

Government of India  
Ministry of Tourism  
Niche Tourism Division

No. NT-1101/1/2021

Dated: 14.06.2021

Subject: ***Draft National Strategy and Roadmap for Promotion of MICE Industry in India.***

MICE is an acronym for Meetings, Incentives, Conferences and Exhibitions. MICE is one of the important segments of business tourism, which also overlaps with leisure tourism. It is one of the fast-growing segments and brings several advantages to the country. Despite having huge potential, India's position is relatively low with just about 1% of global MICE business. On the other hand, India has a huge outbound MICE market and growing significantly.

2. Ministry of Tourism has recognized the immense potential of MICE and has been actively working on promotion and development of this niche area of tourism. The Ministry of Tourism had accordingly formulated a ***Draft National Strategy and Roadmap for Promotion of MICE Industry in India***, which can be accessed from the following link:-

<https://tourism.gov.in/sites/default/files/2021-06/Draft%20Strategy%20for%20MICE%20tourism%20June%2012.pdf>

3. In order to make the document more comprehensive, Ministry of Tourism invites feedback/comments/suggestions on the draft National Strategy and Roadmap. The comments should be received in the Ministry of Tourism **by 30<sup>th</sup> June, 2021** at e-mail IDs :[js.tourism@gov.in](mailto:js.tourism@gov.in), [bibhuti.dash72@gov.in](mailto:bibhuti.dash72@gov.in), [prakash.om50@nic.in](mailto:prakash.om50@nic.in). Thereafter, the Ministry will proceed further to finalize the draft strategy document.

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