

MESSAGE FROM
**PRESIDENT OF
ASSOCIATION OF
THAI TRAVEL AGENTS
(ATTA)**



Speaking of Thai tourism industry sector, the group of MICE travelers is considered as the quality tourists with high purchasing power, which this group of tourists will not only spend on the trip to the conference or trade show, but also several recreation activities.

Thailand has widely been talking about MICE industry for years due to the fact that Thailand is so rich of appealing factors including tourist attraction diversity, traditional and cultural charm, Thai cuisine, readiness in exhibition & conference venues, and hospitality particularly the beauty of Thai smiles. These elements directly respond to the demand of MICE markets, and this trend has been expecting to grow even more in the future.

Currently, tourists from our neighbor countries specially the group of CLMV countries travel to Thailand in the great number, so government sector should pay attention to connected tourism with this group of countries as Cambodia, Lao, Myanmar and Vietnam because it can generate a great amount of incomes over 10 billion baht to the country. In addition, the effort to establish MICE industry in several areas across the country is considered the key strategy of the government to use as the guide to sustainable country reformation and development by aiming to build up regional networking with neighbor countries to establish economic and social stability as well as disseminate prosperity to local communities, which these will help people getting the better quality of life.

On behalf of the Association of Thai Travel Agents, I would like to record our appreciation to Green World Publications and Marshall Cavendish Business Information, for compiling this comprehensive and beneficial database on the Thai MICE industry to our members.

A handwritten signature in black ink, consisting of a stylized 'V' followed by a flourish.

Mr. Vichit Prakobgosol
President
Association of Thai Travel Agents