

TICA Membership Quarterly Luncheon

3-Year MICE Industry Strategic Plan (2020-2022) & MI Master Plan

11 December 2019

Mrs. Nichapa Yoswee

Senior Vice President – Business

Thailand Convention and Exhibition Bureau



EASE OF
DOING BUSINESS
IN 2020

WORLD'S

21st

FROM 46th IN 2017

SOURCE: WORLD BANK (2019)

LOGISTICS
PERFORMANCE
INDEX

WORLD'S

32th

FROM 45th IN 2017

SOURCE: WORLD BANK (2018)

CREDIT RATING

A-

UPGRADED FROM BBB+

RATED BY

*RATING AND INVESTMENT
INFORMATION, INC. (R&I)
OF JAPAN*

E-COMMERCE:

**HIGHEST
MARKET VALUE
IN ASEAN**

\$755 MILLION

SOURCE: ETA

AVIATION:

WORLD'S

TOP 10

HIGH AIR TRAFFIC
IN 20 YEARS

ROBOTICS:

WORLD'S 4TH GROWTH RATE

19%

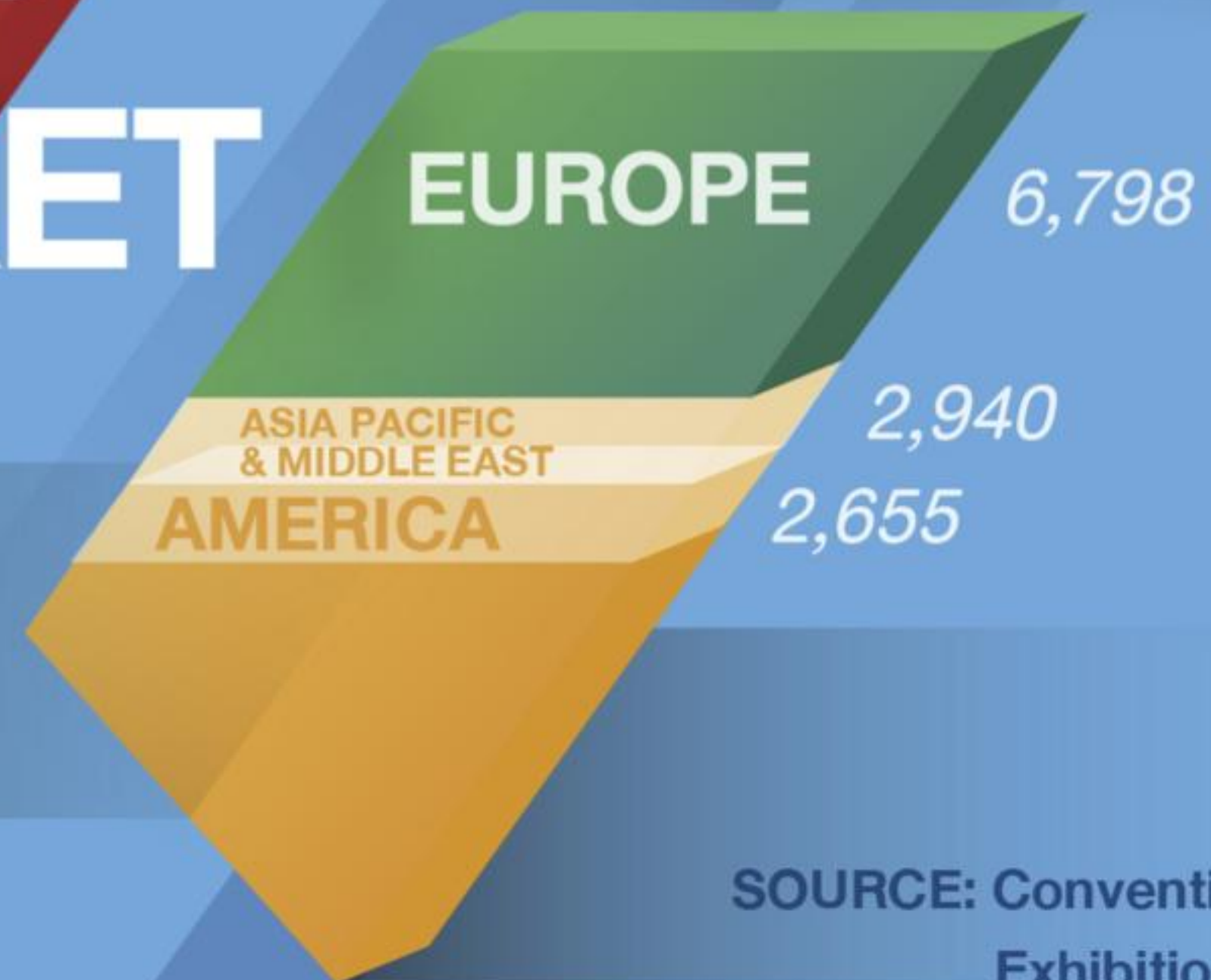
GLOBAL MICE

MARKET

32,000 EXHIBITIONS
/ YEAR



12,951 CONVENTIONS
/ YEAR



SOURCE: Convention, ICCA Report
Exhibition, UFI Report

THAILAND MICE RANKING OF ASIA

CONVENTION
RANKING

#4

by number of conventions - ICCA

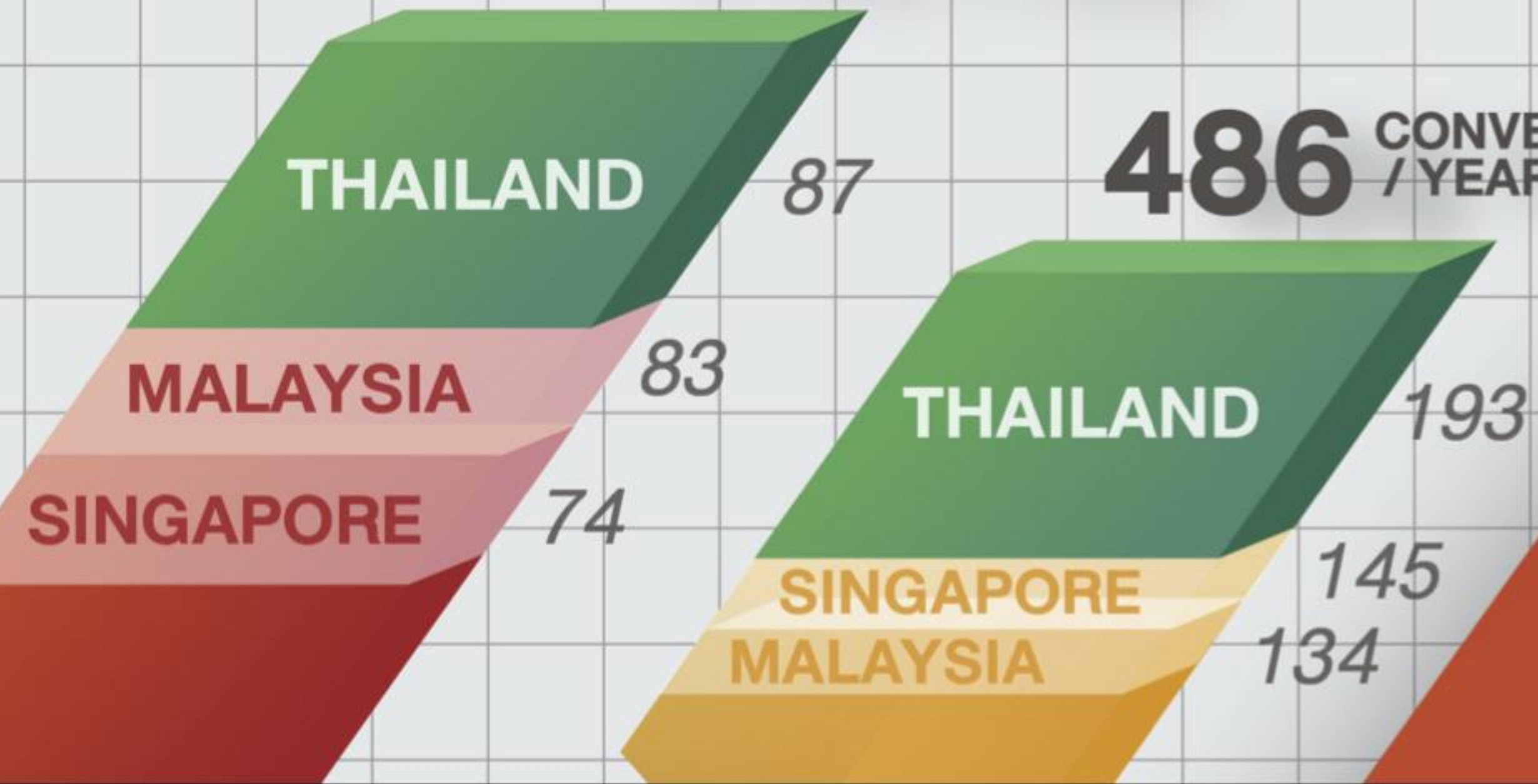
EXHIBITION
RANKING

#7

by exhibition space sold - UFI

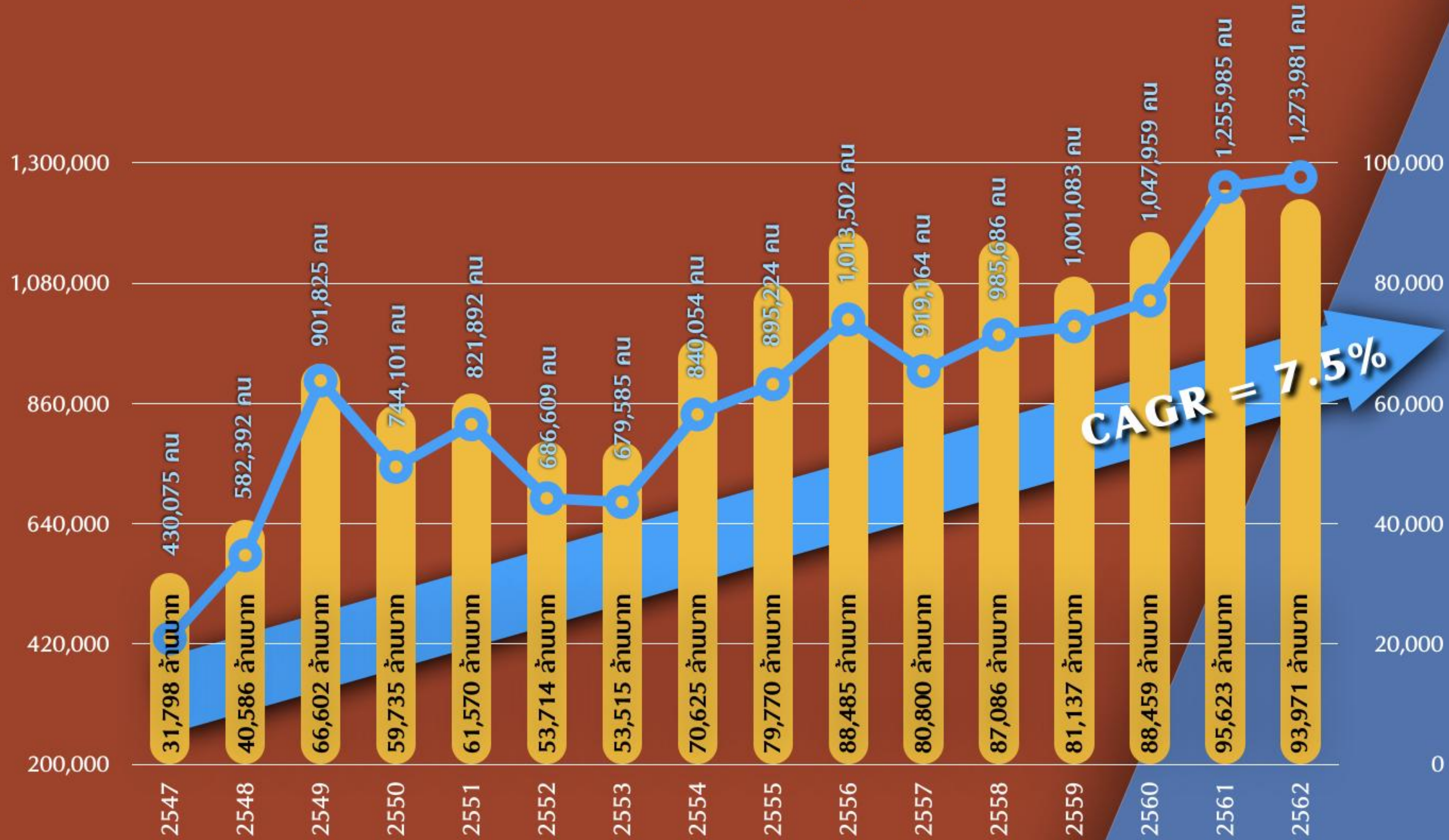
740 EXHIBITIONS
/ YEAR

486 CONVENTIONS
/ YEAR



ASEAN's
Top
MICE

ผลประกอบการของอุตสาหกรรมไมซ์ไทย 2547-2562



15 ปี
เติบโตเฉลี่ยปีละ
7.5%

ปี 2562
นักท่องเที่ยว
1,273,981 คน
รายได้
93,971 ล้านบาท

จำนวนนักท่องเที่ยวไมซ์จากต่างประเทศ (คน)
รายได้จากอุตสาหกรรมไมซ์ (ล้านบาท)

TCEB Performance *(Throughout the 15 years of establishment)*

Win Bids for over 300 Business Events

3,000,000,000 Baht
Revenue Generated

Support Over 5,400 Business Events

54,000,000,000 Baht
Revenue Generated

Pioneer MICE Standards/ ASEAN MICE Education Hub

MICE Facilitation e.g. MICE Visa, MICE Logistics, One Stop Service

Area Based Development

Source Market of Thailand

| Regions | 2019 | 2018 | 2017 |
|----------|-----------|-----------|---------|
| Asia | 1,120,874 | 1,076,854 | 812,168 |
| Europe | 62,052 | 87,317 | 108,997 |
| Oceania | 41,296 | 22,288 | 26,882 |
| Americas | 30,678 | 39,879 | 48,807 |

Source: S&P, TCEB

Source Market of Thailand

| 2019 | 2018 | 2017 |
|------------------|------------------|------------------|
| China 247,660 | China 215,098 | China 153,312 |
| India 216,282 | India 152,638 | India 129,717 |
| Malaysia | Malaysia | Singapore |
| Indonesia | Singapore | Malaysia |
| Singapore | Korea | Korea |
| Korea | Vietnam | Japan |
| Japan | Japan | Indonesia |
| Vietnam | Indonesia | Philippines |
| Taiwan | Philippines | Vietnam |
| Philippines | Taiwan | Taiwan |

18

BID WINS
SUPPORT FOR
INTERNATIONAL
CONFERENCES

17

NEW
TRADE SHOWS
27 SHOWS
IN PIPELINE

12

MEGA-SIZE
MEETINGS & INCENTIVES
GROUPS OF
3,000+ DELEGATES

FY2019

As of: August 2019

Economic Impact

3% of Thailand GDP



35,900 MILLION BAHT



340,595 JOBS

of Thailand's MICE Industry

MICE Expenditure

544,700 MILLION BAHT

Remarks: 2019 estimated economic impact including international & domestic MICE market

BEYOND ECONOMIC BENEFITS

NETWORKING
OPPORTUNITIES

BRANDING
of THAILAND

INDUSTRY
SKILL SHARING

Transform

MICE Industry

to be a **National Agenda**

Significance of the Thailand 20 Year Strategic Plan for MICE Industry (2017-2036)

MICE has been recognized as an important tool for economic development under

COMPETITIVENESS ENHANCEMENT

Strategy

“New potential service clusters for Thailand future will be health and wellness center, hub for international education, high quality tourism, international meeting, logistic service, and location for headquarters or regional offices and financial services .”

Source : Thailand 20 – year National Strategic Plan (2017-2036)

Connection between the 12th National Economic & Social Development Plan (2017–2021) and MICE Industry

Developing the Capacity of Existing Services

tourism, transportation and logistics services, public utilities services, and Meetings, Incentives, Conventions and Exhibitions (MICE) etc.

- *promoting investments to raise the competitiveness of hospitality businesses*
- *strengthening Thai entrepreneurs to be able to adapt to dynamic changes of context*
- *developing standards accreditation systems and setting standards for businesses in the service sector according to international standards*
- *raising the quality level to meet market demand*
- *developing and raising the level of infrastructure to create links domestically and internationally to facilitate businesses*
- *supporting research and development by encouraging entrepreneurs to utilize innovation in order to develop their businesses*
- *supporting the use of suitable social media to expand the market for products and services, both locally and abroad.*

KEY CHALLENGES

Government plays a little role to attract world events to Thailand

MICE is only used as a tool to promote government achievements and showcase

MICE activity promotion focuses only in Bangkok area

Privileges and incentives for MICE investment vary depending on areas

Agile government transformation



พระราชกฤษฎีกาจัดตั้งสำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน)
(ฉบับที่ ๓) พ.ศ. ๒๕๖๒

“การจัดประชุมและนิทรรศการ” หมายความว่า การจัดประชุมองค์กร การจัดประชุมนานาชาติ การเดินทางเพื่อเป็นรางวัล การจัดงานแสดงสินค้าและนิทรรศการ และการจัดกิจกรรมพิเศษทางการตลาด หรือการจัดงานหรือกิจกรรมอื่นในลักษณะเดียวกัน

มาตรา ๗ (เพิ่มเติม) ให้สำนักงานมีวัตถุประสงค์

(๔) เป็นตัวแทนของประเทศในการจัดทำข้อเสนอต่อหน่วยงานต่างประเทศหรือระหว่างประเทศ เพื่อขอรับเป็นเจ้าภาพในการจัดประชุมและนิทรรศการในประเทศ

Make a move with 3-year

MICE Industry Strategic Plan (2020 - 2022)

Strategies

Cluster / Agenda

Mission

Vision

Develop Thailand as a center of international MICE event to strengthen industrial development, trade and investment for economic growth, social stability and sustainability

MICE as a tool to drive the economy



MICE as a social development tool to build stability and reduce inequality



MICE as a tool to promote sustainability



Target Cluster



Food



Health & Wellness



Aging Society



Sport



Tourism



Economic Corridor



12 S-Curve



Startup/ STEAM



Smart City



Environmental

DIGITAL ECONOMY

1

ATTRACT

Use MICE to drive economy and create social wealth and stability

2

ENHANCE

Increase participation from all sectors to make MICE a national agenda

3

GROWTH

Strengthen MICE capability, competitiveness and professionalism

4

TRANSFORM

Develop MICE supporting ecosystem to facilitate industry development

TIME TO DEFINE
GAME CHANGER
FOR THAILAND'S
MICE
INDUSTRY



THAILAND REDEFINE YOUR BUSINESS EVENTS

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 MEETINGS  INCENTIVES  CONVENTIONS  EXHIBITIONS

Access our support network at www.businesseventsthailand.com

ROLE DISRUPTION

FROM A MERE *SUPPORTER* AND *FACILITATOR*

CPCT

CO-CREATOR
PARTNER
COLLABORATOR
THOUGHT-LEADER



THAILAND REDEFINE BUSINESS EVENTS
GENERATE 4 RETURNS

RETURN ON INVESTMENT
TIME
EFFORT
HAPPINESS

CPCT

CO-CREATOR OF BUSINESS OPPORTUNITIES

BIDDER – MEGA EVENTS

86TH UFI GLOBAL CONGRESS 2019

500 DELEGATES, 40 MILLION THB

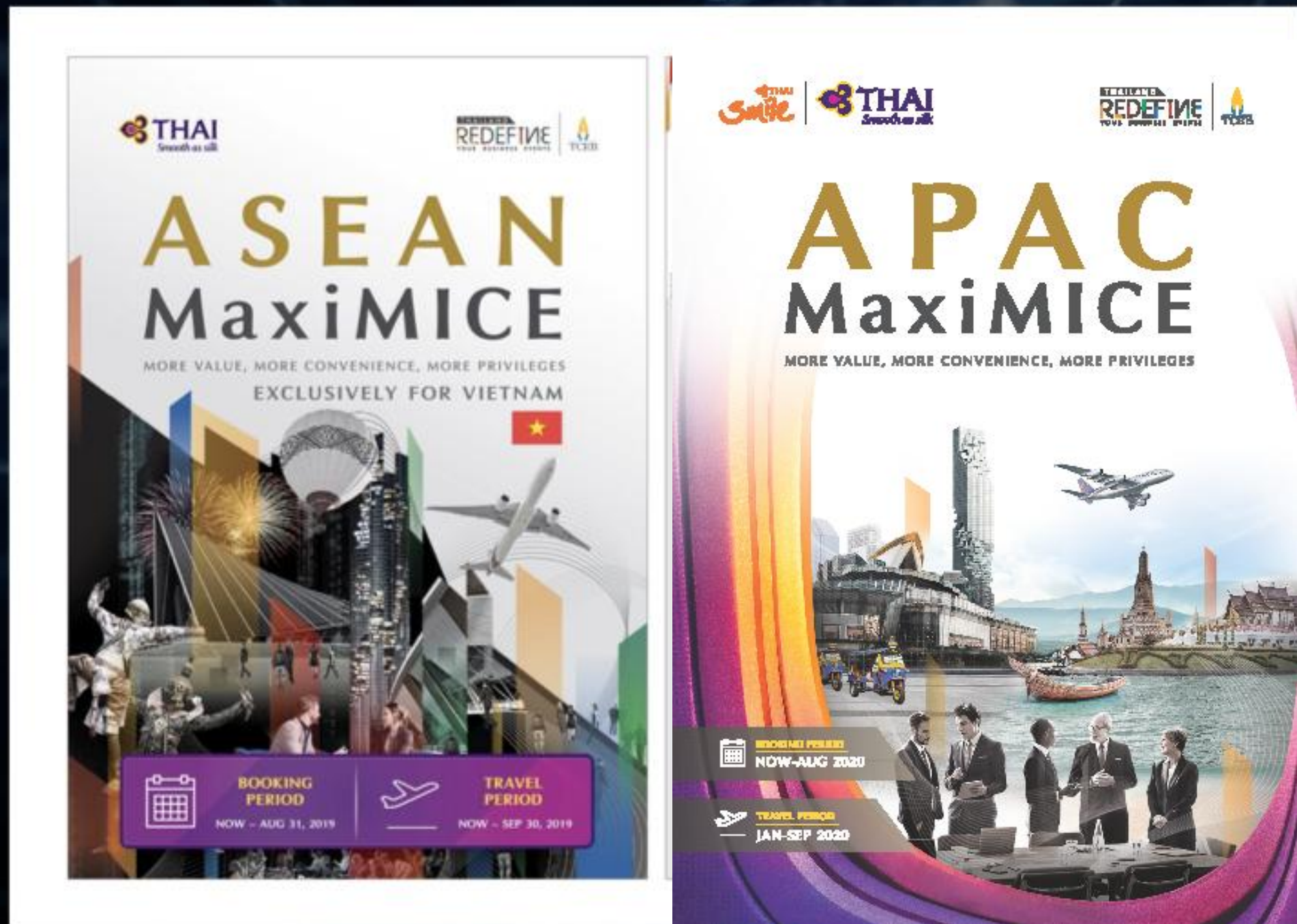
**ASSOCIATION FOR WOMEN'S RIGHTS
IN DEVELOPMENT FORUM 2020 (AWID 2020)**

2,200 DELEGATES, 168 MILLION THB

**CONFERENCE INTERNATIONAL SOCIETY OF
TRANSPORT AIRCRAFT TRADING ASIA 2021 (ISTAT ASIA 2021)**

900 DELEGATES, 67.52 MILLION THB

CPCT PARTNER FOR CREATIVE SERVICE ELEMENTS AND SOLUTIONS



TCEB+THAI AIRWAYS
ASEAN and APAC MaxiMICE



TCEB+OVER 300 ESTABLISHMENTS
MICE THAILAND SIGNATURE

CPCT COLLABORATOR FOR IDEAL ECOSYSTEM FOR MICE

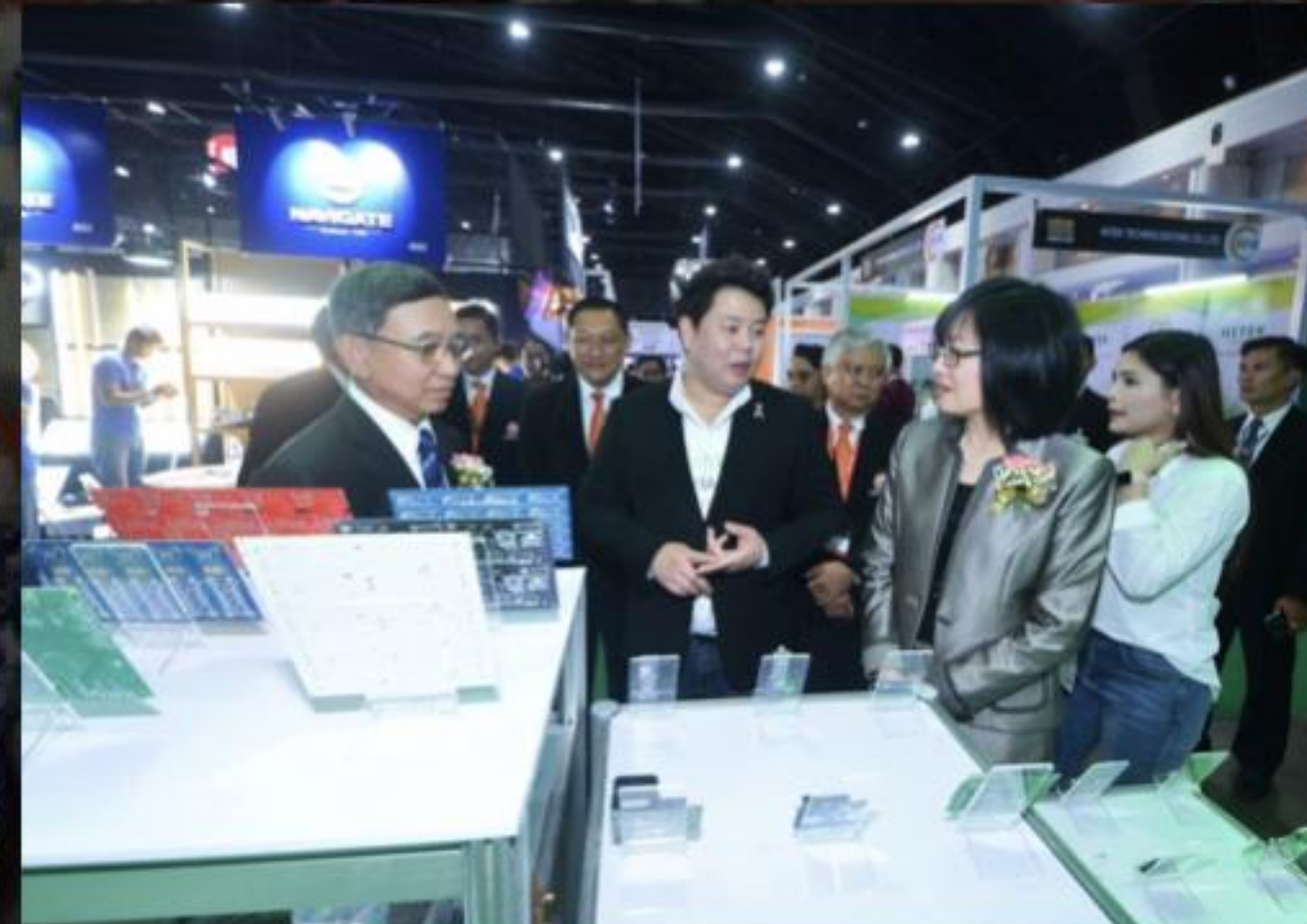


EASE OF DOING BUSINESS

**EMPOWER Thailand Exhibition
(EMTEX)**

MICE Lane Service

**Connecting with Related
Agencies**



CPCT

THOUGHT-LEADER TO IGNITE CHANGE AND INNOVATION



TECH ACCESSIBILITY

BIZCONNECT

SUSTAINABILITY

*FARM TO FUNCTIONS
FOOD WASTE PREVENTION PROGRAM
ISO FOR SERVICE PROVIDERS
"MEET SUSTAINABLE CAMPAIGN"*

Convention

- ❖ 2020 -2021: Year of Convention. New Eco System
- ❖ PCO Incubation Program: Education. Certification.
- ❖ PCO Partnership Program
- ❖ Expand Bid Agents :
 - Associations, Universities, MICE Cities, Venues, Hotels, Governments, Organizations
- ❖ Bid Book Agents: Universities
- ❖ Improve bid success conversion ratio
- ❖ Legacy. Legacy. Legacy.
- ❖ **Up to rank #3 by 2023**



Exhibitions

- Limited Pool of shows:
 - M&A, Duplication Shows, New Show Dilemma
 - Retain show recruitment momentum. All potentials by 2024.
- High recruitment efficiency. Limited domestic match.
- Domestic Exhibition Incubation Program.
 - Education: Content, Standard, Finance, EBITA
 - Groom for sales/JV opportunity: Show, company
- Joint Operations Committee by GCA
- Discussion on E department for the whole E industry
 - Facilitate growth. Thailand as CLMV hub. Enforce Improvement



MI INDUSTRY SITUATION & MASTER PLAN

Change of incentive travel competitiveness

The Travel & Tourism Competitiveness 2019













ที่มา: The Travel & Tourism Competitiveness Report 2019

โดย World Economic Forum

และ

Top Meeting Destinations in Asia 2019

โดย Cvent











| Ranking | Country | | Change against 2017 | Change (%) against 2017 |
|---------|-----------|---|---------------------|-------------------------|
| 1 | Spain |  | - | 0.3 |
| 2 | France |  | - | 1.5 |
| 3 | Germany |  | - | 2.0 |
| 4 | Japan |  | - | 2.1 |
| 5 | US |  | ▲ +1 | 2.6 |
| 6 | UK |  | ▼ -1 | -0.2 |
| 7 | Australia |  | - | 0.8 |
| 17 | Singapore |  | ▼ -4 | -2.0 |
| 29 | Malaysia |  | ▼ -3 | 0.4 |
| 31 | Thailand |  | ▲ +3 | 2.6 |
| 40 | Indonesia |  | ▲ +2 | 2.8 |
| 63 | Vietnam |  | ▲ +4 | 3.4 |

Change of incentive travel competitiveness

Preferred Destination in Asia

ที่มา: The Travel & Tourism Competitiveness Report 2019 โดย World Economic Forum

และ Top Meeting Destinations in Asia 2019 โดย Cventa

| Ranking | Preferred Destination in Asia | Change (%) against 2017 |
|---------|--|-------------------------|
| 1 | Singapore  | - |
| 2 | Bangkok, Thailand  | ▲ +1 |
| 3 | Hongkong  | ▲ +2 |
| 4 | Kuala Lumpur, Malaysia  | - |
| 5 | Shanghai, China  | ▲ +1 |
| 6 | Tokyo, Japan  | ▲ +3 |
| 7 | Seoul, South Korea  | ▲ +10 |
| 8 | Beijing, China  | ▲ +3 |
| 9 | Bali, Indonesia  | ▲ +4 |
| 10 | Mumbai, India  | 0 |
| 11 | Phuket, Thailand  | ▲ +5 |

CAGR 2014-2018

+4.98%

NUMBER OF
CORPORATE MEETINGS
IN THAILAND

+3.85%

REVENUE

+9.61%

NUMBER OF
DELEGATES

-3.37%

SPENDING
PER HEAD
PER TRIP

CAGR 2014-2018

+8.59%

NUMBER OF
INCENTIVE TRAVEL
IN THAILAND

+6.23%

REVENUE

+11.32%

NUMBER OF
DELEGATES

-2.23%

SPENDING
PER HEAD
PER TRIP



TRENDS AND CHANGES AFFECTING MI INDUSTRY

Global Changes: Direct Impact on Meeting Organization



DEMOGRAPHIC CHANGES

CLIMATE CHANGE



TECHNOLOGY AND CYBER CRIME

SHIFT OF WORLD POWER



SUSTAINABLE DEVELOPMENT

Trends of MI Industry



LOCAL TOURISM

LINK TO KEY INDUSTRY



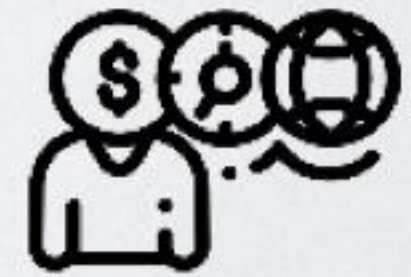
IMPACT ON COMMUNITY

CONTENT CREATION



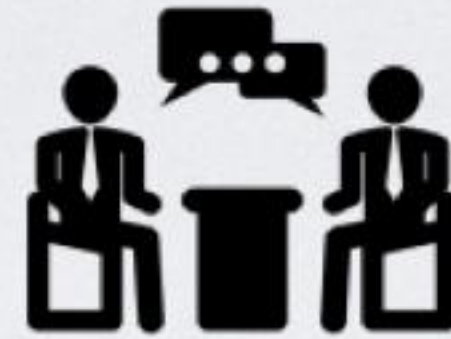
NEW EXPERIENCES

PERSONALISATION



Trends of Technology

MEETING TECHNOLOGY



HYBRID
MEETING

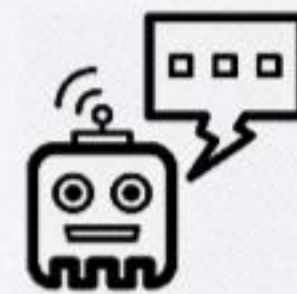


AR / VR

SUPPORT TECHNOLOGY



EVENT
APP



AI AND
CHATBOT



NAVIGATION
AND LOCATION



STRENGTH AND WEAKNESS OF THAILAND DESTINATION

STRENGTH



VALUE FOR
MONEY



VARIETY OF
ATTRACTIONS



CULTURE



ACCESSIBILITY



SERVICE

WEAKNESS



INFRASTRUCTURE



IMMIGRATION



LANGUAGE
BARRIER



SAFETY



TRAFFIC



RECOMMENDATION

IMPROVEMENT OF INCENTIVE SUPPORT

- **Financial**
Travel plan with minimum and maximum cost per head
- **Non-financial**
more sophisticated souvenirs
- **Tailored incentive for specific market**

REDEFINING TARGET GROUPS

- Higher quality, more premium *potential country and industry*
- Tailored Market Segmentation *behaviour, demographic*

REDEFINING EVENT ORGANIZATION

- More innovation
- More marketing events in target markets
- Engaging more sectors in event organization

- **Quality of manpower**
*both within and outside TCEB,
new entrepreneurs*
- **Enhance industry network**

OTHERS

- Free internet in support package
- Personalised experiences
- More TCEB representatives overseas

WORKING PROCESS

- **Reduce process**
more digital, less paperwork
- **Higher accessibility for support and coordination**
Live Chat, Social media
- **Improved coordination with related agencies**
MICE Lane

PUBLIC RELATIONS



- **Thailand Destination and Thai MI Industry**
Focus on Thai identity
- **Awareness of TCEB Service**
- **PR Tools – Efficiency and Sophistication**
(website, video or social media)



MI MASTER PLAN

| | | | |
|----------------------|----------------------|----------------------|---------------------------------|
| PRIMARY GOALS | EXPAND MARKET | RETAIN MARKET | DELIVERY OF SATISFACTION |
|----------------------|----------------------|----------------------|---------------------------------|

| | | | |
|--|---|---|---|
| POTENTIAL TARGET GROUPS FOR MARKETING | TARGET MARKET | HIGH YIELD | SHORT-HAUL |
| | China & India <ul style="list-style-type: none"> Proactive and consistent marketing Expansion to tier 2 and tier 3 source market Identifying new segments: premium, luxury, special interests More representatives Introduction of alternative products and services | EU, Australia, USA <ul style="list-style-type: none"> Proactive PR: social media push, KOL Enhancing awareness Attracting high-spending groups | Korea, Singapore, Hong Kong Indonesia, Taiwan, Vietnam <ul style="list-style-type: none"> More potential markets in Asia Regionalized MI product offering |

| | | |
|--|--|---|
| ENHANCED COMPETITIVENESS | | |
| PRO-ACTIVE MARKETING <ul style="list-style-type: none"> Expand partnership More engaging marketing activities Seek new sales & marketing platform Create and/or upgrade industry events, e.g., TIME | PRO-ACTIVE PR <ul style="list-style-type: none"> Social media channels Tailored messaging by regions | INTRODUCTION OF NEW MI PRODUCT <ul style="list-style-type: none"> By demographics, e.g., different generation, nationality, cultural preferences By special interests, e.g., culinary, fashion, luxury, sports |
| IN-DEPTH DATABASE <ul style="list-style-type: none"> Wider client database Deeper client database | UPLIFTED MICE STANDARD <ul style="list-style-type: none"> MICE infrastructure standards MICE professional standards New entrants to the industry | |

| |
|--|
| TCEB ROLES |
| <ul style="list-style-type: none"> Higher efficiency More Targeted PR Better & Faster Response Market Dynamism Enhanced Partnership Program MICE Professional Development |

| | | | | |
|-----------------------------------|---|---|--|---|
| MICE ECOSYSTEM IN THAILAND | FOCUSED MARKET | FACILITATION (GOVERNMENT AGENCIES) | CONNECTING WITH KEY INDUSTRIES | GO LOCAL |
| | <ul style="list-style-type: none"> Identifying target markets High growth, High yield, New segment | <ul style="list-style-type: none"> Facilitation services, e.g., visa, immigration Connection for business opportunities | <ul style="list-style-type: none"> Local industry connections | <ul style="list-style-type: none"> Identifying MI products in alternative cities Product matching with target group |

Subject to change

M&I REDEFINED - MARKET CHAMPION

TICA

THAILAND INCENTIVE AND
CONVENTION ASSOCIATION



THAILAND CONVENTION
& EXHIBITION BUREAU



12 MARKET CHAMPIONS – MARKET INSIGHT

EUROPE, AMERICA, LATIN AMERICA, SOUTH AFRICA, RUSSIA & CIS, CHINA, TAIWAN, HONG KONG, JAPAN, KOREA, ASEAN, INDIA AND OCEANIA

SUSTAINABILITY, LUXURY, ALTERNATIVE DESTINATIONS

Meet
Now

TICA

THAILAND INCENTIVE AND
CONVENTION ASSOCIATION

TICA Support Network

Top Up

Thailand MICE Value Plus

| Privileges | 30-49 pax | 50-99 pax | Over 100 pax |
|--|--------------------------|--------------------------|--------------------------|
| Complimentary room upgrade (for every 30 paid room) | max 2 rooms/ night | max 3 rooms/ night | max 3 rooms/ night |
| Complimentary room w/breakfast (for every 30 paid room) | max 1 room/ night | max 3 rooms/ night | max 3 rooms/ night |
| 10% discount on F&B | ✓ | ✓ | ✓ |
| 10% discount on spa (a la carte) | | ✓ | ✓ |
| Welcome cocktail | | 30 mins | 1 hour |
| Designated group check-in area | | | ✓ |
| One-time room drop service | | | ✓ |
| Complimentary stay during inspection | | | 2 room nights |
| Dinner hosted during inspection | | | ✓ |

Open Call

for participating hotels;
interested TICA hotel members, please contact TICA ASAP

Subject to change as appropriate

*Terms and conditions apply

Participating Hotels

Bangkok

- 1 Anantara Riverside Bangkok & Avani+ Riverside Bangkok
- 2 Avani Sukhumvit Bangkok Hotel
- 3 Centara Grand at Central Plaza Ladprao Bangkok
- 4 Chatrium Hotel Riverside Bangkok
- 5 Dusit Suites Hotel Ratchadamri, Bangkok
- 6 InterContinental Bangkok
- 7 JW Marriott Hotel Bangkok
- 8 Millennium Hilton Bangkok
- 9 Novotel Bangkok Sukhumvit 20
- 10 Renaissance Bangkok Ratchaprasong Hotel
- 11 Royal Orchid Sheraton Hotel & Towers
- 12 Shangri-La Hotel Bangkok
- 13 SO/ BANGKOK
- 14 The Landmark Bangkok
- 15 The Okura Prestige Bangkok
- 16 The Peninsula Bangkok

Participating Hotels

Central

- 1 AVANI+ Hua Hin
- 2 Dusit Thani Hua Hin
- 3 dusitD2 Khaoyai
- 4 Holiday Inn Vana Nava Hua Hin
- 5 Hyatt Regency Hua Hin & THE BARAI
- 6 InterContinental Hua Hin Resort
- 7 Novotel Hua Hin Cha Am Beach Resort & Spa
- 8 SO Sofitel Hua Hin

Participating Hotels

North

- 1 Anantara Chiang Mai Resort
- 2 Dusit D2 Chiang Mai
- 3 Horizon Village & Resort
- 4 Le Meridien Chiang Mai
- 5 Shangri-La Hotel, Chiang Mai

East

- 1 Cape Dara Resort Pattaya
- 2 Dusit Thani Pattaya

Participating Hotels

South

- 1 Anantara Bophut Koh Samui Resort
- 2 Anantara Lawana Koh Samui
- 3 Anantara Rasananda Koh Phangan Villas
- 4 Angsana Laguna Phuket
- 5 AVANI+ Samui
- 6 Dusit Thani Laguna Phuket
- 7 dusitD2 Ao Nang Krabi
- 8 Hilton Phuket Arcadia
- 9 Novotel Phuket Phokeethra
- 10 Outrigger Laguna Phuket Beach Resort
- 11 Sofitel Krabi Phokeethra Golf & Spa Resort
- 12 Swisshotel Resort Phuket Patong Beach
- 13 Swisshotel Resort Phuket Kamala Beach
- 14 The Slate
- 15 Deevana Plaza Phuket Patong



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Europe

Sumate Sudasna

- Managing Director: Conference & Destination Management
- President: Thailand Incentive and Convention Association (TICA)



*India
Latin America
South Africa*

Pornthip Hirunkate

- Managing Director: Destination Asia (Thailand) Limited
- Vice President: Thailand Incentive and Convention Association (TICA)



North America (USA and Canada)

Bert Chamrernnusat

- Country Manager: Pacific World Meeting & Events (Thailand) Limited
- Chairperson of Marketing Committee: Thailand Incentive and Convention Association (TICA)



Oceania

Kritsanee Srisatin

- Managing Director: Stream Events Asia
- Chairperson of Capabilities Development Committee: Thailand Incentive and Convention Association (TICA)



ASEAN

Max Boontawee Jantasuwon

- Founding CEO: Events Travel Asia Group
- President: SITE Thailand Chapter



*Japan
Korea*

Ravi Ganglani

- Director of Sales and Marketing: Avani Sukhumvit Bangkok
- Vice President, Events & Education: SITE Thailand Chapter



Alternative Destinations

Prachoom Tantiprasertsuk

- VP – Sales & Marketing: Dusit International
- Vice President: Thailand Incentive and Convention Association (TICA)



Sustainability

Chooleng Goh

- General Manager: The Athenee Hotel, a Luxury Collection Hotel, Bangkok
- Co-Chairperson of Capabilities Development Committee: Thailand Incentive and Convention Association (TICA)



Luxury

Punnaporn Wongjunpen

- Managing Director: Paula & Co DMC Thailand
- Chairperson of Membership & PR Committee:
Thailand Incentive and Convention Association
(TICA)



China

Vichit Prakobkosol

- President of Association of Thai Travel Agents (ATTA)



Taiwan/Hong Kong

Surawat Akaraworamat

- Vice President of Association of Thai Travel Agents (ATTA)



Russia/CIS

Bangon Jansanthia

Committee Member of Association of Thai
Travel Agents (ATTA)





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