



Find mega success in Thailand



Thailand is a leading destination for meetings and incentives. Two mega events held in the country in 2013 are clear proof of success for TCEB's campaign to boost large-scale meetings for incentives in the country: Herbalife Asia-Pacific and Jeunesse Expo Thailand 2013.

More than 20,000 Herbalife independent distributors from 12 countries attended Thailand's largest mega event of 2013 at the Impact Exhibition & Convention Center from June 14-16. In addition to putting Thailand's famed hospitality, renowned cuisine and unique culture in the spotlight, the economic impact of the Herbalife Extravaganza gathering was significant. Supported by TCEB, the event generated 1.84 billion Baht (USD 60 million) in revenues for the country.

The second incredible success was Jeunesse Expo Thailand 2013, which was held in Pattaya. Pattaya was the right destination thanks to its full range of convention and exhibition facilities and a diverse variety of activities. Jeunesse Global flew over 8,000 members from around the world to Thailand to attend its first international meeting in ASEAN.

These are just two examples of successful events held in the country. Thailand continues to host numerous mega events and remains a leading MICE destination in Asia.