

FROM COLLABORATION TO COMPETITIVENESS

Co-Creating a Sustainable MICE Destination

AGENDA

1 Evolving Role of
CVBs / DMOs

2 Collaboration
as Advantage

3 Partnering with
CVBs / DMOs

4 Making
Collaboration
Work

5 Thailand
in Practice

6 Destination
Impact

ROLE OF CVBS / DMOS TODAY

From Coordination to Enablement



CONNECT



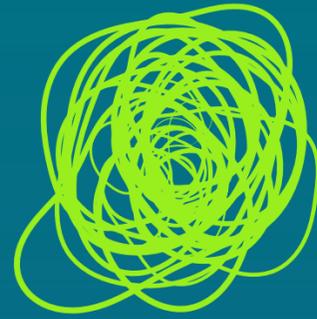
ENABLE



CO-CREATE

WHY COLLABORATION MATTERS

**COMPLEX CHALLENGES
REQUIRE SHARED ACTION**



**SUSTAINABILITY IS A SYSTEM
NOT A SINGLE STAKEHOLDER**



**SILO-BASED APPROACHES
CANNOT ACHIEVE
LONG-TERM GOALS**



COLLABORATIONS IN PRACTICE

ALIGNING GOALS
NOT JUST EXECUTION

DELIVERING
LONG-TERM IMPACT

CONNECTING
'RIGHT' PARTNERS NOT
MORE PARTNERS

TURNING POLICY
INTO PRACTICE



How CVB Enable Collaboration



01 PROVIDING A NEUTRAL
COLLABORATION PLATFORM



02 LOWERING BARRIERS
BETWEEN STAKEHOLDERS



03 ENABLING CONTINUOUS
CO-CREATION ACROSS PROJECTS

EXAMPLE FROM THAILAND

TCEB as a MICE Industry Connector



ขนมควั่นทะเล

CHIANG MAI



UDON THANI



PHITSANULOK



KHON KAEN



**NAKHON RATCHASIMA
(KHAO YAI)**



**SURAT THANI
(SAMUI ISLAND)**



PHUKET



BANGKOK



PATTAYA



SONGKHLA



10 MICE CITIES



PROMOTING THAILAND'S LOCAL FESTIVALS FOR INTERNATIONAL MARKETS

JANUARY-FEBRUARY



Chinese New Year,
MAJOR CITIES

MARCH



Phanom Rung Festival
(astronomical phenomenon),
BURIRAM

APRIL



**Songkran Thai New
Year, NATIONWIDE**

JULY



Candle Festival,
UBON RATCHATHANI

AUGUST



Hua Hin Jazz Festival,
HUA HIN (PRACHUAP KHIRI
KHAN)

AUGUST-SEPTEMBER



Long-boat Racing Festival,
MAJOR CITIES

OCTOBER



'KIN JAY' Vegetarian Festival,
PHUKET

NOVEMBER



Rolling Loud Thailand
Hip-Hop Music Festival,
PATTAYA (CHONBURI)

NOVEMBER



Loy Krathong (Yi Peng
Lantern) Festival,
BANGKOK, CHIANG MAI,
SUKHOTHAI, MAJOR CITIES

NOVEMBER



Pattaya International
Fireworks Festival,
PATTAYA (CHONBURI)

DECEMBER



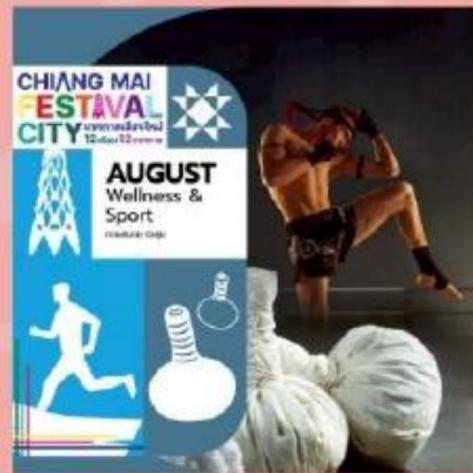
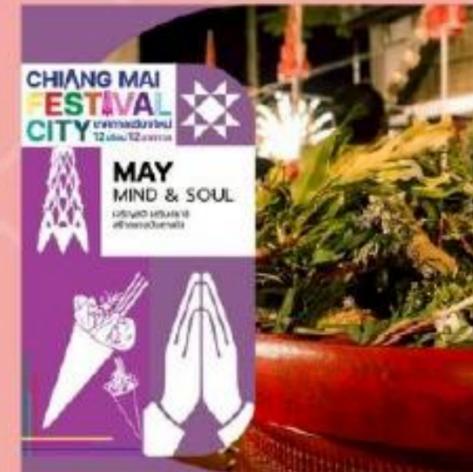
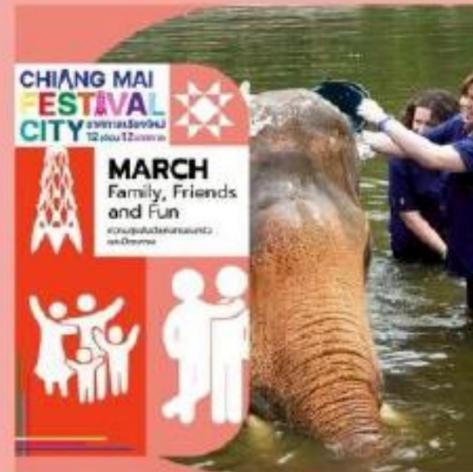
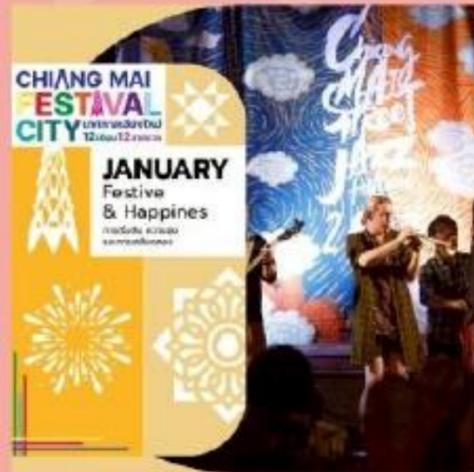
Night at The Museum Festival,
BANGKOK

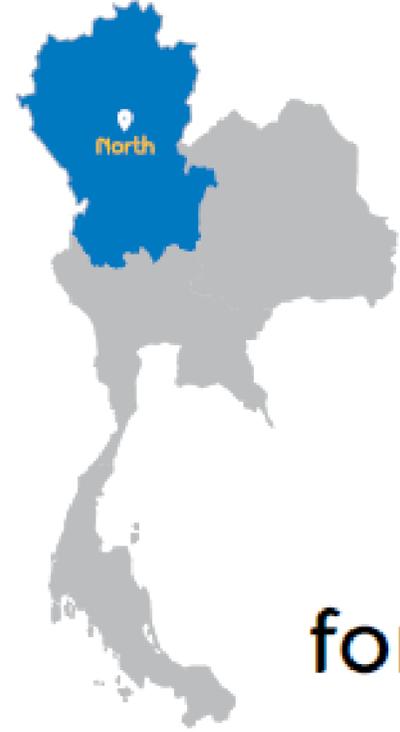
DECEMBER



New Year Countdown,
BANGKOK, MAJOR CITIES

CHIANG MAI FESTIVAL CITY เทศกาลเชียงใหม่ 12 เดือน 12 เทศกาล





Delightful Lanna

Wellness Destination for MICE Traveler



Envision indulging in the healing benefits of natural hot springs, nestled against the breathtaking backdrop of northern Thailand's serene mountains. Immerse yourself in the rich allure of local culture, herbal gardens, and traditional medicine-an enduring heritage that is deeply intertwined with the Lanna way of life.

Savor the philosophy of food as medicine, explore vibrant tea and coffee plantations, and witness the powerful benefits of organic farming in enhancing wellness.

For MICE travelers, a journey across the four provinces of Chiang Rai, Chiang Mai, Phitsanulok, and Sukhothai offers a redefined path towards Wellness Destination.



Phra Buddha Chinnarat



Thap Yai Chiang Community Enterprise



San Kamphaeng Hot Springs



Ban Thung Luang Pottery



The Baan Hom Samunphrai School



Ma Long Der



**CALL FOR
COLLABORATIONS
FROM
PRIVATE SECTOR**



Meet Well.
in Thailand

Wellness

Nurture Body and Mind While You
Meet

Well-Connected

Explore More, Effortlessly

Well-Balanced

Travel with Purpose

Welcome

Experience Thai Hospitality at Its
Best



Association Partners



IMPACT ON A SUSTAINABLE DESTINATION

From short-term activation to long-term destination
value



**STRONGER
DESTINATION
DIFFERENTIATION**



**BALANCED
REGIONAL
DEVELOPMENT**



**ENHANCED
VALUE
CREATION**

COLLABORATION AS A COMPETITIVE ADVANTAGE FOR A LONG-TERM COMPETITIVENESS



THANK
YOU

THAILAND
MICE



“
Thailand’s Heritage
of Wellness and
Sustainable Living
”

