

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

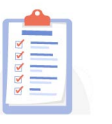


Tax Payment

4,845 Million Baht

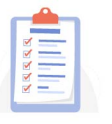
International MICE Statistics

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

	 Meeting	 Incentive	 Convention	 Exhibition	 Total
 Travelers	79,569	25,753	33,534	147,250	286,106
 Milion Baht	4,348.98	1,492.26	1,632.15	9,200.08	16,673.47

Domestic MICE Statistics

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

	 Meeting	 Incentive	 Convention	 Exhibition	 Total
 Travelers	197,923	17,076	430,522	9,182,411	9,827,932
 Milion Baht	793.98	75.49	1,459.78	20,754.57	23,083.82

International MICE Statistics

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



23,882

12,490

15,881

50,235

102,488



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

