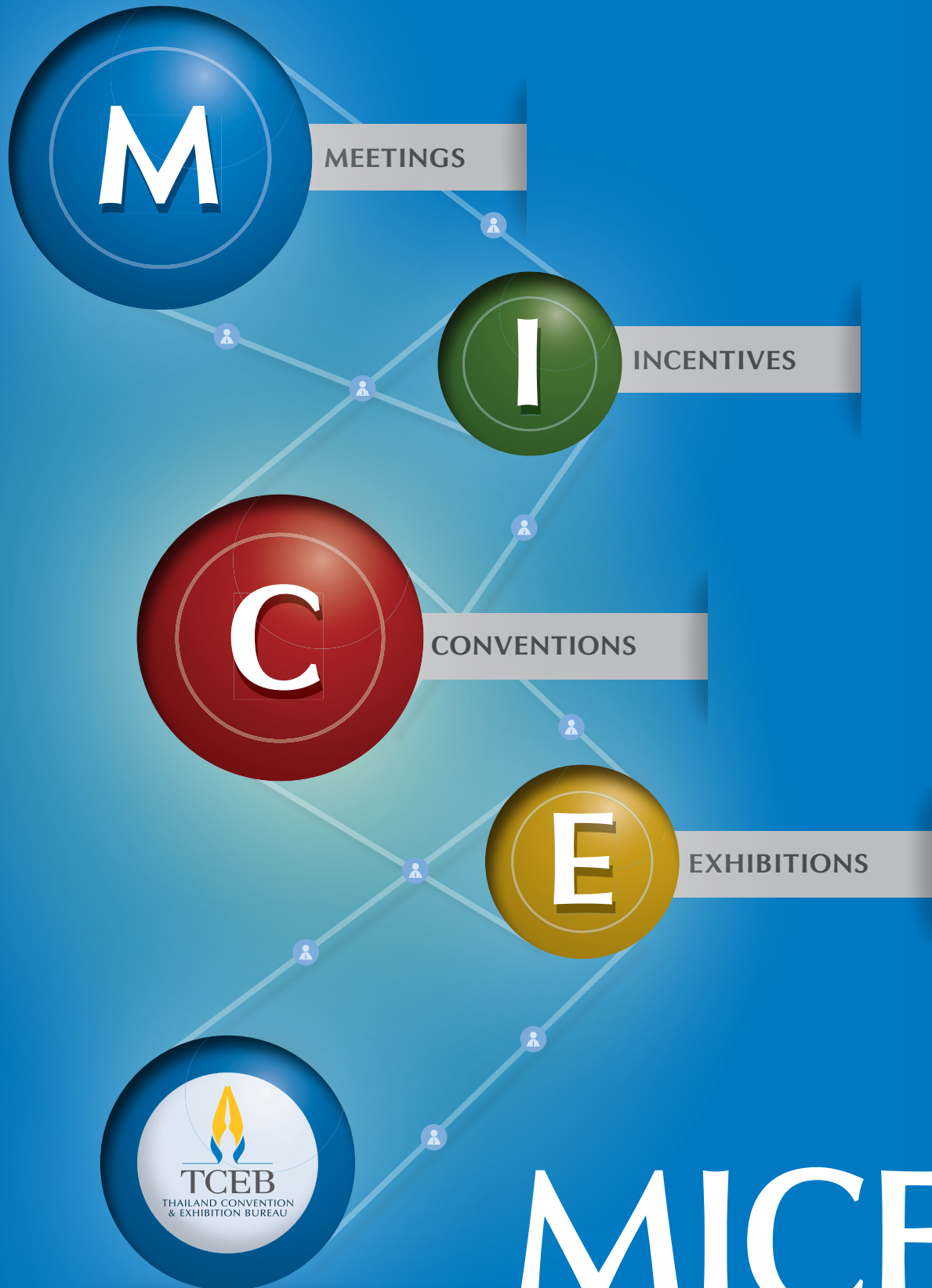


OVERVIEW ECONOMIC IMPACT OF THAILAND'S MICE INDUSTRY

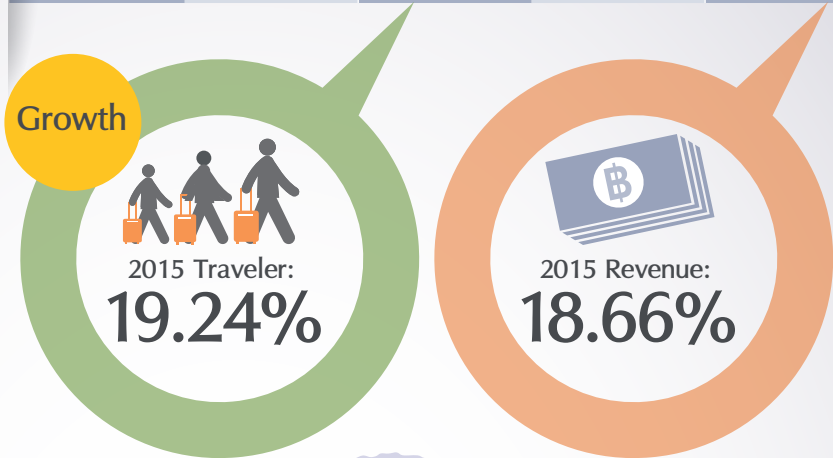


MICE REVIEW 2015

MICE REVIEW 2015

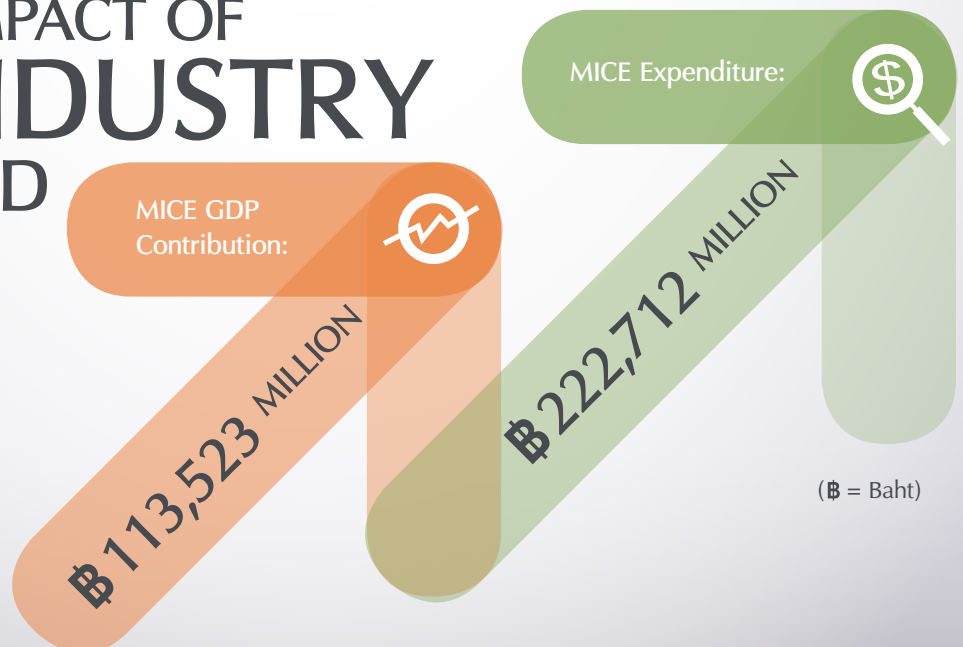
OVERVIEW OF NUMBER OF MICE TRAVELERS AND TRAVELERS' PERSONAL SPENDING, FISCAL YEAR 2015

Year	No. of MICE Travelers (pax)		Revenue (Million Baht)	
	Fiscal Year 2014	Fiscal Year 2015	Fiscal Year 2014	Fiscal Year 2015
Meetings	232,736	262,538	25,173	28,397
Incentives	240,546	254,125	15,274	16,136
Conventions	287,886	294,371	26,737	27,339
Exhibitions	157,996	284,961	13,616	24,003
Total	919,164	1,095,995	80,800	95,875



ECONOMIC IMPACT OF MICE INDUSTRY IN THAILAND

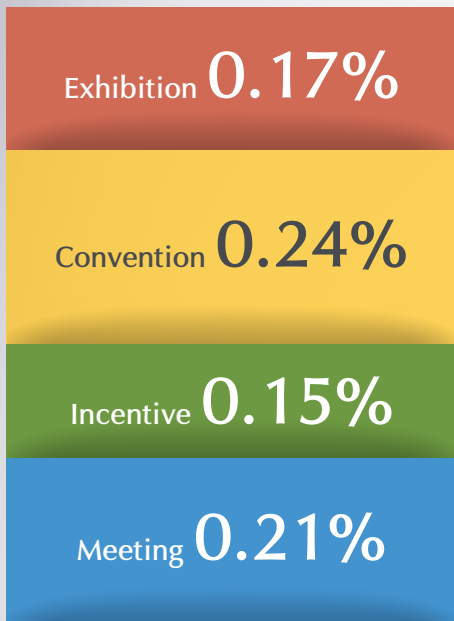
MICE INDUSTRY IN THAILAND HAS CONTRIBUTED SIGNIFICANTLY TO THAILAND ECONOMY



2014 THAILAND MICE GDP CONTRIBUTION

MICE industry in Thailand contributes 0.77% of overall Thailand GDP year 2014

0.77%

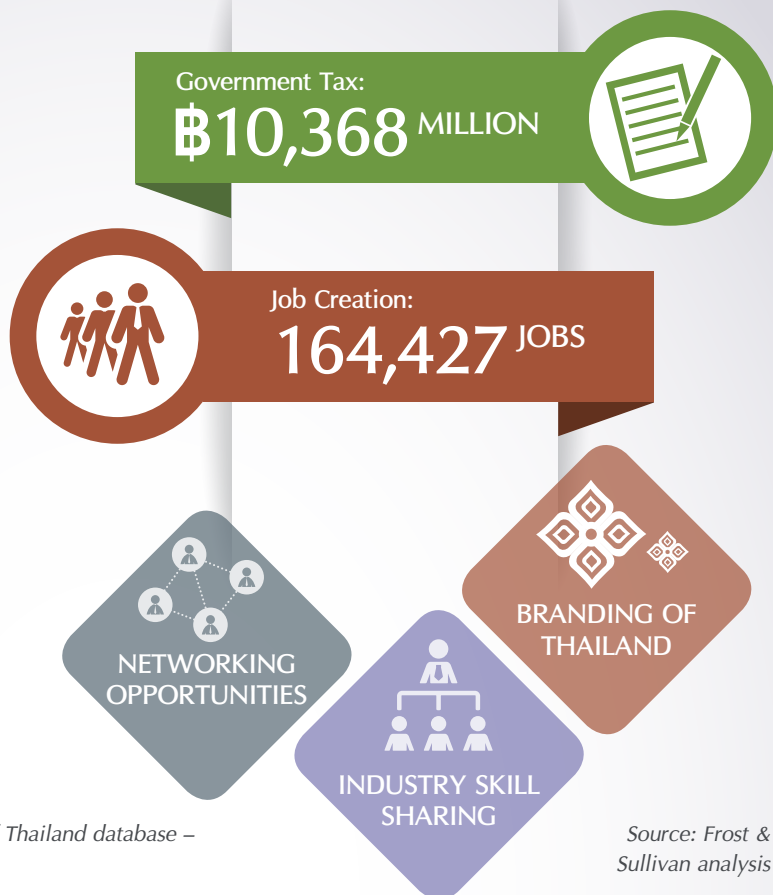


2014 THAILAND MICE GDP CONTRIBUTION

Source: Thailand National 2014 GDP data is based on Bank of Thailand database – Thailand Macro Economic Indicators, Frost & Sullivan analysis

OTHER IMPACTS OF THAILAND MICE

Besides the quantitative benefits, MICE have contributed to Thailand in terms of networking, branding of Thailand and cross-industry skill sharing



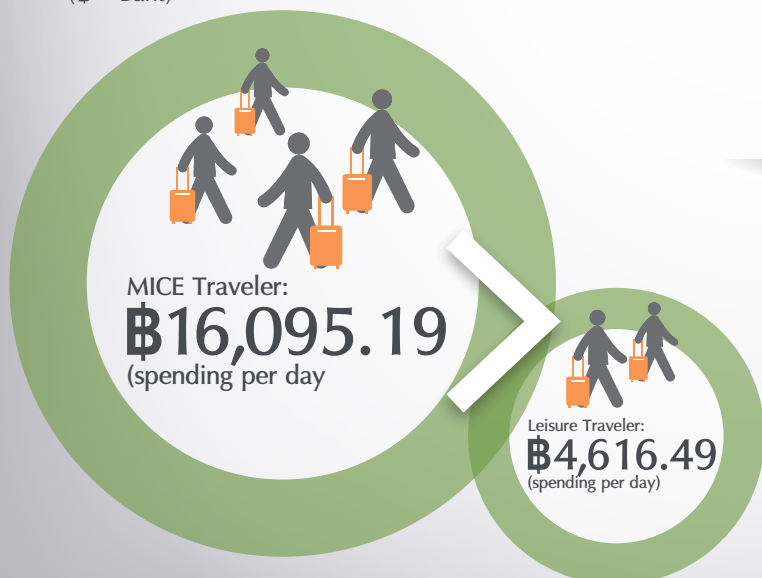
Source: Frost & Sullivan analysis

MAJOR FIGURES OF THAILAND MICE INDUSTRY

TRAVELER SPENDING PER DAY

MICE travelers' spending per day is 3.5 times more than leisure travelers' spending per day (฿ = Baht)

3.5 TIMES



Source: Frost & Sullivan analysis

Comparing GDP contribution per worker, employees generated by MICE industry contribute 2.1 times more than average employees do in Thailand

Value Added per Worker
2.1 TIMES

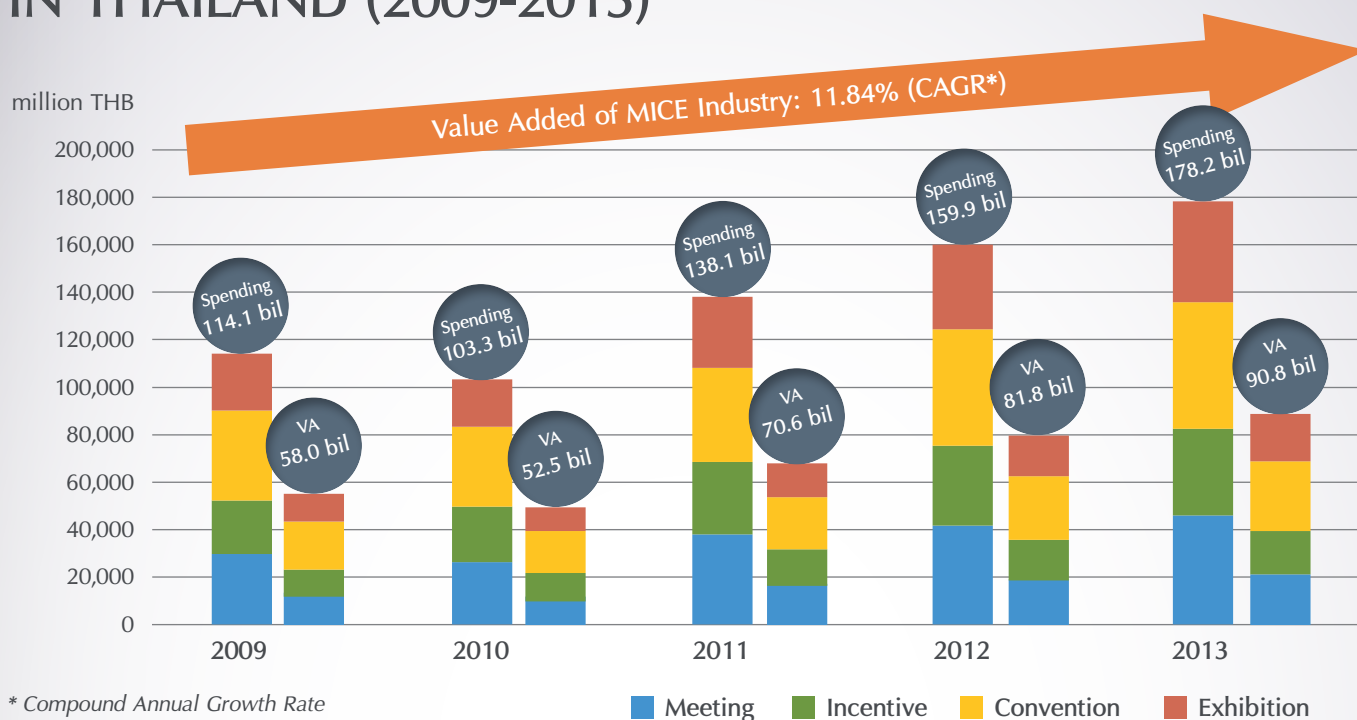
CAGR (Compound Annual Growth Rate) of MICE industry is 1.6 times higher than Thailand GDP growth rate (2009-2013)

Value Added Growth Rate
1.6 TIMES

As of 2013, per every 1 baht that TCEB spending, total 104.27 baht of GDP contribution was generated

Return on Investment
104.27

TOTAL ECONOMIC IMPACT OF MICE IN THAILAND (2009-2013)



* Compound Annual Growth Rate

* Spending = Total Expenditures

* VA = GDP Contribution

UPCOMING EVENTS 2016

MONTH	SEGMENT	EVENT
January	Meeting	Roche Indonesia Meeting 2016
February	Incentive	POLA Japan
March	Exhibition	GRTE 2016 – Global Rubber, Latex & Tire Expo 2016
April	Convention	Rotary International District 3310, 25 th District Conference
May	Incentive	Infinitus China Prohealth China
June	Convention	Global Proclamation Congress for Pastoral Trainers
July	Exhibition	Modern Sign & LED 2016 InterPlas 2016
August	Exhibition	TFBO & TRAFS 2016 RetailEX ASEAN 2016
September	Exhibition	3W + CPPE Expo 2016 Beyond Beauty ASEAN Bangkok 2016
October	Meeting	Organo Gold Asia Convention 2016
November	Convention	The 10 th International Petroleum Technology Conference
December	Convention	XXIX International Society of Sugarcane Technologists Congress 2016



MICE Intelligence Center

Thailand Convention & Exhibition Bureau (Public Organization)

Siam Tower, 12th B & 26th Floor, 989 Rama I Road, Pathumwan, Bangkok 10330, Thailand

Tel: +66 (0) 2 694 6000

Fax: +66 (0) 2 658 1411

E-mail: research@tceb.or.th

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