

Thailand Launches 'Meet Well in Thailand' Campaign Showcase of Thriving MICE Ecosystem

Thailand Launches "Meet Well in Thailand" Campaign Showcase of Thriving MICE Ecosystem Delivering Greater Values for Planners and Visitors

BANGKOK, THAILAND, November 19, 2025 /EINPresswire.com/ -- The Thailand Convention and Exhibition Bureau (Public Organization), or TCEB, unveiled at IBTM World 2025 "Meet Well in Thailand", a landmark campaign that showcases the power of collaboration between government agencies and the private sector across Thailand's thriving MICE ecosystem.

Rolling out across the country throughout 2026, the campaign unites more than 130 Thai service providers nationwide to deliver enhanced values and enriched experiences for MICE planners and business travellers.

Mrs. Supawan Teerarat, President of TCEB, said, "The 'Meet Well in Thailand' campaign reflects how far our MICE ecosystem has evolved. Built on strong collaboration, it leverages the expertise and resources of diverse stakeholders for maximising event outcomes and return on investment. The initiative not only creates unprecedented value for MICE planners and travellers but also strengthens the positioning of Thailand, showcasing our world-class products and hospitality and highlighting the country's unique offerings. It empowers planners to deliver outcomes that go far beyond a successful business event."

Set to roll out in 2026, the campaign is designed by bringing together more than 130 Thai service providers across the country. It offers the widest range of privileges and special deals ever, spanning wellness programs, accommodations, dining, off-site venues, transportation, shopping, workshops, localised experiences, low-carbon activities and cultural attractions.

The service providers joining the campaign are in 14 city destinations in all four key regions of



TCEB Media Briefing at IBTM 2025; Launch of Meet Well in Thailand Campaign

the country: five established MICE Cities and nine high-potential destinations. It features world-class and award-winning service providers, including 40 five-star hotels and resorts, four wellness establishments, and four leading shopping malls. Highlights of the special deals include up to 20 per cent off wellness programs, 40-80 per cent discounts on shopping, and special group rates for every 15 rooms booked, offering planners and visitors exceptional value and opportunities to maximise return on experience from Thailand's hospitality and local cultural diversity.

The launch of Meet Well in Thailand campaign marks a milestone in TCEB's initiative to build a stronger and more connected MICE ecosystem to deliver greater values. The special deals offered in a vast number of city destinations are reinforced by the fact that a series of flagship international events in 2026 are scheduled to take place not only in Bangkok but also in other regional cities. These include Global Sustainable Tourism Conference, Global Wellness Summit and InterPride's 2026 General Meeting & World Conference in Phuket, the Spartan SUPER World Championship in Chiang Rai and Tough Mudder in Pattaya.

"This is the opportunity for those attending global events in cities across Thailand can maximise privileges under the campaign. For planners, Thailand now has a solid foundation of more capable cities for future events. They have a wider range of destination options that can be tailored to their agendas and interests or combined with scheduled flagship events in each host city, creating more value and flexibility for every MICE program," said Mrs. Supawan.

For more information, contact TCEB at: pr@tceb.or.th

Meet in Thailand
Your Success, Your Moment

About TCEB

A LEADING AGENCY AT THE FOREFRONT OF THAILAND'S MICE INDUSTRY

Established in 2004, Thailand Convention & Exhibition Bureau (Public Organization) or TCEB – the government agency under the supervision of the Prime Minister – has been assigned a role to



promote, support and develop business events industry – corporate meetings, incentive trips, conventions, exhibitions, mega events and world festivals. Serving as a strategic partner, TCEB helps deliver creative ideas and solutions to bring success and fulfill the requirements of business events. The overarching goal is to drive Thailand to become a global MICE and mega events destination that can drive the country's strategic industries and national economy.

Thailand Convention and Exhibition Bureau
(TCEB)

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/868456469>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.