

Creative Hospitality Management for MICE Industry in Chiang Rai

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According to Thailand Convention & Exhibition Bureau (TCEB), it is reported that the number of MICE Revenues from visitors in Thailand has been increased from 53,744MB in 2009 to 102,936MB in 2016. MICE industry created positive effects in many aspects to Thailand's Economy, approximately 222,000 MB. Thailand ranked 27th the Meeting Location of the world. Chiang Rai is one of the most exquisite city in Thailand, with its unique beautiful landscape and attractions, culture, language, and border to Myanmar, and Cambodia. These strength can attract MICE travellers besides Bangkok and Chiang Mai. It is believed that creative hospitality management plan for MICE can encourage MICE travellers to use Chiang Rai as the location. Creative hospitality management plan for MICE in Chiang Rai is "One Stop Service for MICE Travellers". The service includes immigration, cargo and exclusive service at the airport, hotel and accommodation arrangement, MICE venues, and leisure activities. The creative and complete services, along with the outstanding point of Chiang Rai that benefit to MICE travellers, all of which would make Chiang Rai become one of the best location of MICE Industry.

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