

m i c e

2016
21 – 22 SEPTEMBER 2016

Taking place at



Suntec
SINGAPORE
Convention & Exhibition Centre

Held in



HK: +852 3792 0940 UK: +44 207 127 4501 EMAIL: MICE@OLIVERKINROSS.CO.UK

Visa Tracks Travel Trends To 2025

More households around the world will be packing their bags and heading to overseas destinations for their annual holidays over the next decade. According to a new Visa report, some 109 million Asia Pacific households are expected to go on an international trips once a year by 2025, up 65% from 2015.

The report forecasts travel trends in the next 10 years (2015 to 2025) identifying a growing middle class or “travelling class” with spare cash to spend, better air connectivity and a boom in senior travellers. Over the 10-year period, Visa’s report “Mapping the Future of Global Travel and Tourism in Asia Pacific” found average annual trip spend by households was likely to rise 8% to USD5,230.



“Travelling internationally will become more common and attainable in the future thanks to changing demographics, combined with technology advances that make travelling abroad easier and less expensive,” said, Visa Inc chief economist, Wayne Best. “What will emerge is an expanding “travelling class” that will spend a growing portion of their household income on cross-border travel. Tomorrow’s travelling class will likely be older and hail from emerging markets – looking very different from today’s typical international traveller.”

In Asia Pacific, households in mainland China (USD255 billion), Hong Kong (USD47.4 billion) and Singapore (USD44.9 billion) are likely to be the top markets with the largest outbound travel spend by 2025. However, emerging markets Indonesia (211%), Vietnam (132%) and India (101%) are likely to be experience the sharpest increases in spending.

Source: <http://www.ttrweekly.com/site/2016/07/visa-tracks-travel-trends-to-2025/>

Laos and Thailand Offer Joint Travel Options

Thailand’s Ministry of Tourism and Sports aims to ink an agreement with Lao PDR officials to promote ‘two countries, one destination’ travel products that could be included in tour packages sold by private sector travel firms. Tourism and Sports Minister, Kobkarn Wattanavrangkul, said in a statement, last week, that the countries will prepare a Memorandum of Understanding to strengthen tourism ties.

“We aim to strengthen Thailand and Laos tourism under the concept of two countries one destination campaign,” she said. The minister added: “Thailand has requested Laos to provide recommendations on its tourist attractions and identify priority sites that can be included in joint package promotions.”



Thailand believes it can improve its status as a regional hub for tourism in the Mekong region and is recommending that neighbours work more closely to establish joint travel packages. Last year, Thailand attracted 1.23 million Lao travellers increasing 17.00% from 1.05 million in 2014. According to the Lao PDR’s Tourism Development Department’s data, 2.04 million Thai tourists visited Laos in 2014, a decline of 0.76% from 2.05 million in 2013.

Source: <http://www.ttrweekly.com/site/2016/07/laos-and-thailand-offer-joint-travel-options/>



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Interview with our Event Partner – Thailand Incentive and Convention Association (TICA)



[MICE Asia Pacific Exhibition 2016](#) had interviewed Mr. Sumate Sudasna, President of TICA on his views on Thailand MICE industry and their expectations on MICE Asia Pacific Exhibition 2016.

The Thailand Incentive and Convention Association (TICA) is a non-profit organisation established in 1984 jointly by Tourism Authority of Thailand and Thai Airways International with members who are suppliers in the meetings and incentives industry. Private sector members are qualified major industry players. Since the formation of Thailand Convention and Exhibition Bureau (TCEB) in 2004 as the public organisation responsible for the industry, TICA has been collaborating with TCEB towards mutual objectives.

TICA's main functions are to promote Thailand as the preferred destination for incentive and convention events, to introduce members for possible collaboration, to aid organizers by providing related information and recommendations on planning and organising their movements to Thailand, and to develop expertise for member organisations in servicing planners and organisers.

Thailand is one of the member nations of ASEAN Economic Community (AEC). AEC will render the events & meetings (MICE) industry freedom to operate, cross-sell, share best practices and expertise through personnel secondment or exchange. Mr Sudasna mentioned the level of engagement may differ but industry players should take advantage of the open border agreement while the benefit depends on the strategy of each operator whether it is investing in full identity, joint venture or co-marketing.

He was also positive about the growth of the Thailand MICE industry in next 5 years. “Arrivals of mainstream tourists are expected to grow even more, and thus does MICE. While there will be demand, the industry will need to keep up with service to ensure successful events with professional services in order to retain confidence of the destination from event planners.” addressed by Mr Sudasna.

As suggested by Mr Sudasna, event organizers should consider destinations which appeal to their specific target audience, providing that the destinations are ready with the necessary infrastructure, facilities and know how.

As the Event Partner, TICA would like to meet event planners and buyers who are keen to bring their events to the region. They all need to exhibit cohesiveness as destination teams ready to commit and extend partnership for successful events.

MICE Asia Pacific Exhibition 2016 is only 2 months away! The two-day event will take place at Suntec Singapore Convention & Exhibition Centre on 21st - 22nd September 2016. The event includes complimentary conference and workshops presented by industry expert speakers. [Register here for FREE tickets](#)

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Vivien Hoe - Events Director
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Many more to be announced! Read more at our [Conference Agenda](#) and [Workshop Agenda](#)

REGISTER NOW FOR
Attend For **Free** in **September**
FREE TICKETS !!!

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More Partners Are On Board!

The Hong Kong Exhibition and Convention Industry Association (HKECIA) was established in 1990 to promote Hong Kong as a world-class exhibition and conference destination and the trade fair capital of Asia Pacific. It works to represent the interests of all members involved in the exhibition and convention industries, and provides a unified voice in dealing with the government, legislative and statutory bodies, the media and public organisations, on all matters associate with the role of the exhibition and convention industry in Hong Kong's economy.



MICE & TOURISM AROUND THE WORLD is a global monthly e-magazine, distributed to travel trade professionals across all continents and all sectors of the m.i.c.e., tourism, business travel, exhibitions, luxury travel & aviation industries. It covers many subjects and features; interviews, destinations, with dedicated pages on travel & tourism news, Asia news, Latin America news, Aviation news, Business Travel, Exhibition, Luxury travel and M.I.C.E. news and Market Trends. The e-magazine is widely recognised as one of the more unusual media platforms in the industry. We work as official global media sponsors for several events around the world.

TTR Weekly online is a major Pan-ASEAN B2B travel news service covering the ASEAN region every business day.

With a track record of 37 years in print and 17 years online, travel and MICE professionals interested in South East Asia pay special attention to TTR Weekly online.





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STRAM Events Inc. is a progressive marketing services company with vast experience in the field of marketing strategy, sales, advertising and special promotions. Our services are specially crafted to complement your company's Marketing, PR and advertising campaigns by organizing special events and targeted marketing activities directed toward your target audience.



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