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Thairath Money

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IMPACT วางแผนดึงลูกค้าจีน จัดอีเวนต์เพิ่ม ดันรายได้โต 20% เล็งขาย 2 โรงแรมเข้ากองฯ ปีหน้า

ทิศทางอุตสาหกรรม MICE ในเมืองไทยมีแนวโน้มเติบโตต่อเนื่อง จากกิจกรรมทางเศรษฐกิจที่กลับมาอีกครั้งหนึ่ง โดยเชื่อมั่นว่า ปี 2568 ไทยจะมีรายได้จากอุตสาหกรรม MICE จะมีรายได้มากกว่า 2 แสนล้านบาท โดย IMPACT GROWTH REIT หนึ่งในผู้เล่นสำคัญในตลาดนี้ มองว่าการเติบโตของรายได้จะอยู่ในระดับ 20% และพร้อมที่จะดึงกลุ่มลูกค้าต่างชาติ โดยเฉพาะชาวจีนเข้ามาเที่ยวในเมืองไทยมากขึ้น

พอลล์ กาญจนพาสน์ ประธานเจ้าหน้าที่บริหาร บริษัท อิมแพ็ค เอ็กซ์ซิชั่น แมเนจเม้นท์ จำกัด ผู้บริหาร อสังหาริมทรัพย์กองทรัสต์ของทรัสต์เพื่อการลงทุนในอสังหาริมทรัพย์อิมแพ็ค โกรท (IMPACT GROWTH REIT) หรือ IMPACT เปิดเผยว่า กองทรัสต์ IMPACT ประเมินการเติบโตของธุรกิจในปี 2567-2568 จะมีการเติบโตอย่างต่อเนื่อง จากการจัดอีเวนต์ที่กลับมาเทียบเท่ากับช่วงก่อน Covid รวมถึงการเปิดตลาดดึงกลุ่มลูกค้าต่างชาติเพิ่มขึ้น โดยตั้งเป้าหมายจะมีรายได้เติบโต 20%

“ธุรกิจอีเวนต์ในปีหน้าเรามองว่าจะเติบโตได้ดี โดยคาดว่ารายได้จะเติบโต 20% ผลจากการจัดอีเวนต์ที่เพิ่มขึ้น และในขณะเดียวกัน ยังมีแผนที่จะดึงลูกค้าจากต่างประเทศเข้ามาเพิ่มขึ้น”

คลิกอ่านต่อใน Comment

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Transitions

IMPACT Exhibition Management Co., Ltd unveils plans to build a Smart City, Expanding its base to host world-class events and concerts, along with the Sky Entrance project set to be completed next year

IMPACT unveils its "Business Direction 2024 - 2025," announcing growth strategies to support the MICE industry, events, conferences, and world-class concerts with a robust lineup ahead. Paul Kanjanapas is shaping the IMPACT empire towards a Smart City vision, while the Sky Entrance construction project, connecting the Pink Line railway station and the IMPACT Challenger building, is expected to be completed by February 2025. This project serves as another factor supporting the growth opportunities of IMPACT GROWTH REIT, ASEAN's largest exhibition and convention center with a leading market share. The company is aggressively expanding its customer base, focusing on international events, particularly from China and India, as well as world-class overseas concerts, while capitalizing on strong trends from Korea and continuously rolling out major events.

Mr. Paul Kanjanapas, Chief Executive Officer of IMPACT Exhibition Management Co., Ltd., Property Manager of IMPACT GROWTH REIT (Real Estate Investment Trust) or IMPACT, the largest exhibition and convention center leader in Thailand and Asia, disclosed that the company was ready to drive growth by setting a 3–5-year vision to expand the IMPACT empire towards becoming a SMART City. The expansion plan includes incorporating technology to enhance comprehensive services for meetings, exhibitions, concerts, and various activities. With complete facilities and improved accessibility through connection to the Pink Line monorail extension project, this will serve as a significant support factor for the vibrant mega-events landscape in 2025.

However, with the MICE industry showing growth trends, particularly in 2025, and receiving government support, data from the Thailand Convention and Exhibition Bureau (TCEB) for fiscal year 2024 (October 2023 - September 2024) indicates continuous growth in the MICE sector. It is anticipated that in 2025, Thailand will generate revenue of 200 billion baht from the MICE industry, reflecting opportunities to establish the country as the largest event hub in the region. IMPACT's strategy for the next 3–5 years, in addition to expanding its domestic customer base, includes increasing global market penetration.

IMPACT's strategy for the next 3-5 years, in addition to expanding its domestic customer base, includes increasing penetration into international markets. This is reflected in the overview of the Entertainment sector, which generated approximately 224 million baht in 2019 and is expected to reach about 380 million baht by the end of 2024, representing a 70% increase, particularly in concerts and music festivals that have vigorously resumed post-COVID.

Another significantly growing highlight is the Incentive tourism sector, which generated 123 million baht in 2023 and is expected to double to approximately 250 million baht by year-end. However, Global Conventions are under discussion and awaiting further confirmation. Meanwhile, the Exhibitions segment continues to grow in line with economic conditions and is expected to improve continuously, with more major events anticipated.

"IMPACT is a globally recognized convention and event center. In the future, we will expand our customer base into new markets, including the Incentive Entertainment Exhibition, which typically involve high spending, especially in the rapidly growing Chinese market. For example, at last year's MOTOR Expo, we had seven Chinese brands exhibiting at IMPACT; this year, in 2024, we expect 19 brands, demonstrating exponential growth and full utilization of hall space. We're also focusing on new markets such as India, Vietnam, and Korea. Regarding IMPACT's overall business, comprehensive management and services create added value for the trust. As the trust celebrates its 10th anniversary in 2024, we are confident that IMPACT GROWTH REIT is a stable trust. Many major events are held here, and even during the COVID crisis, we maintained annual dividend distributions while still having opportunities for future growth," said Mr. Paul.

Ms. Wanphen Mungpiensagul, Managing Director, RMI Company Limited, REIT Manager of IMPACT Growth Real Estate Investment Trust (IMPACT GROWTH REIT), the leading provider of comprehensive convention, exhibition, and event venues, revealed that over the past 10 years, the trust had demonstrated stable growth and consistent annual dividend distributions to unitholders. This success is achieved through the management of four investment properties located in IMPACT Muang Thong Thani, covering a total area of 479,761 square meters, with a net exhibition space of 122,165 square meters. The properties include IMPACT Arena, IMPACT

Challenger (Halls 1-3), IMPACT Forum (Hall 4), and the IMPACT Exhibition and Convention Center Muang Thong Thani (Halls 5-12).

With IMPACT's distinctive position as the largest exhibition and convention center in Thailand and Asia, and as the first and only convention center REIT in Thailand, it holds a leading market share of over 50% in domestic meetings and exhibitions. The customer base is diverse, with the fiscal year 2023 (ending March 31, 2024) showing private sector events at 57%, government events at 21%, and international events at 22%, reflecting trust and effective business risk diversification.

The average total occupancy rate is nearly 50% as of Q1 2024/2025 (April - June 2024), with an average rental rate of 85.8 baht per square meter, showing an increase in venue utilization compared to the past three years.

However, the overall event landscape shows expansion trends, including major international events scheduled for this year and next. The target for the fiscal year 2024/2025 (ending March 2025) is set for revenue growth of approximately 25% from the previous year's total revenue of about 1,752 million baht, approaching pre-COVID-19 levels.

Regarding the progress of the Sky Entrance project, construction has reached 62.6% completion (as of September 2024) and is expected to be finished by February 2025. This indoor walkway will connect the MT-01 railway station (IMPACT Muang Thong Thani Station) with the IMPACT Challenger building. As one of the main assets invested in by IMPACT REIT, it will facilitate business expansion and create new opportunities in the future.