



# THE 1ST TICA MEMBERSHIP QUARTERLY LUNCHEON 2025

THURSDAY, 3 JULY 2025 AT PARK HYATT BANGKOK

Supported by:



The background of the slide is a view from an airplane window. The window frame is visible on the left and right sides. Outside the window, there is a bright sunset or sunrise over a sea of white clouds. The sky is a mix of orange, yellow, and blue. A small white airplane icon is flying in the upper right part of the sky, with a white curved line trailing behind it.

# Future of **MICE Industry** in Thailand

*Going further together*



# TAXI

Together with all stakeholders to achieve goal

To elevate Thailand  
as a premier  
MICE destination and  
a key driver of the  
national economy



GOAL



# From 1960 – 2025 and going further together



TAT : Convention  
Department : 1960



Establishment  
TICA : 1984  
TEA : 1997  
TCEB : 2004  
EMA : 2007



TAT + TCEB + TICA + TEA +  
EMA + THA + ATTA + PTA +  
PHA + ADT + TEATA + Other  
Associations, Organization  
and Government Sector

# TAKE OFF



People

Product

Process

Operation

Sales & Marketing



**Tech-Enabled &  
Personalized Travel**



**Experiential, Purpose-  
driven and wellness Travel**



**Sustainable &  
Regenerative Tourism**



**Bleisure &  
Flexible Travel**



**Luxury, Bucket-list and  
multi generation travel**



# Trend for MICE Industry

- Business Transformation & Technology integration
- AI & Data Driven
- Experiential traveler (Bleisure)
- Focus on Sustainability with CSR integration
- Emerging Destination
- Health & Wellness
- Safety & Security
- Flexibility
- ROI





# Opportunities..

**Geographical location**

**Health and Wellness**

**B-Leisure segment**

**MICE (Events & Festivals)**

**Sustainable tourism Initiatives**

**Cultural and Culinary tourism**

**Promote lesser-known destination**

**Infrastructure and connectivity**

**Labor dynamic**

**Environmental sustainability**

**Cultural preservation**

**Economic conditions**

**Regulatory and policy framework**

# Challenges...



Talent  
Development

Innovation

Collaboration &  
Contribution

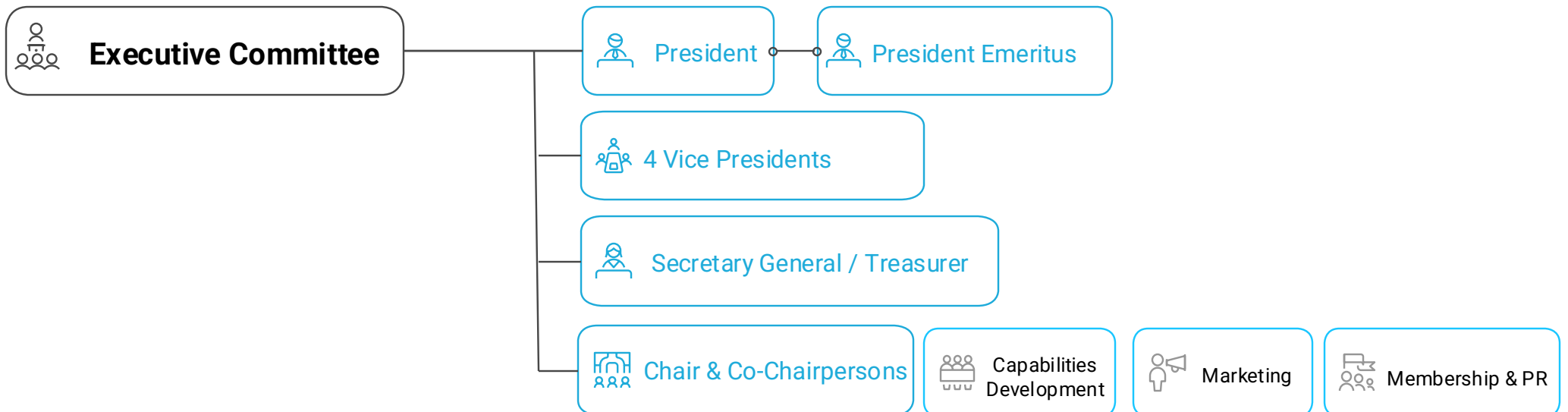
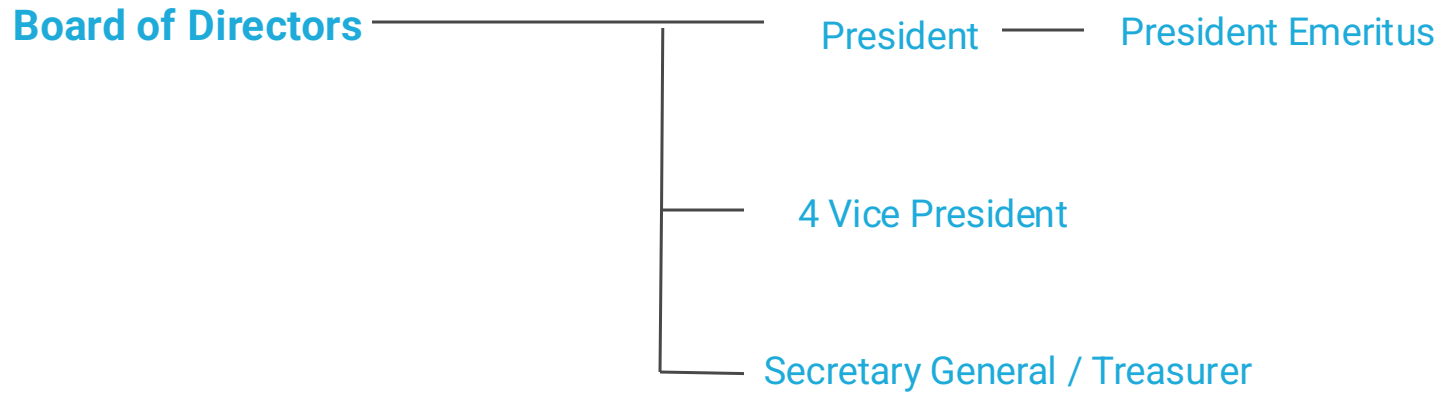
Agility



(Sustainability)



# TICA ORGANISATION CHART





# Capabilities Development Committee



**Khun Kritsanee Srisatin**  
Vice President



**Khun Sutthiporn Fongmool**  
Chairperson



**Khun ChooLeng Goh**  
Co-Chairperson



**Khun Sukamal Mondal**  
Co-Chairperson

# Marketing Committee



**Khun Bert Chamrerannusit**  
Vice President



**Khun Punnaporn Wongjunpen**  
Chairperson



**Khun Thanos Economou**  
Co-Chairperson



## Membership & PR Committee



**Khun Boontawee Jantasuan**  
Vice President



**Khun Worachada Tangkrachang**  
Chairperson



**Khun Maytas Jiwalai**  
Co-Chairperson



**Khun Sutichai Bunditvorapoom**  
Co-Chairperson



**Khun La-iad Bungsritthong**  
Vice President



**Khun Patranuch Sudasna**  
Secretary General



**Khun Kritsana Janyasakulwong**  
Treasurer



# TICA TEAM



**General Manager**

PRAPAPHAN  
SUNG MUANG



**Assistant Manager  
- Capabilities  
Development &  
Marketing**

KITIKUN  
USSAWINKORWATTANA



**Assistant Manager  
- Administration  
& Membership**

KESSAREE PALEEKHET



**Marketing Co-ordinator**

SASITHRON TVEEKUL



**Office Assistant**

CHANIDA SUKMAK











# OUR JOURNEY SO FAR

Thailand welcomed 1.16 million international MICE travelers in the 2024 fiscal year, marking a 42% increase from the previous year and approaching pre-pandemic levels

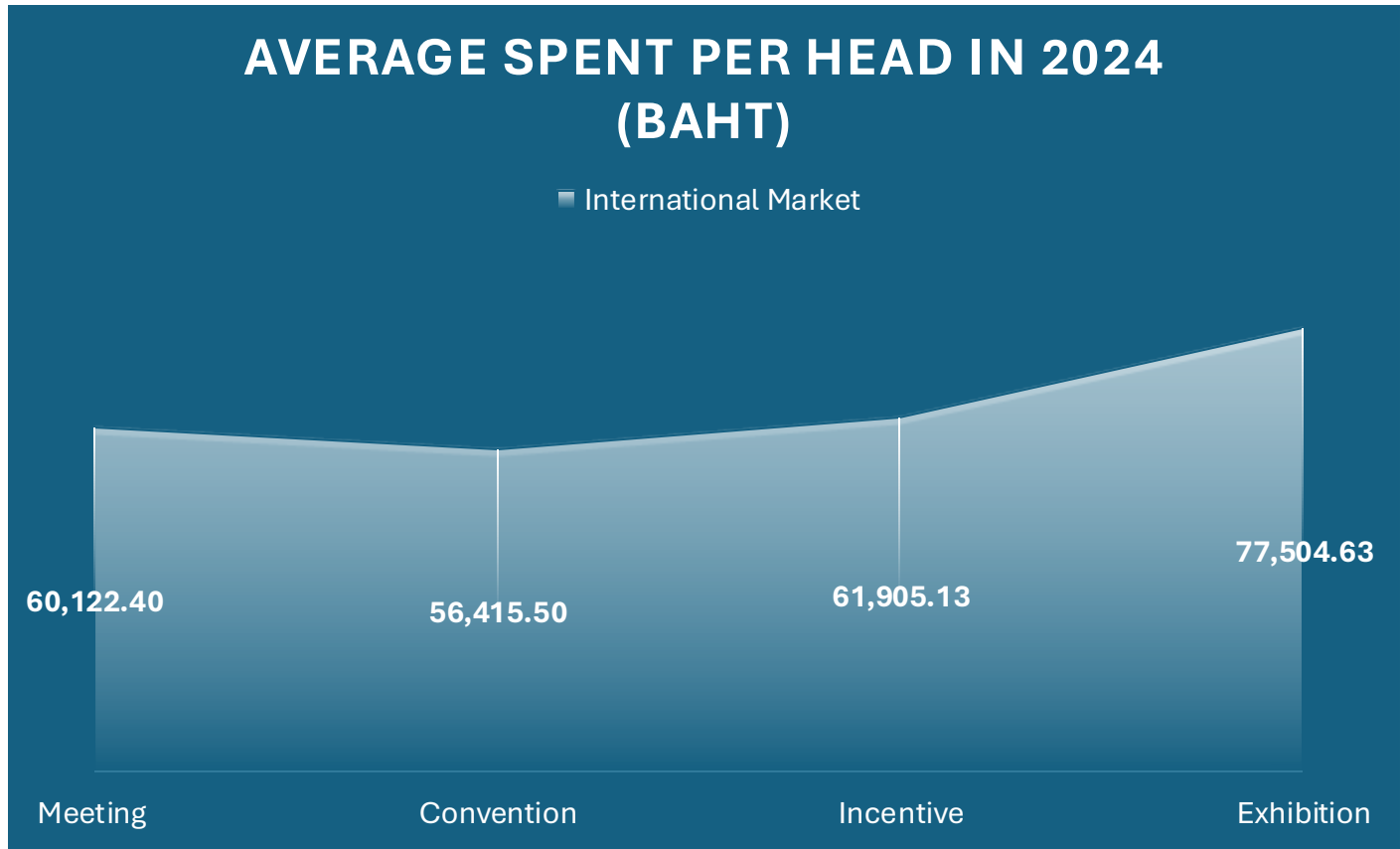


# MICE Statistic

	International	Domestic
Number of MICE Visitors 2024	 1.16M	 24.1M
Number of MICE Visitors 2025 (YTD)	 0.59M	 12.6M
Revenue Generation 2024	 69.5M THB	 78.7M THB
Revenue Generation 2025 (YTD)	 33M THB	 42M THB

# Top 10 Ranking Country No. of MICE Travelers in 2024 🧑🏻🧑🏻

1	China		380,515
2	India		230,447
3	Malaysia		169,127
4	Vietnam		39,711
5	Korea		39,424
6	Singapore		38,040
7	Hong Kong		31,957
8	Germany		30,966
9	U.S.A.		25,671
10	Japan		20,768



Delegates stay for an average of **5.89 days** per trip.  
This contributes to significant daily spending of **16,733 baht** per person.



# UNEXPECTED TURBULENCE

Global Pandemic

World Economic situation & trade war

Climate Change

Conflict between

- Russian & Ukraine
- Israel & Iran







**Don't wait for the  
right opportunity,  
Create it!**

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**George Bernard Shaw**



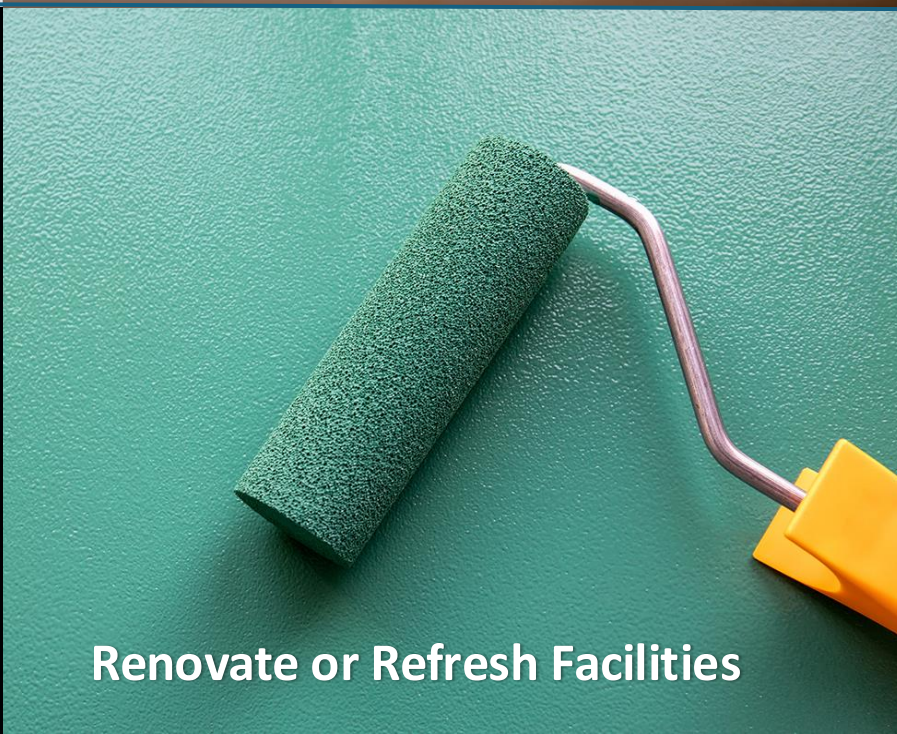


**Reimagining the  
Hotel Experience  
in Thailand:**

*Turning Crisis into  
Long-Term  
Opportunity*



**Opportunity**





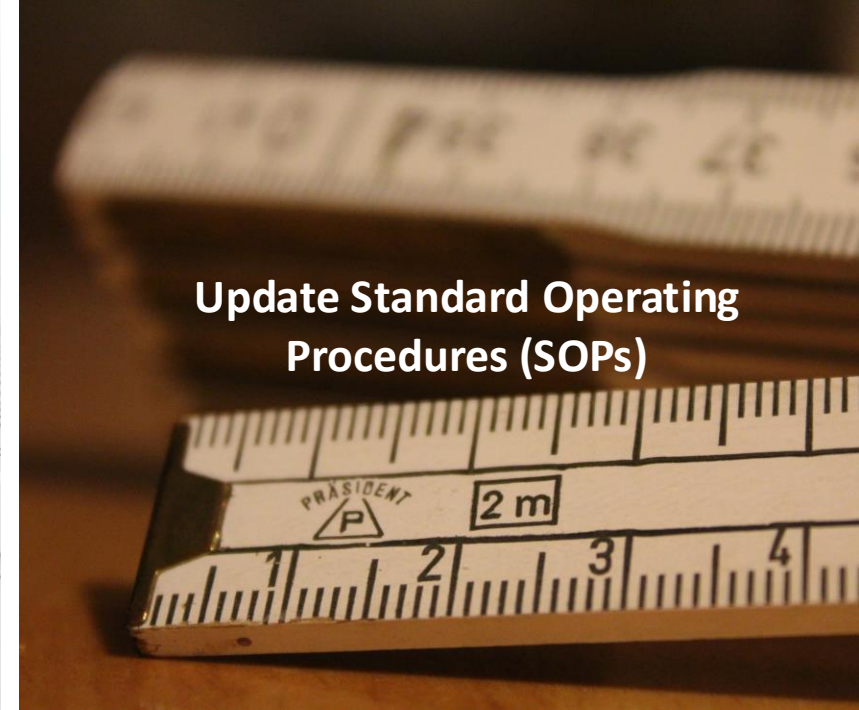


**Upskill and Reskill the Workforce**

**Adjust the Financial Model**



**Update Standard Operating Procedures (SOPs)**



**Enhance Sustainability & Energy Efficiency**




**Form Strategic Partnerships**



**Focus on Guest Experience**





*“I’ve learned that  
people will forget what you said,  
people will forget what you did,  
but people will never forget  
how you made them feel.”*

Dr. Maya Angelou



# Key Strategies for Thai Tourism

**Embracing  
Sustainable &  
Responsible  
Tourism**

**Investing in  
Infrastructure &  
Connectivity**

**Shifting Profile of  
Tourists  
(from leisure to  
purpose driven)**

**Training and  
Upskilling the  
Workforce**

**Leveraging  
Technology and  
Digital  
Transformation**

**Rethinking  
Regulations and  
Policy**

**Combating Scams  
and Ensuring Tourist  
Protection**



# CHARTING A BRIGHTER TOMORROW

**Stronger Together** for a Resilient Future

Together, we can lead the way—  
**not just recover, but thrive**

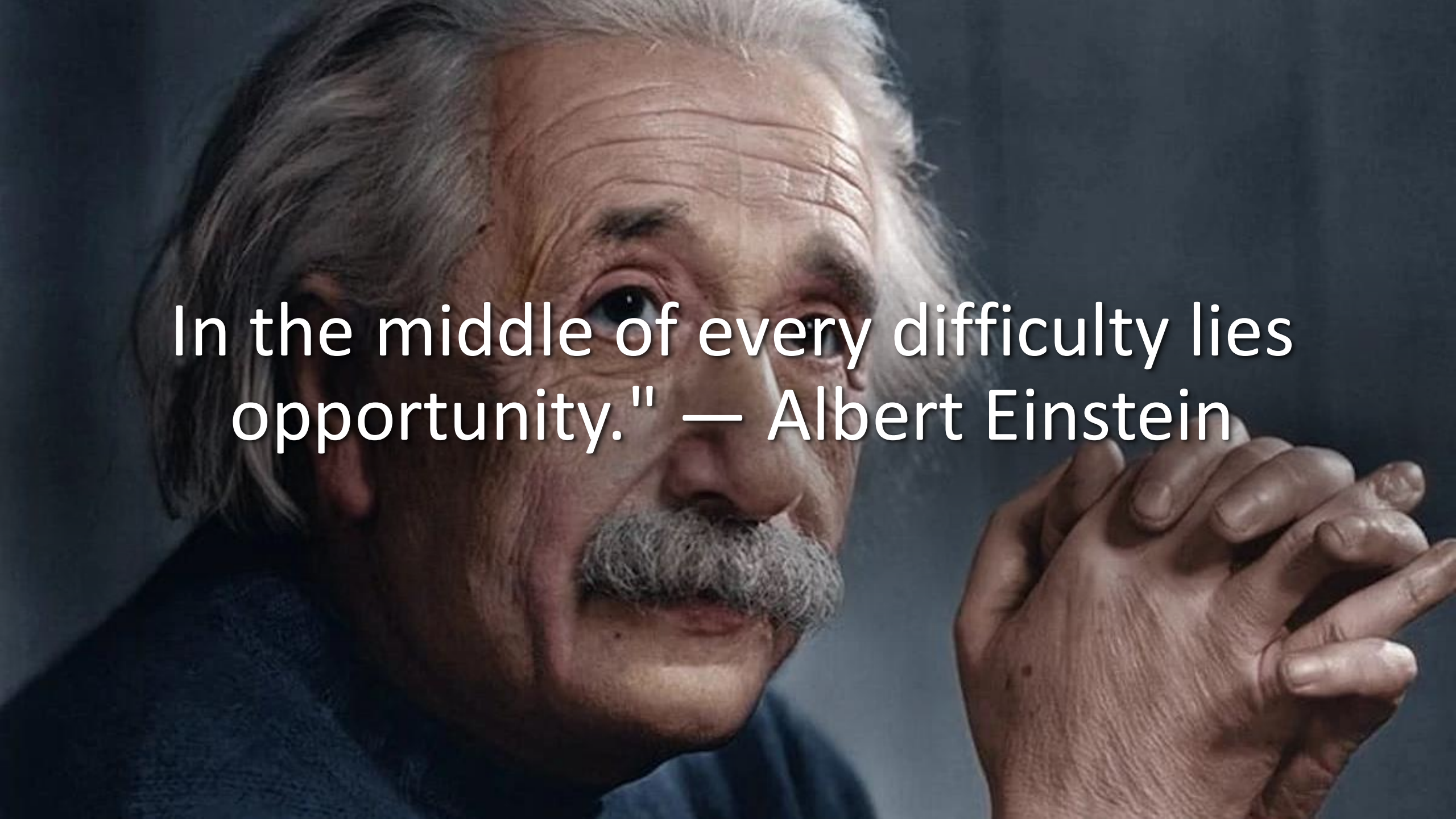






When the storm comes, what will you  
choose to build?



A close-up portrait of Albert Einstein, showing his characteristic wild white hair and mustache. He is looking slightly to the right with a thoughtful expression. His hands are clasped together in front of him. The background is a dark, textured blue.

In the middle of every difficulty lies opportunity." — Albert Einstein



THANK YOU

