

# THAILAND MICE

## Economic & Social Impact Summary 2023



MICE Expenditure

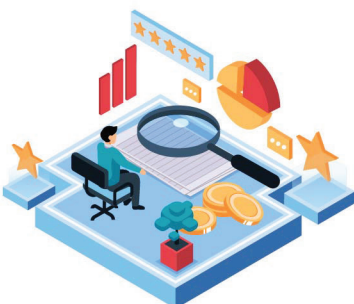
**198,354.99** Million Baht



MICE GDP Contribution

**183,814.64** Million Baht

(Contribution to GDP 1.03%)



Job Creation (Full - Time Equivalent)

**185,664** Jobs



Tax Payment

**14,955.23** Million Baht

# Economic Impact 2023

## International MICE



**Economic Impact  
by Expenditure**  
(Million Baht)



**Economic Impact  
by Value Added**  
(Million Baht)



**Job Creation**  
(Full-Time Equivalent)  
(Jobs)



**Tax  
Payment**  
(Million Baht)



29,978.89

29,108.71

45,486

4,156.51



26,146.30

25,387.41

39,671

3,625.11



6,103.00

6,032.71

9,597

892.79



35,521.07

25,766.41

10,266

2,384.15



**Total**

97,749.26

86,298.24

105,020

11,058.56



M 30.67%  
I 26.75%  
C 6.24%  
E 36.34%

**Economic Impact  
by Expenditure**  
(Million Baht)



M 33.73%  
I 29.42%  
C 6.99%  
E 29.86%

**Economic Impact  
by Value Added**  
(Million Baht)



M 43.31%  
I 37.77%  
C 9.14%  
E 9.78%

**Job Creation**  
(Full Time Equivalent)  
(Jobs)



M 37.59%  
I 32.78%  
C 8.07%  
E 21.56%

**Tax Payment**  
(Million Baht)

# Economic Impact 2023

## Domestic MICE

	 Economic Impact by Expenditure (Million Baht)	 Economic Impact by Value Added (Million Baht)	 Job Creation (Full-Time Equivalent) (Jobs)	 Tax Payment (Million Baht)
	2,998.91	2,048.08	2,456	173.19
	371.37	271.07	364	27.88
	7,065.47	4,905.67	6,167	447.05
	90,169.98	90,294.58	71,657	3,248.55
	100,605.73	97,519.40	80,644	3,896.67

	 Economic Impact by Expenditure (Million Baht)	 Economic Impact by Value Added (Million Baht)	 Job Creation (Full Time Equivalent) (Jobs)	 Tax Payment (Million Baht)
M	2.98%	2.10%	3.05%	4.44%
I	0.37%	0.28%	0.45%	0.72%
C	7.02%	5.03%	7.65%	11.47%
E	89.63%	92.59%	88.85%	83.37%

# Social Impact 2023

## Type of Social Impacts



Personal Impacts

=

135,600

Million  
Baht



Professional  
Impacts

=

7,322,103

Million  
Baht



Social Impacts  
from Business

=

168,468

Million  
Baht



Brand & Reputation

=

7,291

Million  
Baht



Environmental Impacts  
Travel Emission

=

-223.33

Million  
Baht



Environmental Impacts  
Waste & Energy

=

-147.38

Million  
Baht



Quality of Life  
Impacts

=

-763.59

Million  
Baht



Total

=

7,632,328

Million  
Baht

# Number of International MICE Travelers 2023



Meeting



Incentive



Convention



Exhibition



Travelers

261,641

232,232

54,195

269,846



Milion Baht

15,726.08

13,715.61

3,201.46

18,633.35

## TOP 10

### SOURCE MARKET OF INTERNATIONAL MICE TRAVELERS TO THAILAND 2023



1. INDIA

NO. OF MICE TRAVELERS 231,120



2. CHINA

NO. OF MICE TRAVELERS 96,484



3. MALAYSIA

NO. OF MICE TRAVELERS 96,113



4. VIETNAM

NO. OF MICE TRAVELERS 49,940



5. SINGAPORE

NO. OF MICE TRAVELERS 48,855



6. USA

NO. OF MICE TRAVELERS 43,635



7. INDONESIA

NO. OF MICE TRAVELERS 35,183



8. KOREA

NO. OF MICE TRAVELERS 26,566



9. UNITED KINGDOM

NO. OF MICE TRAVELERS 19,616



10. JAPAN

NO. OF MICE TRAVELERS 16,504



# Number of Domestic MICE Travelers 2023



Meeting



Incentive



Convention



Exhibition



Travelers

499,655

27,627

1,340,715

14,983,624



Milion Baht

1,601.82

198.33

3,773.48


48,158.22

## NUMBER OF DOMESTIC MICE TRAVELERS IN MICE CITIES 2023



	PAX	SPENDING (MILLION BAHT)
1. BANGKOK	14,747,936	47,152.38
2. CHIANG MAI	596,267	1,848.69
3. SONGKHLA	256,596	834.19
4. PATTAYA	255,378	812.01
5. KHON KAEN	213,087	651.13
6. UDON THANI	164,488	508.69
7. PHUKET	162,556	521.71
8. NAKHON RATCHASIMA	148,071	456.75
9. SURAT THANI	68,280	210.31
10. PHITSANULOK	62,041	186.36

# MICE Statistics 2023

	International	Domestic
 <p><b>Number of MICE Travelers (Pax)</b></p>	<b>817,914</b>	<b>16,851,621</b>
 <p><b>Average Length of Stay (Day)</b></p>	<b>7.46</b>	<b>1.27</b>
 <p><b>Revenue (Million Baht)</b></p>	<b>51,276.50</b>	<b>53,731.85</b>

## Quarterly Revenue



The key factors that contributed to the increase in the number of MICE travelers in 2023 from 2022 were the official reopening of the country, the pent-up demand for traveling abroad, and the continued high level of arrivals in Thailand.

India continues to be a primary market for Thailand's MICE industry. The short flight distance and cost-effectiveness make it a popular destination for Indian companies. Popular MICE activities for Indian companies include incentive travel and conferences. The majority of these companies are from the banking and finance, pharmaceuticals, information technology, insurance, and automotive sectors.

China remains the most influential country in the Asia-Pacific region, but its zero-COVID policy led to a late reopening in early 2023. In addition, business travel spending in China fell by 4.6% last year, further delaying the country's economic recovery this year.

By MICE Intelligence & Innovation Department

Thailand Convention and Exhibition Bureau (Public Organization)

Siam Piwat Tower Building, 25 & 26 floor, unit A2, B1 & B2 989 Rana 1 Road, Pathumwan, Bangkok 10330