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# **Thailand Response to COVID - 19 and Support Initiative for the MICE Sector**

Goyang Destination Week 2020  
22 October 2020

# Thailand Situation



\* All new cases are imported.

Source: Tourism Authority of Thailand Newsroom

# "THAILAND"



COVID-19 CRISIS

**RECOVERY INDEX**

Thailand Ranking:

**WORLD's 1<sup>st</sup>**

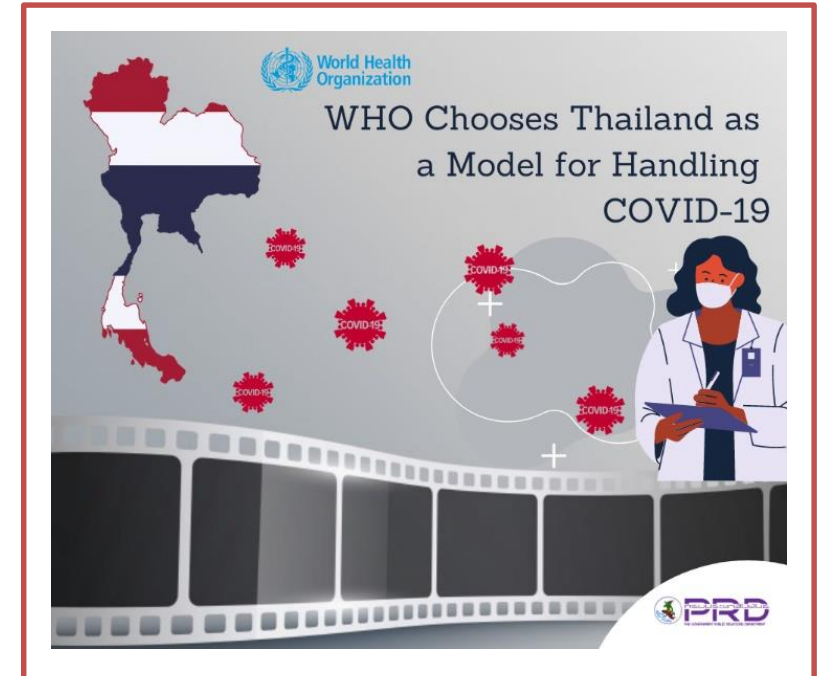
# Success Story



## Thailand to be star player in Covid-19 success story

The World Health Organization (WHO) has chosen Thailand and New Zealand for a film documentary on successful models for handling and curbing COVID-19.

The document was filmed at the National Institute of Health's Department of Medical Science in July 2020 and the documentary is in production.



# GOVERNMENT'S ECONOMIC STIMULUS PACKAGE

Approx. 150 billion USD

400  
BILLION  
THB

FIRST PACKAGE

117  
BILLION  
THB

SECOND PACKAGE

1.9  
TRILLION  
THB  
AND MORE

THIRD PACKAGE

# Thai MICE responses to COVID-19



- Communication in Crisis
- Health and Safety Guidelines
- Virtual Meeting Space/ Hybrid Events
- Human Resource Up-Skill
- Recovery
  - Reopening
  - Special Arrangement





TCEB - 3R STRATEGY  
TO REVITALISE MICE INDUSTRY

**R**ESPONSE

**R**ECOVERY

**R**ESTORATION

# Activities to response COVID - 19

## TCEB COVID-19 Information Centre

### Primary role

- Monitor, compile and assess information on the pandemic, especially those that impact our MICE industry
- Produce the necessary recommendations.



THAILAND REDEFINE YOUR BUSINESS EVENTS | TCEB

BOOKMARK THIS!

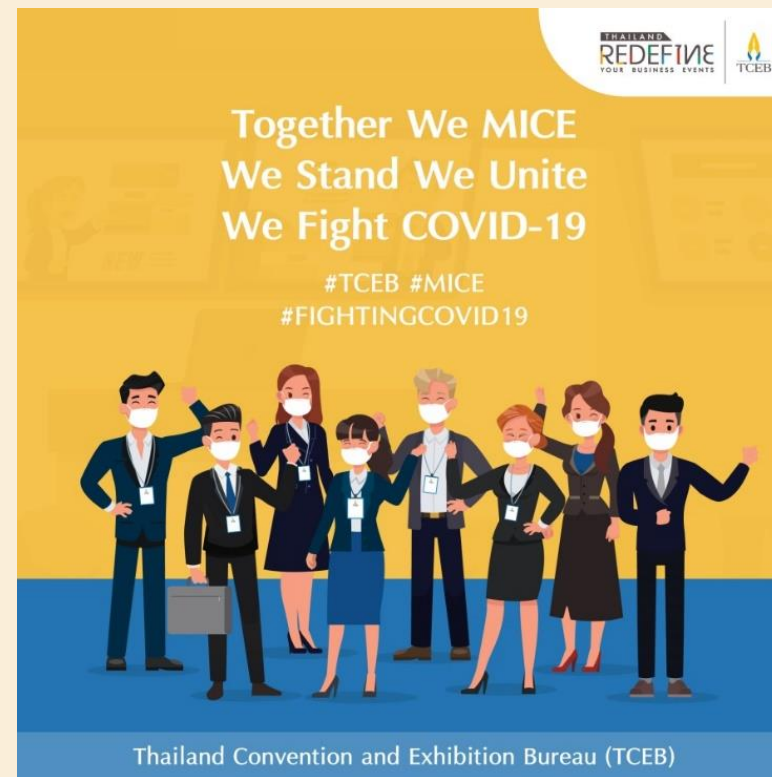
### Thailand Situation Update Coronavirus (COVID-19)

By Thailand Convention and Exhibition Bureau (TCEB)

GET REAL-TIME UPDATE ON COVID-19  
Plus Insights on Thailand's MICE and Events Industry

- Significant Statistics and News
- The Latest Government Announcements
- Resources and Responses from Local and International MICE and Events Associations, Airlines, Hotels and Venues

Visit : <https://www.businesseventsthailand.com/en/situation-update-coronavirus-COVID-19>



THAILAND REDEFINE YOUR BUSINESS EVENTS | TCEB

Together We MICE  
We Stand We Unite  
We Fight COVID-19

#TCEB #MICE  
#FIGHTINGCOVID19

Thailand Convention and Exhibition Bureau (TCEB)



# Response

SHORT TERM



Lower support criteria



Virtual Meeting Space



Covid-19 Free Meeting



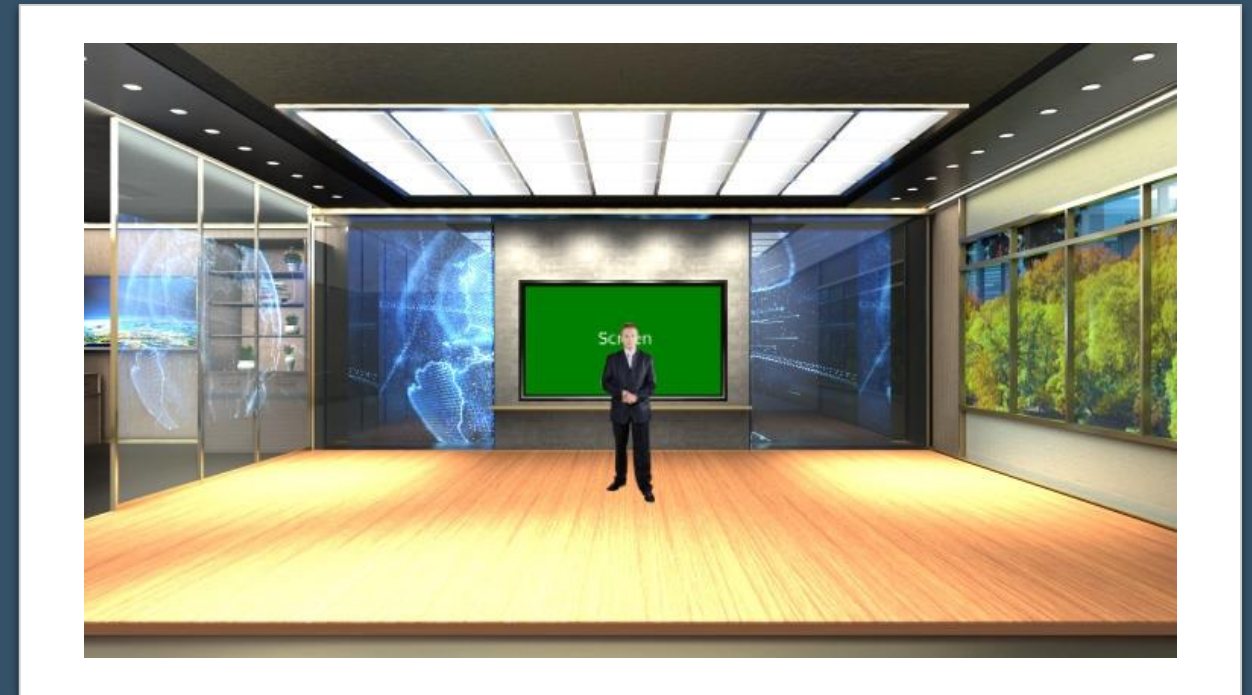
MICE Hygiene Guideline

# Activities to response COVID - 19

## Virtual Meeting Space (VMS)

VMS or Virtual Meeting Space is a one-stop online platform for MICE event organizers powered by TCEB.

E-Learning, Hybrid/Virtual Event, Business Matching



# Activities to response COVID - 19

## Hygiene Guidelines for MICE Organizers

**\*\*IMPORTANT\*\***

**Always follow the measures of the Department of Disease Control,  
Ministry of Public Health of Thailand**



MICE  
Capabilities  
Development Department

Source: Ministry of Public Health of Thailand

REDEFINE  
YOUR BUSINESS SPACE



### NEW SUPPORT CAMPAIGN FOR BUSINESS EVENTS

**MEETINGS &  
INCENTIVES**  
“EASE UP”

**CONVENTION**  
“CONVENE PLUS”

**MEGA EVENT**  
“THAILAND POWER UP”

**EXHIBITION**  
“RE-ENERGIZING  
EXHIBITION”

# Restoration

LONG TERM



VISA SUPPORT



INNOVATION SUPPORT  
(VMS)



EXCLUSIVE MARKET



HOMEGROWN  
CONVENTIONS



ONE MINISTRY  
ONE EVENT



BIDDING FOR INTERNATIONAL  
EVENTS



AGENDA-BASED DRIVEN  
– LOG IN



ECONOMIC IMPACT OF  
MICE AS NATIONAL KPI

# 6 CATEGORIES OF TRAVELLERS ALLOWED TO ENTER THAILAND



- Athletes who will participate in the Princess Maha Chakri Sirindhorn's Cup Tour of Thailand 2020
- Pilots and cabin crew of Thai Airways on repatriation flights
- Foreigners who have non-immigrant visas, especially businesspersons who do not have a work permit
- Long-stay tourists who have a Special Tourist Visa (STV)
- APEC cardholders from low-risk countries, for example, New Zealand, Australia, and Singapore
- Foreigners who wish to stay in Thailand for 60 days

## SPECIAL TOURIST VISA (STV)

**EFFECTIVE 1 OCTOBER 2020 - 30 SEPTEMBER 2021**



- Contact agencies approved by Thai authorities
- Fill out the necessary forms (choice of Alternative State Quarantine or Alternative Local State Quarantine, insurance details, flight details etc.)
- Collect certificate of Entry (COE) at The Royal Thai Embassy or Royal Thai Consulate General
- Submit other required documents (reservation 14 documents, Fit to Fly certificate, medical certificate etc.)
- Undergo screenings upon arrival
- Positive result: treatment at hospital
- Negative result: STV issued and begin 14-day quarantine at ASQ/ALSQ
- Complete quarantine
- Travel in Thailand with mobile application tracking visited destinations

# How we response to COVID – 19 (Conventions)



## New Support Scheme

- Creating a new support scheme called  
**“Convене Plus”**
  - Min 50 international delegates (onsite and online)
  - Knowledge-based convention
  - Incorporate legacy plan for Thailand



# How we response to COVID – 19 (Conventions)

**MagikTuch**

**Virtual  
Solution**

**s<sup>en</sup>  
digital**

**BAKSTERS**  
COMPANY LIMITED

**zipevent**

**BIZCUI**T

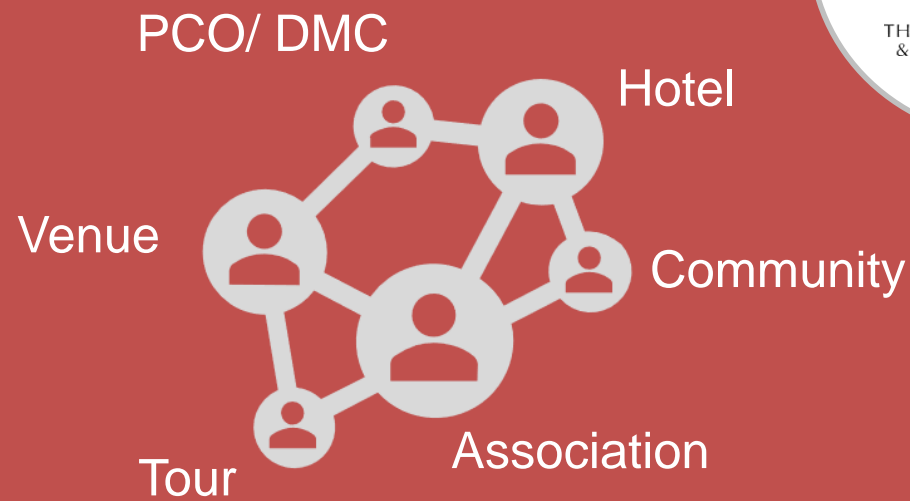
**MICE INNOVATION  
SUPPORT**

**TECH VOUCHER**





# How we response to COVID - 19

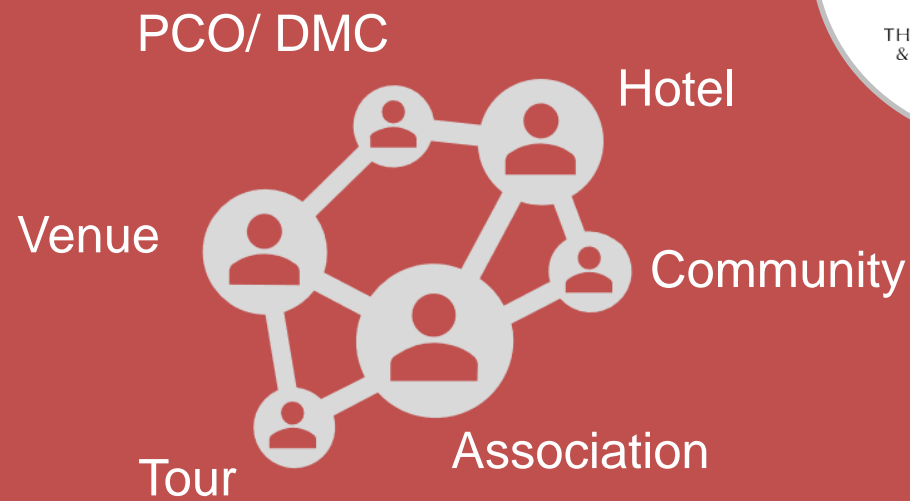


## Create a Strong Conventions Ecosystem

- to create new convention experiences.
  - Digital and hybrid business event management formats
  - Profitable Financial models that could sustain unexpected negative impacts
  - Unique and meaningful content that increases the value of global industries
  - Implement compelling target audience engagement journey
  - Authentic community engagement



# How we response to COVID - 19



## Create a Strong Conventions Ecosystem

- Supporting effective **digital platforms**
  - Easy to use across numerous tools and gadgets yet respect privacy and protect IP
  - Increase audience engagement
  - Utilising AI to capture big data to generate monetization strategies and facilitate business transactions
  - Cost-effective and are nimble in adaptation and evolution



# Activities to response COVID - 19

## MICE Technology Market Place

is a shortlisted and tech/online service providers for MICE events. Powered and curated by TCEB.





# How we response to COVID - 19

## Stakeholder engagement

- Increasing the pace of **association engagement** and empowering bid confidence with associations with dynamic and easily accessible support packages with redefined value proposition



# How we response to COVID – 19 (Conventions)



## BID AGENT DEVELOPMENT

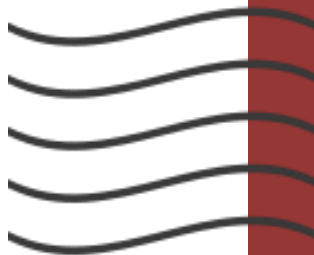
- In partnership with ICCA and TICA to arrange the bid training programs (beginner and intermediate)
- Expand bidding team network for Thailand
- Increase no. of bidders and bid submission across Thailand



# Association Webinar

-TCEB, in partnership with TICA, organized a virtual webinar titled “Digital Conventions, New Normal, New Success” to underline how to convene conventions in a new normal format and changing situation.

-This webinar shared the real-life experience from 3 major conference owners that were organized successfully adopting virtual option.





**THANK YOU**

Back-up slides from original files for reference only