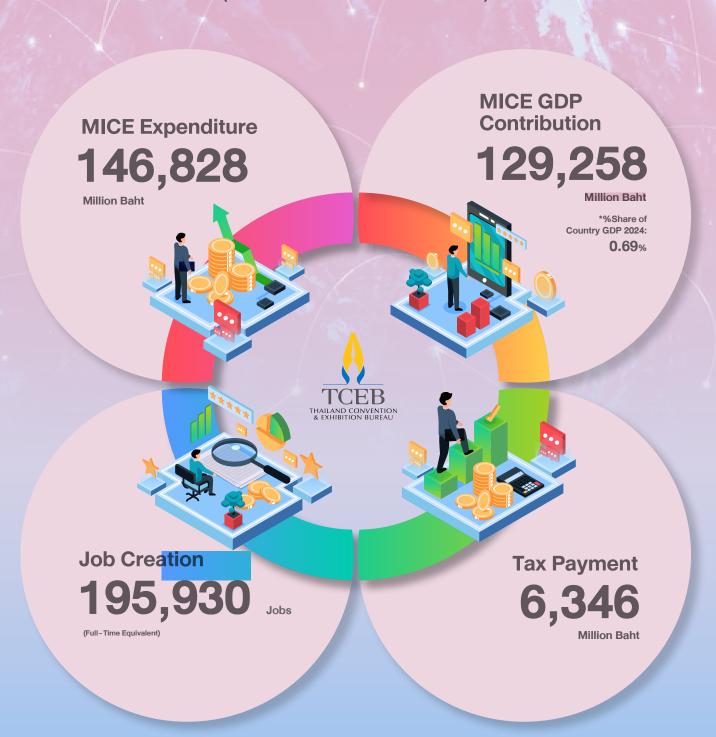
# THAILAND MICE Economic Impact

The First Half of Fiscal Year 2024 (October 2023 – March 2024)







## International **MICE Statistics**

The First Half of Fiscal Year 2024

(October 2023 - March 2024)











**Travelers** 

182,958

170,312

105,948

177,476

636,694



**Million Baht** 

9,696

9,606

5,871

11,548

36,721

### **Domestic MICE Statistics**

The First Half of Fiscal Year 2024

(October 2023 - March 2024)











**Travelers** 

438,489

55.941

618,443 11,247,375 12,360,248



**Million Baht** 

1,205

305

1,822

37,711

41,043



# International MICE Statistics

Quarter 2 of Fiscal Year 2024

(January - March 2024)











WATER TO THE PARTY OF THE PARTY

**Travelers** 

112,140

92,969

64,638

110,199

379,946



**Million Baht** 

5,656

4,837

3,454

6,846

20,793

#### **TOP 10**

Quarter 2 of Fiscal Year 2024 (January – March 2024)

SOURCE MARKETS OF INTERNATIONAL MICE TRAVELERS TO THAILAND



1. CHINA	NO. OF MICE TRAVELERS	130,915
2. INDIA	NO. OF MICE TRAVELERS	76,492
3. MALAYSIA	NO. OF MICE TRAVELERS	34,738
4. SINGAPORE	NO. OF MICE TRAVELERS	16,628
5. VIETNAM	NO. OF MICE TRAVELERS	14,012
6. GERMANY	NO. OF MICE TRAVELERS	12,894
7. U.S.A.	NO. OF MICE TRAVELERS	11,965
* 8. HONG KONG	NO. OF MICE TRAVELERS	10,869
• 9. JAPAN	NO. OF MICE TRAVELERS	9,761
10. KOREA	NO. OF MICE TRAVELERS	9,096



# **Domestic MICE Statistics**

Quarter 2 of Fiscal Year 2024

(January - March 2024)











**Travelers** 

164,187

42,529

280,130

4,098,590

4,585,436



**Million Baht** 

367

178

866

14,346

15,757

**SPENDING** 

**TOP 10** Quarter 2 of Fiscal Year (January – March 2024)

**Quarter 2 of Fiscal Year 2024** 

**CITIES IN THAILAND** IN TERMS OF PAX AND SPENDING



	PAX	(MILLION BAHT)
1. BANGKOK	3,871,143	13,463
2. PHUKET	133,158	418
3. NAKHON SI THAMMARAT	118,364	392
4. CHONBURI	107,514	362
5. KHON KAEN	102,320	349
6. UDON THANI	46,917	127
7. CHIANG MAI	42,665	139
8. SURAT THANI	35,874	108
9. RAYONG	35,133	118
10. KANCHANABURI	26,730	85