

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.*187
ANSWERED ON 02.08.2021**

NATIONAL STRATEGY FOR MICE

***187. SHRI MAGUNTA SREENIVASULU REDDY:
SHRIMATI CHINTA ANURADHA:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is considering to adopt a national strategy for Meetings, Incentives, Conferences and Exhibitions (MICE) which is one of the important segments of business tourism;**
- (b) if so, the details thereof;**
- (c) the details of India's share of Global market in this MICE segment of business tourism at present; and**
- (d) the proportion of Indians going abroad or outbound for such tourism and the details thereof?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): A statement is laid on the table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*187 ANSWERED ON 02.08.2021 REGARDING NATIONAL STRATEGY FOR MICE

(a) & (b): Ministry of Tourism has recognized Meetings, Incentives, Conventions and Exhibitions (MICE) as a 'Niche Tourism' product in order to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination.

In order to position India as MICE destination in the world and a hub of mega conferences and exhibitions, Ministry of Tourism has formulated a draft 'National Strategy and Roadmap for MICE Industry'. The strategy document covers the following key pillars:

- (i). Institutional support for MICE**
- (ii). Developing Eco-system for MICE**
- (iii). Enhance competitiveness of Indian MICE industry**
- (iv). Enhance ease of doing business for MICE events**
- (v). Marketing India as a MICE destination**
- (vi). Skill development for MICE industry**

In order to make the document more comprehensive, Ministry of Tourism has invited feedback/ comments/ suggestions on the draft National Strategy and Roadmap from concerned Central Ministries, all the State Governments/ UT Administrations and industry stakeholders.

(c): The Ministry of Tourism had commissioned a study on 'MICE Market in India and the Role of ICPB in Promoting MICE Tourism Products' through a professional agency in 2019. The Report has estimated 0.96% as India's share of the global MICE industry.

(d): Ministry of Tourism does not maintain data on outbound MICE tourism.
