

THAILAND MICE

Economic Impact

The First Half of Fiscal Year 2023 (October 2022 – March 2023)



MICE Expenditure

75,006 Million Baht



MICE GDP Contribution

68,540 Million Baht



Job Creation (Full-Time Equivalent)

61,480 Jobs



Tax Payment

4,845 Million Baht

International MICE Statistics

The First Half of Fiscal Year 2023 (October 2022 – March 2023)



Domestic MICE Statistics

The First Half of Fiscal Year 2023 (October 2022 – March 2023)



International MICE Statistics

Quarter 2 of Fiscal Year 2023 (January – March 2023)

	 Meeting	 Incentive	 Convention	 Exhibition	 Total
 Travelers	23,882	12,490	15,881	50,235	102,488
 Milion Baht	1,110.94	641.18	569.46	2,323.83	4,645.41

TOP 10 SOURCE MARKETS OF INTERNATIONAL MICE TRAVELERS TO THAILAND

Quarter 2 of Fiscal Year 2023 (January – March 2023)

 1. MALAYSIA NO. OF MICE TRAVELERS: 22,412	 2. SINGAPORE NO. OF MICE TRAVELERS: 11,732
 3. CHINA NO. OF MICE TRAVELERS: 7,659	 4. VIETNAM NO. OF MICE TRAVELERS: 6,553
 5. USA NO. OF MICE TRAVELERS: 6,005	 6. KOREA NO. OF MICE TRAVELERS: 5,168
 7. JAPAN NO. OF MICE TRAVELERS: 5,139	 8. UNITED KINGDOM NO. OF MICE TRAVELERS: 4,782
 9. TAIWAN NO. OF MICE TRAVELERS: 4,441	 10. FRANCE NO. OF MICE TRAVELERS: 4,068



Domestic MICE Statistics

Quarter 2 of Fiscal Year 2023 (January – March 2023)



TOP 10 CITIES IN THAILAND IN TERMS OF PAX AND SPENDING

Quarter 2 of Fiscal Year 2023 (January – March 2023)

	PAX	SPENDING (MILLION BAHT)
1. BANGKOK	1,644,864	5,235.17
2. CHIANG MAI	267,823	828.15
3. KHON KAEN	58,870	183.27
4. NAKHON RATCHASIMA	28,696	96.87
5. SONGKHLA	21,220	66.05
6. CHONBURI	19,950	65.36
7. PHUKET	10,165	28.24
8. AYUTTHAYA	6,019	20.53
9. UBON RATCHATHANI	5,110	15.64
10. NAKHON SI THAMMARAT	3,542	11.11

