

# Initiatives for Promoting MICE Tourism

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Development and promotion of tourist destinations and products, including MICE tourism, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, as part of its on-going activities, the Ministry of Tourism regularly promotes India as a holistic tourism destination including MICE tourism through various mediums including social media and websites.

Ministry of Tourism identified MICE as one of the important segments of Tourism. Ministry has also formulated a National Strategy and Roadmap for MICE Industry to promote the growth of MICE industry in the country including Haryana and Delhi NCR. The following Key pillars have been identified in the MICE 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

As per MICE study carried out in 2019 sponsored by Ministry of Tourism, India MICE industry is characterised by the following:

- (i) Market is sized at Rs.37,576 crore, 60 percent of which is attributable to Meetings, Incentives and Conferences
- (ii) International MIC accounts for 22% of the market size (~22%)
- (iii) 65 percent are Business to Business (B2B) events
- (iv) Meetings & Incentives form ~70% of the entire MICE segment for 5-star properties
- (v) India's outbound MICE market is one of the fastest-growing markets globally

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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**BY/SKT**

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