

M&I FY2024 PLAN

Remark: For reference purposes only. The contents provided are for the 41st TICA Annual General Meeting (AGM) & Membership Quarterly Luncheon Presentation only and are subject to change without prior notice. 10 April 2024

AGENDA

1 Milestones & Projections

2 M&I Focus

3 Industry Collaboration

MICE TRAVELLERS

2023 VS 2019

817,914 TRAVELLERS



2023

Fiscal year (1 Oct 2022 -30 Sep 2023)

1,273,981 TRAVELLERS



2019

Fiscal year (1 Oct 2018 -30 Sep 2019)

MICE TRAVELLERS

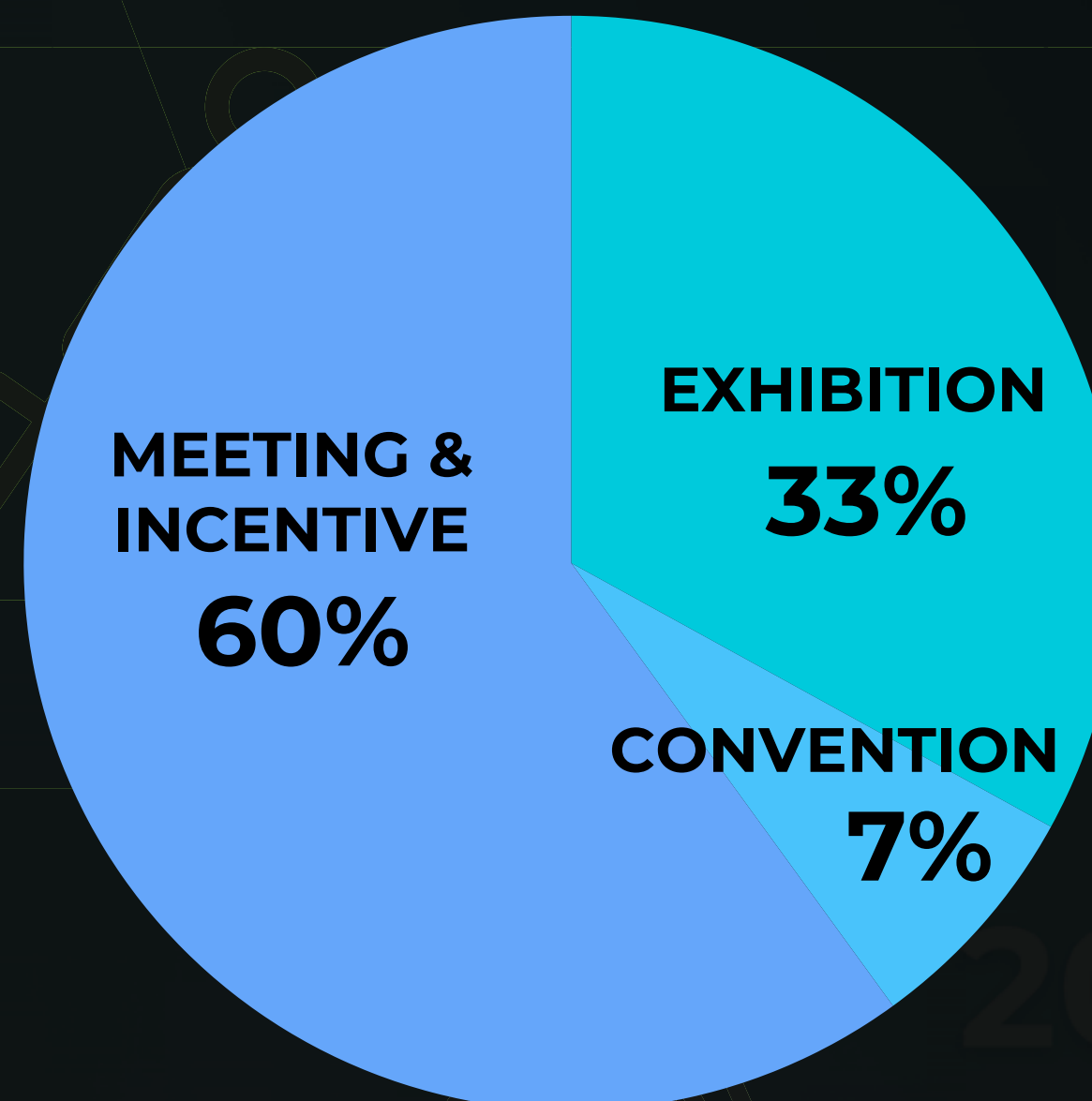
2023 VS 2019

8

MICE TRAVELLERS

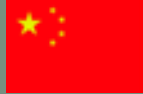
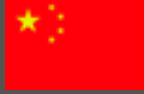
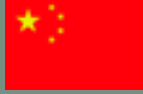






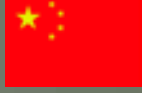








































64%

1,273,981 TRAVELLERS



TOP 10 GLOBAL MICE TRAVELERS BY SOURCE MARKET

(FY2018 - 2023)

	FY2018	FY2019	FY2020	FY2022	FY2023
	Total No. of Visitors (Pax)	Total No. of Visitors (Pax)	Total No. of Visitors (Pax)	Total No. of Visitors (Pax)	Total No. of Visitors (Pax)
1	 215,098	 247,660	 114,165	 120,437	 231,120
2	 152,638	 216,282	 51,451	 83,576	 96,484
3	 146,387	 95,841	 46,813	 18,885	 96,113
4	 84,211	 75,722	 31,016	 12,657	 49,940
5	 71,141	 73,054	 21,987	 10,611	 48,855
6	 55,306	 69,883	 20,341	 7,188	 43,635
7	 55,125	 62,370	 17,946	 6,882	 35,183
8	 51,361	 42,729	 15,146	 6,802	 26,566
9	 51,320	 42,561	 13,590	 6,501	 19,616
10	 42,398	 40,379	 11,602	 6,380	 16,504

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CHANGES IN ACTIVE INDUSTRIES

2023



01



Beauty/Wellness
& Bio-Med

02



Insurance

03



Banking &
Finance

04



Pharmaceuticals

05



Automotive & Parts/
Electronics

2019



Pharmaceuticals



Insurance



Biotechnology &
Cosmetic



Healthcare



Direct selling

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TOP 5 M&I DESTINATIONS



01

BANGKOK



02

PATTAYA



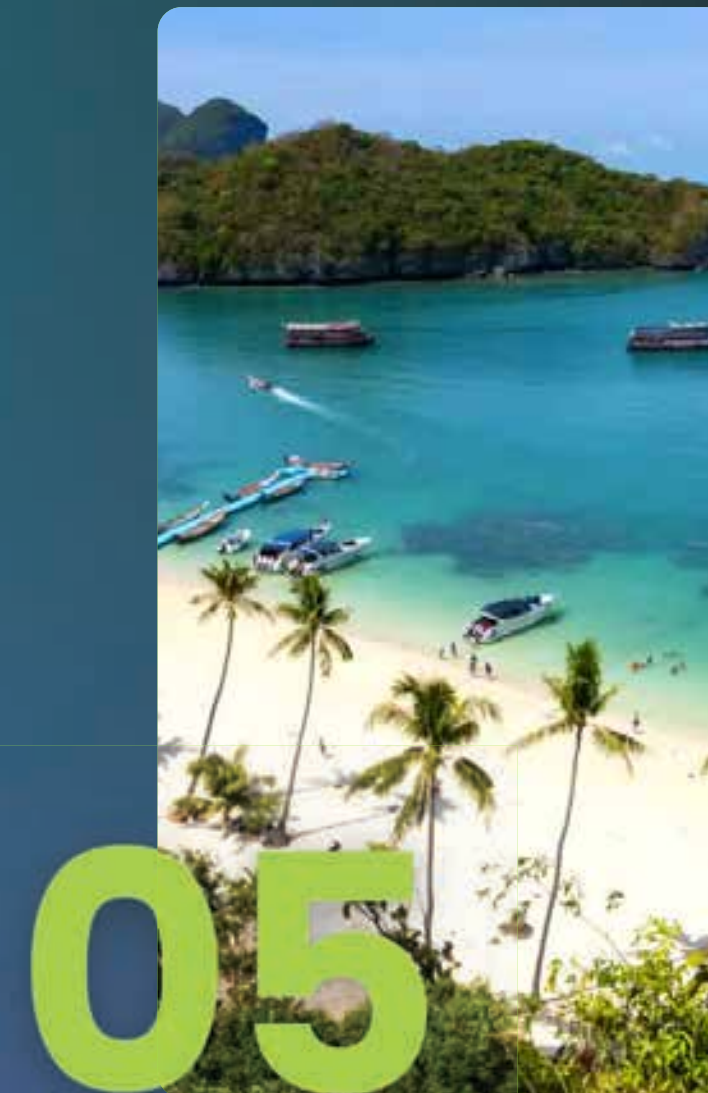
03

PHUKET



04

CHIANG MAI



05

SAMUI



GLOBAL TRENDS

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4 MAIN THEMES

- Rebuild trust – security and cooperation in a fractured world
- Growth and jobs for a new era
- Artificial intelligence as a driving force
- Long-term strategy for climate, nature and energy

DIGITAL

The evolution of AI will dominate the business world

AI is already the main driver of emerging technologies like big data, robotics and IoT, and generative AI has further expanded the possibilities and popularity of AI.

GREEN

The climate risk remains at the top of the agenda in the long term. Investment from and cooperation between both public and private sectors will be critical to supporting the energy transition. This will require mobilising capital across financial institutions and governments to stage the transition towards net zero.

TCEB STRATEGY: TCEB Go



2023

RECOVERY,
REBALANCE, AND
RECONNECT for
rebuilding MICE
ecosystem

2024-2025

DYNAMIC
REPOSITIONING for
enhancing MICE
competitiveness

2026-2027

TRANSFORMING for a
sustainable prosperous,
and resilient MICE
industry

TCEB Go

TCEB STRATEGY: TCEB Go

Thailand as global MICE leader



Positioning Thailand as a premier destination for world-class MICE events to generate income, boost the country's economy, form partnerships, and create business opportunities

Create destination competitiveness through diverse local identity



Collaborating with local communities and network to improve MICE capabilities in various regions by promoting their diverse local identities and memorable localised experiences

Execute innovative MICE solution



Enhancing the competitiveness of Thailand's MICE industry on a global scale by fostering digital skills and innovation in MICE service

Build agile & high performance organisation



Enhancing organisational development system and personnel competency and capability in providing excellent services

GO for MICE sustainability



Transforming Thailand's MICE industry through sustainability and environmental responsibility

TCEB STRATEGY: TCEB Go

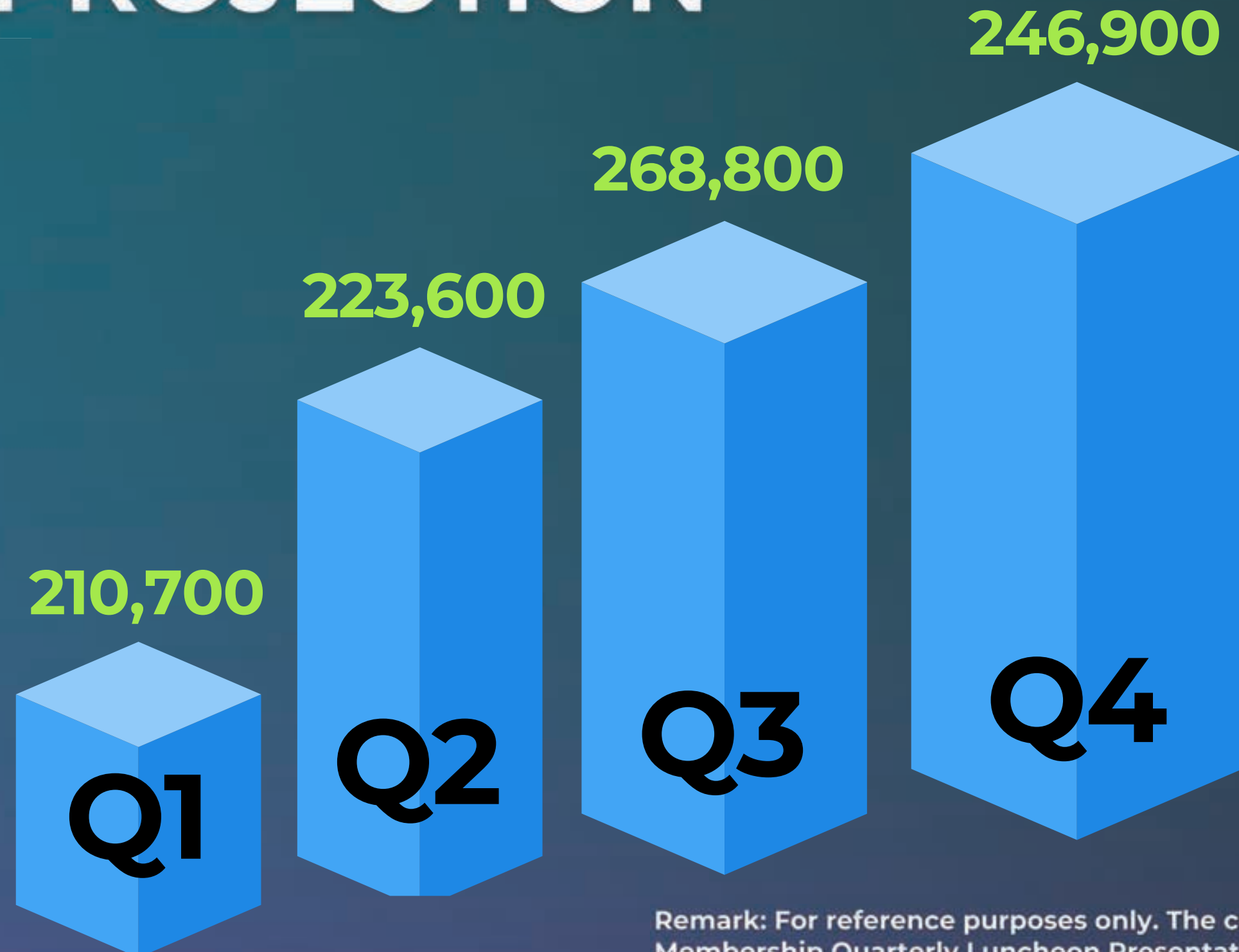
VISION 2027

WE ARE COMMITTED TO BE
THE DYNAMIC PARTNER FOR
BUSINESS SUCCESS THAT
DRIVES DESTINATIONS
FORWARD THROUGH
COLLABORATIVE INNOVATION
& SUSTAINABILITY



2024

MICE TRAVELLER PROJECTION

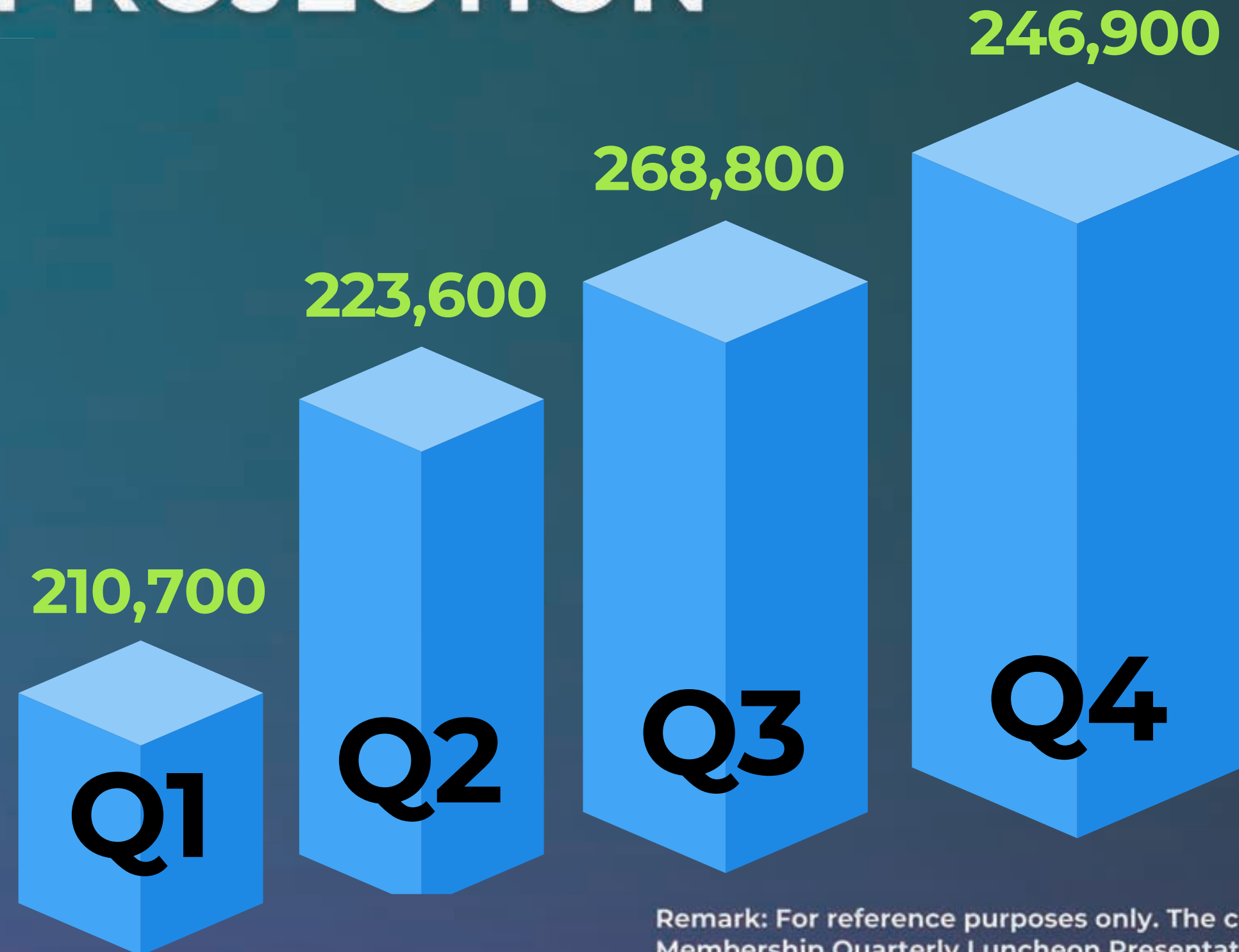


TOTAL
950,000
TRAVELLERS

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2024

MICE TRAVELLER PROJECTION



REVENUE

63

BILLION BAHT

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FY2024 M&I STRATEGIC FRAMEWORK

Meeting & Incentive shifting MICE Thailand to be “high-touch springboard of Asia’s growth”



SUSTAINABILITY



Elevating sustainability goals to support the related business event in Thailand

INNOVATION



Shaping MICE industry with innovations and impactful developments

PARTNERSHIP



Building up a dynamic connection and people networks

BUSINESS OPPORTUNITY



Sharpening target audiences and identify new segmentation for Meetings & Incentives

VISIBILITY & EXPOSURE



Promoting Thailand as a high value-added MICE destination in Asia

CUSTOMER EXPERIENCE



Creating new customer journey via high-value destination experience

FY2024 M&I STRATEGIC FRAMEWORK

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SUSTAINABILITY



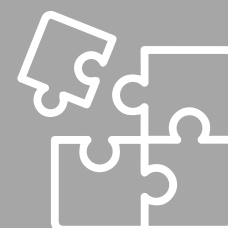
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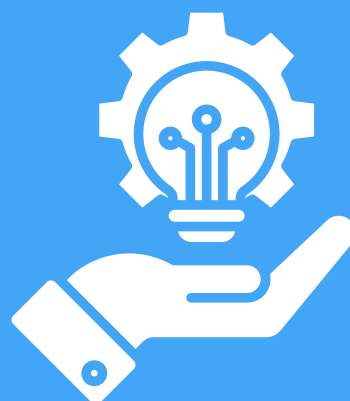


SUSTAINABILITY



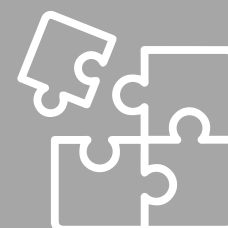
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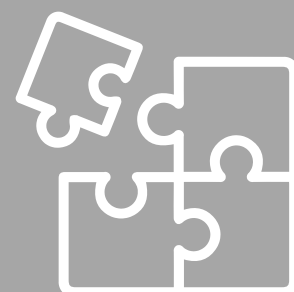
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SUSTAINABILITY



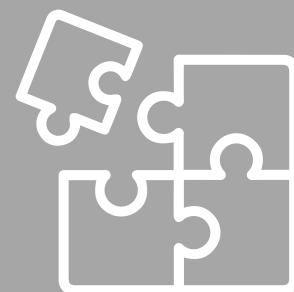
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SUSTAINABILITY



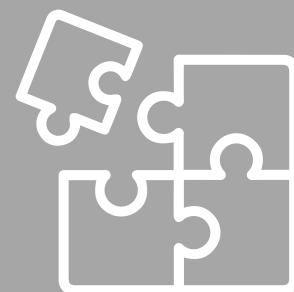
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VISIBILITY & EXPOSURE



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Creating new customer journey via high-value destination experience

3LS

COMMUNICATION FOCUS

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**LARGER THAN
LIFE**



**LOCALISED
EXPERIENCE**



**LASTING
CHANGE**

Mi MEETINGS &
INCENTIVES
DEPARTMENT

TCEB

‘Larger than life’ is beyond luxury.

It's about making each moment count.

It's about finding purpose and adding a dimension of meaning to your trip.

LARGER THAN LIFE

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With 'Localised' experiences, we aim to deepen the clients' connection with Thailand.

It's not just about seeing Thailand; it's about immersing oneself in its heartbeat.

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LOCALISED EXPERIENCE

Travel is as much about memories as it is about the destination.

Moments that leave an indelible mark on your soul.

Lasting changes that create stories for travellers to carry back, share, and cherish for years.

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FY2024

SALES-DRIVEN ACTIVITIES

OCT23-MAR24

OCTOBER

- 17-19 IMEX America 2023, USA

NOVEMBER

- 28-30 IBTM World 2023, Spain

DECEMBER

- 6, Networking Event, China
- 10-14 Sales Call, China

JANUARY

- 11-12 Destination Seminar with TAT and Thai Airways in Sapporo - Japan

FEBRUARY

- 19-22 AIME 2024

MARCH

- 11 DBF: Be My Guest - Paris, France
- 12-14 Thailand MICE Roadshow in Taiwan 2024
- 26-28 Thailand MICE Roadshow in Korea 2024

FY2024

SALES-DRIVEN ACTIVITIES

OCT23-MAR24

Mi MEETINGS & INCENTIVES
DEPARTMENT

TCEB



197

LEADS



71,240

TRAVELLERS



4.7 Billion

REVENUE (BAHT)

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NOW - SEPTEMBER 2024

38

ACTIVITIES TO GO



Sales-driven activities 28



Content-driven activities 10

FY2024 OPPORTUNITIES

FOR THAI PRIVATE SECTOR

APRIL

- 17-18 The Meetings Show Asia-Pacific, Singapore

MAY

- 14-16 IMEX Frankfurt, Germany

(TBC date)

- China Networking Event
- India Destination Presentation Webinar #4
- UK Agency Engagement Activity

JUNE

- Singapore & Malaysia Roadshow (TBC)
- 19-20 The Meeting Show UK
- 17-21 Thailand Innovative Meetings Exchange (TIME), Bangkok and Chiang Mai, Thailand
- (Global) Product Pitching

JULY

- China Roadshow (Beijing, Shanghai, Shenzhen / Guangzhou) (TBC)
- (TBC date)
- USA Networking Event
 - China Familiarisation Trip in Thailand

AUGUST

- India Roadshow (Mumbai & Kolkata) (TBC)
 - Australia Roadshow (Sydney, Melbourne) (TBC)
 - Indonesia Roadshow (TBC)
- (TBC date)
- Singapore Networking Event

SEPTEMBER

- 24-26 IT&CMA and CTW Asia-Pacific 2024, Thailand
- (TBC date)
- (Global) MI Clinic

ENHANCE YOUR 'GREEN FEATURES'

both on an organisational level and
a professional level with TCEB

CERTIFICATION & COURSES



Thailand Sustainable Event
Management Standard



Sustainable Event
Professional
Certificate



Professional Course
in Sustainable Event
Management



Enhance MICE
Industry for Climate
Crisis Mitigation

SUSTAINABILITY GUIDELINES



Carbon-neutral Event
Guidebook



Carbon-neutral Event
Guidebook



Responsible Food
and Beverage
Operations

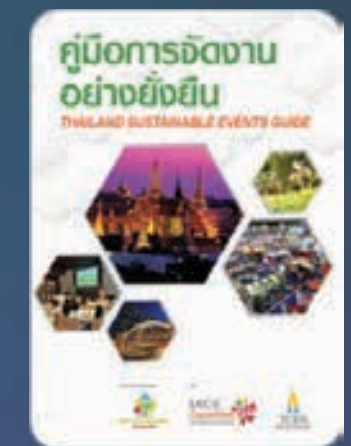
CARBON FOOTPRINT AVOIDANCE CALCULATOR



Basic Event Carbon
Footprint Avoidance
Calculator



Sustainable Events
Basic Guideline



Thailand Sustainable
Event Guide

GROW YOUR 'DIGITAL KNOW-HOW'

WITH MICE INTELLIGENCE AND INNOVATION

BIG DATA

DRIVE YOUR BUSINESS TO COMPETITIVE EDGES WITH BIG DATA

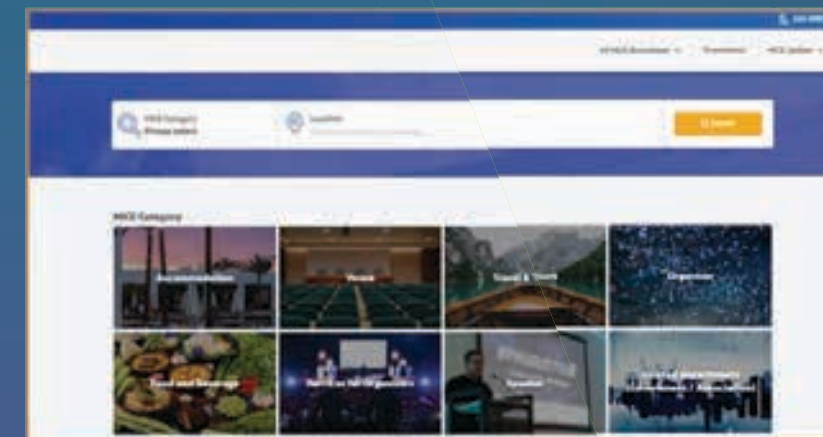
BizConnect



Request for Support
Online system



Thai MICE Connect
Platform



TCEB MICE Intelligence
Center



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OPPORTUNITY FOR YOUR **VISIBILITY &** EXPOSURE

E-NEWSLETTER (HQ AND REGIONAL)

QUARTERLY E-BOOK FOR PRODUCT UPDATES (HQ)

MEDIA COLLABORATION (HQ AND REGIONAL)

NEW ARRIVAL



- MICENET
- Wing Travel Weekly
- TTG
- (New) Northstar Travel Group

Send in your product updates to mi@tceb.or.th and ensure your presence for enhanced visibility and exposure opportunities!

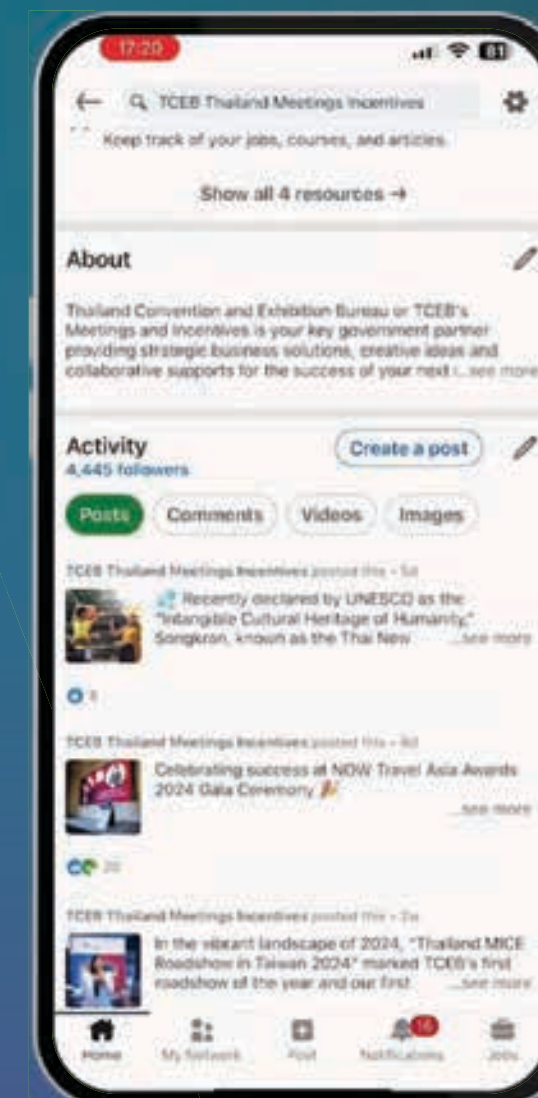
STAY IN-THE-KNOW (HQ)

A BI-MONTHLY
M&I GLOBAL MARKET SPOTLIGHTS
(VIA TICA)

M&I SOCIAL MEDIA PLATFORMS



TCEB Thailand
Meetings Incentives



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STAY IN-THE-KNOW (REGIONAL)



WECHAT
蜜泰
“MEET
THAI”



WEIBO
泰国会奖旅游
“TCEB_CHINA”



DOU YIN
泰国会展局
“TCEB_CHINA”



BILIBILI
泰国会展局
“TCEB_CHINA”



XIAO HONG SHU
泰国国家会议展览局
“TCEB_CHINA”



[HTTPS://WWW.MICEHOTSPOTS.COM/](https://www.micehotspots.com/)



[HTTPS://WWW.FACEBOOK.COM/MICE
HOTSPOTSLIVE/](https://www.facebook.com/micehotspotslive/)

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FY2024 PARTNERSHIP

TCEB collaborates with Thai private sector to enhance the country's competitive advantages, bolster business opportunities, and win more M&I groups to Thailand.



**ASSOCIATION
PARTNERSHIP**



**AIRLINE
PARTNERSHIP**



**ATTRACTION AND
SHOPPING MALL
PARTNERSHIP**



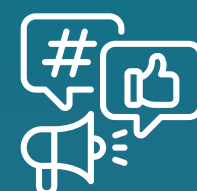
**VENUE AND DMC
PARTNERSHIP**

FY2024 PARTNERSHIP

TCEB collaborates with international and local associations to create a network of cooperation with partner agencies for further business opportunities, industry knowledge sharing, event partnership, and activity support.



ASSOCIATION PARTNERSHIP



Social and digital marketing collaboration



Event support including knowledge sharing, networking receptions, luncheons, business matchings



Tradeshow and roadshow support



Familiarisation trip support such as TDU



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FY2024 PARTNERSHIP

The collaboration between airlines will enhance Thailand's business opportunities by leveraging connectivity between major cities and expanding the array of available flights and routes. Through strategic partnerships and joint promotional campaigns, this initiative will increase Thailand's competitiveness as a preferred Meetings and Incentives (M&I) destination.



AIRLINE PARTNERSHIP



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FY2024 PARTNERSHIP

TCEB expands its collaborations with attractions and shopping malls for the second year to enhance the destination's overall value proposition and enrich the holistic travel experience for M&I travellers.



ATTRACTION AND SHOPPING MALL PARTNERSHIP



ATTRACTIONS

58

- Bangkok
- Chiang Mai
- Khao Yai
- Pattaya
- Hua Hin
- Phuket
- Samui



SHOPPING MALLS

4

CENTRAL
PATTANA

KING POWER
KING OF DUTY FREE

SIAM
PIWAT

EM DISTRICT
EMPORIUM EM QUARTER EM SPHERE

PARTNERSHIP OPPORTUNITY

Elevate Thailand's competitiveness through industry partnership and win more M&I groups to Thailand



HOTEL, VENUE, AND DMC PARTNERSHIP

EASE UP
a collaborative financial grant

Specially designed for corporate meeting and incentive groups holding their event in Thailand within 30th June, 2021.

CRITERIA	FROM TCEB	FROM INDUSTRY PARTNERS
Minimum 40 delegates & minimum 2 nights in Thailand	Financial subsidy up to THB1,500/pax for meeting package or dining experience (Maximum support at THB 300,000 per group)	<ul style="list-style-type: none"> DMCs: complimentary airport transfer and local experience or sightseeing or teaming building (CSR) for up to 20 delegates Hotels: complimentary guestrooms up to 20 rooms per event with an equal number of paying guestrooms per night

Application period: now - 31 March 2021

Event period: 1 July 2020 - 30 June 2021

For enquiries, please contact: mi@tceb.or.th or th

Terms and conditions apply

2021

BRINGING BACK THE Smile IN THAILAND

Safe Meeting Incentive Localized Experience represents two key features at the heart of Meetings and Incentive experiences in Thailand: our reliable global hygiene standard on selected products and services to ease your mind and charming localized experiences at handpicked destinations for your memorable moments in Thailand.

Booking Period: Now - August 2022

Event Period: Now - September 2022

www.buinesseventsthailand.com

2022

Partnership opportunity with TCEB on joint promotional campaigns and supports



TIME

THAILAND INNOVATIVE MEETINGS EXCHANGE 2024

17 - 22 JUNE 2024 - BANGKOK & CHIANG MAI



Bangkok, Thailand



This year, 'TIME' will be transformed to become the Thailand Innovative Meetings Exchange and will be held from 17 to 21 June 2024 in Bangkok and Chiang Mai, Thailand.



This rebranding reflects our commitment to innovation, creativity, and staying at the forefront of industry trends.



A catalyst of innovative meeting insights and knowledge, igniting transformative professional growth



TIME will continue to provide exceptional networking opportunities, collaboration, and business growth.

TIME

THAILAND INNOVATIVE
MEETINGS EXCHANGE 2024

SAVE THE DATE

**MONDAY
17 JUNE 2024**

KNOWLEDGE
EXCHANGE



**TUESDAY
18 JUNE 2024**

BUSINESS
EXCHANGE



FY2024 COLLABORATION OPPORTUNITY SUMMARY

BUSINESS OPPORTUNITY

TRADESHOW

- 17-18 April, The Meetings Show Asia-Pacific , Singapore
- 14-16 May, IMEX Frankfurt, Germany
- 19-20 June, The Meeting Show UK
- 24-26 September, IT&CMA and CTW Asia-Pacific 2024, Thailand

ROADSHOW

- Indonesia Roadshow (TBC)
- Singapore & Malaysia Roadshow (TBC)
- China Roadshow (TBC)
- India Roadshow (TBC)
- Australia Roadshow (TBC)

FY2024 COLLABORATION OPPORTUNITY SUMMARY

BUSINESS OPPORTUNITY

FAM TRIP PARTNERSHIP

- China Familiarisation Trip

BUSINESS MATCHING & ENGAGEMENT

- 17-22 June, Thailand Innovative Meetings Exchange (TIME) 2024

NETWORKING & RECEPTIONS

- China Networking Event
- UK Agency Engagement Activity
- USA Networking Event
- Singapore Networking Event

PROMOTIONAL CAMPAIGN PARTNERSHIP OPPORTUNITY

FY2024 COLLABORATION OPPORTUNITY SUMMARY

VISIBILITY & EXPOSURE | KNOWLEDGE & SKILLS

ACTIVITY PARTICIPATION

- India Destination Presentation Webinar #4
- (Global) Product Pitching
- MI Clinic
- 17 June, TIME Knowledge Exchange

PRODUCT UPDATES

- Monthly M&I e-newsletter (HQ and regional)
- Quarterly product update e-book and destination presentations
- M&I social media platforms
- HQ and regional media collaborations

KNOWLEDGE & SKILLS

- M&I Global Meetings Spotlights
- TCEB's industry trainings, courses, and certifications

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BUSINESS DEVELOPMENT



NATHINEE C.
Senior Manager - China,
UK & EMEA



NAPAT W.
Manager - NA, AUZ,
JAPAN, EAST ASIA



TANAPAT S.
Manager - India, CLMV



THANABODEE H.
Manager - Singapore, ASEAN



KRAIWIT C.
Senior Executive



THANYA V.
Senior Executive

MARKETING SUPPORT & DEVELOPMENT



CHUTIMA W.
Senior Manager



AMORN RAT S.
Manager



CHONTICHA I.
Manager



ONRUMPA K.
Senior Executive

SUPANICH T.
Director

M&I
TEAM

OVERSEAS REPRESENTATIVES



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CONTACT US

MI@TCEB.OR.TH

THANK YOU