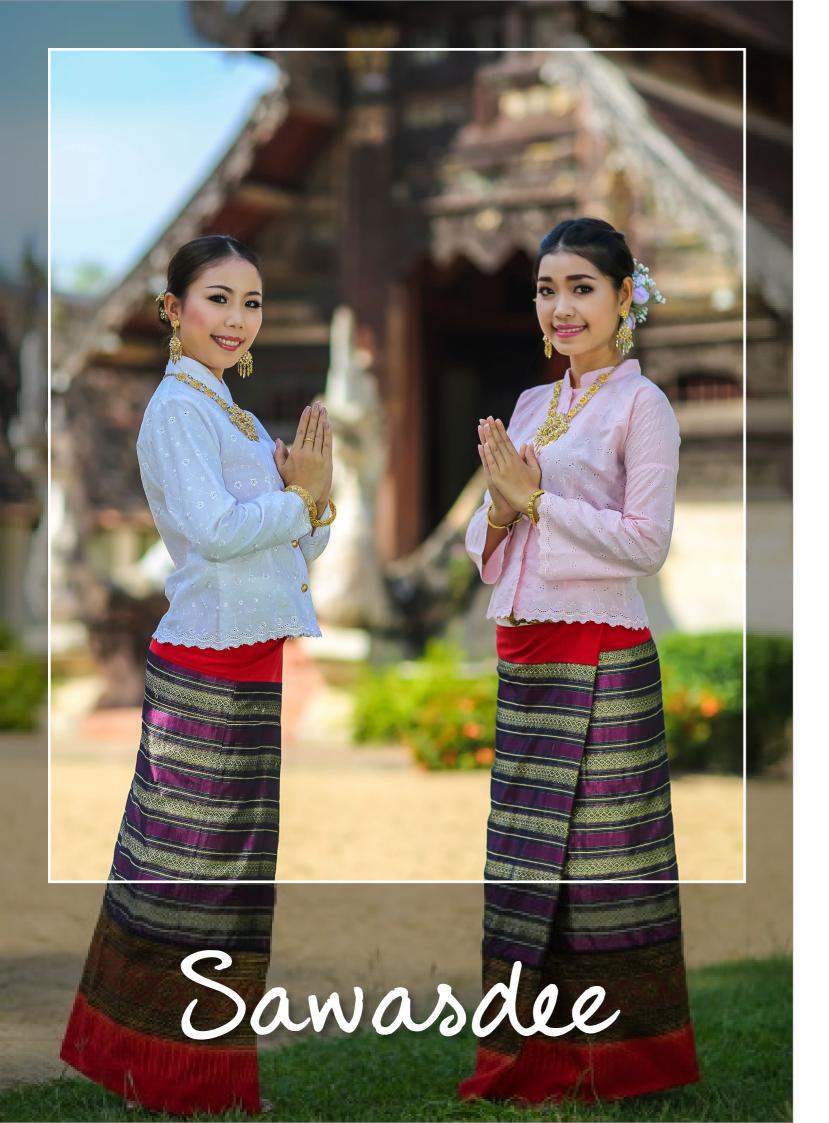


Thailand MICE Guide 2016

for Event Meeting Planner



WELCOME TO THAILAND

For business events, Thailand is not only a unique destination at the HEART of ASEAN and an unparalleled business hub at the HEART of both the emerging Asian region and the global marketplace, but also a thriving hub, where passionate people offer seamless service from the HEART, and with an

Thailand CONNECT, Our Heart...Your World



Why Thailand for Business event?

For business events, Thailand is not only a unique destination at the HEART of ASEAN and an unparalleled business hub at the HEART of both the emerging Asian region and the global marketplace, but also a thriving hub, where passionate people offer seamless service from the HEART, and with an unforgettable smile.



Diverse Destinations

Thailand's myriad landscapes provide wondrous places to discover, and our destinations offer creatively curated experiences - from fascinating culture to beach bliss - for a business event as individual as you are.

Strategic Location

Thailand's location in the heart of Asia, with hundreds of flights per day from all corners of the globe, makes MICE excellence as simple as getting on a plane.

Variety of Venues

Whether you're looking for a beachside exhibition hall, a banquet room that backs up to the jungle or a meeting room with skyline views, Thailand's venues and destinations offer endless possibilities.

Business in Thailand



A world leader in key industries ranging from automotive to energy, Thailand offers untapped opportunities for organisers, delegates and visitors alike. With a dynamic, fast-growing economy, Thailand is also a springboard to its rapidly emerging neighbours in ASEAN and the Greater Mekong Subregion. Truly at the heart of the world, Thailand Helping you seize the opportunities of tomorrow across the globe, Asia and ASEAN



A truly unique blend of world-leading industry standards, partnerships and authentic hospitality

The driver of Thailand's dream destinations and booming business opportunities are its people. The country's signature Thai service is renowned throughout the world, while high standards nationwide add seamless professionalism. Delivering even the most complex business events program with effortless grace and genuine passion, the talented Thai team is the perfect partner for your business event.

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Thailand, the only Southeast Asian nation never to have been colonized by European powers, is a constitutional monarchy whose current head of state is HM Bhumibol Aduluadej. A unified Thai kingdom has existed since the mid-14th century, and Thailand was known as Siam until 1939 when it officially became the Kingdom of Thailand.

CAPITAL

Bangkok

GEOGRAPHY

Thailand is the 50th largest country in the world; most nearly equal in size to Spain. Located just 15 degrees north of the equator, Thailand has a tropical climate and temperatures typically range from 19 to 38 degrees C (66-

WEATHER







The weather in Thailand is generally hot and humid: Generally speaking, Thailand can be divided into three seasons: "hot" season, rainy season, and "cool" season, though Thailand's geography allows visitors to find suitable weather somewhere in the country throughout the year.

POPULATION

million

The population of Thailand comprises of roughly 65 million citizens, the majority of whom are ethnically Thai, though peoples of Chinese, Indian, Malay, Mon, Khmer, Burmese, and Lao

AREA

514,000 sq km

Thailand has a rough geographical area of 514,000 sq km (200,000 sq miles).

LANGUAGE

Thai

More than 92% of the population speaks Thai or one of it's regional dialects. While the Thai language is the official language of Thailand, English is spoken and understood throughout much of Thailand.

RELIGION

94.6% 4.6% 0.7%

Buddhist

Muslim Christian

TEMPERATURE

19 to 38 °C

Located just 15 degrees north of the equator, Thailand has a tropical climate and temperatures typically range from 19 to 38 degrees C (66-100 F)

CURRENCY

The currency of Thailand is the Thai Baht. Baht come in both coin and banknote form. The size of Thai currency, both coins and bills increases with value and varies in color.

TIME

Thailand Standard time is GMT +7. Thailand does not observe daylight savings.

What's new in Thailand

that MICE planners should know about?

There are 3 new and exciting developments in Thailand in 2015 that MICE planners should know about:

NEW MICE HOTELS

have opened across the country and are ready for you to choose for your next business event, such as:

- Prana Resort Nandana Koh Samui
- MANATHAI Hotels & Resorts
- Anantara Siam Bangkok Hotel

- Amara Bangkok
- Fishermen's Harbour Urban Resort
- Ramada Phuket Deevana







NEW ATTRACTIONS

that MICE planners can offer your clients, such as new Bangkok riverside community malls, including Yod Piman, River Walk, and Tha Maharaj; or theme parks such as VANA NAVA Hua Hin and Cartoon Network Amazone waterpark Pattaya.







NEW SHOPPING MALL

The ever-expanding retail scene in the capital always seems to have room for one more mall, with the last few years seeing some huge, multi-billion baht openings such as Central Embassy, EmQuartier and Terminal 21. For MICE planners, world-class shopping facilities like these make life a lot easier, especially when it comes to pleasing business guests who are new to a foreign city.







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Getting around

Thailand is a developed country with a modern public transport network. The country has an extensive network of airports and its domestic air routes make all corners of the Kingdom easily accessible to the visitor. Thailand also has an excellent road and rail system that has been developed and maintained over the past decades. There also exist very cost-efficient urban bus systems and coaches linking the entire country via numerous routes.









IN BANGKOK

BTS

The BTS "Skytrain" as it's commonly called is a cheap and convenient way to get around Bangkok above the fray. Since its inception in 1999 it has transformed the way people move around the city. There are two lines currently in operation with a central hub in Siam Station, home to an endless variety of shopping, hotels, and restaurants. The train runs from 06:00 to 24:00 every day.

MRT

The Metropolitan Rapid Transit, or MRT, is Bangkok's underground train system and another inexpensive and comfortable way to elude the masses when commuting in Bangkok. As with the BTS, MRT is easy to access and equally easy to navigate, and the two rail systems synch up at three main transfer stations: Silom (MRT)/Sala Daeng (BTS), Sukhumvit (MRT)/Asoke (BTS), Chatuchak Park (MRT)/Mo Chit (BTS). The MRT also operates from 06:00 to 24:00 every day.

Airport Rail Link

Rounding out Bangkok's trio of commuter rail systems is the Airport Rail Link, a straight shot running east for 30 km from just north of downtown to Suvarnabhumi International Airport and back. The ARL is comprised of two lines terminating at the airport: a non-stop Express service that begins at Makkasan (with easy transfer to MRT Petchaburi), and a City Train service with six stops starting at Phaya Thai Station (connecting to Phaya Thai BTS). Airport link runs from 06:00 to 24:00 every day as well.

Taxi

In Bangkok, one word comes to mind with respect to taxi cabs, and that's "everywhere." A litany of pink, yellow, blue and other colorful "taxi-meters" ferry locals and tourists around the city, at rates so low you may not believe it. Fares start at a meager 35 Baht (just over \$1 US), and it's not uncommon to ride an hour or more across the city for just a few bucks.

DOMESTIC

Thailand's excellent infrastructure makes getting around the country far easier than elsewhere in Southeast Asia. Buses are fast, cheap and frequent, and can also be quite luxurious; trains are somewhat slower but offer greater ease of sleeping during overnight trips; moreover, if travelling by day you're likely to follow a more scenic route by rail than by road. Ferries provide easy access to all the major islands. Local transport comes in all sorts of permutations, both public and chartered.

Domestic air travel has really taken off in recent years as well, with national carrier Thai Airways International operating an extensive daily schedule to all parts of Thailand. Several budget and boutique carriers such as Bangkok Airways (bangkokair.com) supplement the internal flight network, which extends to all parts of the country and some two-dozen airports. Other low-cost carriers include Air Asia (airasia.com), Nok Air (nokair.com, which is part-owned by Thai Airways), Orient Thai (formerly One-Two-Go; flyorientthai.com) and Thai Smile.

Business travelers also have the option for domestic travel of exclusive private jet aircraft and air charter services which cover destinations throughout the country. The real advantages of chartering executive jet aircraft become clearly apparent when business travelers consider the convenience and comfort over commercial airlines.

With Bangkok as your hub, no place in Thailand is more than a 1- to 2-hour flight away.

Thailand map 15 | Thailand MICE Guide 2016



Venues

Whether you're looking for award-winning riverside or beachside venues, a banquet room that backs up to the jungle or a meeting room with skyline views, Thailand's venues aren't just unique - they're completely customizable.

The diversity of meeting venues in Thailand is simply staggering, and includes:



RIVERSIDE VENUE



SPORT VENUE



LUXURY VENUE



ADVENTURE VENUE



VENUE IN THE PARK



NATURE-THEMED VENUE



MUSEUM VENUE



THEATRE VENUE

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MARINE VENUE



CLUBBING VENUE



VENUE WITH A LEGEND



VENUE WITH THE VIEW



BEACH VENUE



GREEN VENUE



HISTORICAL VENUE



THAI CULTURAL VENUE



THEME PARK VENUE



EXHIBITION VENUE



CONFERENCE VENUE

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Attractions & Sightseeing

Thailand is a totally unique country rife with opportunity for once-in-a-lifetime travel experiences. Its attractions are diverse and each provides a rewarding and memorable experience in its own way. If you're planning to organize a business event in Thailand, make sure to allocate enough time for your clients to explore the city after their business trip.



Grand Palace & temples

If nothing else, these are the sites you need to visit in Bangkok, and you can enjoy them all together: The Grand Palace, with Wat Phra Kaew, home to the Emerald Buddha; Wat Pho with its 46 meter Reclining Buddha; and on the river, the iconic Wat Arun, or Temple of Dawn.



Theme parks

Theme parks have come to the realization that they have great big, fun, diverse spaces, and that these spaces can easily be multi-purposed. Thus they've been developing their facilities with meetings and corporate groups in mind. Such as Siam Park City, Black Mountain, Dream World, Life Park, Vana Nava, Cartoon Network Amazone, and many more.



Riverside community malls

This idea has caught on big-time and gorgeous riverside malls are springing up around almost every bend of the river. Check out Yodpiman River Walk, the Maharaj, and Asiatique the Riverfront for starters; more, and bigger, malls are coming soon.



Historical parks

Thailand is well-known for its ancient, beautiful, historical parks, located throughout the Kingdom. Ayuttaya is one of the most popular, as it is close to Bangkok, followed by Sukhothai Historical Park. These are awesome and educational, not to be missed.



River cruise & rice barge canal tours

River and canal cruises are an excellent opportunity to get onto water, cool off, kick back, and enjoy the fascinating, traditional lifestyle of the riverine Thais. Temples are often included, and the meals and entertainment are typically exceptional.



National Parks

National parks abound in Thailand, a country known for both its big cities and its gorgeous national parks. It's hard to believe that the amazing Khao Yai is only a few hours away from Bangkok, where elephants, bears, gibbons, and more are living their blissful, natural lives.



Floating Markets

Among the most iconic images of Thailand are its distinctive floating markets. There are a number of these a day tour away from your hotel and you'll certainly enjoy floating among the colorful vendors plying their trade upon the water.



Weekend Market

Mention "weekend market" in Bangkok and most people think of Chatuchak, the huge, sprawling, amazing, bizarre conglomeration of stalls, products, clothes, animals, and almost anything you can think of that draws thousands of serious shoppers every weekend.



Night safari

This is one of the world's great, modern, natural tourist attractions. From the comfort - and proximity - of your tram seat, you can explore the dark jungle at night, viewing predatory animals - and friendly ones - in a truly up close and personal manner.



Beaches

Thailand is knows the world over for its wonderful, white-sand, turquoise-water, exotic fish-filled beaches. Whether island paradises in the south or a short drive from Bangkok, your main "problem" will be choosing the one that you want from among so many of them.

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Dining experience

When it comes to dining in Bangkok, MICE guests are absolutely spoilt for choice. Of course, the city has always been synonymous with street food, but the culinary scene in modern-day Bangkok now presents more opportunities than ever. To make planning your next 'MICE meet and eat' a whole lot easier, we've rounded up 8 of the best dining experiences Bangkok has to offer



CRUISE DINNER



THAI CULTURAL DINING



SEAFOOD MANIA



SKY DINING



STREET FOOD



AFTERNOON TEA BREAK



A NIGHT DELIGHT



CHINESE IN TOWN

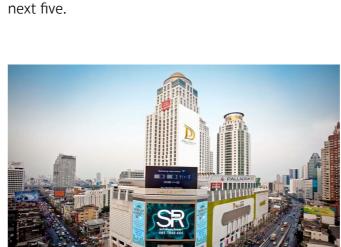
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Luxury shopping malls

Shoppers come from around the world to Bangkok when they need to scratch their shopping itch: we're talking Siam Paragon, CentralWorld, EmQuartier, Central Embassy, and the Emporium just to warm up. Take a break and head out to the next five.



Wholesale & retail malls

If you're looking for bargains and love shopping wholesale, Bangkok doesn't disappoint. There are dozens of great places, but you may not make it past – or have to go beyond – the top four: Chatuchak, Sampeng, Saphan Phut, and the famous Pratunam Market.



Weekend shopping

Weekends only mean that more people are enjoying Bangkok's thrilling, thriving, exuberant shopping scene. Everything's open that's normally open with one very big plus: Chatuchak Weekend Market – a world unto itself, and one that you'll never completely explore.



Night markets

They're cooler, shadier, and lots of fun. Talad Rod Fay, now with two locations, is the coolest for vintage gear; Khao San Road is worth a visit, as well as Silom for curiosity's sake; a few others worth seeking out include Siam Square night market, Ratchayothin, and Pak Khlong Talad.

Entertainment & Nightlife

Thailand is one of the most exciting places on earth for entertainment and nightlife, with many extraordinary nightlife venues on offer to the MICE traveler during their dynamic business meetings in the Thai capital.



Cocktails at a rooftop bar

Bangkok is the perfect city for rooftop bars, and more are opening every month it seems. From About Eleven to Octave, Red Sky to Scarlett, and Vertigo to Three Sixty, you can pick and choose the atmosphere, type food, and music you want to enjoy way up high.



Clubbing

Bangkok's got it all. Seek and you shall find. Not enough space here. Start with Levels, Ku De Ta, Demo, Grease, Route 66, Slim/Flix or perhaps DND. Enjoy EDN, house, techno, hip hop, rock n roll, or drum n bass. The world's your oyster when it comes to Bangkok clubbing.



Night markets

Don't forget there's more to do in Bangkok at night than partake of the amazing nightlife. There are many wonderful night markets to check out: from Khao San Road to Rod Fay (Train) Night Market, as well as Saphan Phut, Ratchada, and Khlong Thom, to name a few.



Bangkok tram city night tour

For something completely different in Bangkok, check out a tram tour to cover some of the sites. They're a great way to see the Ananta Samakhom Throne Hall, Wat Ratchanaddaram, and Wat Pho, all the while resting your legs and listening to informative guides.



Thai cultural shows and dinner

A fun, entertaining, educational, and fulfilling way to enjoy your dinner, pick from a number of excellent cultural dinner shows in Thailand. Among the most popular are Sala Rim Naam, Joe Louis Gourmet Thai Cuisine & Bar, Salathip, Le Grand Lanna, and Riverside Terrace.



Muay Thai live show

When one thinks of Thailand, one thinks of Thai food, Thai massage, and of course, Thai boxing. What you may not know is that nowadays there are many different types of venues where you can enjoy live shows, from the grand stadiums to the grand hotels of Bangkok.

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Accommodation





Thailand's hotels are famed not just for the excellence of their facilities but also for the traditional warmth and hospitality of the Thai people. The range of hotels could not be better. Right across the country, hotel accommodation can be found to suit any budget and any size group.





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Themed Meeting & Incentive Ideas

Check out these creatively curated experiences with seven magnificent themes for meeting planners to choose from:



Fascinating History And Culture

For the Fascinating History and Culture theme meeting idea, Thailand has many destinations to offer. One of the distinctive ideas for meeting planners to choose is Meeting at Ancient Sukhothai City, the capital of the first Kingdom of Siam in the 13th and 14th centuries. At Sukhothai Heritage Resort, Sukhothai Hotel, they are offering a very unique meeting and incentive idea that your participants will never forget: Imagine your participants meeting in a room where they can see rice fields as a backdrop. They can have a Thai traditional-style dinner with mini-cultural shows, including "Loy Kratong" (Flowers Float) and lantern release. The next day the program will explore the UNESCO World Heritage Historical Site of Sukhothai, experiencing the life of local villagers or shopping for beautiful handwoven gold, silver and textiles.

More info at www.sukhothaiheritage.com



Treasured Team-building

Thailand has many Team-building ideas to offer your groups. One of the exciting team-building programs is water-based team-building in Phuket and Pattaya, with Dragon Boat events as the best option if you have a really big group. Cardboard Boat Racing is also very popular and a great fun team activity for groups of all sizes. Learning to sail a yacht together is yet another wonderful team building activity, better suited to groups up to about 40.

For more information check out www.sailinasia.com



Exhilarating Adventures

Exhilarating Adventures theme "Survival Island Adventure" is one of the most adventurous activities on Koh Samui, Thailand. It is the largest scale and most challenging event, involving surviving alone as a team on a tropical island with a minimum of equipment. Teams are taken to a remote island in the vicinity of Samui Island. Only accessible by boat, once there delegates will be given material for shelter, food and water. The time spent on the island will be split between the essential tasks necessary for survival, building camp, catching food and cooking, and team challenges. This game encourages planning, goal setting, leadership, cooperation, and problem solving.

For more information check out www.teambuilding-thailand.com



CSR and Green meetings

If you're looking for a Corporate Social Responsibility (CSR) and Green Meeting program with a big difference for your client, you should consider "Local Alike." This award-winning social enterprise company offers a genuinely sustainable experience. You can give attendees the opportunity for real hands-on experiences based around elements of the local villagers' lifestyle. When you plan a corporate trip with Local Alike, 75% of the money you spend will go directly back into the community you visit. These funds are used to reach mutually agreed goals, such as developing the village's infrastructure, improving waste management, supporting education or boosting agriculture.

To learn more about sustainable tourism in Thailand, visit www.localalike.com



Lavish Luxury

Host an unforgettable corporate event in the heart of a natural paradise at Four Seasons Tented Camp Golden Triangle Thailand. The resort is the perfect place to share the spirit of adventure, conduct team-building exercises, create motivational exercises, or simply hold uninterrupted strategy sessions. Creative alternatives to meeting rooms include the river-view Burma Bar and the outdoor Elephant Camp event space. At the end of productive days, you and your colleagues can enjoy interacting with the elephants, or you can return to your luxurious tented accommodations to rest your mind and enjoy the serenity of the bamboo jungle.

More information www.fourseasons.com



Culinary Journeys

For a Culinary Journey theme, we proudly present one of the ten best culinary programs in the world. Recently featured in Fodor's, The Central Thailand Rice and Spice Trail offers a diverse experience to customers looking to experience Thai culture, history, architecture, way of life, and gastronomy all at once. Combine this fantastic program with your meeting and incentive event to let your guests enjoy the ultimate in food and cultural exploration. Besides enjoying delicious food, all participants will learn the fascinating history and rich local culture, sharing with the ultimate insiders.

More information at www.bangkokfoodtours.com



Beach Bliss

For meetings on a unique beach destination, we must recommend Krabi. With its geographical diversity - comprising scenic beaches, awesome limestone cliffs and lush forests - Krabi has many options for water sports and outdoor adventures which can be creatively adapted to team-building activities. For theme parties, especially those held outdoors, its stunning landscapes serve as excellent backdrops, and with outside catering expertise from the major hotels, Krabi's theme parties promise to be evenings of great fun and food. MICE world-class facilities are able to meet the requirements of any business event. Check out: Sheraton Krabi Beach Resort, Centara Grand Beach Resort Krabi, Krabi Maritime Park & Spa Resort Krabi.

Award & Accolades

Ranking High: Thailand as an international Travel & Business Destination

Over the last few years, the country has received huge international recognition for its continued prevalence as a top travel destination, with several acclaimed awards also highlighting Thailand's ever-growing MICE industry.

The kingdom's major cities and beach resorts have inevitably been under the

spotlight; Bangkok, Chiang Mai, Pattaya, Phuket and Khon Kaen are the main focus for MICE planners nationwide,

Here's a quick roundup of all the media attention Thailand has been receiving as both a top travel destination and as a choice venue for business guests.



Year 2014

- Best City Bangkok Presented by Travel + Leisure India & South Asia
- Best Country Thailand Presented by Travel + Leisure India & South Asia
- Best Leisure Destination Thailand Presented by Travel + Leisure India & South Asia
- Best Convention & Exhibition Bureau Thailand Convention & Exhibition Bureau (TCEB)
 Presented by TTG Travel Awards
- Best Business City in Southeast Asia (First runner-up)
 Presented by Business Traveller Asia-Pacific Awards
- Best Leisure Destination in Asia-Pacific Presented by Business Traveller Asia-Pacific Awards

Year 2013)

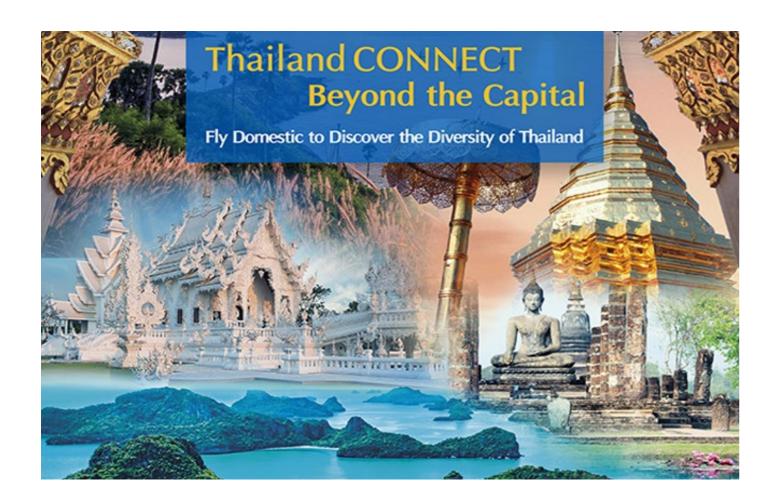
- Best Country Thailand
 Presented by Travel + Leisure India & South Asia
- Best Convention & Exhibition Bureau Thailand Convention & Exhibition Bureau (TCEB)
 Presented by TTG Travel Awards
- Destination of the Year Thailand Presented by TTG Travel Awards
- Best Golf Destination
 Presented by Safari India National Tourism Awards
- Most Favourite Country
 Presented by Conde Nast Traveller Reader's Travel
 Awards

Year 2012

- Best Business Cities in ASEAN Bangkok ranked No.2 Presented by Business Travellers Asia-Pacific Awards
- Best Business Events Country in Asia Thailand ranked No.3
 Presented by CEI Magazine
- Best Country Thailand Presented by Business Travel + Leisure India & South Asia
- Global Destination City Index for 2012 Bangkok ranked No.3
- Presented by Forbes Magazine and Master Card
- The Number of International Conventions and Exhibition Host - Thailand ranked No.1
 Presented by ICCA & UFI
- World's Best City 2012 Bangkok Presented by Travel & Leisure Magazine

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Campaign Promotion 2016



Thailand CONNECT Beyond the Capital

Fly domestic to discover the diversity of Thailand

Criteria:

- 1. International corporate clients holding their meetings & incentive events outside the capital and flying with our domestic partner airlines.
- 2. At least 100 delegates per group, with a minimum of 3 nights stay.
- 3. Request for Proposal (RFP) to be submitted at least 2 months prior to group arrival.
- 4. Offers are limited THB 1,000 per delegate, with a maximum of THB 300,000 for each group.

RFP Application period: Now to 30 Sep 2016

Travel period: Now to 30 Dec 2016

CONNECT with TCEB for more information: mi@tceb.or.th



CONNECT Businesses:

Exclusive for Match-making at Exhibitions in Thailand

Earn 100 USD for each trade visitor achieving 3 business matching meetings*

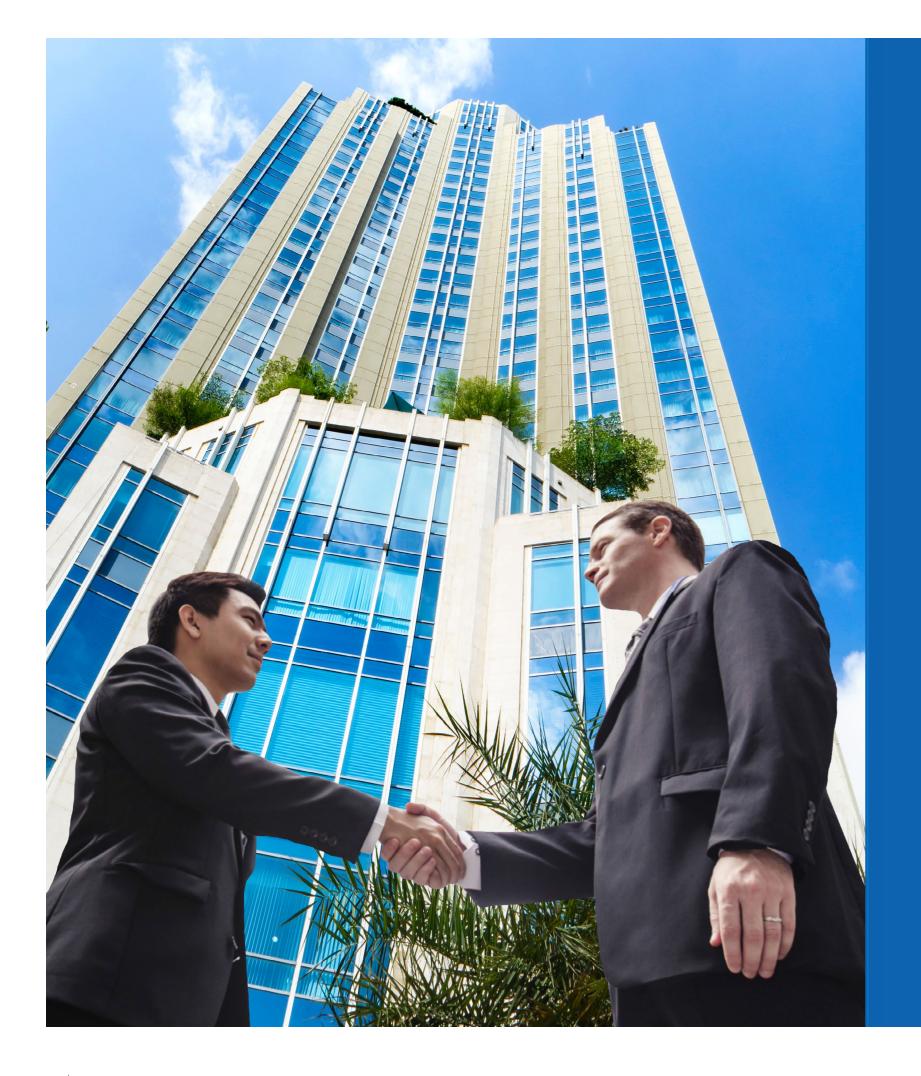
*Remark: Minimum 10pax/group from ASEAN plus Six and BIMSTEC countries.

Criteria:

- 1. Valid for Federations, Business Trade Associations, Chambers of Commerce, Non-Profit Organisations, MICE Travel Agents, Industrial Publications from ASEAN plus Six and BIMSTEC countries.
- 2. Groups of 10 trade visitors that achieve a minimum of 30 business matching meetings will receive a lump sum bonus.
- 3. Each additional trade visitor must achieve at least 3 business matching meetings to receive the bonus.
- 4. Each group of trade visitors must stay in Thailand for at least 3 days/ 2 nights.

CONNECT with TCEB for more information: exhibitions@tceb.or.th

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Who we are & how TCEB can help

Established by Royal Decree in 2002, the Thailand Convention and Exhibition Bureau (also known as TCEB) is a public organization tasked with promoting and developing business events in Thailand. Since 2004, TCEB has worked toward establishing Thailand as Asia's premier business events destination, by providing flexible, service-oriented support to meeting-goers, incentives winners, convention attendees and exhibition participants.

TCEB is your partner in all aspects of your business trip to Thailand - what happens inside the venue is just the beginning. We're dedicated not only to facilitating world-class business events, but to making business travelers aware of the Kingdom's remarkable array of destinations, activities and attractions. Partner with us today to learn what millions of businesspeople already know: That Thailand is the most pleasurable place in the world to do business.

CONTACT TCEB

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If you are an association, please contact c@tceb.or.th

If you are exhibitor & organiser, please contact exhibitions@tceb.or.th

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