

# THAILAND MICE Economic Impact

The First Half of Fiscal Year 2024  
(October 2023 – March 2024)

MICE Expenditure  
**146,828**

Million Baht



MICE GDP  
Contribution  
**129,258**

Million Baht

\*%Share of  
Country GDP 2024:  
**0.69%**



Job Creation  
**195,930** Jobs

(Full-Time Equivalent)



Tax Payment  
**6,346**

Million Baht



  
**TCEB**  
THAILAND CONVENTION  
& EXHIBITION BUREAU



# International MICE Statistics

The First Half of  
Fiscal Year 2024

(October 2023 – March 2024)



Meeting



Incentive



Convention



Exhibition



Total



Travelers

182,958

170,312

105,948

177,476

636,694



Million Baht

9,696

9,606

5,871

11,548

36,721

# Domestic MICE Statistics

The First Half of  
Fiscal Year 2024

(October 2023 – March 2024)



Meeting



Incentive



Convention



Exhibition



Total



Travelers

438,489

55,941

618,443

11,247,375

12,360,248



Million Baht

1,205

305

1,822

37,711

41,043



# International MICE Statistics

Quarter 2 of  
Fiscal Year 2024

(January - March 2024)



Meeting



Incentive



Convention



Exhibition



Total



Travelers

112,140

92,969

64,638

110,199

379,946



Million Baht

5,656

4,837

3,454

6,846

20,793

## TOP 10

Quarter 2 of Fiscal Year 2024  
(January – March 2024)

SOURCE MARKETS OF  
INTERNATIONAL MICE TRAVELERS  
TO THAILAND



	1. CHINA	NO. OF MICE TRAVELERS	130,915
	2. INDIA	NO. OF MICE TRAVELERS	76,492
	3. MALAYSIA	NO. OF MICE TRAVELERS	34,738
	4. SINGAPORE	NO. OF MICE TRAVELERS	16,628
	5. VIETNAM	NO. OF MICE TRAVELERS	14,012
	6. GERMANY	NO. OF MICE TRAVELERS	12,894
	7. U.S.A.	NO. OF MICE TRAVELERS	11,965
	8. HONG KONG	NO. OF MICE TRAVELERS	10,869
	9. JAPAN	NO. OF MICE TRAVELERS	9,761
	10. KOREA	NO. OF MICE TRAVELERS	9,096

# Domestic MICE Statistics

Quarter 2 of  
Fiscal Year 2024

(January - March 2024)



Meeting



Incentive



Convention



Exhibition



Total



Travelers

164,187

42,529

280,130

4,098,590

4,585,436



Million Baht

367

178

866

14,346

15,757

## TOP 10

Quarter 2 of Fiscal Year 2024  
(January – March 2024)

### CITIES IN THAILAND IN TERMS OF PAX AND SPENDING



	PAX	SPENDING (MILLION BAHT)
1. BANGKOK	3,871,143	13,463
2. PHUKET	133,158	418
3. NAKHON SI THAMMARAT	118,364	392
4. CHONBURI	107,514	362
5. KHON KAEN	102,320	349
6. UDON THANI	46,917	127
7. CHIANG MAI	42,665	139
8. SURAT THANI	35,874	108
9. RAYONG	35,133	118
10. KANCHANABURI	26,730	85