

MICE + MEGA EVENTS = Maximum Impact

Co-Creating Thailand's Future through Mega Events and World Festivals

Presented by Parichat Svetasreni
Director of Mega Event and World Festival Department
Thailand Convention and Exhibition Bureau

MICE

**Precedence
RESEARCH**

Global MICE market size

1,067.50

Billion USD in 2025



7.21%

Expected to reach

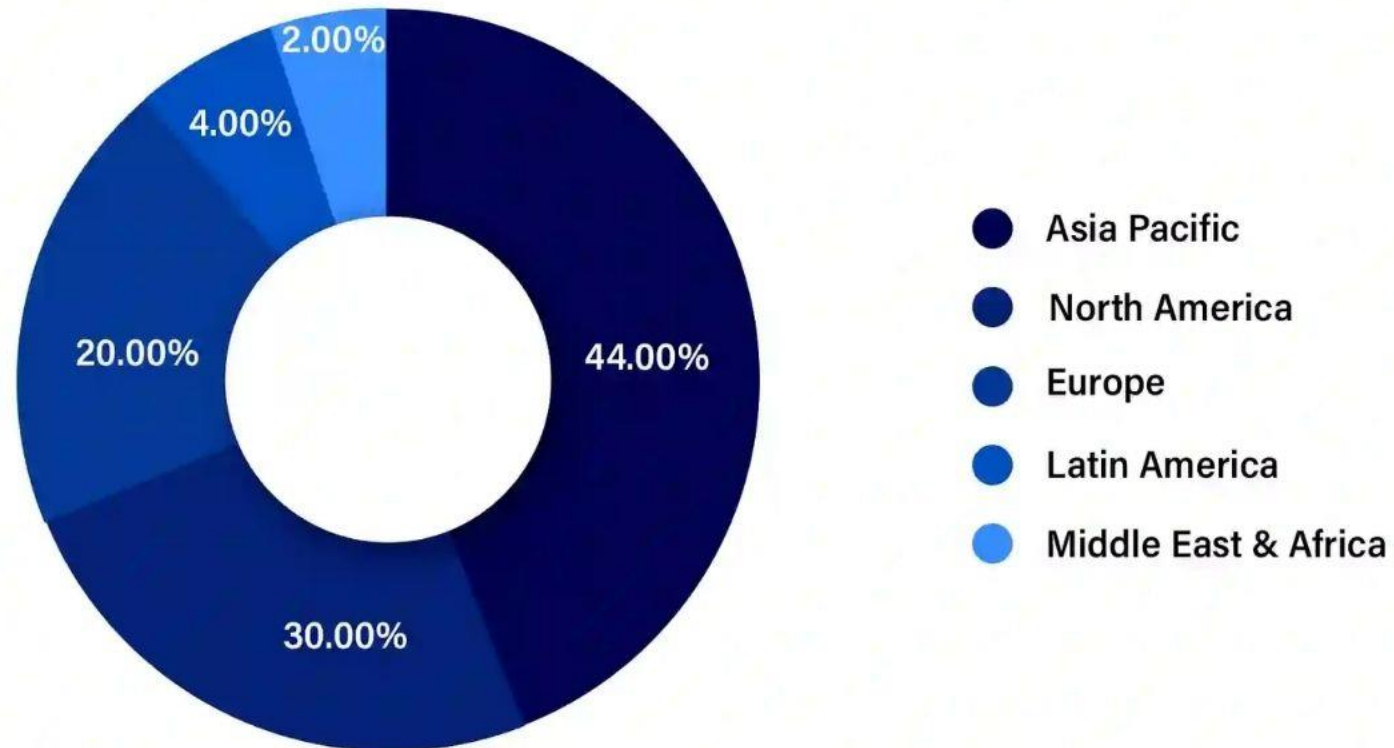
1986.01

Billion USD in 2034

MICE by Destination



MICE Market Share, By Region, 2023 (%)



Source: <https://www.precedenceresearch.com/mice-market>

THE CHALLENGE WE FACE

A composite image where a woman's face is superimposed onto the Earth. The woman's eyes, nose, and mouth are visible, but her skin is replaced by the blue and white patterns of the Earth's oceans and clouds. The background is a bright blue sky with soft white clouds.

Global economic uncertainty, geopolitical shifts
Domestic political uncertainty
Asia-Pacific soft power race is intensifying
Traditional MICE formats face saturation
Tourism fatigue in major destinations

THE CHANGE WE CREATE



Meetings



Incentives



Conventions



Exhibitions



**Mega Events
& World Festivals**

Reimagining Thailand's global position through MICE + Mega Events.
Igniting both emotion and economy — transforming visitors into loyal travelers,
and fleeting moments into lasting national value.

A Passion-Driven Industry, Powering the Festival Economy



Collaboration



City DNA



Fanbased
Community



Legacy



Community Engagement



Festival's
attendees

=



Economic
growth

=



City
Development



Economic Boost

Festival

Creative Experience



Cultural asset



MICE

Business Opportunity



Economic Asset



Business
Activities



Capacity
Building

International
Network



Establish
Festival
Ecosystem



3S Strategy: Driving Travel, Spend & Return

Stay Longer

Pre/post programs, festival-linked travel

Spend More

Premium experiences, cultural extensions

See You Again

Build loyalty, emotional connection

Festival Economy

How it works

- Collaborate in creating new festivals with international event organizers
- Expand knowledge and expertise for Thai organizers
- Cities, event organizers, and local people learn and work together



Co-Create



Bid

- Bid for international business event
- Destination promotion in international arena
- Thailand in world calendar

Festival Economy



- Encourage local organiser to create homegrown festival

Create

Approach to engage and integrate with the destination

Festival Segmentation by Industry Sector



Art and Culture

- เทศกาลศิลปะแขนงต่างๆ อาทิเช่น ศิลปะการแสดง (Performing) จิตรกรรมภาพวาด (Painting) ประติมากรรม (sculpture) แสงไฟ (Lighting)
- เทศกาลภาพถ่าย (Photography)
- เทศกาลละครหุ่น (Puppet)
- เทศกาลศิลปะการทำอาหาร (Culinary arts)
- เทศกาลขับร้องประสานเสียง (Choir)



Creative and Lifestyle

- งานเทศกาลที่เกี่ยวข้องกับความคิดสร้างสรรค์ เช่น เทศกาลงานออกแบบ (Design) งานวาดภาพ (Illustration)
- งานเทศกาลด้านแฟชั่น (Fashion)
- งานเทศกาลที่เกี่ยวข้องกับสินค้าของสะสม (Collectible) และสินค้าไลฟ์สไตล์ (Lifestyle items)



Entertainment

- งานเทศกาลและเจราจรรูทคอนเสิร์ต (Music Showcase and Festival)
- งานเทศกาลด้านดิจิทัลคอนเท้น (Digital Entertainment)
- เทศกาลภาพยนตร์ (Film)



Innovation and Technology

- งานเทศกาลที่เกี่ยวข้องกับการใช้เทคโนโลยีและนวัตกรรม เช่น การแข่งขันหุ่นยนต์ (Robotics)
- อีสปอร์ต (E-sport)



Mass Participation Sports

- งานวิ่งถนน (Road Race)
- งานจักรยาน
- งานไตรกีฬา
- งานวิ่งวิบาก (Trail)
- กีฬา Extreme
- Cross Fit

Festival Segmentation by Industry Sector

Arts & Culture

13
Event



- Awakening Bangkok
- Bangkok Art Biennale
- Bangkok International Performing Arts Meeting (BIPAM)
- Bangkok international Children Theatre Festival
- Harmony World Puppet Festival
- OBJ : Object as New Art
- CLAY CRAFT festival
- Hotel Art Fair
- Low Fat Art Fest
- Mango Art Festival
- Unfolding Kafka
- Thailand International Choral Festival

Creative & Lifestyle

12
Event



- Bangkok Design Week
- Bangkok Illustration Fair
- Chiang Mai Design Week
- Isan Creative Festival
- Pakk Taii Design Week
- Thailand Toy Expo
- Thailand Coffee Fest
- Thailand Rice Fest
- Awakenest
- Dragonfly
- PlaraMolam Isan to the World
- JUNGCEYLON PHUKET
- TOYTOPIA INTERNATIONAL

Entertainment

4
Event



- Bangkok International Digital Content Festival (BIDC)
- ASEAN Music Showcase Festival
- Bangkok Music City
- Maho Rasop Festival

Innovation & Technology

1
Event



- TGU

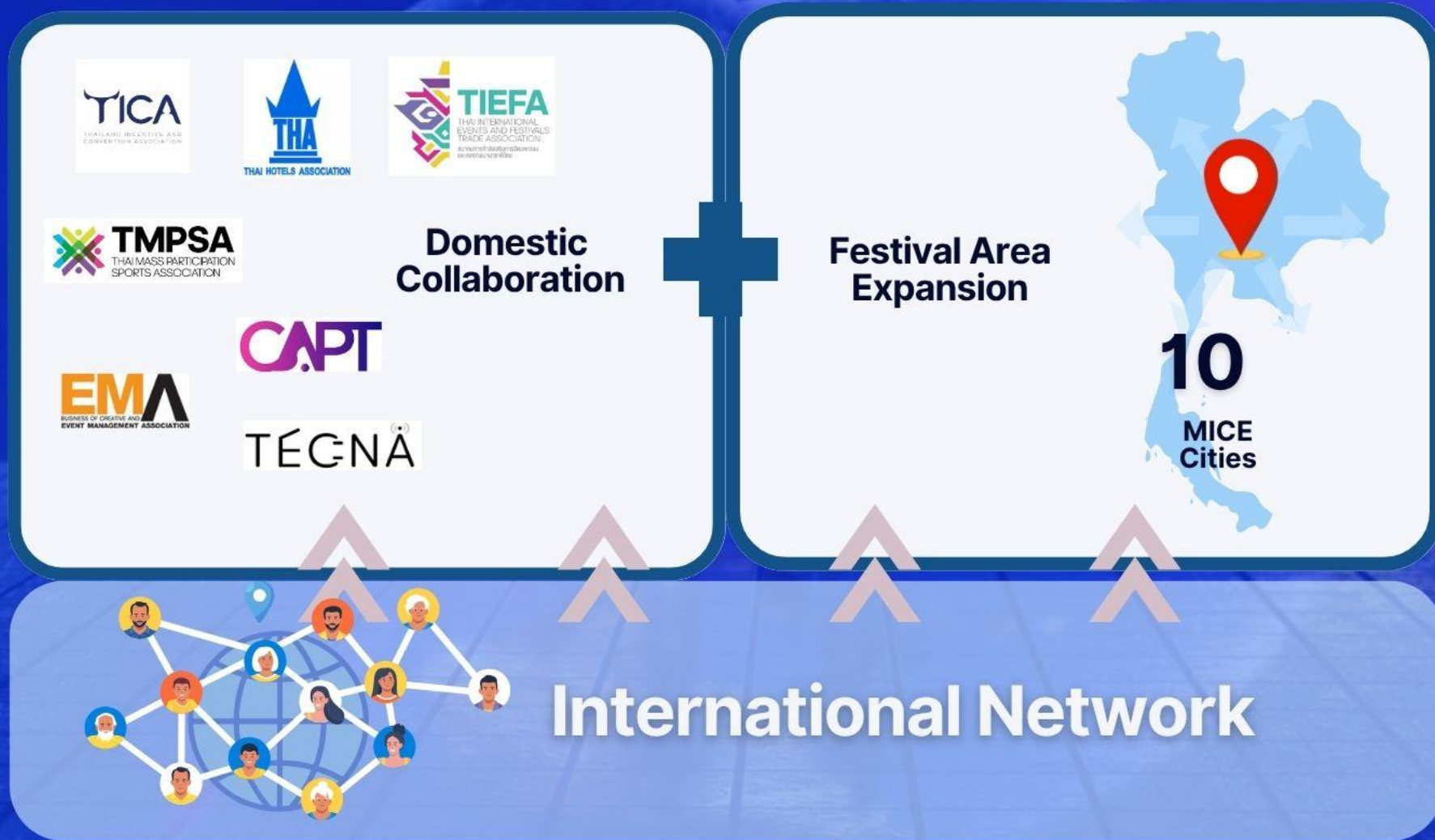
Mass Participation Sport

8
Event



- Bangsaen 21
- HATYAi21
- Phukethon
- Supersports Laguna Phuket Marathon
- Chataburi Scenic Half Marathon
- Krabi Half marathon
- Korat Marathon
- Khonkaen 21

Collaborative Approaches



Business Roles & Opportunity

MICE Sector	Collaboration Opportunities	Tangible Benefits
Hotels	Festival Packages, Room Blocks	Increased room nights, cross-promotion
DMCs / Meeting Planners	Pre/Post Tours, artist meetups, exclusive access	Higher revenue from themed programs
Venues	Fringe events, side programs afterparties, cultural showcases	Off-season venue use, greater visibility
SMEs / Suppliers	Pop-ups, creative collaboration, merchandise	Job creation, new market exposure

A hand is holding a storyboard with several scenes. The scenes are labeled: 'Scene 3:', 'Friends walking', 'gf found out her bf cheating on her', 'Group study', and 'Couple make up'. The storyboard is placed on a surface with other papers and a blue overlay.

Success Stories

Hotel Art Fair

An immersive art fair where hotel rooms transform into intimate galleries — bringing collectors, creators, and curators together under one roof

- Festival Owner : Farmgroup, a Bangkok-based design consultancy.
- Date/ Venue : 2024 InterContinental Bangkok Sukhumvit
2025 The Salil Hotel Riverside, Bangkok
- No. of attendee : 4,911 Pax
- <https://hotelartfair.com>



Design Week

Festival Owner : Creative Economy Agency

Date/ Venue : 2018-2023 in Bangkok

2014, 2016-2023 in Chiang Mai

No. of attendee : 75,000-100,000 Pax

<https://www.facebook.com/BangkokDesignWeek>

<https://www.facebook.com/chiangmaidesignweek>



Bangkok

Bangkok Design Week (BKDW) proposes the prominence of Bangkok's design and creative works. Through these works, the festival presents ambitious ideas and new possibilities of Bangkok, now and in the future.

Celebrated in the creative districts, these creative works range from experimental pieces to the works with social and business impacts. With fun activities and memorable experiences, the festival is blended beautifully with the charm of Bangkok and attracts visitors from across the world to experience Bangkok's latest happening.



Chiang Mai

Chiang Mai Design Week is a vibrant annual festival that brings together local creatives—designers, artisans, artists, and entrepreneurs—to present their innovative projects, enriching lives with cutting-edge ideas. This celebration of local creativity develops collaboration within Chiang Mai while also forging new business connections on a global scale.



Phuket Peranakan Festival

This festival aims to narrate stories from the past to the present, highlighting the rich heritage, ceremonies, traditions, and culture of Baba Naya.

- Festival Owner : Peranakan Association Thailand
- Date/ Venue : June, Phuket
- No. of attendee : 10,000 Pax
- <https://www.facebook.com/phuketperanakan/>





THAILAND CONVENTION
& EXHIBITION BUREAU

THANK YOU