

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1256
ANSWERED ON 05.12.2024

INITIATIVES FOR PROMOTING MICE TOURISM

1256 SHRI KARTIKEYA SHARMA:

Will the Minister of **TOURISM** be pleased to state:

- (a) the current market size and growth potential of the Meetings, Incentives, Conferences and Exhibitions (MICE) tourism segment in India, in terms of infrastructure, employment generation, and revenue contribution, the details thereof, State-wise;
- (b) the details of measures adopted to promote India as a preferred global destination of MICE tourism; and
- (c) the details of steps being taken to promote the development of specialized MICE tourism-related skills, human resources and infrastructure in Haryana and NCR, district-wise?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): 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 segment 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
