

TCEB promotes Thailand as a Dynamic and Motivational Business Event Destination in Asia by integrating MICE Thai Team to reassure confidence

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Thailand Convention and Exhibition Bureau (TCEB) reassures confidence in Thailand as a dynamic and motivational business event destination in Asia by forming alliance, and joining with MICE Thai Team both government, and private sectors.

Mr Puripan Bunnag, TCEB's Senior Manager for meetings and incentives, says "TCEB has already formed an alliance with Bangkok, and Pattaya, signing a Memorandum of Understanding that boosts the city to the status of an international MICE destination. With a tourism and business event infrastructure that, by international standards, is extremely well developed, it is certain that Bangkok as the capital city, and Pattaya, at the centre of the Eastern region of the country, will attract both domestic and international MICE travelers, driving the Thai MICE industry to the forefront of the global market."

Together with boosting Thailand MICE city to promote our dynamic and motivational destination, TCEB has initiated "Thailand's clustered marketing strategy" which has demarked five regions: Bangkok/Pattaya, Chiang Mai/Chiang Rai, Nakhon Ratchasima/Khon Kaen, Cha-

am/Hua Hin, and Phuket/Krabi/Phangnga. To support the initiative, TCEB has produced a new eye-catching 174-page "Venue Variety" directory with full information about Thailand business event facilities in each location.

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In addition, TCEB has developed the marketing packages especially to promote the meetings, and incentives, called "Meetings More Memorable and Meetings Plus" to target smaller





groups of 25-50 delegates from long-haul markets by offering value added golf, spa, welcome receptions and cultural shows. The experience marketing and direct approach marketing has been focused more by going for tradeshows and roadshows over the world together with both government, and private sectors. For the marketing communication strategy, TCEB will emphasize testimonials from organizations with first-hand experience of holding recent business events in Thailand. The emphasis on building trust via testimonials is part of TCEB's "Thailand Moving Forward" campaign under the government policy which the Prime Minister,

H.E. Abhisit Vejjajiva has endorsed the TCEB to exclusively promote Thailand MICE industry and Motivational Business Event Destination in Asia.” Mr Puripan reconfirms.

“With all strategies of marketing, and communication working together with our Thai Team both government, and private sector, we believe that we could reinforce Thailand as a Dynamic

TCEB now estimates that the meetings, incentives, conventions and exhibitions (MICE) industry in Thailand will bring in 41 billion baht (US\$1.24 billion) this year and attract half a million participants.

