

# Healthy City Conventions Development, Beyond COVID-19 Recovery for Khon Kaen MICE City

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## ABSTRACT

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This article examines COVID-19's effects on Thailand's MICE business and suggests ways to revive it. The pandemic-imposed global travel restrictions reduced cross-border market activity by 90% and local economic activity in Thailand by 60% by early 2021. Thai authorities established a 1.5 billion Baht scheme to boost domestic tourism through local festivals. The MICE industry fell 70% despite these efforts. Thailand continued to host events while neighbouring countries suspended them. If sufficient immunisations are available, the MICE sector might produce 23 billion Baht in 2021 at a 3.5% growth rate. The "Thailand Log-in Event" aimed to revive the industry by 2025 to pre-epidemic levels. The epidemic has led to health-conscious treatments and cutting-edge technologies in MICE events. Thai medical and wellness tourism is rising due to initiatives to include traditional Thai medicine, increase spa and wellness services, and improve medical tourism goods. Khon Kaen University is building a medical centre to host worldwide health conferences. Despite the obstacles, these policies aim to boost economic growth and make Thailand a global event and medical tourism powerhouse. The long-term efficacy of health-conscious MICE events, digital change, and geographical comparisons are research gaps.

**Keywords:** Healthy City, Conventions, COVID-19 Recovery, Khon Kaen MICE City