MICE - A New Paradigm for Tourism

8th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy
Bali, 28 April to 1 May 2014.
Ulaanbaatar city
Territory: 1.5 million Sq km
Population: 2.9 million
Geographic Position: Mongolia lies in Central Asia and borders with Russia and China
State: Parliamentary republic
Capital city: Ulaanbaatar (about 1.3 million residents)
Language: Mongolian
Religion: Buddhism is dominant (94%) with some elements of Christianity, Muslim and Shamanism
Economic activity in Mongolia has traditionally been based on agriculture and livestock. Mongolia also has extensive mineral deposits: copper, coal, molybdenum, tin, tungsten, and gold account for a large part of industrial production. Mongolia has counted over 45 million livestock. (2013)
Mongolian culture

- Nomadic way of living
- Buddhism
- European culture effect
MONGOLIAN PEOPLE
Mongolian Tourism Impact

Tourist Number 3 years
- 457,514 in 2011
- 475,917 in 2012
- 417,000 in 2013

Tourism Sector Income
- 283 Million USD in 2011
- 286 Million USD in 2012
- 263 Million USD in 2013
- 4% GDP of Mongolia
Background of tourism industry

- 520 tour operator companies
- 5 travel agencies
- 390 hotels, 65 star rated hotels
- 375 tourist camps
- 5 domestic and 6 foreign airlines
- Over 30 non governmental organizations
- 24500 personals directly work in tourism sector; it is 3% of total labor force in Mongolian market.
Tourism events

• New Year’s First Sunrise Tour
• Lunar New Year Tour
• Nomad’s Day
• International Skating Marathon
• Reindeer’s /Tsaatan/ Festival
• Khuvsgul Cup-Ice Fishing Competition
• Camel’s Festival
• Golden Eagle Festival
• Naadam national festival
• Mongolia ITM International Tourism Fair
• “Deeltei Mongol” traditional costume parade
NEW TOURSIM POLICY

Ministry of Culture, Sports and Tourism, a part of the Central Government body which was newly established in 2012.

The Ministry is currently working on drafting the tourism law of Mongolia and the law is planned to be discussed by the Cabinet by the end of May.

In drafting of the new law the Ministry worked with UNWTO closely. We have studied other countries’ tourism laws and have received many valuable tips and advices from the good experts of UNWTO.
Mongolia is going to participate in “ITB-Berlin 2015” as the partner country. As you are aware, ITB Berlin is one of the biggest International tourism exhibitions of the world.

Following the partnership with “ITB-Berlin 2015”, we are planning to declare 2015 and 2016 “Visit Mongolia year”.
Prior to our partnership with ITB Berlin, we have developed our new National Branding, in cooperation with CNN task force marketing team: “Mongolia. Nomadic by Nature.”

For advertisement purposes we are working together with CNN and TripAdvisor LLC to cooperate with them starting this year. We expect ITB Berlin channels to be another good advertising platform.
Our new Portal Site

www.Mongolia.travel
Mice tourism in Mongolia
## Hotels in Mongolia

The number of hotels in Mongolia (as of 2012)

<table>
<thead>
<tr>
<th>Number</th>
<th>Rated (has stars)</th>
<th>Number of bed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>390</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17506</td>
</tr>
</tbody>
</table>

Luxury hotels to be built in near future

<table>
<thead>
<tr>
<th>Name</th>
<th>Rating</th>
<th>Number of rooms</th>
<th>Expected to open in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radisson Blue Hotel</td>
<td>4-5 star</td>
<td>171</td>
<td>2016</td>
</tr>
<tr>
<td>Hyatt</td>
<td>4-5 star</td>
<td>131</td>
<td>2016</td>
</tr>
<tr>
<td>Hyatt Regency Ulaanbaatar</td>
<td>4-5 star</td>
<td>259</td>
<td>2016</td>
</tr>
<tr>
<td>Sheraton Ulaanbaatar</td>
<td>5 star</td>
<td>300</td>
<td>2016</td>
</tr>
<tr>
<td>Shangri-La Hotel</td>
<td>5 star</td>
<td>273</td>
<td>2015</td>
</tr>
</tbody>
</table>
Five star hotels

Terelj Hotel

Discover pure luxury in the wilderness, immersed in Mongolia's Gorkhi-Terelj National Park.
Blue Sky Hotel

Ulaanbaatar Hotel
7th Ministerial Conference of the Community of Democracies
- The 32\textsuperscript{nd} FAO (Food and Agricultural Organization of the UN) Regional Conference for Asia and the Pacific – March 2014. High ranking officials of Asia, Pacific’s 46 Countries’ delegation participated in this Conference.
- International Travel Mart of Mongolia (ITM) – March 2014.
- HoReCa Ulaanbaatar 2014 (Hotel, Restaurant and Catering) – April 2014
The 32nd FAO Regional Conference for Asia and the Pacific

(Ulaanbaatar, Mongolia, March 10-14, 2014)
MICE Capacity Building

- The government, the ministry and respective agencies work closely with the tourism and hospitality sector representatives and other concerned stakeholders in order to promote and develop tourism in Mongolia.
- Standards and regulations are developed and enforced in order to improve the quality and competitiveness of the products and services in the tourism sector.
- The government allocates substantial amount of money in building capacity among ministry staff and experts.
Current challenges affecting MICE in Mongolia

- The number of individual travelers are still dominant in Mongolian tourism sector.
- Poor development of infrastructure.
- Currently, the country does not have specific budget for MICE tourism related activities and initiatives.
- Limited number of tour products and travel destinations.
- Scarcity of tour products and services directed towards business or MICE travelers.
- Lack of large convention and exhibition facilities.
- Shortage of top-end hotels and accommodation.
- Lack of capacity to host large-scale events and conferences.
- Lack of strategies, policies and guidelines directed at developing and improving MICE tourism.
- Lack of appropriate funds and initiatives directed at developing and improving MICE tourism.
Future Plans for MICE in country

- At national level, it is only recently that the MICE tourism has been recognized as a new and increasingly important component of tourism in Mongolia.
- However, at tour operator level, companies have been actively engaging in MICE tourism since 2005 and offering related tour products, including incentive and expat oriented, tailor-made tour products.
- One of the first steps in developing MICE tourism in Mongolia will involve supporting the initiatives by relevant tourism and hospitality companies.
- Furthermore, the Ministry of Culture, Sport and Tourism will continue sending its experts and staff to MICE related international trainings, workshop and conferences in order to build capacity among respective staff on MICE tourism.
Opportunities and Needs

- Advantage of geopolitical location.
- International conferences and exhibitions
- Sports and cultural events
- Economic forums (especially on mining sector.)
- Marketing plan as well as infrastructure such as new hotels, fair grounds, exhibition halls et cetera.
- Human resources with language proficiency and hospitality training.
WELCOME TO MONGOLIA
Thank You for Your attention!

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