

MICE in Mission Mode

- **Hon'ble Prime Minister Shri Narendra Modi** ji highlighting the need for strategies to develop **conferences and wedding destinations** holistically to achieve the optimum economic and social benefits.
- The mention of **conferences and wedding destinations** in his address was particularly heartening for the MICE sector.
- Development of world class infrastructure for conferences across the country will need to include more convention & exhibition centres, hotels, roads, convenient connectivity and the whole ecosystem specially in tier 2 and 3 cities for the economic benefits in terms of revenue generation and employment.





Destination Wedding : New MICE

BUSINESS EVENTS :
MEETINGS, INCENTIVES,
CONFERENCES,
EXHIBITIONS

SOCIAL EVENTS :
DESTINATION
WEDDINGS, SPORTS
EVENTS, FAIRS &
FESTIVALS

5TH LARGEST
ECONOMY (USD 3.7
Trillion in 2023-RBI)

2ND HIGHEST
SPENDERS in
Tourism (app. USD
30 Billion in 2019)



WHY MICE TOURISM ?

1

- Target High Yield tourist to increase average spent from USD 1700 to USD 5100.

2

- Significant market segment & important contributor to national economies through Revenue Generation and Employment opportunities specially in Tier 2 & 3 cities. The strongest direct correlation to local GDP more than any other sector of tourism.

3

- * MICE tourism offers many other benefits to the economies such as business opportunities, dissemination of knowledge and providing of training, skill upgradation etc.

4

- * MICE tourism is beneficial for offsetting the low season for airlines, hotels, catering and so forth when the leisure tourism is not at its peak. Thus, undesirable social effects of seasonal tourism such as migration, temporary employment, and job instability can be avoided.



WHY MICE TOURISM ?

5

* MICE tourism offers many other benefits to the economies such as business opportunities, dissemination of knowledge and providing of training, skill upgradation etc

6

* The MICE sector also helps increase local government and private sector investments that result the up-gradation of the general hospitality environment of the destination country.

7

* Converting MICE travellers into leisure travellers. MICE travellers can extend their stay, can be accompanied by their partner or can return with their family or friends

8

* India has progressed rapidly in the areas like Information Technology, Medicine and Scientific research and has high quality knowledge resources in these fields, an imp factors for MICE.

Snapshot : Destination Weddings

Global Size

USD 1.03 Trillion

Asia Pacific

USD 300 Billion

Destination
Wedding India

USD 50 Billion

Wedding Days

105 days





Why India will focus more on Weddings

Incredible India

MEET in INDIA



- ◆ An opportunity to tap 32 million NRIs & PIOs from across the world to promote Weddings In India.
- ◆ India's diverse culture attract all faith and all religions. Every destination has a lot to offer to every potential.
- ◆ The accessibility and ease of arrangements makes the decision easier . Connectivity, Luxury accommodations Heritage Hotels, Luxury trains, River cruises make it perfect.
- ◆ Provision of Special Marriage Act. Take you Wedding vows in India, the land of eternal love....



Why Indian Destinations Will focus more on Weddings



- ◆ Weddings are planned few months in advance once booked it's confirmed in few cases the dates are blocked and paid two years in advance
- ◆ Weddings have schedules from 2 days minimum to 07 days
- ◆ The wedding planners are more dependent upon locals for support system
- ◆ Weddings use maximum local resources and give push to the local economy hence playing a vital role in community empowerment
- ◆ Weddings can be done at unique places which is plenty in India.



Key Challenges in Development of MICE

Lack of focused
Approach on
MICE

Lack of proper
Information &
Intelligence

Ease of Doing
Business

High Tax
Structure and
Cost

Lack of
Institutional
Support

Safe & Secure
Location

Lack of Bidding
Support

The Current Pain Points of MICE Industry

- Enhance x Evaluate x Emerge from Current MINDSET (MICE is not NICHE Tourism)
- PPP requires reciprocal commitment
- A structured agile marketing campaign
- AI & Digital Innovation is vital
- Legacy will be the new narrative
- Internal Re-Skilling.... A process (CCS)
- Government support is required more than ever



*Picture taken by Waikin Wong, ICCA AP
HoloPresent, ICCA Congress 2020, Kaohsiung*

Incredible India

Together we can....

- Create India's own story and let the meetings world know
- Bid and invest in hosting future international events
- Health Protocol, Accessibility and Government policies on Tourism
- Let ICPB play the effective role as National Convention Bureau with financial support.



The Potential Meetings for India



1105 profiles



- *Meetings not held in India for the last 15 years*
- *With a Local Representative based in India*

Incredible India

 MEET in INDIA



Thank you