

## EXECUTIVE SUMMARY

Included in MICE Report issue 2 are results from research into Thailand Brand as a MICE Destination. The research was conducted by Custom Asia to check the brand health of Thailand as a MICE destination. The fieldwork was undertaken in October 2008, using telephone interviews with MICE visitors from across Asia, Oceania, Europe and USA. The total sample size is N=600.

### The research reveals the following results:

- By and large, Thailand has captured visitors’ mindsets as a MICE destination in various aspects
- The analysis across visitor groups reveals that European visitors have higher inclination to choose Thailand as a MICE destination.
- Regarding the decision-making factors for choosing a MICE destination, most visitor respondents generally look at whether the destination meets international standards, shows professionalism, and is safe. All these factors, from the research results, are still weaknesses for Thailand. On the other hand, Thailand is strongly perceived to be suitable as a MICE destination only in regards to its hospitality, good value for money and reputation as a leisure destination.

In summary, the following table highlights visitors’ views about Thailand brand as well as their considerations for choosing Thailand as a MICE destination.

<b>Visitors’ perception about Thailand</b>	<ul style="list-style-type: none"> <li>• Thais are service-minded.</li> <li>• Thailand provides good hospitality.</li> <li>• Thailand is a value-for-money destination(*)</li> <li>• Thailand is a green MICE destination.</li> <li>• Thailand is warm and friendly.</li> <li>• Thailand is casual and relaxed.</li> </ul>
<b>Visitors’ wants</b>	<ul style="list-style-type: none"> <li>• Professionalism (of personnel)</li> <li>• Safety</li> <li>• International Standards</li> <li>• Hospitality (*)</li> <li>• Value for money (*)</li> <li>• Proximity/Accessibility</li> </ul>
<b>Visitors’ current considerations for choosing Thailand</b>	<ul style="list-style-type: none"> <li>• Hospitality</li> <li>• Value for money</li> <li>• Reputation as a leisure destination</li> </ul>

*Remark: The attributes or aspects marked with an asterisk (\*) are the ones that Thailand already possesses. They also match well with the factors that visitors are currently considering for choosing to participate in a MICE event in Thailand*

### *Recommendations*

- Thailand has potential in the MICE market, but needs to make further efforts to compete and become a world-class MICE destination. As visitors place their emphasis on the qualities of meeting international standards, being professional, and being a safe MICE destination, Thailand should concentrate on raising these areas to internationally acceptable levels.
- Additional communications should be made to help visitors regain a positive perception about the country and win back their confidence, which would result in further positive dissemination by word of mouth. Given the current political situation, it is important that a positive image of Thailand is presented quickly in major markets so as to reignite confidence in the country.
- European visitors are more positive towards Thailand. Greater efforts on other zones, especially Asia and Oceania, could lead to greater revenue yields through incoming business opportunities.

## Factors for choosing a MICE destination

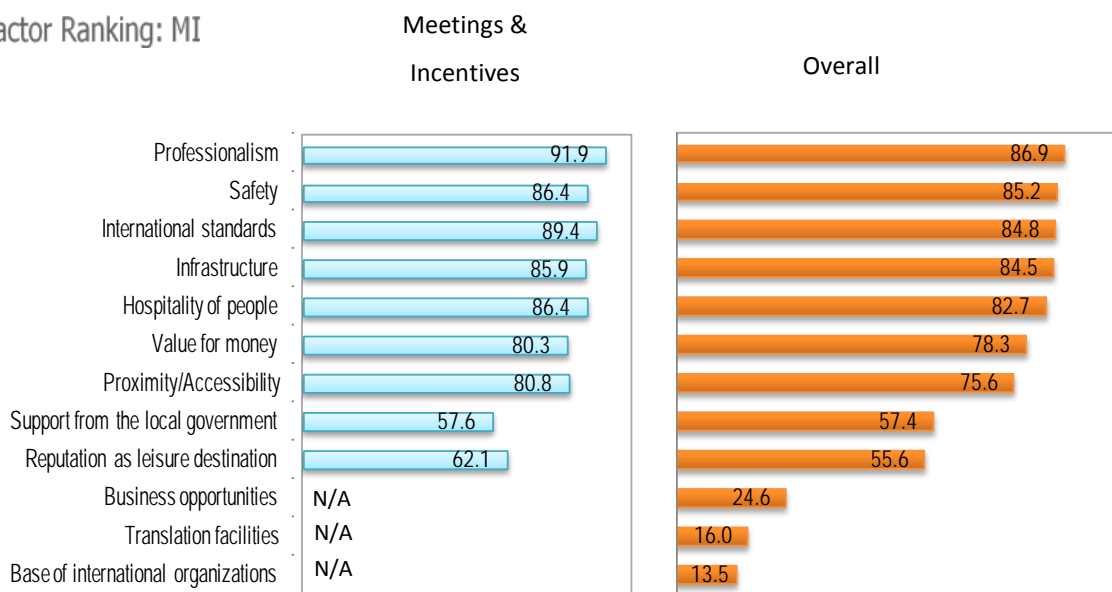
In general, a majority of the respondents would choose a MICE destination by considering its professionalism and safety.



## Decision making factors for a MICE destination

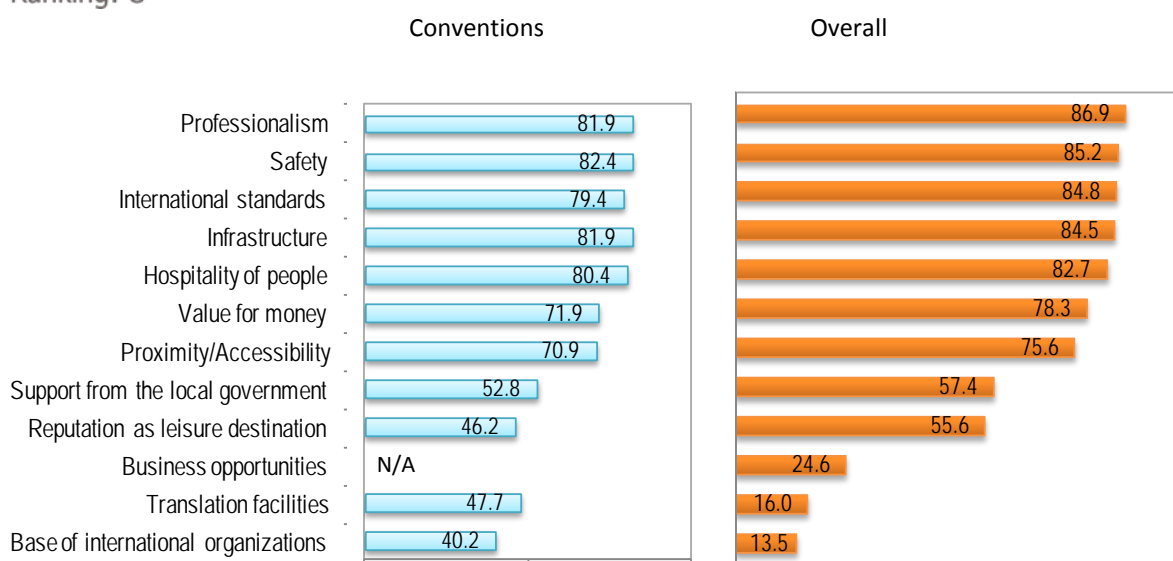
### By target group

#### Factor Ranking: MI



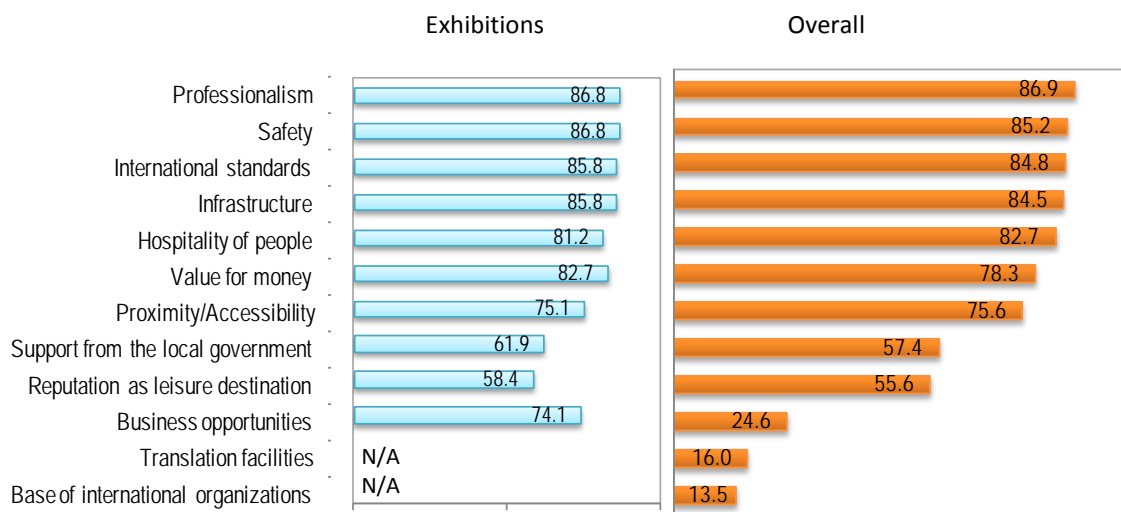
- For MI visitors, professionalism came first (91.9%) followed by international standards (89.4%)

#### Factor Ranking: C



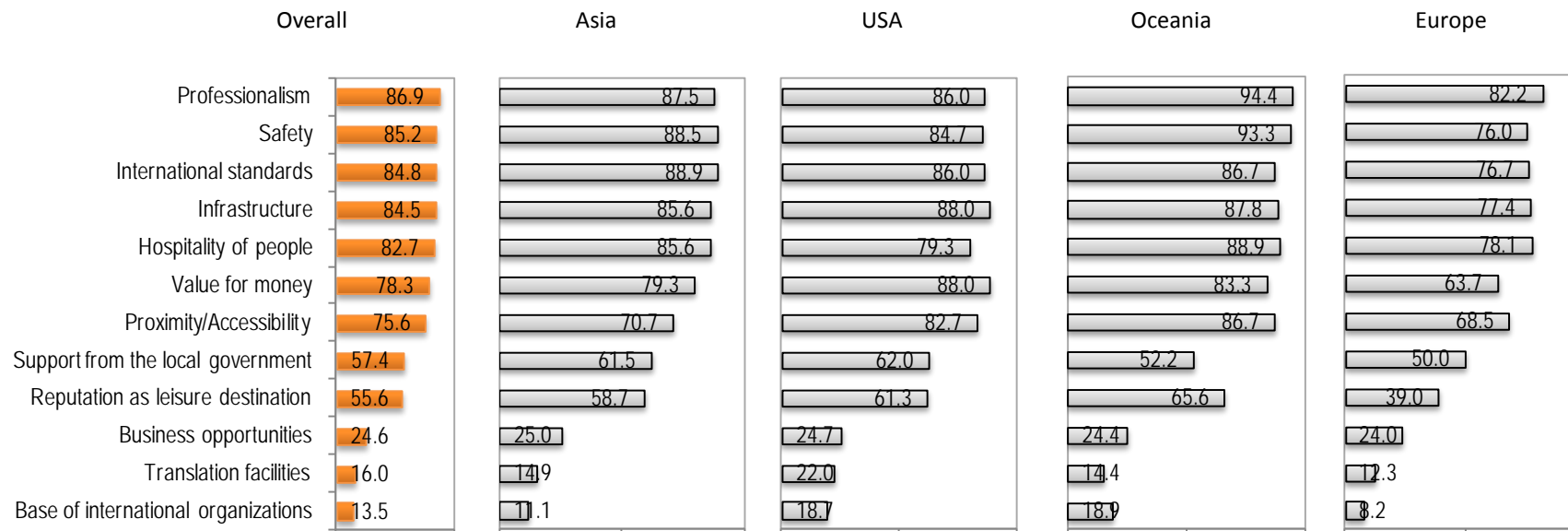
- For C visitors, safety came first (82.4%), followed by professionalism and infrastructure (81.9%)

Factor Ranking: E



- For E visitors, professionalism and safety mattered most (86.8%), followed closely by international standards and infrastructure (85.8%).
- Value for money was also a prominent factor for this visitor group.

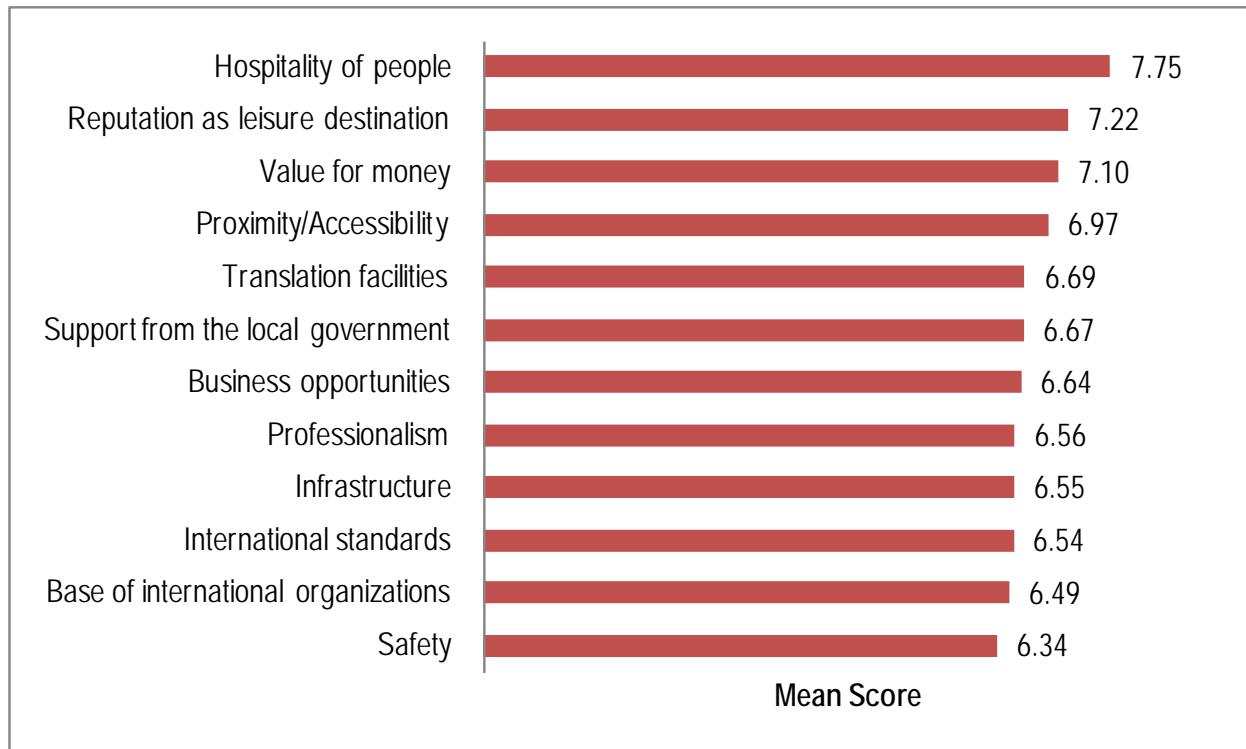
### By zone



- Asian visitors considered international standards as the most crucial factor (88.9%).
- But visitors in Oceania, Europe and USA viewed things differently:
  - For Oceania & Europe, the most important factor was professionalism (94.4%, 82.2%).
  - For USA, the most crucial factors were infrastructure and value for money (88%).

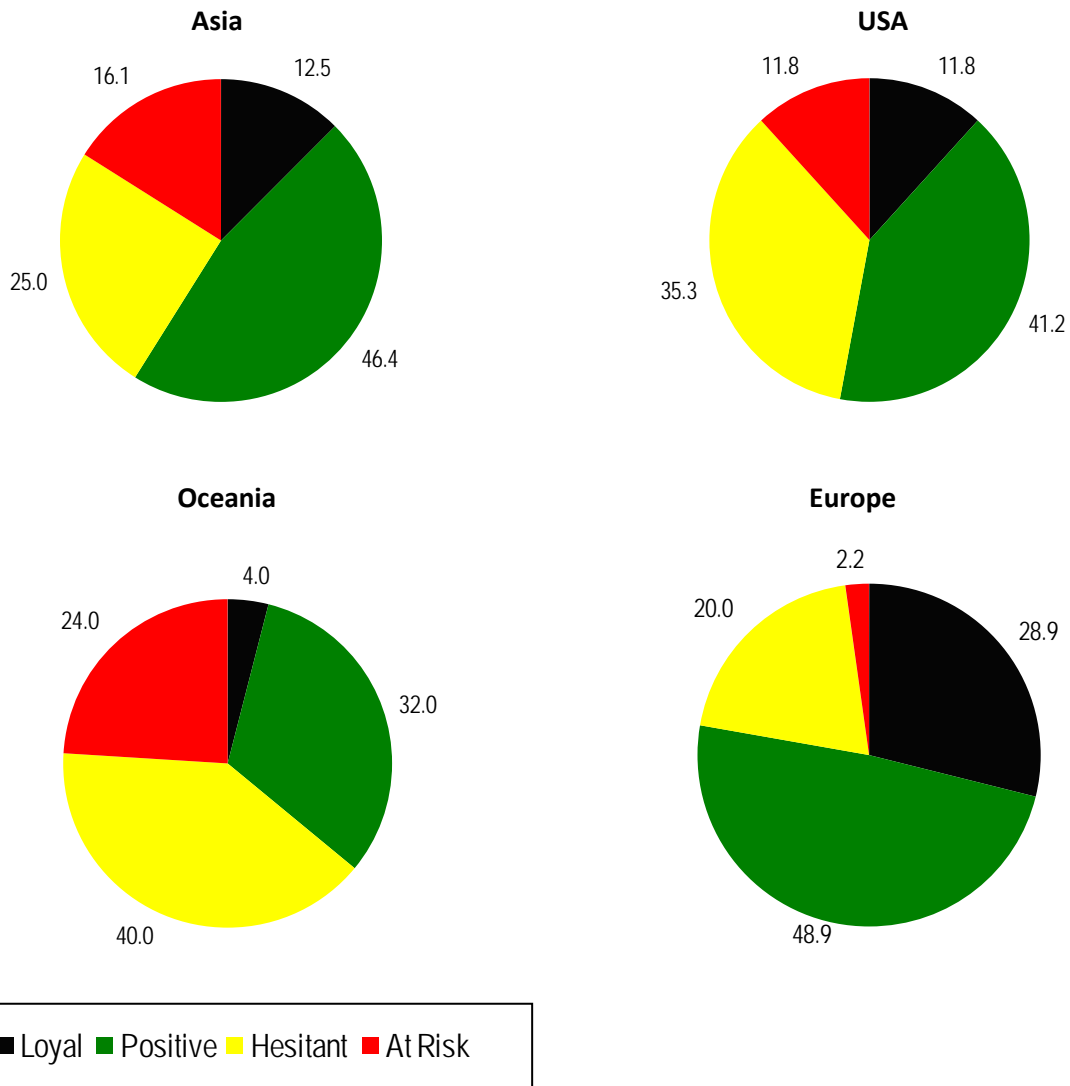
## Factor Ratings for Thailand

### How Thailand would make a suitable MICE destination



- After reviewing the factors considered when choosing MICE destinations, the respondents indicated that Thailand would make a good MICE destination mainly because of its *hospitality*, *reputation as a leisure destination*, and *value for money*.

## Loyalty towards Thailand



- European visitors were most loyal towards Thailand as a MICE destination.
- Those exhibiting the least loyalty were visitors from Oceania.