

EASE OF ORGANISING MICE EVENTS INDEX



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The Thailand Convention and Exhibition Bureau (TCEB) has its primary mission to promote and develop the Meeting, Incentive Travel, Convention and Exhibition (MICE) industry in the country. As such, it is important for them to develop an effective policy tool to better understand the current situation regarding the industry as well as track its development in various dimensions, thus leading to more effective policy. TCEB has conducted a study with the goal of improving the Thailand MICE index rating based upon international standards in order to accurately assess the situation and serve as an indicator of trends in various dimensions, such as competitiveness, the trust of MICE-related businesses, and projection of MICE trends, to effectively determine policy directions so the industry in Thailand will be able to further develop and be recognized domestically and internationally.



“The index is a policy tool commonly used for developing economic or financial policy and often utilise various indices as an assessment and benchmarking tool for ranking different countries. For this reason, TCEB initiated an Ease of Organising MICE Events Index in Thailand in 2018 to track the industry’s development and the ease of organising events with its two chief aims:”

- 1** To promote proactive work on formulating policy and strategies for enhancing MICE and using MICE as a tool for national development, and
- 2** To determine the potential competitiveness of the domestic MICE industry and upgrade its standards regionally and internationally.

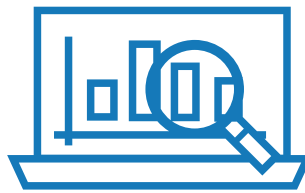
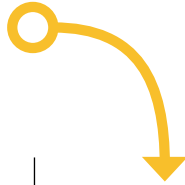
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Effective policy tool to understand and assess MICE industry

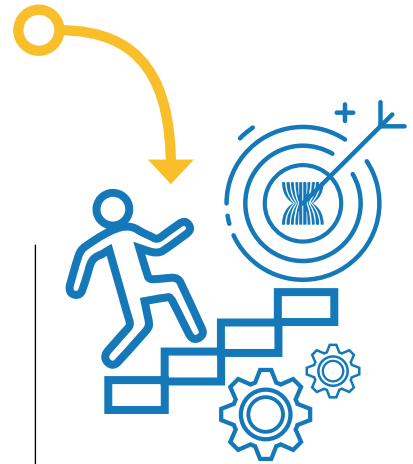
MICE index rating based upon international standards

Reference tool to create public awareness



'Ease of Organising MICE Events Index' initiated and developed in 2018-2019 to assess the potential of MICE industry under the concept of Ease of Doing Business

NEXT PHASE



To develop and upgrade its standards regionally and internationally

To include as a part of ASEAN Tourism Strategic Plan 2016-2025

Recently, the 'Ease of Organising MICE Events Index' has been included as a part of the ASEAN Tourism Strategic Plan 2016-2025 under the aegis of the ASEAN Tourism Competitiveness Committee (ATCC) in order to develop the index so that it will be recognised and standardised in ASEAN. To do so, representatives from member countries have coordinated across organisations and attended international conferences in which they have exchanged views with the aim of utilising the index as proactive policy tools, benefiting organisations which devise practical policy implemented both in the public and private sectors which can be used to develop guidelines on developing the MICE industry and help businesses be run more effectively.

The Conceptual Framework for Developing and Assessing Ease of Organising MICE Events Index

The Ease of Organising MICE Events Index aims to study factors which support and/or obstruct the organisation of four MICE industry activities including



by basing the index on the principal steps of the four activities which cover organising MICE activities from start to end. There are a total of nine processes involved which are as follows:



PROCESSES 1
planning and preparation before the event organisation



PROCESSES 2
application for visa and vaccine passport



PROCESSES 3
travel



PROCESSES 4
immigration process



PROCESSES 5
transport and logistics



PROCESSES 6
venues



PROCESSES 7
accommodation

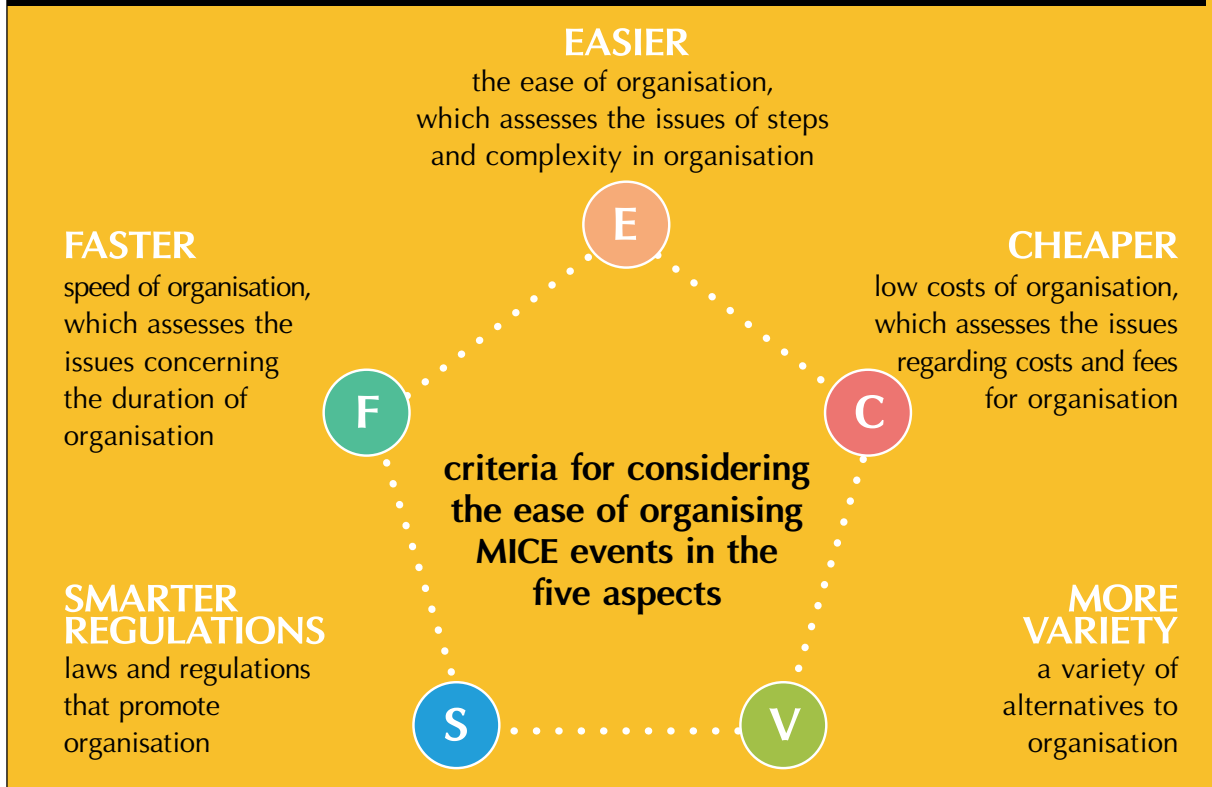


PROCESSES 8
security and insurance

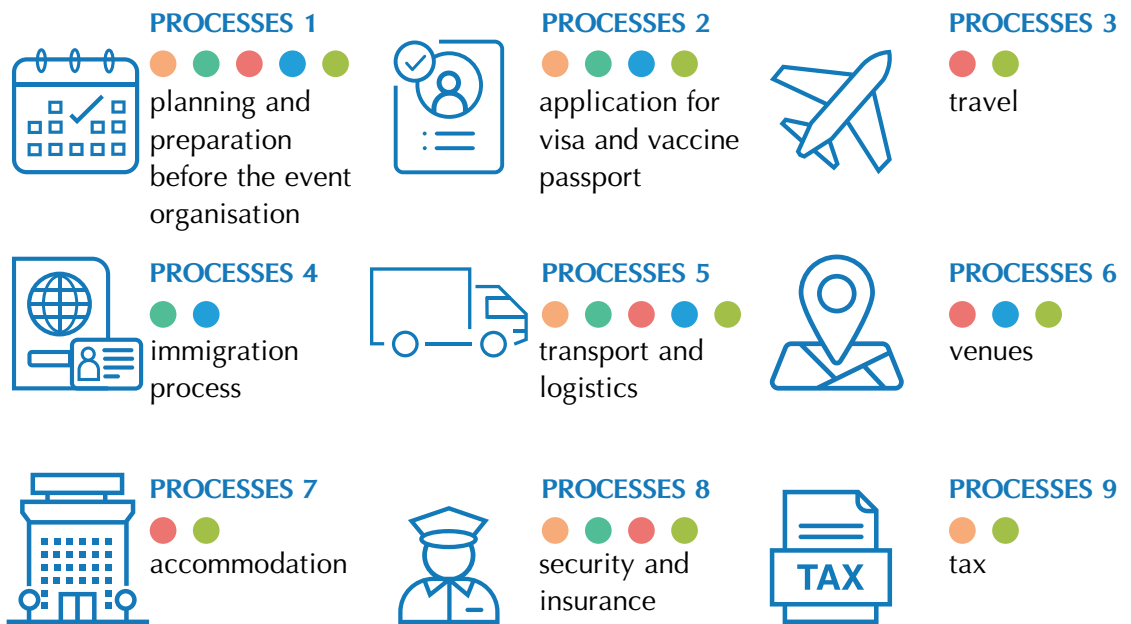


PROCESSES 9
tax

These nine important processes involved in developing the Ease of Organising MICE Events Index will be used in conjunction with criteria for considering the ease of organising MICE events in the five following aspects:



Conceptual framework for developing the Ease of Organising MICE Events Index



Conceptual Framework



Calculating the scores of the Ease of Organising MICE Events Index involves applying the principles used in the ease of doing business reports of the World Bank, which calculates total scores for each country in terms of how far the scores deviate from established goals (Distance to Frontier: DTF).

The calculation of the scores of the Ease of Organising MICE Events Index utilises data that can be compared on the same scale out of a total score of 100 points for the index. Scores can be calculated using one of two methods: (1) processing qualitative data by using a rating scale (2) processing quantitative data using Distance to Frontier (DTF).

The calculated scores of the Ease of Organising MICE Events Index activities range from 0-100 points, with index scores approaching 0.00-100.00 representing high ease of organisation and those approaching 0 accounting for low ease of organisation. The level of ease can be divided into the following ranges:



Distance-to-Frontier Score: Indicator $Y_i = \frac{(\text{Worst} - y)}{(\text{Worst} - \text{Frontier})} \times 100$

	Less is good	Less is good	Less is good	More is good* (0-7)
Max - Frontier	1 Step	1 day	1,000 baht/unit	Most satisfied - 7
Min	10 Steps	10 days	10,000 baht/unit	Least satisfied - 0
Abs (Min-Frontier)	9 Steps	9 days	9,000 baht/unit	7

* The lower score, The better: Score $y = (\text{Min} - y)/(\text{Min} - \text{Max}) \times 100$
The more score, The better: Score $x = (y - \text{Min})/(\text{Max} - \text{Min}) \times 100$

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Assessment Methods

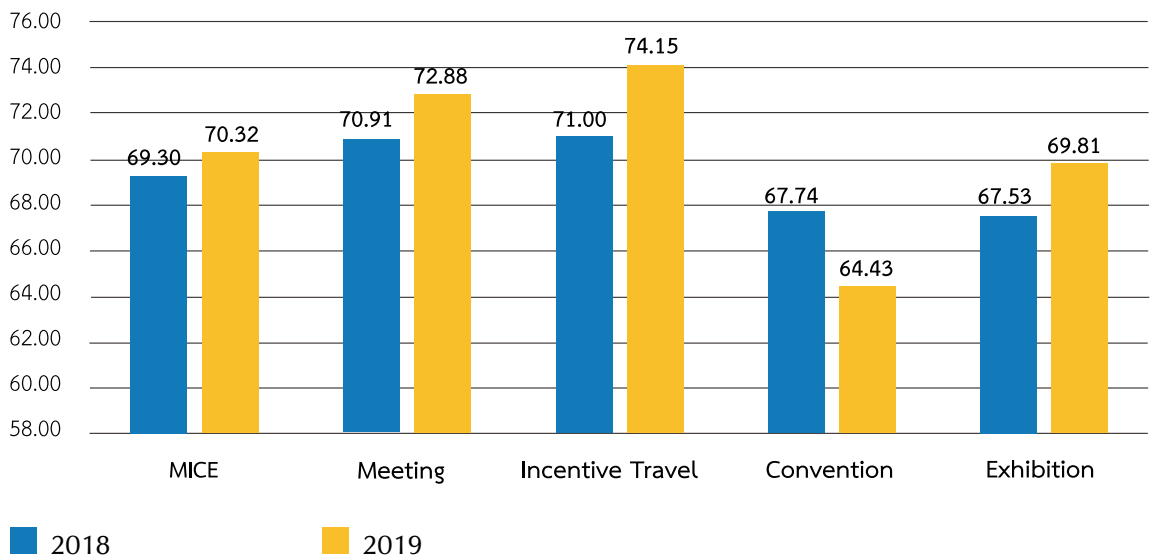


Ex.	Easier		Faster		Cheaper		Smarter		Total
	Steps	Score	Time	Score	Cost	Score	Level	Score	Score
A	2	88.89	3	77.78	8,000	22.22	6	85.71	68.65
B	5	55.56	8	22.22	2,000	89.89	2	28.57	48.81

Ease of Organising MICE Events Index in Thailand

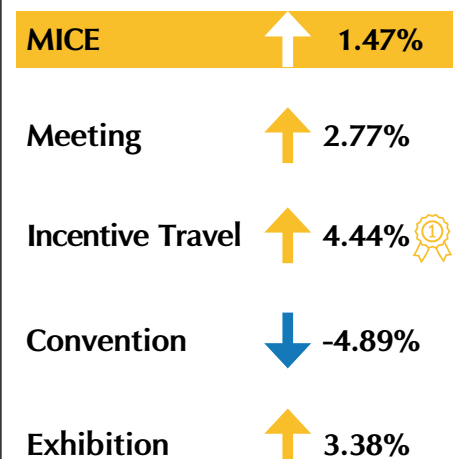
Examples of Survey Results in 2018 - 2019

Ease of Organising MICE Events Index in Thailand
Examples of Survey Results in 2018 - 2019

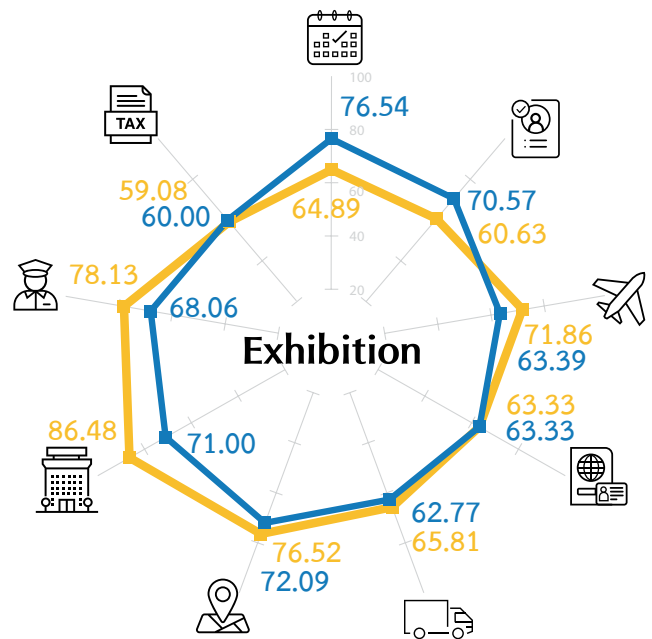
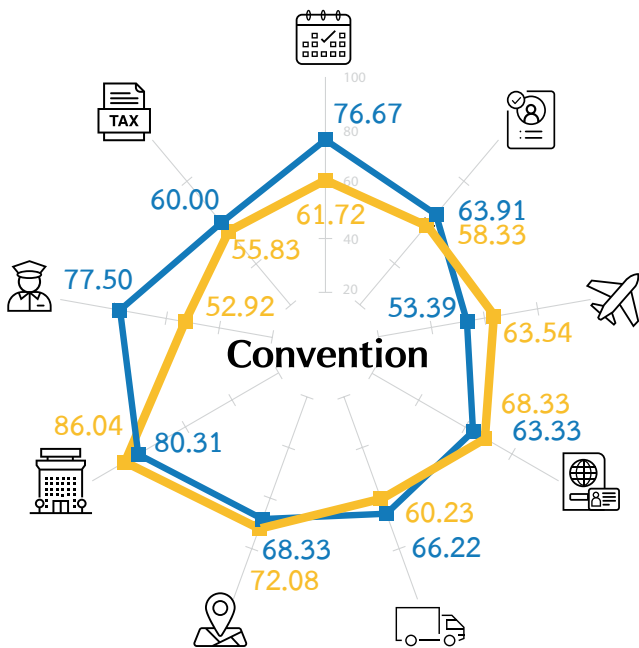
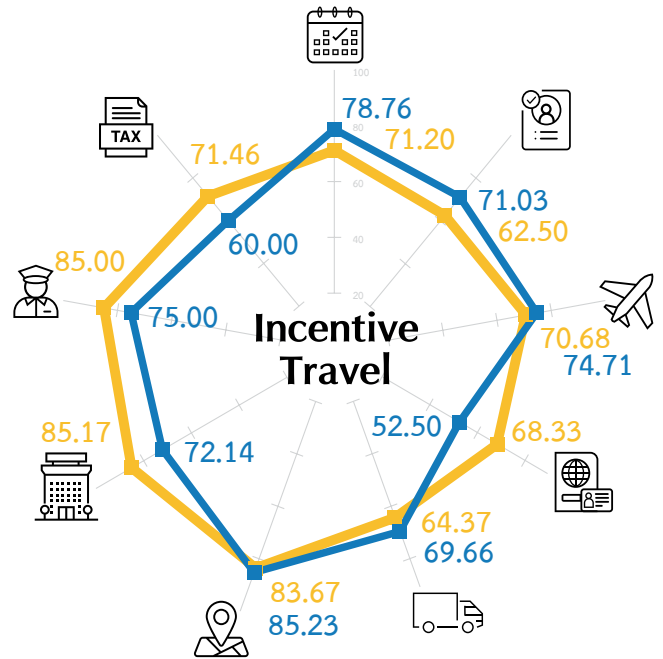
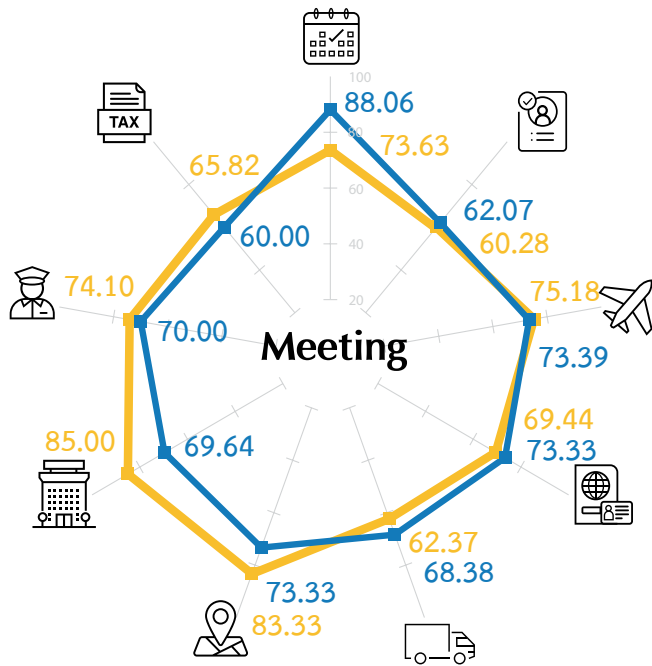


The calculated scores of the Ease of Organising MICE Events Index activities each year can be compared in order to assess the development of the industry and identify obstacles in organising MICE activities in the nation overall as well as for individual activities. Also, it is comparable in terms of the activities and processes. Overall, the index score for the ease of organising MICE activities in Thailand in 2019 was 70.32, indicating a high level of ease for the primary processes of organising the four MICE activities, which was an increase from the score of 69.30 in 2018. In regards to the four MICE activities, in 2019 the group of Incentive travel received the highest score compared to the other activities. The groups that were ranked later include the groups of Meeting, Exhibition, and Convention, respectively.

Ease of Organising MICE Events Index in Thailand
Examples of Survey Results in 2018 - 2019



Thailand's Ease of Organising MICE Events Index in 2019 was at 70.32 which considered as high ease of organisation. It marginally improved from 69.30 in 2018 due to the improvement in travel, immigration process, activity venues, accommodation, and tax payment.



Ease of Organising MICE Events Index in Thailand



- planning and preparation before the event organisation
- application for visa and vaccine passport
- travel
- immigration process
- transport and logistics
- venues
- accommodation
- security and insurance
- tax

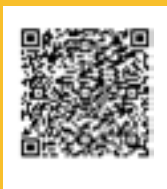
■ 2018 ■ 2019

Moreover, the calculated scores of the Ease of Organising MICE Events Index activities each year indicate the level of ease of organisation of activities based on the main procedures. On the Ease of Organising MICE Events Index for the Meeting, it was found that the most supportive factor of organisation the events was accommodation. While other organisational processes led to Thailand scoring highly and improving in 2019 in comparison with the previous year including the processes of travel by those involved, venues, security and insurance, and tax payment.

The data used for calculating the scores of the Ease of Organising MICE Events Index in Thailand is obtained each year from interviews and surveys of related business samples that are statistically adequate, and which consist of the structures representing the MICE industry structure. The samples are comprised of:

1. Destination Management Companies (DMC)
2. Professional Conference Organisers (PCO)
3. Professional Exhibition Organisers (PEO)
4. Hotel operators
5. Convention and exhibition operators
6. Freight forwarders
7. Relevant public sector agencies (interviewed in order to evaluate support for and obstacles to organising MICE activities and improving the MICE industry)

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**Interviews
and
Questionnaires**



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