

A Study of Venue Marketing Mix for MICE Industry in Thailand

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ABSTRACT

The objectives of the research are to determine the important factors and the performance factors of the attributes in selecting venues (particularly convention hotels and convention centers) through investigating the meeting planners' set of needs and to identify factors and attributes relating to the venue marketing mix for MICE industry in Thailand. This paper has applied the hospitality and the tourism marketing mixes that are important to the MICE destination selection (particularly venues) in order to create a new venue marketing mix. Therefore, the study is based on the importance levels of venue selection through each marketing mix factors including all attributes in the meeting planners' perspectives on behalf of their organizations, which will be able to reflect a set of their real needs that could bring about development of a venue marketing mix model that exclusively accommodates MICE organizers. The data was collected using self-administered questionnaires from 229 meeting planners. Statistically significant determinants of the meeting planners' overall importance levels indicated that in all of the 8 marketing mix factors (68 attributes), the People factor was perceived to be the most important factor. The Package factor was perceived to have a moderate level of importance. The other factors perceived to be important included Product, Price, Place, Promotion, Physical evidence and Process. It is also found from the factor analysis that the new venue marketing mix contained 8 marketing mix factors with 61 attributes for venue business in Thailand. It is recommended from the research findings that venue management be more concerned with and focus on the attributes of the People factor.

Keywords: Venue, MICE, Marketing Mix

Introduction

The meeting, incentive, convention, and exhibition (MICE) industry in Thailand has grown rapidly to be one of the most important segments in the tourism industry that has had a rapid increase in the industry activity since 2003, significantly contributing to the Thai economy. In 2003, Thailand hosted a total of 1,551 major international meetings and conventions, with 141,244 attendees and 33,899 followers, and with a total revenue of 13,899 million baht (Sirirussamee, 2005: 125). A 2003 survey of the International Congress and Convention Association (ICCA, 2003) revealed that Thailand hosted 57 ICCA-