

MICE Tourism to India gets a fillip at Asia Pacific Incentives and Meetings Event (AIME), Melbourne

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Ministry of Tourism, Government of India along with various stakeholders including prominent Convention Centres in India, hotel chains, Indian Railway Catering and Tourism Corporation Limited (IRCTC) and India Convention Promotion Bureau participated at the Asia Pacific Incentives and Meetings Event (AIME) being held at Melbourne, Australia from 19th -21st February. (AIME) is the leading trade event for the meetings and event industry in the Asia Pacific region, which brings together international and local event planners and connect them with the best destinations, venues and event suppliers from around the world. MICE is also one of the niche sectors that Ministry has taken up as one of the priority areas to overcome the seasonality challenge and project India as a 365 days destination.



The Incredible Indian pavilion showcased the new Convention Centres of the country including the recently inaugurated Convention Centre at Bharat Mandapam and Yashobhoomi, Dwarka including the other facilities available in India for conducting high level International Meetings and Conferences. Dr Sushil Kumar, Consul General of India, Melbourne visited the India pavilion and interacted with the different exhibitors participating at AIME. The Indian delegation was led by Ministry of Tourism, Government of India. The participation of the Ministry at AIME reinforces the initiatives of the Ministry to promote India as a MICE destination. It provides a range of opportunities and openings for networking and influencing the targeted source market for generating leads for projecting India as a happening MICE destination in the Asia Pacific region. During its participation, Ministry of Tourism delegation interacted with several high-profile opinion leaders and decision makers to reiterate India's strengths as a MICE destination and emphasize on India's

capabilities of hosting such Conferences and events.

Besides the above, Ministry of Tourism has been continuously promoting India as an emerging MICE destination, particularly after the successful organization of several G20 meetings during its G20 Presidency. Ministry has also launched 'Meet in India', a distinct sub-brand under 'Incredible India' to promote the country as a MICE destination. The sub brand will sharpen promotional campaigns to position India as an attractive MICE destination with all prerequisites - excellent connectivity, world class infrastructure, a knowledge hub and unique tourist attractions.

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