

APPENDIX: A

Overview of Revenue from MICE Business
during 2002-2004

Overview of International Visitors during 2002-
2004

The comparison between MICE Business and
overview of International visitors during 2002-
2004

Numbers of International Meetings and
Participants in Thailand
by Provinces, 2001-2002 and 2004

Number of International Meetings and
Participants in Thailand
by Provinces and Type of Meetings, 2004

Table 1 Overview of Revenue from MICE Business during 2002-2004

| Overview of Travelers | | 2002 | 2003* | 2004 | % Change (2003-2004) |
|---|--|-------------------|----------------|------------------|-------------------------|
| <i>Corporate Meeting</i> | | | | | |
| M | Number of Convention Participants (persons) | 70,035 | 64,432 | 91,838 | 42.53% |
| | Number of Conventions (events) | 722 | 664 | 757 | 13.96% |
| | Length of Stay | 7.99 | 7.99 | 5.50 | - |
| | Average expense/person/day (US\$) | 264.93 | 264.93 | 264.93 | - |
| | Average expense/person (US\$) | 2,116.79 | 2,116.79 | 1,457.12 | - |
| | Estimated Revenue (US\$) | 148,249,437 | 136,389,482 | 133,818,527 | -1.89% |
| | Estimated Revenue (Baht) | 6,367,313,305 | 5,658,799,597 | 5,553,468,885 | -1.86% |
| <i>Incentive Travel (Corporate)</i> | | | | | |
| I | Number of Incentive Travelers (Persons) | 191,732 | 172,559 | 108,685 | -37.02% |
| | Number of Incentive Groups (Groups) | 1,727 | 1,554 | 887 | -42.87% |
| | Length of Stay | 6.18 | 6.18 | 5.87 | - |
| | Average expense/person/day (US\$) | 250.76 | 250.76 | 265.56 | - |
| | Average expense/person (US\$) | | 1,549.70 | 1,549.70 | 1,558.84 |
| | Estimated Revenue (US\$) | 297,126,466.86 | 267,413,820 | 169,422,221.08 | -36.64% |
| | Estimated Revenue (Baht) | 12,761,581,751.53 | 11,094,999,399 | 7,031,022,174.90 | -36.63% |
| Total M + I | Number of Corporate Participant (Persons) | 261,767 | 236,991 | 200,523 | -15.39% |
| | Number of Conventions (events) | 2,449 | 2,219 | 1,644 | -25.90% |
| | Length of Stay | 6.66 | 6.67 | 5.70 | - |
| | Average expense/person/day (US\$) | 254.55 | 254.61 | 265.27 | - |
| | Average expense/person (US\$) | | 1,696.40 | 1,698.80 | 1,512.19 |
| | Estimated Revenue (US\$) | 445,375,904 | 403,803,302 | 303,240,748 | -24.90% |
| | Estimated Revenue (Baht) | 19,128,895,056.70 | 16,753,798,996 | 12,584,491,061 | -24.89% |
| <i>Association and Government : Non Corporate</i> | | | | | |
| C | Number of Non - Corporate Participants (persons) | 71,209 | 65,512 | 121,756 | 85.85% |
| | Number of Conventions (events) | 829 | 763 | 907 | 18.87% |
| | Length of Stay | 7.99 | 7.99 | 7.8 | - |

Table 3 Overview of International Visitors during 2002-2004

| Overview of Travelers | 2002 | 2003 | 2004 | % Change (2003- 2004) |
|--|-----------------|-----------------|-----------------|--------------------------------------|
| Number of International Tourists (persons) | 10,799,067 | 10,004,453 | 11,650,000 | 16.45% |
| Length of stay (days) | 7.98 | 8.19 | 8 | -2.32% |
| Average expense/person/day (US\$) | 87.38 | 90.97 | 96.38 | 5.95% |
| Average expense/person (US\$) | 697.29 | 745.04 | 771.04 | 3.49% |
| Estimated Revenue (US\$) | 7,530,107,346 | 7,453,760,682 | 8,982,616,000 | 20.51% |
| Estimated Revenue (Baht) | 321,159,078,315 | 309,256,530,707 | 372,778,564,000 | 20.54% |

Source: Tourism Authority of Thailand

Table 4 The comparison between MICE Business and overview of International visitors during 2002-2004

| Overview of Travelers | 2002 | 2003 | 2004 |
|--|----------------|----------------|----------------|
| Number of MICE Tourist (persons) | 412,919 | 378,449 | 443,599 |
| Length of Stay | 7.11 | 7.13 | 6.86 |
| Estimated Revenue in MICE industry (Baht) | 32,415,820,481 | 28,759,687,332 | 33,075,481,589 |
| Proportion of MICE Tourist : International Visitors | 3.82 | 3.78 | 3.81 |
| Proportion of revenue from MICE Tourist : International Visitors | 10.09 | 9.30 | 8.87 |

Source: Tourism Authority of Thailand

Table 5 Numbers of International Meetings and Participants in Thailand by Provinces, 2001-2002 and 2004

| Province | 2001 | | | | 2002 | | | | 2004 | | | |
|------------------------------|--------------|---------------------|---------------|---------------|--------------|---------------------|---------------|---------------|--------------|---------------------|---------------|---------------|
| | No. of Event | No. of Participants | | | No. of Event | No. of Participants | | | No. of Event | No. of Participants | | |
| | | Total | Foreign | Thai | | Total | Foreign | Thai | | Total | Foreign | Thai |
| Central Region | 537 | 86,543 | 62,830 | 23,713 | 953 | 90,158 | 78,005 | 12,153 | 1,091 | 63,717 | 29,834 | 33,883 |
| Bangkok and the peripheral | 466 | 81,942 | 29,166 | 22,776 | 873 | 85,255 | 73,953 | 11,302 | 1,001 | 52,698 | 20,255 | 32,443 |
| Prachuap Khirikhan (Hua-Hin) | 42 | 1,502 | 1,110 | 392 | 46 | 1,775 | 1,346 | 429 | 47 | 4,876 | 3,985 | 891 |
| Phetchaburi (Cha Am) | 29 | 3,099 | 2,554 | 545 | 30 | 2,783 | 2,534 | 249 | 30 | 5,339 | 4,914 | 425 |
| Central Region (Other) | - | - | - | - | 4 | 345 | 172 | 173 | 13 | 804 | 680 | 124 |
| North Region | 113 | 13,362 | 9,700 | 3,662 | 159 | 15,713 | 11,853 | 3,860 | 125 | 20,095 | 15,241 | 4,854 |
| Chiang Mai | 83 | 10,747 | 7,510 | 3,237 | 149 | 15,180 | 11,423 | 3,757 | 109 | 18,929 | 14,430 | 4,499 |
| Chiang Rai | 27 | 1,575 | 1,170 | 405 | 7 | 453 | 362 | 91 | 14 | 1,014 | 716 | 298 |
| North Region (Other) | 3 | 1,040 | 1,020 | 20 | 3 | 80 | 68 | 12 | 2 | 152 | 95 | 57 |
| South Region | 339 | 23,215 | 20,732 | 2,483 | 329 | 27,216 | 24,204 | 3,012 | 331 | 31,224 | 24,947 | 6,277 |
| Phuket | 280 | 19,626 | 17,967 | 1,659 | 293 | 23,742 | 22,329 | 1,413 | 258 | 25,080 | 20,697 | 4,383 |
| Songkhla (Hat Yai) | 27 | 1,831 | 1,668 | 163 | 14 | 2,023 | 1,036 | 987 | 42 | 3,257 | 2,132 | 1,125 |
| Surat Thani | 28 | 1,298 | 847 | 451 | 19 | 721 | 691 | 30 | 18 | 998 | 734 | 264 |
| Krabi | - | - | - | - | - | - | - | - | 7 | 1,464 | 1,070 | 394 |
| South Region (Other) | 4 | 460 | 250 | 210 | 3 | 730 | 148 | 582 | 6 | 425 | 314 | 111 |
| East Region | 71 | 12,297 | 9,019 | 3,278 | 101 | 38,626 | 26,739 | 11,887 | 98 | 51,724 | 42,038 | 9,686 |
| Chonburi (Pattaya) | 67 | 12,173 | 8,940 | 3,233 | 96 | 38,362 | 26,500 | 11,862 | 94 | 51,362 | 41,743 | 9,619 |
| East Region (Other) | 4 | 124 | 79 | 45 | 5 | 264 | 239 | 25 | 4 | 362 | 295 | 67 |
| North East Region | 6 | 1,009 | 672 | 337 | 9 | 1,250 | 443 | 807 | 19 | 2,075 | 1,534 | 541 |

| | | | | | | | | | | | | |
|------------------------------|--------------|----------------|----------------|---------------|--------------|----------------|----------------|---------------|--------------|----------------|----------------|---------------|
| Khon Kaen | 3 | 350 | 116 | 234 | 6 | 734 | 397 | 337 | 11 | 1,140 | 821 | 319 |
| North East Region (Other) | 3 | 659 | 556 | 103 | 3 | 516 | 46 | 470 | 8 | 935 | 713 | 222 |
| Total | 1,066 | 136,426 | 102,953 | 33,473 | 1,551 | 172,963 | 141,244 | 31,719 | 1,664 | 268,835 | 113,594 | 55,241 |

Source: Tourism Authority of Thailand

Table 6 Number of International Meetings and Participants in Thailand by Provinces and Type of Meetings, 2004

| Province | Corporate Meeting | | | | Non-Corporate Meetings | | | | | | | |
|------------------------------|-------------------|---------------------|---------------|--------------|------------------------|----------------------|---------------|--------------|---------------------|---------------------|---------------|---------------|
| | No. of Event | No. of Participants | | | No. of Event | Association Meetings | | | Government Meetings | | | |
| | | Total | Foreign | Local | | Total | Foreign | Local | No. of Event | No. of Participants | | |
| | | | | | | | | | | Total | Foreign | Local |
| Central Region | 431 | 57,464 | 51,797 | 5,667 | 298 | 30,169 | 24,286 | 5,883 | 362 | 76,084 | 53,751 | 22,333 |
| Bangkok and the peripheral | 365 | 48,107 | 43,434 | 4,673 | 287 | 29,287 | 23,553 | 5,734 | 349 | 75,304 | 53,268 | 22,036 |
| Prachuap Khirikhan (Hua-Hin) | 36 | 4,284 | 3,512 | 772 | 6 | 321 | 241 | 80 | 5 | 271 | 232 | 39 |
| Phetchaburi (Cha Am) | 23 | 4,564 | 4,401 | 163 | 4 | 506 | 442 | 64 | 3 | 269 | 71 | 198 |
| Central Region (Other) | 7 | 509 | 450 | 59 | 1 | 55 | 50 | 5 | 5 | 240 | 180 | 60 |
| North Region | 39 | 8,388 | 6,941 | 1,447 | 15 | 1,408 | 953 | 455 | 71 | 10,299 | 7,347 | 2,952 |
| Chiang Mai | 39 | 8,388 | 6,941 | 1,447 | 9 | 1,068 | 667 | 401 | 61 | 9,473 | 6,822 | 2,651 |
| Chiang Rai | - | - | - | - | 6 | 340 | 286 | 54 | 8 | 674 | 430 | 244 |
| North Region (Other) | - | - | - | - | - | - | - | - | 2 | 152 | 95 | 57 |
| South Region | 220 | 21,526 | 17,522 | 4,004 | 17 | 2,632 | 2,051 | 581 | 94 | 7,066 | 5,374 | 1,692 |
| Phuket | 206 | 19,972 | 16,289 | 3,683 | 8 | 1,178 | 1,001 | 177 | 44 | 3,930 | 3,407 | 523 |
| Songkhla (Hat Yai) | 8 | 1,155 | 935 | 220 | 4 | 230 | 180 | 50 | 30 | 1,872 | 1,017 | 855 |
| Surat Thani | 2 | 100 | 80 | 20 | - | - | - | - | 16 | 898 | 654 | 244 |
| Krabi | 1 | 40 | 20 | 20 | 5 | 1,224 | 870 | 354 | 1 | 200 | 180 | 20 |
| South Region (Other) | 3 | 259 | 198 | 61 | - | - | - | - | 3 | 166 | 116 | 50 |
| East Region | 66 | 19,260 | 15,563 | 3,697 | 10 | 21,606 | 17,208 | 4,398 | 22 | 10,858 | 9,267 | 1,591 |
| Chonburi (Pattaya) | 65 | 19,033 | 15,366 | 3,667 | 9 | 21,572 | 17,184 | 4,388 | 20 | 10,757 | 9,193 | 1,564 |
| East Region (Other) | 1 | 227 | 197 | 30 | 1 | 34 | 24 | 10 | 2 | 101 | 74 | 27 |
| North East Region | 1 | 35 | 15 | 20 | 3 | 415 | 280 | 135 | 15 | 1,625 | 1,239 | 386 |
| Khon Kaen | 1 | 35 | 15 | 20 | 2 | 375 | 250 | 125 | 8 | 730 | 556 | 174 |
| North East Region | - | - | - | - | 1 | 40 | 30 | 10 | 7 | 895 | 683 | 212 |

| | | | | | | | | | | | | |
|--------------|------------|----------------|---------------|---------------|------------|---------------|---------------|---------------|------------|----------------|---------------|---------------|
| (Other) | | | | | | | | | | | | |
| Total | 757 | 106,673 | 91,838 | 14,835 | 343 | 56,230 | 44,778 | 11,452 | 564 | 105,932 | 76,978 | 28,954 |

Source: Tourism Authority of Thailand

APPENDIX: B

TICA's Services and Activities

Incentive

Activities include:

- Promoting Thailand as a preferred destination for incentives including the hosting and coordination of various familiarization visits.
- Planning and undertaking sales promotional trips, participating in relevant trade shows such as AIME, IMEX, EIBTM, IT&ME and IT&CMA, and joining various promotional activities undertaken by the Tourism Authority of Thailand and Thai Airways International.
- Planning, implementing, executing and evaluating the results of all promotional projects.
- Organizing domestic incentive familiarization trips for corporate executives to encourage the growth of incentives and meeting within the country.
- Developing awareness and knowledge of incentive among service suppliers.

Convention

Activities cover the provision of support facilities and infrastructure for events in Thailand such as:

- Producing and developing educational and training projects, including the annual educational seminars organized in major destination in Thailand with the aim of providing basic information on organizing and holding conventions for interested members.

- Organizing the Convention Promotion Seminar for government officials and corporate executives responsible for organizing meetings and conventions. The seminar aims to encourage the hosting of events by providing knowledge of bidding and organization.
- Promoting Thailand as a preferred destination for conventions and meeting-related including the hosting and inspection visits.
- Planning and undertaking sales promotional trips, participating in relevant trade shows such as International CONFEX and M&IT.
- Developing awareness and knowledge of convention among service suppliers.
- Developing ways and means to provide and improve assistance and convenience to meeting planners and exhibition organizers.
- Liaising with government agencies whose duties concern meetings and conventions.

E x h i b i t i o n

Activities include:

- Educating and building awareness of Exhibition industry and roles to TICA members.
- Educating TICA members that exhibition can be another channel of their marketing and sales.
- Being the platform to co-ordinate with Trade Exhibition Association.
- To PR the movement of exhibition industry including Thailand exhibition calendar of events.

Marketing Support

Activities include:

- Publication of sales aids and promotional materials, such as the Thailand Incentive, Convention and Exhibition Planning Guide which contains a wealth of information on facilities available for events being hold in Thailand, and various audio-visual promotional aids.
- Publication of support materials, including
 - Gift ideas catalogue, suggesting locally-made items suitable for gifts.
 - Incentive Spa brochure
 - MICE Destination brochure
 - Information folders in Thai and English introducing TICA.
 - TICA membership brochure for organizations wishing to join TICA.
- Maintaining TICA database which consists of incentive organizers and meeting planner worldwide.

Membership

Activities include:

- All matters relating to members and the screening of new applications, including the setting of fees, etiquette, and encouraging inter-relations between members.
- Publicity for TICA, its activities and events, and the production of a monthly TICA Update.
- Organizing social events for members to encourage inter-relations, such as the family rally and sport day and the quarterly TICA Members Get-Together Luncheon meetings.

TICA is well equipped, through its excellent consolidation of members, to assist incentive organizers, meeting planners and exhibition organizers holding their events in Thailand.

TICA provides free information about Thailand, venue options, facilities and services available. Also provided are assistance in planning/organizing through inspections of hotel, meeting and exhibition venues; selection of ground operator, transport company and other suppliers; suggestions for spouse programs, social functions and pre/post event tours; suggestions for gifts and meeting materials; and liaison with government agencies such as the Tourism Authority of Thailand, Customs, Immigration, Airport Authority, etc.

TICA consistently tries to ensure that the infrastructure of Thailand's travel industry is developed to its full potential.

APPENDIX: C
Questionnaire Distribution

| Date | Name of Event | | Venue |
|--------------|----------------------|---|--------------|
| 1-4 Dec 05 | 1 | Bonjour French Fair 2005 ... Bonjour Aquitaine Organizer: Sopexa (Thailand) Ltd., French Embassy in Thailand: Economic Department | QSNC C |
| 8-11 Dec 05 | 2 | Japan Food Fair 2005 Organizer: JETRO Bangkok http://www.japanfoodfair.com | QSNC C |
| 22-25 Dec 05 | 3 | Celebrating the 30 th Anniversary of diplomatic relation between Thailand & China. The 4 th Thailand & China commodity fair and economy & trade cooperation conference Organizer: CM Organizer Public Co., Ltd. | QSNC C |
| 6 Jan 06 | 4 | 1 st International CAD CAM Zirconium Seminar Organizer: Art Dental Co. Ltd | QSNC C |
| 18-20 Jan 06 | 5 | 9 th Bangkok Symposium on HIV Medicine Organizer: The HIV Netherlands, Australia, Thailand Research Collaboration http://www.hivnat.org/bangkoksymposium/ | QSNC C |
| 22-24 Feb 06 | 6 | Thai RFID Summit 2006 Organizer: Ministry of Information and Communication Technology, Software Industry Promotion Agency (Public Organization) http://www.thailandrfidsummit.com | QSNC C |
| 2-5 Mar 06 | 7 | TAT Consumer Fair 2006 Organizer: Tourism Authority of Thailand | QSNC C |
| 18-21 Dec 05 | 8 | The 4 th China Commodities Fair (Bangkok) 2005 & Economy and Trade Cooperation Conference Datai International Group (Thailand) and China Council for the Promotion of International Trade Sub- Council of General Industry | BITE C |

| Date | Name of Event | | Venue |
|-----------------------|---------------|---|------------|
| 14-22 Jan 06 | 9 | Bangkok Furniture Show 2006 The collection of high and modern technology of furniture Organizer: World Fair Co., Ltd. | BITE C |
| 9-12 Feb 06 | 10 | Thailand Industrial Fair 2006 Big Sale on industrial product. Organizer: T.B.P. Publication | BITE C |
| 2-5 Mar 06 | 11 | HI-FI Show 2006 The new phenomenon in Thailand's audio circle of antiques http://www.gmmmultimedia.com | BITE C |
| 30 Nov to 2 Dec 05 | 12 | Glasstech Asia 2005 Incorporating Hollow Glass Asia 2005 The 5 th international Glass products, glass manufacturing, processing & materials Exhibition and Conference. Organizer: 1. Conference & Exhibition management services Pte., Ltd http://www.glasstechasia.com 2. Production Service and Management Co., Ltd. http://www.pmsco.org | IMPA CT |
| 1-12 Dec 05 | 13 | 22 nd Thailand International Motor Expo Organizer: Inter-Media Consultant Co., Ltd. http://www.autoinfo.co.th/motorexpo/2005 | IMPA CT |
| 2-11 Dec 05 | 14 | Made in Thailand 2005 (MIT2005) The largest Exhibition on Thai quality product that made by Thai people, such as Food & Beverage, Fashion, health& beauty, home living, electronic and auto part Organizer: Department of Export Promotion Ministry of commerce, Royal Thai Government | IMPA CT |

Remark : QSNCC = Queen Sirikit National Convention
Center
BITEC = Bangkok International Trade
and Exhibition Center
IMPACT = Impact Exhibition Center

APPENDIX: D
The Interview Questions

1. The situation of MICE industry in Thailand.
2. The problems and limitations in organizing the conventions.
3. The role and ability of the venue to act for development support the MICE industry in Thailand.
4. The SWOT analysis of venue facilities and its abilities.
5. The factors influence the choice of convention site selection.
6. Other suggestions regarding to improve and develop the MICE industry in Thailand.

APPENDIX: E



QUESTIONNAIRE - PARTICIPANT/VISITOR

Meeting, Incentive, Convention and Exhibition

(MICE) Industry in Thailand:

An Assessment of Convention and Exhibition Centers
in Bangkok

The purpose of this questionnaire is to collect the data for a **Graduate Thesis** in the Master of Business Administration Program in **Hospitality and Tourism Management** (International Program), Faculty of Service Industries at **Prince of Songkla University**, Phuket Campus.

The aim of survey is to assess the MICE facilities in order to measure the potential of the industry and also provide the best practice recommendations in order to maintain its competitiveness in international market.

The researcher would like to express the special thanks for your kind cooperation and your valuable time in completing this questionnaire. **(The study is for academic purpose only)**

1. Personal Information
2. Visit to Thailand
3. Satisfaction Measurement and Recommendation
4. Trend of future trip to Thailand

Mr. Pavit Tansakul (Researcher)

Name of Event

Venue.....

Note: Please ✓ check in the which corresponds to your answer.

Part I: Profile of Participant

1. Nationality
2. Gender Male Female
3. Age years

4. Occupation

- Professional / Freelance
- Administrative / Managerial Executive
- Clerical, Salesman or Commercial Personnel
- Labor, Production or Service Workers
- Government / State Enterprise Officer
- Others (Please Specify)

5. Nature of Business

- | | |
|--|--|
| <input type="checkbox"/> Automobile & Accessories | <input type="checkbox"/> Heavy Industry / Construction |
| <input type="checkbox"/> Chemical / Cosmetics | <input type="checkbox"/> Household Products |
| <input type="checkbox"/> Communication (TV/Radio) | <input type="checkbox"/> Insurance / Assurance |
| <input type="checkbox"/> Computer | <input type="checkbox"/> Office equipment |
| <input type="checkbox"/> Electronics / Electrical Appliances | <input type="checkbox"/> Petrol /Oil |
| <input type="checkbox"/> Fashion & Accessories | <input type="checkbox"/> Pharmaceutical / Medical |
| <input type="checkbox"/> Finance / Banking | <input type="checkbox"/> Photo / Camera |
| <input type="checkbox"/> Food and Beverage | <input type="checkbox"/> Publication / Printing |
| <input type="checkbox"/> Garment | <input type="checkbox"/> Others |

6. You are visiting the exhibition to

- Make contract / Visit Supplier / Customer
- Purchase products
- Gather Information
- Attend conference

- Others (please Specify)

Part II: Visit to Thailand

7. What are the motivating factors for you to participate in this conference?

- Topic is in the interest
- Organization/ company instruct to join
- Usually take participation
- Thailand is an attractive venue
- To get together with friends
- The convenience of MICE facilities
- Others (Please specify)

8. Duration of staying in Thailand days

9. How many accompanying persons are traveling with you?

- Traveling alone
- I traveling with my colleague (s)
- I traveling with my relative (s)

10. Duration of participation in the conference / exhibition day(s)

Part III: Satisfaction Measurement and Recommendation

Please rate your level of satisfaction for each of the following items by using the following

5-point rating scale:

(5=Very Satisfied, 4=Satisfied, 3=Neutral, 2=Unsatisfied, 1=Very Unsatisfied)

| Item | 5 | 4 | 3 | 2 | 1 |
|--|---|---|---|---|---|
| 11. Registration - Terms and Conditions - Communication - Price and Fee | | | | | |
| | | | | | |
| | | | | | |
| 12. Immigration - Speed - Hospitality | | | | | |
| | | | | | |
| 13. Customs proce - Convenience / Flexibility - Hospitality - Regulation | | | | | |
| | | | | | |
| | | | | | |
| 14. Vehicle - Between airport and hotel - Between hotel and venue | | | | | |
| | | | | | |
| 15. Local Transportation | | | | | |
| 16. Hotel and Accommodation - Easy to access - Service and Hospitality - Safety and security - Comfortable | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

- Hygiene and sanitation
standard

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

| Item | 5 | 4 | 3 | 2 | 1 |
|------------------------------------|----------|----------|----------|----------|----------|
| 17. Vent - Location | | | | | |
| - Ease of access | | | | | |
| - Convention rooms | | | | | |
| - Breakout meeting rooms | | | | | |
| - Atmosphere and ambiance | | | | | |
| - Interior and exterior decoration | | | | | |
| - Dining rooms and restaurants | | | | | |
| - Audiovisual equipments | | | | | |
| - Space and capacity | | | | | |
| - Level of service and hospitality | | | | | |
| - Staff service's quality | | | | | |
| - Public telecommunication | | | | | |
| - Announcement and signage | | | | | |
| - Safety and security | | | | | |
| - Hygiene and sanitation standard | | | | | |
| - Parking lots | | | | | |
| - Toilets and restrooms | | | | | |
| - Overall rating for Venue | | | | | |
| 18. Tourist Attraction spots | | | | | |
| 19. Souvenir shop/ Shopping | | | | | |
| 20. Currency exchange | | | | | |
| 21. Overall rating | | | | | |

(5=Very Satisfied, 4=Satisfied, 3=Neutral, 2=Unsatisfied, 1=Very Unsatisfied)

22. What is your major concern when you decided to attended the meeting?

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23. What could be done to improve the MICE industry in Thailand and its facilities?

.....
24. Other Comments (if any)

.....
.....

Part IV: Trend of future Trip to Thailand

25. How possible would you revisit Thailand as a tourist in the next 1,3,5,7 years

| Years | Highly possible | Moderately possible | Hardly possible | Impossible | If Impossible, why? |
|--------------|------------------------|----------------------------|------------------------|-------------------|----------------------------|
| 1 years | | | | | |
| 3 years | | | | | |
| 5 years | | | | | |
| 7 years | | | | | |

:: Thank you for your kind cooperation ::