

LOK SABHA
UNSTARRED QUESTION NO.174
ANSWERED ON 29.11.2021

**NATIONAL STRATEGY FOR MEETINGS, INCENTIVES, CONFERENCES
AND EXHIBITIONS (MICE)**

174. SHRI MAGUNTA SREENIVASULU REDDY:

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) & (b): Yes Sir.

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**

(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.
