

# 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.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. THAILAND MICE TOURISTS ARRIVAL, MARKET AND FORECAST (2008 - 2021)**

#### 2.1 Thailand MICE Tourism Market and Forecast

#### 2.2 Thailand MICE Tourists Arrival and Forecast

### **3. THAILAND MICE TOURISM MARKET SHARE AND FORECAST (2011 - 2021)**

#### 3.1 Thailand MICE Tourists Arrival Share and Forecast - Regional Analysis

#### 3.2 Thailand MICE Tourism Market Share and Forecast - Country Wise Analysis

#### 3.3 Thailand MICE Tourists Arrival, Market Share and Forecast - By Purpose Analysis

##### 3.3.1 Thailand MICE Tourists Arrival Share and Forecast - By Purpose Analysis

##### 3.3.2 Thailand MICE Tourism Market Share and Forecast - By Purpose Analysis

### **4. THAILAND MICE TOURISTS ARRIVAL, SPENDING AND FORECAST - REGIONAL ANALYSIS (2012 - 2021)**

#### 4.1 Asia - MICE Tourists Arrival, Spending and Forecast (2012 - 2021)

##### 4.1.1 Asia - MICE Tourists Arrival and Forecast

##### 4.1.2 Asia - MICE Tourists Spending and Forecast

#### 4.2 Europe - MICE Tourists Arrival, Spending and Forecast (2012 - 2021)

##### 4.2.1 Europe - MICE Tourists Arrival and Forecast

##### 4.2.2 Europe - MICE Tourists Spending and Forecast

#### 4.3 Americas - MICE Tourists Arrival, Spending and Forecast (2012 - 2021)

##### 4.3.1 Americas - MICE Tourists Arrival and Forecast

##### 4.3.2 Americas - MICE Tourists Spending and Forecast

#### 4.4 Oceania - MICE Tourists Arrival, Spending and Forecast (2012 - 2021)

##### 4.4.1 Oceania - MICE Tourists Arrival and Forecast

##### 4.4.2 Oceania - MICE Tourists Spending and Forecast

#### 4.5 Africa - MICE Tourists Arrival, Spending and Forecast (2012 - 2021)

##### 4.5.1 Africa - MICE Tourists Arrival and Forecast

##### 4.5.2 Africa - MICE Tourists Spending and Forecast

#### 4.6 Others - MICE Tourists Arrival, Spending and Forecast (2012 - 2021)

##### 4.6.1 Others - MICE Tourists Arrival and Forecast

##### 4.6.2 Others - MICE Tourists Spending and Forecast

## **5. THAILAND MICE TOURISTS ARRIVAL, SPENDING AND FORECAST - TOP 12 COUNTRY ANALYSIS (2011 - 2021)**

### **5.1 China - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.1.1 China - MICE Tourists Arrival and Forecast**

#### **5.1.2 China - MICE Tourists Spending and Forecast**

### **5.2 India - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.2.1 India - MICE Tourists Arrival and Forecast**

#### **5.2.2 India - MICE Tourists Spending and Forecast**

### **5.3 Malaysia - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.3.1 Malaysia - MICE Tourists Arrival and Forecast**

#### **5.3.2 Malaysia - MICE Tourists Spending and Forecast**

### **5.4 Japan - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.4.1 Japan - MICE Tourists Arrival and Forecast**

#### **5.4.2 Japan - MICE Tourists Spending and Forecast**

### **5.5 Singapore - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.5.1 Singapore - MICE Tourists Arrival and Forecast**

#### **5.5.2 Singapore - MICE Tourists Spending and Forecast**

### **5.6 Indonesia - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.6.1 Indonesia - MICE Tourists Arrival and Forecast**

#### **5.6.2 Indonesia - MICE Tourists Spending and Forecast**

### **5.7 South Korea - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.7.1 South Korea - MICE Tourists Arrival and Forecast**

#### **5.7.2 South Korea - MICE Tourists Spending and Forecast**

### **5.8 United States - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.8.1 United States - MICE Tourists Arrival and Forecast**

#### **5.8.2 United States - MICE Tourists Spending and Forecast**

### **5.9 Philippines - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.9.1 Philippines - MICE Tourists Arrival and Forecast**

#### **5.9.2 Philippines - MICE Tourists Spending and Forecast**

### **5.10 Hong Kong - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.10.1 Hong Kong - MICE Tourists Arrival and Forecast**

#### **5.10.2 Hong Kong - MICE Tourists Spending and Forecast**

### **5.11 Australia - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.11.1 Australia - MICE Tourists Arrival and Forecast**

#### **5.11.2 Australia - MICE Tourists Spending and Forecast**

### **5.12 Others - MICE Tourists Arrival, Spending and Forecast (2011 - 2021)**

#### **5.12.1 Others - MICE Tourists Arrival and Forecast**

#### **5.12.2 Others - MICE Tourists Spending and Forecast**

## **6. THAILAND MICE TOURISTS ARRIVAL, SPENDING AND FORECAST - BY PURPOSE ANALYSIS (2011 - 2021)**

### **6.1 Thailand Tourists Arrival, Spending and Forecast - For Meetings Purpose (2011 - 2021)**

6.1.1 Thailand - Tourists Arrival for Meetings Purpose and Forecast

6.1.2 Thailand - Meetings Purpose Tourists Spending and Forecast

### **6.2 Thailand Tourists Arrival, Spending and Forecast - For Incentives Purpose (2011 - 2021)**

6.2.1 Thailand - Tourists Arrival for Incentives Purpose and Forecast

6.2.2 Thailand - Incentives Purpose Tourists Spending and Forecast

### **6.3 Thailand Tourists Arrival, Spending and Forecast - For Conventions Purpose (2011 - 2021)**

6.3.1 Thailand - Tourists Arrival for Conventions Purpose and Forecast

6.3.2 Thailand - Conventions Purpose Tourists Spending and Forecast

### **6.4 Thailand Tourists Arrival, Spending and Forecast - For Exhibitions Purpose (2011 - 2021)**

6.4.1 Thailand - Tourists Arrival for Exhibitions Purpose and Forecast

6.4.2 Thailand - Exhibitions Purpose Tourists Spending and Forecast

## **7. THAILAND MICE TOURISM MARKET - DRIVING FACTORS**

7.1 MICE Industry Growth Factors

7.2 MICE Industry Development Initiatives

7.3 Standardization of MICE Venues

7.4 Escalating The Thai MICE Industry and Tourism to International Level

7.5 Online Marketing Promotion to Fuel the Thailand MICE Tourism Market

## **8. THAILAND MICE TOURISM MARKET - CHALLENGES**

8.1 Political Uncertainty / Turmoil

## List Of Figures

### LIST OF FIGURES:

Figure 2-1: Thailand - MICE Tourism Market (Million US\$), 2008 - 2015

Figure 2-2: Thailand - Forecast for MICE Tourism Market (Million US\$), 2016 - 2021

Figure 2-3: Thailand - MICE Tourists Arrival (Number), 2008 - 2015

Figure 2-4: Thailand - Forecast for MICE Tourists Arrival (Number), 2016 - 2021

Figure 3-1: By Region - Thailand MICE Tourists Arrival Share (Percent), 2012 - 2015

Figure 3-2: By Region - Forecast for Thailand MICE Tourists Arrival Share (Percent), 2016 - 2021

Figure 3-3: By Purpose - Thailand MICE Tourists Arrival Share (Percent), 2011 - 2015

Figure 3-4: By Purpose - Forecast for Thailand MICE Tourists Arrival Share (Percent), 2016 - 2021

Figure 3-5: By Purpose - Thailand MICE Tourism Market Share (Percent), 2011 - 2015

Figure 3-6: By Purpose - Forecast for Thailand MICE Tourism Market Share (Percent), 2016 - 2021

Figure 4-1: Thailand - Asia MICE Tourists Arrival (Number), 2012 - 2015

Figure 4-2: Thailand - Forecast for Asia MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-3: Thailand - Asia MICE Tourists Spending (Million US\$), 2012 - 2015

Figure 4-4: Thailand - Forecast for Asia MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-5: Thailand - Europe MICE Tourists Arrival (Number), 2012 - 2015

Figure 4-6: Thailand - Forecast for Europe MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-7: Thailand - Europe MICE Tourists Spending (Million US\$), 2012 - 2015

Figure 4-8: Thailand - Forecast for Europe MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-9: Thailand - Americas MICE Tourists Arrival (Number), 2012 - 2015

Figure 4-10: Thailand - Forecast for Americas MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-11: Thailand - Americas MICE Tourists Spending (Million US\$), 2012 - 2015

Figure 4-12: Thailand - Forecast for Americas MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-13: Thailand - Oceania MICE Tourists Arrival (Number), 2012 - 2015

Figure 4-14: Thailand - Forecast for Oceania MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-15: Thailand - Oceania MICE Tourists Spending (Million US\$), 2012 - 2015

Figure 4-16: Thailand - Forecast for Oceania MICE Tourists Spending (Million US\$), 2016 - 2021



Figure 4-17: Thailand - Africa MICE Tourists Arrival (Number), 2012 - 2015

Figure 4-18: Thailand - Forecast for Africa MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-19: Thailand - Africa MICE Tourists Spending (Million US\$), 2012 - 2015

Figure 4-20: Thailand - Forecast for Africa MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-21: Thailand - Others MICE Tourists Arrival (Number), 2012 - 2015

Figure 4-22: Thailand - Forecast for Others MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-23: Thailand - Others MICE Tourists Spending (Million US\$), 2012 - 2015

Figure 4-24: Thailand - Forecast for Others MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-1: Thailand - China MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-2: Thailand - Forecast for China MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-3: Thailand - China MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-4: Thailand - Forecast for China MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-5: Thailand - India MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-6: Thailand - Forecast for India MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-7: Thailand - India MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-8: Thailand - Forecast for India MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-9: Thailand - Malaysia MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-10: Thailand - Forecast for Malaysia MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-11: Thailand - Malaysia MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-12: Thailand - Forecast for Malaysia MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-13: Thailand - Japan MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-14: Thailand - Forecast for Japan MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-15: Thailand - Japan MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-16: Thailand - Forecast for Japan MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-17: Thailand - Singapore MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-18: Thailand - Forecast for Singapore MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-19: Thailand - Singapore MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-20: Thailand - Forecast for Singapore MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-21: Thailand - Indonesia MICE Tourists Arrival (Number), 2011 - 2015



Figure 5-22: Thailand - Forecast for Indonesia MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-23: Thailand - Indonesia MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-24: Thailand - Forecast for Indonesia MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-25: Thailand - South Korea MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-26: Thailand - Forecast for South Korea MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-27: Thailand - South Korea MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-28: Thailand - Forecast for South Korea MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-29: Thailand - United States MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-30: Thailand - Forecast for United States MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-31: Thailand - United States MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-32: Thailand - Forecast for United States MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-33: Thailand - Philippines MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-34: Thailand - Forecast for Philippines MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-35: Thailand - Philippines MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-36: Thailand - Forecast for Philippines MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-37: Thailand - Hong Kong MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-38: Thailand - Forecast for Hong Kong MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-39: Thailand - Hong Kong MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-40: Thailand - Forecast for Hong Kong MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-41: Thailand - Australia MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-42: Thailand - Forecast for Australia MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-43: Thailand - Australia MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-44: Thailand - Forecast for Australia MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-45: Thailand - Others MICE Tourists Arrival (Number), 2011 - 2015

Figure 5-46: Thailand - Forecast for Others MICE Tourists Arrival (Number), 2016 - 2021

Figure 5-47: Thailand - Others MICE Tourists Spending (Million US\$), 2011 - 2015

Figure 5-48: Thailand - Forecast for Others MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 6-1: Thailand - Meetings Purpose Tourists Arrival (Number), 2011 - 2015

Figure 6-2: Thailand - Forecast for Meetings Purpose Tourists Arrival (Number), 2016 - 2021

Figure 6-3: Thailand - Meetings Purpose Tourists Spending (Million US\$), 2011 - 2015

Figure 6-4: Thailand - Forecast for Meetings Purpose Tourists Spending (Million US\$), 2016 - 2021

Figure 6-5: Thailand - Incentives Purpose Tourists Arrival (Number), 2011 - 2015

Figure 6-6: Thailand - Forecast for Incentives Purpose Tourists Arrival (Number), 2016 - 2021

Figure 6-7: Thailand - Incentives Purpose Tourists Spending (Million US\$), 2011 - 2015

Figure 6-8: Thailand - Forecast for Incentives Purpose Tourists Spending (Million US\$), 2016 - 2021

Figure 6-9: Thailand - Conventions Purpose Tourists Arrival (Number), 2011 - 2015

Figure 6-10: Thailand - Forecast for Conventions Purpose Tourists Arrival (Number), 2016 - 2021

Figure 6-11: Thailand - Conventions Purpose Tourists Spending (Million US\$), 2011 - 2015

Figure 6-12: Thailand - Forecast for Conventions Purpose Tourists Spending (Million US\$), 2016 - 2021

Figure 6-13: Thailand - Exhibitions Purpose Tourists Arrival (Number), 2011 - 2015

Figure 6-14: Thailand - Forecast for Exhibitions Purpose Tourists Arrival (Number), 2016 - 2021

Figure 6-15: Thailand - Exhibitions Purpose Tourists Spending (Million US\$), 2011 - 2015

Figure 6-16: Thailand - Forecast for Exhibitions Purpose Tourists Spending (Million US\$), 2016 - 2021

## List Of Tables

### LIST OF TABLES:

Table 3-1: Country Wise - Thailand MICE Tourism Market Share (Percent), 2011 - 2015

Table 3-2: Country Wise - Forecast for Thailand MICE Tourism Market Share (Percent),  
2016 - 2021

## I would like to order

Product name: Thailand Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market and Forecast

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

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TC7422B4650EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

