MICE – A new paradigm for tourism
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
A journey of the mind and soul

It is a journey of six senses

It is the journey of self-discovery

It is a journey of self-fulfillment

Needs more than one lifetime to experience
Indian Tourism Scenario

- Tourism the largest service industry
- Recognized as important instrument for economic development and employment generation
Indian Tourism Scenario

<table>
<thead>
<tr>
<th></th>
<th>GDP</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Contribution</td>
<td>Contribution</td>
</tr>
<tr>
<td>2009-10</td>
<td>6.80%</td>
<td>10.2%</td>
</tr>
<tr>
<td>2010-11</td>
<td>6.68%</td>
<td>10.78%</td>
</tr>
<tr>
<td>2011-12</td>
<td>6.74%</td>
<td>11.49%</td>
</tr>
</tbody>
</table>

(Based on TSA (as on 14.03.2014))
Foreign Tourist Arrivals (FTAs)

India’s share in Global pie of tourist arrivals 2012
World Position 2012

- Growth of FTAs to India in 2012
  - 6.58 Million (4.3% annual growth rate)

- World Annual Growth Rate
  - 4.0%

0.64%
38th
Strategy for Tourism Development

• Consolidate on the established products like culture and heritage

• Develop new Niche Products like MICE, Medical and Wellness, Adventure, Films, Cruise etc.
MICE – An Indian Context

- Identified as a Niche Product
- Special Focus being given for development
Vision

Make India the most preferred MICE destination
Strategies

• India Convention Promotion Bureau already set up

• Marketing Development Assistance given to MICE promoters

• Assistance given for bidding
SWOT Analysis of Indian MICE Sector

**Strengths**

- India 365 day destination
- Variety of destinations and varied products to enhance MICE product
- State of the Art Facilities
- Trained English speaking persons power to backup the product
- India’s strategic location
Weaknesses

- Late starter
- MICE facilities not evenly spread
- Large convention facilities still located in large metros
- Still not known as a leading MICE destination
Opportunities

• India can become leading MICE destination
• Can earn large revenue and generate new employment opportunities
• Can offer variety of options
• Can be very price competitive
  ▪ Indian MICE can become a formidable product combined with other attractions
Threats

• Competition from other South East, Middle East and East Asian Nations

• Competitors have first mover advantage and can price the product effectively

• Competitors can consolidate on their brand
### MICE GROWTH - Ranking for India

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Year</th>
<th>MICE Events</th>
<th>Total Meetings</th>
<th>India’s Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2011</td>
<td>125</td>
<td>10070</td>
<td>Overall 33rd Ranking</td>
</tr>
<tr>
<td>2.</td>
<td>2012</td>
<td>150</td>
<td>11156</td>
<td>Overall 25th Ranking</td>
</tr>
</tbody>
</table>

Source: ICCA (International Congress and Convention Association) annual report 2012
New Initiatives - Services

- Convention Promotion Boards being set up at state levels
- Enhanced cooperation between Federal and State Governments to give speedy clearances
- VISA facilitation in terms of ETA
- Enhance Human Resources for the MICE sector
New Initiatives - Infrastructure

• Construct new convention and exhibition centers

• Spread MICE facilities evenly

• Improve air and road connectivity further
• Promote India as MICE destination aggressively through Road Shows, participation in MICE events

• Provide facilities to stakeholders in the form of Marketing Development Assistance for effective marketing
Develop a 360 degree approach to promote MICE Tourism