A Study of Social Impact

of the Thai MICE Industry for Mid-year budget cycle for fiscal year 2024 (October 2023 - March 2024)



Identification of Social Impact's Measurement Frameworks



Professional

Impact



Professional

Impact

Brand &

Reputation

Environmental Impact

Travel Emission



Delegates/



Vendors





Quality of Life



Professional Impact

Environmental

Impact

Waste & Energy



Personal Impact

















- Public transport /Car Congestion
- Crime



Environmental Impact Travel Emission



Category of Impact



Personal Impact

Participating in an event allows visitors to experience happiness by taking part in different activities, from getting new experiences and interacting with others.



Professional Impact

Participating in an event allows visitors to acquire knowledge from taking part in different activities, enabling them to applying the knowledge in their professions to generate extra revenue in the future.



Social Impact From Business

Resulting from 5 sub-issues, which are considered universal issues applied to all industries

1.Access & Affordability 2.Partners & Sourcine 3.Energy Management 4.Air Quality 5.Production Safety



Brand & Reputation

Participating in an event allows overseas visitors to get good experiences from Thailand, creating impression that urges them to return to travel again in the future.



Environmental Impact

Participating in an event can lead to negative environmental impact due to 3 major

1.Waste

2.Energy Consumption 3.Travel Emission



Quality of Life

The assessment of the impact on the quality of life of the community comes from 5 basic issues

- 1.Improvements from CSR
 - 2.Noise
- 3. Overcrowds
- 4.Public transport/Car
- Congestion
- 5.Crime

Principles and Concepts in Identification of Assessment Frameworks







Measure the Social Impact of Events Materiality Map®





MICE industry contributes to promoting Thailand as a global travel destination.



SOCIAL VALUE INTERNATIONAL

Identification of Conceptual Frameworks for the Assessment of Social Impact Arising from Organizing MICE Events

The consulting team had identified the conceptual frameworks and classified the social impact arising from organizing MICE events into 6 main categories, with reference to the international concepts that focus on the acquisition of new knowledge (lifelong learning) and the linkages between the MICE and tourism industries, as well as issues concerning environmental impact.





Personal Impact



Professional Impact

Social Impact

From Business

Brand & Reputation



Sub-Issue of Impact

Personal Happiness

Attending an event allows visitors to experience happiness by taking part in different activities.

Knowledge

Attending an event allows visitors to acquire knowledge from taking part in different activities.

Visitors may be able to adopt the acquired knowledge to seek business opportunities inthe future.

Business Opportunity

Access & Affordability

Promotion of opportunities to attend international events

Partners & Sourcing Creation of opportunities to build business alliances and partners

Technology Adoption

Energy Management

Energy saving

Air Quality

Reduction of air pollution

Production Safety

Enhancement of production safety

Attending/Exhibiting
The need to come back for Attending/Exhibiting the event in the future

Travelling
The need to come back for travelling in Thailand in the future

Organizing events causes waste.

Energy Consumption

Organizing events and activities requires massive consumption of energy

Travel Emission

Travelling to the venue pollutes the environment.

Improvements from CSR

Positive impact on the community from CSR activities

Noise

Noise pollution from the event

Overcrowds

Increased population density in the community from visitors

Public transport/Car congestion
Problems with public transportation system/traffic congestion

The increase in crimes from outsiders





The amount of money spent on comparable recreational activities such as travelling, eating out, going to the movies



The amount of money one is willing to spend to acquire similar knowledge as in the event (State Preference)



The realized value from adopting the acquired knowledge for further improvement



The difference in travel expenses to attend similar events overseas



The difference in travel expenses to discuss business matters overseas (considered from the number of partners met with)



The amount of reduced expenses from using new technologies acquired from attending an event (energy cost)



The amount of pollution emitted from factories reduced from using new technologies acquired from attending an event (carbon credit cost)



The amount of reduced expenses from using new technologies acquired from attending an event (medical treatment fees/compensation)



Amount of money spent on Exhibiting or Attending



Amount of money spent on Travelling



The amount of money required for disposing waste from the event.



Cost of environmental impact from electricity generation for use in the event.



Cost of travel emission (calculated by using carbon credit value)



Cost of organizing **CSR** activities



The average amount of money required of affected individuals to compensate for the problems occurred (State Preference)



Environmental **Impact**

Quality of Life

Organizing an event can affect the society and communities surrounding the venue, which are caused by stakeholders of the MICE industry



The Social Impact from Calculation, Categorized by Types of Impact



Social value of MICE events for Mid-year budget cycle for fiscal year 2024

Meeting and Incentive 5,486 Events

Domestic Convention 3,570 Events

International Convention 357 Events

Domestic International Exhibition **Exhibition** 160 Events

Values separated by types of impacts in various fields as follow







vents divided into









Quality of

Life Impact

40 Events

Impact

Professional Impact

Social Impact from Business **Environmental Impact**

Environmental Impact

Brand & Reputation

Total Value 12,516 Million Baht

1.Domestic Exhibition

Total Value 91,300 Million Baht

2.Domestic Convention

2,975 Million Baht

3.International Convention

934 Million Baht

4.Domestic Exhibition

82,917 Million Baht

5.International Exhibition

1,574 Million Baht

Total Value 5,382,563 Million Baht 1.Meeting and Incentive 1.Meeting and Incentive 2,900 Million Baht 30,399 Million Baht

> 2.Domestic Convention 103,721 Million Baht

3.International Convention 25,195 Million Baht

4.Domestic Exhibition 5,062,259 Million Baht 5.International Exhibition 160.989 Million Baht

Total Value 249,897 Million Baht

1.Domestic Exhibition 230,499 Million Baht 2.International Exhibition 19,398 Million Baht

Total Value -161.91 Million Baht 1.Domestic Convention

- 20.28 Million Baht 2.International Convention - 5.25 Million Baht

3.Domestic Exhibition 3.International Convention - 134.24 Million Baht 4.International Exhibition 4.Domestic Exhibition - 1.66 Million Baht - 2.14 Million Baht

Total Value -99.55 Million Baht 1.Meeting and Incentive - 56.81 Million Baht 2.Domestic Convention - 36.97 Million Baht

3.70 Million Baht

5.International Exhibition - 0.41 Million Baht

2,243 Million Baht 2.International Exhibition 10,273 Million Baht

Total Value -362.02 Million Baht 1.International Exhibition

2.Domestic Exhibition