

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION NO. \*442  
ANSWERED ON 04.04.2022**

**NATIONAL STRATEGY FOR MICE**

**\*442. DR. SANJEEV KUMAR SINGARI:**

**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 currently; and**
- (d) the proportion of Indians going abroad or outbound for such tourism along with the details thereof?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

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

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**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA  
STARRED QUESTION NO.\*442 ANSWERED ON 04.04.2022  
REGARDING NATIONAL STRATEGY FOR MICE**

**(a) & (b): Ministry of Tourism has drafted a National Strategy and Roadmap for MICE Industry. To promote the growth of MICE industry in the country and India as a MICE destination, the following strategic interventions have been identified in the draft strategy document:**

- (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 India Convention Promotion Bureau (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): Data on outbound MICE tourism is not being maintained by Ministry of Tourism.**

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