



EMPOWERING THAILAND WITH
FESTIVAL ECONOMY





FESTIVAL ECONOMY



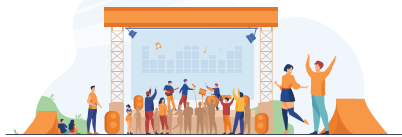
NATIONAL GOALS



KEY CONCEPT

How to create festival cities

Create experiences through festivals



Generate income




Co-Create
by city, community and festival owner



Enhance
city DNA



Build Up
fanbase



Create
sustainable legacies



Festival Participants

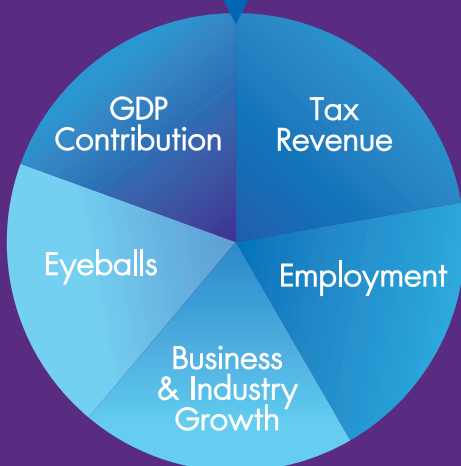


Economic Development of host cities

City Development

LEGACY TOWARDS SUSTAINABILITY

BUSINESS IMPACT



SOCIAL IMPACT



ENVIRONMENTAL IMPACT



THE FESTIVAL ECONOMY CONCEPT

1 CITY

1 INTERNATIONAL FESTIVAL

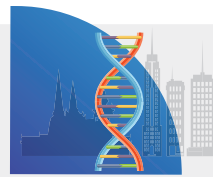
DRIVING THE FESTIVAL CITIES TOWARDS THE WORLD MARKET

“POWER UP THAILAND WITH FESTIVAL ECONOMY”
BY FOCUSING ON "FESTIVAL EXPERIENCE DESIGN"

CO-CREATE
A CITY / COMMUNITY
/ FESTIVAL OWNER



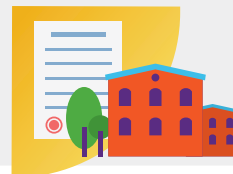
ENHANCE
CITY DNA



BUILD UP
FAN BASES



CREATE
SUSTAINABLE LEGACIES



FESTIVAL DESIGN BY USING CITY'S UNIQUENESS

THE CITY'S
SELLING POINTS



CITY
DNA



COMMUNITY
ENGAGEMENT



DRIVE CITY'S ECONOMY AND ACCELERATE CITY DEVELOPMENT

GENERATING INCOME FOR THE COUNTRY

ENHANCING LOCAL FESTIVAL

CREATING JOBS & ECONOMIC DISTRIBUTION

STIMULATING THE CITY'S ECONOMY



KEY SUCCESS FACTORS



CITY DNA



City's Story Telling



City's Readiness



International
Partnership

MEGA EVENTS AND WORLD FESTIVALS DEPARTMENT

EVENT TYPES SUPPORTED BY TCEB

TYPE

1

MEGA EVENTS / WORLD FESTIVALS

- The events are mega size in terms of number of attendance, target market, high value of media coverage, impacts on community and economy.
- The events that require bidding process and full support from the host country such as infrastructure and funding.
- Primarily, the events attract international participants and audience at least 20% and have significant and widespread benefits within Thailand.



TYPE

2

INTERNATIONAL MAJOR EVENTS / FESTIVALS

- The events must attract significant media interest, visitor numbers and generate economic benefits.
- The events use existing infrastructure or city landscape.
- The events should rotate worldwide and have a national profile outside the region in which it is being run or international series.
- The events must attract at least 7-10% international participants and / or visitors.



TYPE

3

INTERNATIONAL HOMEGROWN EVENTS / FESTIVALS

- The events should be consecutive and permanent event that generates significant economic benefits.
- The events should be co-branded with destination / community.
- The events must attract national and international media coverage.
- The events must provide significant visitor numbers, occur regularly (annual or biannual), are generally designed to promote a specific region or tourist destination.
- The events must attract at least 7-10% international participants and / or visitors.



TCEB FOCUSED SECTORS



1

ART & CULTURE EVENTS

Events or festivals that revolve around human creativity, culture and social life such as educational films, puppet, theatre, culinary arts and visual arts which include painting, sculpture, photography and other visual media.

CREATIVE & LIFESTYLE EVENTS

Events or festivals that revolve around human creativity, fashion, product design, computer graphics and lifestyle items.

2



3

ENTERTAINMENT EVENTS

Events or festivals that aim to entertain a live audience such as music festival.

SPORT MASS PARTICIPATION EVENTS

Lifestyle sports events which required to have a huge number of participants, have creative challenge for individual to compete, offer the opportunity to show the city's famous sport in order to serve the real experience to participants.

4



5

THAILAND 4.0 EVENTS

Events that apply innovation and technology in key S-curve industries under Thailand 4.0 policy.

THAILAND CONVENTION & EXHIBITION BUREAU (PUBLIC ORGANIZATION) OR TCEB

SUPPORTS AND DEVELOPS BUSINESS EVENTS INDUSTRY - CORPORATE MEETINGS,
INCENTIVE TRIPS, CONVENTIONS, EXHIBITIONS, MEGA EVENTS AND WORLD FESTIVALS.

OUR SERVICES



1 Bidding support



2 Business intelligence & research



3 Fast track & MICE lane service



4 Marketing support



5 International MICE standards



6 Promotional support



7 Government co-ordination & facilitation services



OUR VISION



A LEADING AGENCY THAT PROMOTES MICE AS A TOOL IN DRIVING
THE COUNTRY'S ECONOMIC DEVELOPMENT THROUGH INNOVATION
SO AS TO GENERATE GROWTH AND DISTRIBUTE INCOME TO
ALL SECTORS ON A SUSTAINABLE BASIS.