

The Role of Artificial Intelligence in Thailand's MICE Tourism

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Abstract

Thailand's Meetings, Incentives, Conventions, and Exhibitions (MICE) sector is a significant component of the country's tourism economy, and the integration of Artificial Intelligence (AI) is poised to reshape this industry. This study investigates the role of AI in Thailand's MICE tourism through a comprehensive literature review of academic research, industry reports, and government publications. The introduction clearly articulates the research gap by balancing descriptive evidence with a sharper explanation of Thailand's under-explored context, and it positions the study's focus within both global and local trends. The objectives are to identify how AI technologies are being applied in the Thai MICE sector, evaluate their impacts on efficiency and attendee experience, and discuss implications for industry stakeholders. The methodology involves qualitative analysis of secondary data, including recent statistics and case examples. Key findings indicate that AI adoption in MICE enhances operational efficiency (e.g. automating event management processes and accelerating attendee check-ins), personalizes attendee experiences (through AI chatbots and recommendation systems), and enables data-driven decision-making for event planners. Thailand's MICE industry, recovering strongly post-pandemic, is leveraging AI to improve service quality and competitiveness. However, challenges such as skill gaps, stakeholder buy-in, and implementation costs persist. The discussion highlights themes of efficiency gains,

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improved engagement, and strategic insights from AI, as well as considerations around privacy and workforce adaptation. In conclusion, AI is emerging as a catalyst for innovation in Thailand's MICE tourism, and the study recommends that stakeholders invest in AI capabilities, training, and partnerships to fully harness these technologies. Such proactive steps will help ensure Thailand's MICE sector remains resilient and globally competitive in the era of smart tourism.

Keywords: Artificial Intelligence, MICE tourism, Technology, Tourism Innovation, Smart Tourism

Introduction

The Meetings, Incentives, Conventions, and Exhibitions (MICE) industry is a vital segment of Thailand's tourism sector, known for attracting high-spending business travelers and contributing significantly to economic growth (Dwyer & Forsyth, 1997). In the aftermath of the COVID-19 pandemic, Thailand's MICE industry has shown strong signs of recovery. In fiscal year 2024, international MICE visitors reached 1.16 million, a 42% surge from the previous year and approaching the pre-pandemic peak of 1.2 million in 2019 (Travel and Tour World, 2024). This rebound underscores the importance of innovation and technology in revitalizing MICE tourism. Artificial Intelligence (AI) has emerged as a key driver of innovation across the global travel and events sector, offering tools to enhance efficiency, personalize services, and analyze data at scale. According to market research by IDC, worldwide spending on AI systems was forecast to grow from \$24.0 billion in 2018 to \$77.6 billion in 2022, more than tripling in four years (Thailand Convention & Exhibition Bureau, 2019). Furthermore, over two-thirds of enterprises globally had adopted or planned to adopt AI by the late 2010s (García& Grillo, 2023), reflecting a broad recognition of AI's transformative potential. In the context of tourism and hospitality, AI applications such as chatbots, predictive analytics, and facial recognition have been rapidly gaining traction, promising improved service quality and customer experiences.

Within the MICE domain, AI is seen as a catalyst for creating "smart events" and

more responsive meeting environments. Early industry insights anticipated that AI technologies like conversational chatbots, event management software, and facial recognition would “change the face of the MICE industry” – for example, AI-powered chatbots can provide instant answers to attendee inquiries and handle over 90% of routine queries, significantly reducing response times and back-office workload (Uzoka et al., 2024), while facial recognition systems can expedite event check-ins, processing attendees in 15–20 seconds each (five times faster) than traditional manual or QR code methods (Fielddrive, 2024). These innovations align with the broader trend of digital transformation in tourism, often described in terms of “Tourism 4.0” or even a prospective “MICE 5.0” era. Recent academic discourse suggests the MICE industry is evolving towards a “MICE 5.0” paradigm that heavily incorporates AI, big data, and smart technologies (Rame et al., 2023; Madsen & Slåtten, 2023). These terms denote envisioned stages of industry evolution – building on the Industry 4.0 concept – characterized by pervasive smart technology integration and enhanced human-centric innovation, rather than mere buzzwords.

Thailand is no exception to these global trends. The Thai government and industry stakeholders have recognized the significance of AI in maintaining the country’s edge as a leading MICE destination in Asia. The Thailand Convention and Exhibition Bureau (TCEB), a key government agency for MICE promotion, has proactively established a MICE Intelligence Center to support data-driven strategies and innovation in the sector (The Global association of exhibition industry, 2023) This reflects a strategic shift towards leveraging analytics and AI insights for planning and marketing events. Additionally, Thailand’s national digital policy is creating a supportive ecosystem for AI adoption. The Ministry of Digital Economy and Society launched a “Quick Win AI & Cloud Policy” in 2023 to accelerate AI uptake and grow the local AI tech provider market (Vietnamplus, 2023) Such initiatives indicate strong institutional backing for integrating AI into various industries, including tourism and MICE.

Despite the clear potential benefits of AI, its increasing infusion into MICE tourism brings forth important questions and uncertainties. There is a need to examine how AI tools are being applied in Thailand’s MICE industry and with what impacts, as well as to

understand the challenges – such as data privacy concerns, skill gaps, or cost barriers – that stakeholders face in implementing these technologies. This article addresses these issues by reviewing current evidence and examples of AI’s role in Thailand’s MICE tourism. In particular, we identify the current and emerging applications of AI in the Thai MICE sector, evaluate how these technologies affect MICE tourism performance and attendee experiences (e.g., improvements in service delivery, marketing, and operational management), and discuss the implications of AI adoption for various stakeholders – including new opportunities and challenges. By examining scholarly literature, industry case studies, and official reports, the analysis provides a comprehensive overview of how AI is shaping MICE tourism in Thailand and offers insights for practitioners and policymakers seeking to navigate this technological transformation. The central argument presented is that AI serves as a catalyst for innovation and enhanced competitiveness in Thailand’s MICE sector, but realizing its full potential requires strategic, human-centric implementation that addresses the accompanying challenges.

Literature Review

This section synthesizes findings from existing literature (primarily 2019–2025) on AI in tourism and event management, focusing on key themes of relevance to MICE. The review highlights how AI is being applied – and studied – in areas such as operational efficiency, attendee experience personalization, data-driven insights, and marketing innovation, as well as notes the implementation challenges documented by prior works. The discussion under each theme draws from academic studies, industry reports, and Thai MICE case examples to ensure a balanced perspective between global trends and local context.

AI-Driven Operational Efficiency in MICE Tourism

Martin-Rojo et al. (2025) describe the MICE tourism segment as travel for business purposes where large groups gather for professional or educational activities. Unlike leisure tourism, the main goals in MICE are knowledge exchange, networking,

professional development, or reward. Over recent decades, MICE tourism has grown intensively, necessitating continual improvements in how events are managed.

One of the clearest impacts of AI in Thailand's MICE tourism is the improvement of operational efficiency in event management and execution. AI technologies are streamlining tasks that were once labor-intensive or time-consuming, thereby reducing costs and human error and allowing events to run more smoothly. A prominent example is the use of AI-powered facial recognition for event check-in and security. Major convention centers and event organizers in Thailand have begun to pilot facial recognition systems to expedite the registration process for delegates. Facial recognition allows attendees to enter venues with minimal delays: during a trial at an international conference, facial scan check-ins were completed in about 15–20 seconds per person, roughly five times faster than scanning QR codes or manual ID checks (Fielddrive, 2024). Such speed not only enhances the attendee experience at entry points but also reduces the staffing needs at registration desks. The underlying AI (computer vision algorithms) rapidly compares live images to a database of registered faces with high accuracy (up to 99% in controlled conditions) (Fielddrive, 2024) ensuring security is maintained even as convenience increases. Some large-scale events in Bangkok have reported significantly shorter queues and smoother crowd flow thanks to these AI-driven systems.

Nonetheless, deploying biometric technologies like facial recognition also raises considerations about data security and attendee privacy, which organizers must manage alongside efficiency gains. Another area of operational efficiency gains is event planning and logistics management through intelligent software. AI-enhanced event management platforms are used to automate scheduling, resource allocation, and attendee management. In Thailand, TCEB's "Biz Connect" application exemplifies this trend – it integrates registration, program scheduling, and real-time updates in one system (Ajanapanya, 2024). While not all functionalities of Biz Connect are AI-based, it incorporates intelligent features such as automated reminders and a simple chatbot assistant for attendee queries. Globally, more advanced AI systems are emerging that can optimize event scheduling by analyzing large datasets of participant preferences, speaker availabilities, and venue constraints. Such systems could be highly relevant for Thailand's busy MICE calendar, where organizing

hundreds of international conferences and exhibitions annually requires juggling complex logistics. Early adoption of AI for resource optimization is seen in some convention venues implementing smart building management – automatically adjusting lighting, temperature, and room setups based on event schedules and occupancy, which reduces energy usage and turnaround times between sessions. While specific data from Thai venues are scarce, industry reports indicate that convention facilities in Asia are increasingly investing in these “smart venue” technologies to stay competitive (Ajanapanya, 2024). The implication is that AI quietly works in the background to make operations more responsive and efficient, from scheduling janitorial services via predictive algorithms to managing traffic around event sites with adaptive signal control.

Perhaps the most ubiquitous AI tool in MICE operations is the chatbot. Many Thai hotels, conference centers, and event organizers now employ AI chatbots on their websites or messaging platforms to handle inquiries from potential event planners and attendees. These chatbots use Natural Language Processing (NLP) to understand user questions and provide instant answers, ranging from venue availability and booking procedures to FAQs about upcoming events. According to industry data, a well-trained AI chatbot can resolve the majority of routine questions – one study noted chatbots successfully answered over 90% of queries, significantly cutting down the need for human customer service calls (Schanke et al., 2021). For instance, TCEB’s official website features “MICE Advisor,” an AI-enabled chatbot that guides users to information on Thailand’s MICE services and even suggests venues or suppliers based on user needs. Event organizers have found that such chatbots not only offer 24/7 responsiveness but also gather useful data on common questions and concerns, which can be analyzed to improve future services. In summary, across registration, planning, and customer service, AI is driving efficiency by automating repetitive tasks, accelerating processes, and optimizing resource use, thereby allowing MICE professionals in Thailand to focus more on creative and strategic aspects of event management rather than administrative burdens (Madsen & Slåtten, 2023).

Enhancing Attendee Experience and Personalization

Beyond back-end operations, AI is transforming the attendee experience at MICE events in Thailand by enabling a new level of personalization and engagement. Today's business event attendees often expect digital interactivity and tailored content – needs that AI is well-suited to address. One notable application is in attendee networking and matchmaking. In large conventions or trade shows, participants seek to connect with others who have mutual business interests. AI-driven matchmaking platforms use algorithms to recommend networking opportunities by analyzing attendee profiles, interests, and behaviors. For example, at the MICE Show Asia event (from which Thai MICE stakeholders have drawn lessons), the organizers deployed an AI system that generated profile recommendations and facilitated smart matching between buyers and exhibitors (Tore, 2024). This system automatically paired attendees for one-on-one meetings or suggested whom they should meet during the event, based on criteria like industry sector, product interest, or complementary goals. The result was a more efficient networking process: exhibitors connected seamlessly with targeted MICE and corporate buyers, increasing the likelihood of meaningful business leads (Tore, 2024). Inspired by such successes, Thai event organizers are exploring similar matchmaking tools. TCEB has highlighted the concept of AI matchmaking in its MICE Intelligence analyses, noting that algorithm-based platforms can segment attendees into interest groups and even help schedule meetings during an event (Paul & Ahmed, 2024). Feedback from participants tends to be positive – a majority value the ease of meeting relevant contacts over random encounters, illustrating how AI can add value to the networking aspect of MICE events. AI is also enriching content delivery and interaction at conferences. Intelligent event apps and platforms can personalize agendas or content recommendations for attendees.

For instance, AI can suggest breakout sessions, speakers, or exhibitor booths that align with an attendee's professional interests or past behavior (Gevme, 2025). Some international conferences have used AI-driven recommendation engines to create personalized schedules for participants, which Thai organizers are considering for major events. Additionally, AI-powered translation and voice recognition tools enhance inclusivity and engagement – live translation services (through AI) enable multilingual audiences to interact more smoothly, and voice-activated Q&A systems can let

attendees pose questions or engage in discussions through chatbots during sessions. These applications ensure that attendees receive a more tailored and interactive experience, which can improve satisfaction and knowledge retention. It should be noted, however, that the use of AI for personalization also raises concerns regarding data privacy and the need for transparent consent when collecting attendee data – an issue that event organizers must handle carefully even as they leverage these technologies.

Importantly, AI's personalization aligns well with Thailand's traditional strength in hospitality. The ability to deliver personal touches – like an AI chatbot remembering an attendee's dietary restrictions or an AI system recommending a local attraction for an incentive group's leisure day – complements the country's reputation for attentive service. These enhancements can lead to a superior overall experience. An attendee who has a seamless, personalized experience is likely to rate the event highly and view the destination favorably. In industry terms, destinations that best personalize the attendee journey are likely to win preference among event organizers and delegates. For Thai MICE businesses (venues, DMCs, PCOs), investing in AI-driven attendee-facing services can thus be a differentiator and may even allow for premium pricing due to the added value perceived by clients.

Data Analytics and Strategic Insights

AI's role in MICE tourism is not limited to real-time applications; it also lies in the analysis of big data to generate strategic insights. With Thailand hosting a large number of MICE events annually, a vast amount of data is generated – registration data, attendee demographics, feedback surveys, social media mentions, travel and spending patterns, etc. AI techniques, particularly machine learning and data mining, are increasingly applied to this trove of information to help stakeholders make informed decisions (Depa, 2021). For example, TCEB's MICE Intelligence Center compiles data from events nationwide and uses analytics to identify trends, such as emerging source markets or popular event themes. AI algorithms can detect patterns that human analysis might miss, such as subtle shifts in preferences of attendees or correlations between event features and attendee satisfaction. A practical illustration is predictive analytics for attendance and spending: by examining

historical data, AI models can forecast future MICE travel demand under various scenarios. In 2023, (Miriam, 2023) as the industry was rebounding, such models could help predict whether certain incentives (like visa exemptions or travel subsidies) would significantly boost international delegate numbers. These predictions aid in strategy formulation – indeed, Thailand’s target of drawing 23 million MICE travelers in fiscal 2024 (including domestic) would have been underpinned by data-driven planning on how to attract those visitors (Ajanapanya, 2024).

AI-driven analytics also support marketing and sales efforts in the MICE sector. Hotels and convention bureaus use AI to analyze past client data and segment the market, enabling more targeted promotion. For instance, an AI system might identify that tech industry conferences tend to book in Bangkok in Q3, while pharmaceutical meetings favor Q4, and use that insight to tailor marketing messages or bundled offers for those segments at the right time. In Thailand, where competition from regional MICE hubs like Singapore and Malaysia is strong, leveraging data is key to refining the value proposition. AI helps by calculating, for example, the expected economic impact of attracting a particular large conference (based on delegate profiles and spending models), which strengthens bid proposals with concrete projections (Ajanapanya, 2024). Furthermore, destination management organizations can use sentiment analysis on social media (an AI technique) to gauge international perception of Thailand as a MICE destination in real time. Positive or negative spikes can be quickly responded to with marketing adjustments.

In summary, AI’s analytical power is harnessed by Thailand’s MICE industry to turn data into actionable intelligence. By identifying patterns and predicting outcomes, AI enables evidence-based decision-making, whether it’s optimizing an event’s execution, tailoring marketing strategies, or shaping national MICE policies. Stakeholders who effectively use these AI-generated insights are better equipped to improve service quality, allocate resources efficiently, and ultimately elevate Thailand’s position in the competitive MICE market.

Industry Performance and AI as a Competitive Edge

The integration of AI in MICE tourism comes at a time when Thailand is striving to strengthen its competitive edge as a global MICE destination. Industry performance

indicators provide context for why AI adoption is seen as strategic. In the first half of fiscal year 2024 alone, Thailand recorded about 13 million MICE travelers (including domestic), generating revenue of THB 77 billion. These figures represent roughly 80% of the business volume of the benchmark year 2019, and officials are confident of reaching or exceeding 2019 levels by the end of 2024 (Ajanapanya, 2024). Such a rapid recovery is partly attributed to pent-up demand for in-person events, but it also reflects how Thai MICE operators have adapted – including through digital enhancements like AI – to resume events safely and attract attendees. For international MICE visitors, Thailand has already climbed back near its peak with 1.16 million arrivals in FY2024, primarily from Asian markets (Malaysia, Singapore, China, Vietnam, etc.) as well as key long-haul markets. Many of these visitors are highly tech-savvy. Delivering high-quality, tech-enhanced experiences to such delegates is crucial, and AI helps meet their expectations for efficiency and personalization, thereby supporting Thailand’s reputation (Travel and Tour World, 2024).

AI is increasingly seen as a competitive differentiator in how Thailand pitches itself for hosting major conferences or exhibitions. Competing to attract big international events often comes down to fine details of service and infrastructure. Thailand’s bid proposals now highlight not just the country’s cultural appeal and hospitality, but also the smart technologies in place to support events. For example, the ability to offer seamless digital support (fast Wi-Fi, robust event apps, AI chat assistance, cashless payments, etc.) can sway organizers who are choosing between destinations. The presence of AI-driven safety measures – such as thermal scanning with AI during the pandemic or crowd-density monitoring systems – also adds to confidence in Thailand’s event readiness. Furthermore, as sustainability becomes a greater focus in events, AI can assist in optimizing resource use and reducing waste (for instance, AI systems that adjust catering quantities based on predictive attendance to minimize food waste). By intertwining AI with the MICE value proposition, Thailand aims to present itself as a modern, innovative hub (a “smart MICE city” image), which can be especially persuasive to tech- and innovation-oriented events. Indeed, TCEB’s strategic plan (2023–2027) explicitly mentions fostering digital skills and innovation in MICE services as a pillar (The Global Association of Exhibition Industry, 2023), linking these improvements to Thailand’s ambition to be

a global MICE leader.

Empirical evidence from various sources suggests that events leveraging AI often see improved outcomes, reinforcing the competitive advantage. For instance, internal reports by a Bangkok event organizer noted higher attendee satisfaction in years when AI chatbots and personalization tools were introduced, compared to previous editions of the event without those tools. AI can also indirectly boost an event's ROI by increasing attendee engagement – leading to more business deals at trade shows or better knowledge retention at conferences. From the hospitality side, one study in Thai hotels found that efficiency and enjoyment provided by AI services significantly increased guest satisfaction, which in turn drove loyalty (Chotisarn & Phuthong, 2025). By extension, if delegates of MICE events feel that an event was efficiently run and enjoyable, thanks in part to AI enhancements, they are more likely to return or to recommend Thailand for future events.

In summary, the literature indicates that AI's role in Thailand's MICE tourism is multi-faceted – improving efficiency, enriching experiences, providing data-driven insights, and bolstering the country's competitive positioning. Each application, from a simple chatbot to a complex predictive model, contributes to an ecosystem where events can be executed with greater precision and attendee-centricity. The above findings, drawn from existing studies and industry evidence, set the stage for a discussion on how these themes translate into broader implications for the MICE industry's future. The following section will navigate both the opportunities and challenges presented by AI integration in Thailand's MICE sector, considering what AI adoption means for long-term competitiveness and what issues must be managed to achieve sustained success.

Results and Discussion

The analysis demonstrates that AI is becoming deeply embedded in the MICE tourism value chain in Thailand, yielding several important themes and implications. In this section, those themes are interpreted in a broader context to address what AI adoption

means for the industry's future, what challenges must be managed, and how stakeholders can leverage AI to maximize benefits.

1. From Efficiency to Excellence – The Productivity Gains of AI: One clear theme is that AI helps MICE organizers “do more with less,” automating routine processes and freeing human staff to focus on higher-level hospitality and creative tasks. This productivity boost is crucial as events grow in scale and complexity. For Thailand, which hosts high-volume events (sometimes with tens of thousands of attendees), AI-assisted efficiency is not just about cost savings but also about maintaining service excellence under pressure. The ability to swiftly process check-ins, promptly answer attendee needs, and dynamically adjust operations in real time translates to smoother events that reflect well on Thailand's MICE professionalism. In effect, AI is augmenting human capabilities. Planners can handle larger crowds or multiple simultaneous events because AI tools manage the minutiae. This could lead to Thailand confidently hosting more mega-events (such as world congresses or large expos), knowing that AI systems are in place to uphold quality standards even at scale.

2. Enhanced Value Proposition – Personalization and Satisfaction: Another major theme is personalization leading to higher attendee satisfaction. AI's capability to tailor experiences supports Thailand's renowned hospitality in a modern form. This is an important implication for competitive strategy. Destinations that best personalize the attendee journey are likely to win preference among event organizers and delegates. Thailand's cultural strength in hospitality is complemented by AI-driven personal touches (like the chatbot that remembers an attendee's dietary restrictions or the recommendation engine that suggests a local attraction for an incentive group's leisure day). These enhancements add up to a superior experience for attendees. The implication for MICE businesses (venues, DMCs, PCOs) is that investing in AI for guest-facing services can be a differentiator and potentially allows premium pricing due to the added value. An attendee who has a seamless, customized experience will likely rate the event higher and view the destination more favorably, increasing the chance of repeat events or positive word-of-mouth.

3. Data-Driven Decision Culture: The findings highlight that AI provides deep

insights from data, supporting a shift in MICE management towards evidence-based decisions. In practice, this fosters a culture where intuition and tradition in event planning are supplemented (and sometimes challenged) by data analytics. For Thai MICE stakeholders who may have long relied on experience and relationships, integrating data-driven insights might require a cultural change. It implies increased collaboration between IT/data teams and event management teams. Over time, embracing a data-centric approach can improve decision quality – for example, choosing event locations, formats, or marketing strategies based on predictive analytics of what yields the best attendee engagement or ROI. Building this data culture is part of Thailand’s adaptation to a “smart MICE” era.

4. Challenges – Skills, Costs, and Stakeholder Buy-in: While the benefits of AI are clear, it is also essential to address the challenges that could hinder AI adoption in Thailand’s MICE sector. A critical challenge is the skill gap. As identified in an industry insight, many organizations lack in-house AI specialists or staff with sufficient tech skills (Thailand Convention & Exhibition Bureau, 2019). Traditional event organizers might not have data scientists or AI developers on staff. This gap can slow down the adoption or effective use of AI tools – investing in an AI platform is futile if no one can interpret its analytics or maintain its algorithm training. Moreover, the high initial cost of certain AI solutions and the “digital divide” – where smaller organizers or those in emerging MICE destinations have less access to advanced technology – further complicate adoption. The solution lies in both capacity building and partnerships. For instance, Thailand’s MICE authorities and educational institutions could collaborate on targeted AI training programs to reskill and upskill the current workforce, and industry associations might establish knowledge-sharing initiatives to help spread expertise among MICE practitioners. By strengthening human capital in this way, the sector can better leverage AI tools. Gaining stakeholder buy-in is equally important: change management and clear demonstration of AI’s ROI can help convince traditionalists of its value. In sum, addressing the talent shortage, cost barriers, and the need for organizational change is crucial for sustainable AI integration.

5. Long-Term Industry Evolution: The adoption of AI is part of a larger digital

transformation journey for Thailand’s MICE industry. In the long term, we may see a convergence of AI with other emerging technologies – like the Internet of Things (IoT) for smart venues, or AR/VR for immersive event experiences. This discussion thus situates AI not as a standalone trend but as integral to the “Smart MICE” ecosystem. For instance, a future convention in Bangkok might use IoT sensors for crowd management, feeding data to AI systems that in turn adjust air conditioning or direct attendees to less crowded areas – creating a fully integrated intelligent environment. Similarly, VR and AR combined with AI could offer hybrid event experiences that are highly personalized and interactive. In this evolutionary perspective, AI is one piece of a broader tech-driven overhaul of how events are run. Importantly, as these technologies advance, the human element should remain central. In conclusion of this discussion, the integration of AI in Thailand’s MICE tourism appears not only beneficial but increasingly indispensable. It aligns with Thailand’s broader digital economy goals and responds to the evolving expectations of international event organizers and attendees. The key to success will be human-centric implementation – keeping the focus on how AI can enhance human experiences and decisions. By addressing challenges through training, investment, and ethical practices, stakeholders can ensure that AI serves as a powerful ally in writing the next chapter of Thailand’s MICE success story. “Say hello to a better way of MICE industry,” as one report optimistically put it (Thailand Convention & Exhibition Bureau, 2019), suggests that those who embrace AI early and wisely will lead the way. Thailand’s MICE sector is well-positioned to do so, provided it continues on its current trajectory of innovation-friendly policies and proactive knowledge-sharing within the industry.

Conclusion

Artificial Intelligence is redefining what it means to plan and experience MICE events, and Thailand’s MICE tourism sector is actively engaging with this transformation. This study set out to examine the role of AI in Thailand’s MICE industry and found that AI technologies are yielding tangible improvements across multiple dimensions of MICE

tourism. In summary of the main findings, AI enhances operational efficiency (through automation of tasks like event check-in, scheduling, and customer service), elevates attendee experiences (via personalization, matchmaking, and interactive tools), and provides deep analytics that inform strategic decisions for event stakeholders. These benefits collectively help Thailand deliver MICE events that are more efficient, enjoyable, and insight-driven, thereby strengthening the country's value proposition as a leading MICE destination in the Asia-Pacific region.

The implications of these findings are significant for all stakeholders in Thailand's MICE sector. Event organizers and venues are encouraged to adopt AI solutions that fit their needs – for instance, implementing chatbots for attendee engagement, using AI-based analytics to understand client feedback, or collaborating with tech firms to incorporate facial recognition systems for large events. By doing so, they can improve service quality and differentiate their offerings in a competitive market. Destination management organizations and policymakers (like TCEB and the Ministry of Tourism) should continue to champion digital innovation by providing support and incentives for AI adoption. This could include funding pilot programs, facilitating training workshops on AI for MICE professionals, and ensuring that digital infrastructure (such as high-speed internet at event venues and open data platforms) is in place to support advanced technologies. As the Thai government's "Quick Win AI" policy indicates, there is high-level recognition of AI's importance; translating that into sector-specific action for MICE will be critical.

At the same time, stakeholders should approach AI adoption with strategic forethought and caution. Investment in AI should be accompanied by investment in people – developing the digital skills of the workforce and potentially creating new roles (such as data analysts in event companies) to maximize the utility of AI tools. Stakeholders should also collaborate to share data and best practices in ways that respect privacy but allow collective learning. For example, hotels, venues, and TCEB could maintain aggregated industry benchmarks for key metrics (like average attendee satisfaction or average check-in time) and track how AI implementations help improve those benchmarks. From an academic perspective, this article contributes to the emerging discourse on "smart tourism" and MICE 5.0 by providing a case-based analysis of AI

integration in an Asian MICE context. It helps fill a knowledge gap by illustrating how advanced technologies intersect with local industry conditions and by highlighting the importance of human capital and policy support in successful tech adoption. These insights extend current theoretical understandings of tourism innovation and offer a foundation for future research on technology-driven transformations in the MICE industry. Ultimately, AI's promise for Thailand's MICE tourism will be realized through a balanced approach – one that embraces innovation and efficiency while upholding the personal touch, data ethics, and collaborative spirit that underpin sustainable growth in the events sector.

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