

Leveraging social impact initiative, diverging your sustainable business outcome

MICE
INTELLIGENCE
& INNOVATION
DEPARTMENT



Jaruwan Suwannasat (Ph.D., CEM, DES)
Director – MICE Intelligence & Innovation Department
Thailand Convention & Exhibition Bureau (TCEB)

Business Events Impact



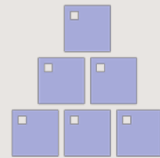
Business Events Impact!



\$2.8 trillion of output (business sales)



27.5 million jobs



\$1.6 trillion of GDP

(representing contribution to global gross domestic product)

Source: Economic impact research on total impacts of global business events (2019)
<https://www.eventscouncil.org/COVID-19/Economic-impact-research>

KEY FINDINGS

CATALYTIC EFFECTS OF BUSINESS EVENTS

Event results most difficult to replace (% of survey respondents)

Survey of event organisers during 2022



67%

View building relationships through face-to-face interaction as most difficult to replace



23%

View worker collaboration and business development difficult to replace

Typical 'returns on investment' from hosting events

Survey of event organisers (and exhibitors) during 2022



44%

Revenue that would be lost without hosting in-person events



38

New leads generated on average per event (exhibitors)



37%

Marketing and sales expense reduction from hosting in-person events

Source: Events Industry Council; Oxford Economics

Business events generate catalytic effects and economic impacts



Photo Credit: EPNAC.com

Business events generate catalytic effect and economic impact



New business opportunities



Knowledge transfers



Future sales generated through exhibits at trade shows



Innovative research collaborations fostered through medical conferences



New skills learned through training



Career connections made through technology or creative sector conferences.

ROX

Return on Experience

Social Impact

Model Reference



Sustainable Development Goals-SDGs



Measure the Social impact of Events (MSIE)



Materiality Map



Carbon footprint international

Category of Impact



Source: A Study of Social Impact of the Thai MICE Industry for the Year 2023, TCEB

Social Impact's Measurement Framework



Social Impact 2023



Type of Social Impacts	Personal Impact	Professional Impact	Social Impacts from Business	Environmental Travel Emission	Environmental Waste & Energy	Brand & Reputation	Quality of Life Impacts	Total	Avg.value per event
Meeting 6,719 Events Avg. 152 Persons/Event	3,494 Million Baht	39,272 Million Baht			- 69.58 Million Baht			1,203.22 Million USD	0.18 Million USD
Convention 7,089 Events Avg. 197 Persons/Event	6,196 Million Baht	209,898 Million Baht		- 129.24 Million Baht	- 73.41 Million Baht	957 Million Baht		6,110.99 Million USD	0.86 Million USD
International Exhibition 117 Events Avg. 2,306 Persons/Event	3,259 Million Baht	263,546 Million Baht	3,998 Million Baht	- 17.54 Million Baht	- 1.21 Million Baht	6,334 Million Baht	- 261 Million Baht	7,803.51 Million USD	66.70 Million USD
Domestic Exhibition 307 Events Avg. 48,807 Persons/Event	122,651 Million Baht	6,809,387 Million Baht	164,470 Million Baht	- 76.55 Million Baht	- 3.18 Million Baht		- 684.84 Million Baht	199,967.77 Million USD	651.36 Million USD
Total 14,232 Events	3,821.33 Million USD	206,343.58 Million USD	4,747.58 Million USD	- 6.29 Million USD	- 4.15 Million USD	205.47 Million USD	- 21.52 Million USD		

Shift Thailand MICE to next level



Social Value in 2023

7,632,328 Million Baht

215,086 Million USD

Reducing Environmental Impacts: Why is it so important?



Personal Impact

3,821.33 Million USD

1.Meeting

3,494 Million Baht

2.Convention

6,196 Million Baht

3.International Exhibition

3,259 Million Baht

4.Domestic Exhibition

122,651 Million Baht



Professional Impact

206,343.58 Million USD

1.Meeting

39,272 Million Baht

2.Convention

209,898 Million Baht

3.International Exhibition

263,546 Million Baht

4.Domestic Exhibition

6,809,387 Million Baht



Social Impacts from Business

4,747.58 Million USD

1.International Exhibition

3,998 Million Baht

2.Domestic Exhibition

164,470 Million Baht



Environmental Impact

Travel Emission

- 6.29 Million USD

1.Convention

- 129.24 Million Baht

2.International Exhibition

- 17.54 Million Baht

3.Domestic Exhibition

- 76.55 Million Baht



Environmental Impact

Waste & Energy

- 4.15 Million USD

1.Meeting

- 69.58 Million Baht

2.Convention

- 73.41 Million Baht

3.International Exhibition

- 1.21 Million Baht

4.Domestic Exhibition

- 3.18 Million Baht



Brand & Reputation

205.47 Million USD

1.Convention

957 Million Baht

2.International Exhibition

6,334 Million Baht



Quality of Life Impact

- 21.52 Million USD

1.International Exhibition

- 261 Million Baht

+ 50.29 Million Baht

2.Domestic Exhibition

- 684.84 Million Baht

+ 131.96 Million Baht

Implication of Social Impact



Enlarge

Enlarge economic significant of business event with catalytic effect – governments/destination benefits

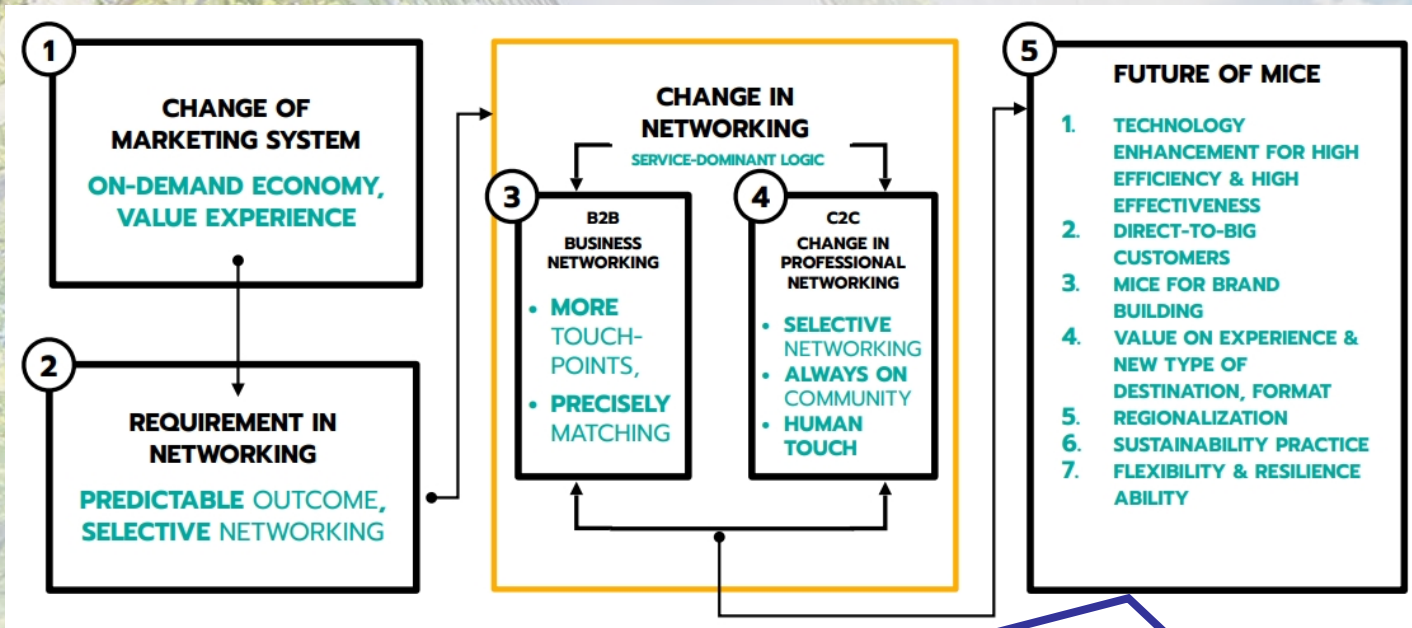
Reduce

Reduce negative impact refers to environmental and quality of life impact – finding practice

Tap on

Tap on the upcoming generation (NGEG*)

* New Generation of Event Goers



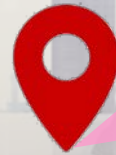
MICE Market Change

1. Sustainability practice : one of key trends
2. Gen Z (30% of global population in 7 years)
 - Mindset: balance sustainability & effectiveness – best practice for sustainability
 - Behavior: participate with sustainable
3. Change of market system: on-demand economy, value experience

High Value-Added Destination – Thailand's Business Model

HOT AUTHENTIC
DYNAMIC EXPERIENCE
Alive, Hospitality, Engagement

Mode of
Authenticity
Journey



Strategic Location
ROI – Return on Investment
ROX – Return on Experience

MARKET SHIFT
FAST
TRANSFORMATION
High-Risk High-Return

**High Value-Added
Business Model**

**DRIVE LONG-TERM
HIGH VALUE-ADDED**

Gain sustainable
Premium margin
By integration of
Market and portfolio

COOL AUTHENTIC
HERITAGE EXPERIENCE
Appreciation, Stable, Preserve

Source: MICE Foresight: A Study on Behavioral Trends and Strategic Forecasting to Meet the Needs of MICE Travelers, TCEB, 2023



Attendee Mindset

BRAIN FOOD FOR THOUGHT

(Continuous Learning and Skill Development)

RESPECT

(Diversity, Inclusion, and Representation)

PERSONALIZE & CUSTOMIZE

Personal experiences and specific information that cannot be found elsewhere.
(Personalization Exclusive content and Experiences)

OPTIMIZE

Best practices for sustainability.
(Balance Sustainability & Effectiveness)



Attendee Behavior

CONTENT CURATION

Efficiently and effectively manage data with technology.
(Content lead technology implementation)

PERSONAL WELLBEING AWARENESS

Consideration of health, safety, and well-being.
(Health, Safety and wellness Considerations)

SHORTER AND MORE FREQUENT

Expect shorter but more frequent events to reduce fatigue, maintain professional network relationships, and improve time management.
(Better professional networking and Time management)



Attendee Expectation

FOCUS VALUE ... NOT FORMAT

Expect a job with a clear focus and deliverable value. Choose a job for its value more than its format.
(Expect Clear value proposition)

TRUSTWORTHY INFO

Select formats and work that are reliable sources of information.

FOCUS RESULT

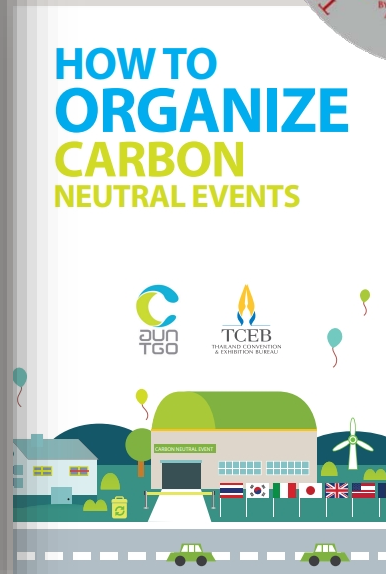
Consideration of costs and expenses with a focus on the success of the project
(Cost Considerations)

- **Generation Z makes up 26-30% of the global population in 7 years**
- **In the business travel sector, they are referred to as Next Gen Event Goers (NGEG)**

Reducing Environmental Impacts:

Destination Level

Creating Sustainable Development of the Destination with Best Practices



Business Level

- Offering an innovative & technological solution for ticketing and event registration
- Using Carbon Footprint Calculator
- Encouraging general transportation use
- Extending the cashless experience to visitors
- Leveraging IoT and Building Management System for Energy Efficiency



“Social Impact Assessment:

*Creating High Value-Added for
Business Events Sustainable Future”*



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