua Hin Resort and Spa

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E. info@marrakeshresortandspa.com
W. www.marrakeshresortandspa.com

Marriott Hua Hin Resort & Spa

107/1 Phetkasem Rd. Hua Hin, Prachuab Kirikhan, 77110
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854/2 Burrirom Road, Cha-am, Hua Hin, Petchburi 76120,
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F. +66 (0) 32 708 303
E. rsvn@novotelhuahin.com
W. www.novotel.com/8823

Pavilion Rim Kwai Resort, Kanchanaburi

79/2 Moo 4, Km. 9 Ladya-Erawan Rd., T. Wangdong, A. Muang, Kanchanaburi 71190, Thailand
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F. +66 (0) 34 515 774, (0) 207 0589
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Putaracsa Hua Hin

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Regent Cha Am Beach Resort Hua Hin, The

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Sheraton Hua Hin Resort & Spa

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HOTELS - EAST

A-One the Royal Cruise Hotel, Pattaya

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Amari Pattaya

240 Moo 5 Pattaya Beach Rd., Pattaya City, Chonburi 20150, Thailand
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Asia Pattaya Hotel

352 Moo 12 Pratamnak Road., Nongprue, Pattaya City Chonburi 20150, Thailand
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Centara Grand Mirage Beach Resort Pattaya

277 Moo 5 Naklua, Banglamung, Pattaya, Chonburi 20150, Thailand
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Chon Inter Hotel

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Dusit Thani, Pattaya

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Hard Rock Hotel Pattaya

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W. www.dusit.com/d2pa

Jomtien Palm Beach Hotel & Resort

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Kacha Resort & Spa, Koh Chang

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W. www.kohchangkacha.com

Maneechan Resort

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Mercure Pattaya Hotel

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Pattaya Marriott Resort & Spa

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Ravindra Beach Resort & Spa

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Rayong Resort

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Royal Cliff Hotels Group

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Siam Bayshore Resort & Spa

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Holiday Inn Chiangmai Hotel

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HOTELS - NORTHEAST

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Charm Boutique Resort & Hotel, The

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Dasada Resort - Khao Yai

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Rachawadee Resort and Hotel

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Wishing Tree Resort - Khon Kaen

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HOTELS - SOUTH

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Amari Coral Beach Resort Phuket

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W. www.amari.com/coralbeach

Amora Beach Resort Phuket

322 Moo 2 Bangtao Beach Cherngtalay, Talang, Phuket 83110, Thailand
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Anantara Bophut Koh Samui Resort & Spa

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Anantara Layan Phuket Resort

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Anantara Phuket Villas

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Anantara Si Kao Resort & Spa

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Angsana Laguna Phuket

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Avista Hideaway Resort and Spa, Patong Beach

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Bandara Resort & Spa, Samui

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Banyan Tree Phuket

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Beyond Resort Krabi

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Cape Sienna Hotel & Villas

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Holiday Inn Resort Phuket

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Indigo Pearl - Phuket

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La Flora Resort & Spa

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Merlin Beach Resort

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Phuket Marriott Resort and Spa, Nai Yang Beach

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Swissotel Resort Phuket

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Zazen Boutique Resort & Spa

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D'Luck Theatre

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Siam Ocean World Bangkok Co., Ltd.

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Rogers Bangkok Co., Ltd.

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SHOPPING & PREMIUMS

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STAND CONTRACTORS

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Abercrombie & Kent (Thailand) Ltd.

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