

# Thailand Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market and Forecast

<https://marketpublishers.com/r/TC7422B4650EN.html>

Date: February 2016

Pages: 123

Price: US\$ 900.00 (Single User License)

ID: TC7422B4650EN

## Abstracts

The MICE industry is one of the most lucrative segment of the Thailand's tourism market. Thailand, as a prime tourism destination, has been developing into an increasingly popular location to hold international events, both for marketing products and holding corporate seminars. Event planning has become one of Thailand's specialties. Thailand is strengthening its position in the regional MICE market, with more and better destinations. Thailand also has glamour and a service culture, warm weather, delicious cuisine and great beaches. The MICE facilities in Thailand are some of the best in the business. Thailand has another advantages too: its proximity to two of the biggest economies in the world, China and India, which gives Thailand a huge advantage in attracting MICE opportunities. Thailand MICE industry has great potential for future development and growth.

### Thailand MICE Tourists Arrival, Spending and Forecast - Regional Analysis

The highest number of MICE travelers visiting Thailand are from Asia. Asia is being followed by Europe with XX% share of the overall MICE tourist arrivals in 2015. Americas is the third leading source market for Thailand MICE tourism. Americas is closely followed by Oceania which accounts for XX% share of the overall MICE tourist arrivals in 2015. Africa stands at the last position in MICE tourist arrivals to Thailand.

### Thailand MICE Tourists Arrival, Spending and Forecast - Country Wise Analysis

China is the leading source market for Thailand MICE tourism accounting for XX% share in 2015. Chinese tourists are choosing Thailand because of its low prices, proximity to China, easy visa procedure and more airline choices. India is the second leading source market for Thailand MICE tourism with XX% share in 2015. Malaysia

and Singapore are the third and fourth most popular source market for Thailand MICE tourism. Japan and USA each accounted for XX% share of the Thailand MICE tourism market in 2015, while, Indonesia and South Korea are competing closely with each other to grab maximum share of the pie.

#### Thailand MICE Tourists Arrival, Spending and Forecast - By Purpose Analysis

The conventions purpose tourists accounts for the highest share of the Thailand MICE tourism market. In 2015, around XX% share of the Thailand MICE tourism market was captured by meetings purpose tourists, while XX% market share was captured by incentives travelers during the same year. The exhibitions purpose travelers accounted for least share of the Thailand MICE tourism market.

iGATE Research report titled "Thailand Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market and Forecast" is a 123 Page report with 98 Figures and 2 Tables.

The Thailand MICE Tourism Market have been analyzed from 4 viewpoints:

1. Thailand MICE Tourists Arrival, Spending and Forecast - Regional Analysis (2012 - 2021)
2. Thailand MICE Tourists Arrival, Spending and Forecast - Country Wise Analysis (2011 - 2021)
3. Thailand MICE Tourists Arrival, Spending and Forecast - By Purpose Analysis (2011 - 2021)
4. Thailand MICE Tourism Market - Driving Factors and Challenges

#### Thailand MICE Tourists Arrival, Spending and Forecast - 6 Regions Covered

1. Asia
2. Europe
3. Americas
4. Oceania
5. Africa
6. Others

#### Thailand MICE Tourists Arrival, Spending and Forecast (Country Wise) - 12 Countries Analyzed

1. China
2. India
3. Malaysia
4. Japan
5. Singapore
6. Indonesia
7. South Korea
8. United States
9. Philippines
10. Hong Kong
11. Australia
12. Others

#### Thailand MICE Tourists Arrival, Spending and Forecast - By Purpose Analysis

1. Meetings
2. Incentives
3. Conventions
4. Exhibitions

#### Data Sources

iGATE RESEARCH employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports. This report is built by using data and information sourced from Proprietary Information Database, Primary and Secondary Research Methodologies, and In house analysis by iGATE Research dedicated team of qualified professionals with deep industry experience and expertise.

#### Research Methodologies

Primary Research Methodologies: Questionnaires, Surveys, Interviews with Individuals, Small Groups, Telephonic Interview, etc.

Secondary Research Methodologies: Printable and Non-printable sources, Newspaper, Magazine and Journal Content, Government and NGO Statistics, white Papers, Information on the Web, Information from Agencies Such as Industry Bodies, Companies Annual Report, Government Agencies, Libraries and Local Councils and a large number of Paid Databases.

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