

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.*113
ANSWERED ON 10.02.2020**

MICE TOURISM

***113. DR. SHASHI THAROOR:**

Will the Minister of TOURISM be pleased to state:

- (a) the detailed information on India's growth in Meetings, Incentives, Conferences and Exhibitions (MICE) Tourism;**
- (b) whether India is ranked low at 24th position worldwide, with only 175 out of total 12,563 international meetings in a year, as per the Federation of Indian Chambers of Commerce and Industry (FICCI);**
- (c) if so, the reasons therefor;**
- (d) the current accommodation space in square metres under MICE segment and the steps being taken to upgrade infrastructure and world-class convention centres in the country; and**
- (e) the details of 12th edition of Conventions India Conclave, the premier international meet on MICE tourism, held at Kochi from August 29-31, 2019?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (e): A statement is laid on the table of the House.

**STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA
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REGARDING MICE TOURISM.**

(a) to (b): The 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 and attract tourists with specific interests to India.

As per International Congress and Convention Association (ICCA) reports, India's global MICE industry rank (in terms of number of events held) has improved significantly since the year 2014. From 35th rank in the year 2014, India's global rank has improved by 11 positions to 24th in the year 2017. India hosted 175 such events in the year 2017 up by 50% from 116 held in the year 2014.

As per ICCA reports, India has also improved its global MICE ranking in terms of number of participants per such event from 25th in 2014 to 22nd in the year 2017. Number of participants per event in India grew by 22% from 60,132 in the year 2014 to 73,213 in the year 2017.

(c): As it can be seen from the above details that India's MICE global ranking on important parameters has steadily improved from the year 2014 to year 2017. Further, Ministry of Tourism has taken various initiatives for the growth and development of this area which includes financial assistance under Market Development Assistance to the industry stakeholders, establishment of India Convention Promotion Bureau, introduction of E-Conference visa for foreign visitors, regular promotional media campaign and assistance to MICE organisers under Champion Sector in Services Scheme.

(d): Creation of infrastructure for MICE industry is primarily done by various stakeholders from Public sector & Private sector including Hotels, Convention centres & others. Further as per the study conducted by the Ministry of Tourism, it is estimated that MICE facilities are also offered by approximately 750 four & five star category hotels and 69 Convention Centres in the country. However, the details of the major convention and exhibition centres along with approximate area is annexed at “Annexure-I”. Important upcoming convention centres with government assistance of international standard facilities includes International Exhibition-cum-Convention Centre, Pragati Maidan in Delhi and India International Convention Centre in Dwarka, Delhi.

Ministry of Tourism provides Central Financial Assistance (CFA) under Swadesh Darshan scheme to the State Governments/UT Administrations for development of tourism infrastructure including the setting up of convention centres under the existing schemes. In the year 2016-2017, Ministry sanctioned CFA of Rs.98.73 crore for construction of Convention Centre at Bodhgaya, Bihar under Buddhist Tourist Circuit.

(e): The details of 12th edition of Conventions India Conclave (CIC), International meet on MICE tourism, held at Kochi from August 29-31, 2019 is annexed at “Annexure -II”.

ANNEXURE-I

STATEMENT IN REPLY TO PART (d) OF LOK SABHA STARRED QUESTION NO.*113 ANSWERED ON 10.02.2020 REGARDING MICE TOURISM.

LIST OF MAJOR CONVENTION AND EXHIBITION CENTRES IN INDIA (REGIONWISE) ALONG WITH APPROXIMATE AREA:

CENTRAL

- **Brilliant Convention Centre Indore: 1,00,000 sq.ft=9290 sqm.**
- **Raipur Convention Centre: 20,000 sq ft. = 1858 sqm.**

NORTH

- **India Exposition Mart Ltd., Greater Noida:. 2,32,847 sqm**
- **India Trade Promotion Organization, Delhi: 2,97,687 sqm. (Proposed as part of the two phased redevelopment plan)**
- **India International Convention Centre (upcoming), Dwarka, Delhi:. 3,03,000 sqm**
- **Jaipur Exhibition Convention Centre, Jaipur: 10,000 sqm**

WEST

- **Bombay Convention and Exhibition Centre (BCEC): 45,000 sqm**
- **CIDCO Exhibition and Convention Centre, Mumbai: 13935 sqm**
- **MVIRDC World Trade Centre, Mumbai: 5025 sqm**
- **Dhirubhai Ambani International Convention and Exhibition Centre (DAICEC) in Mumbai, (Upcoming): 788,340 sqm**
- **Mahatma Mandir Convention and Exhibition Centre, Gandhi Nagar, Gujarat: 22000 sqm.**

EAST

- **Biswa Bangla Convention Centre, Kolkata: 2000 sqm.**

SOUTH

- **Bangalore International Exhibition Centre: 77200 sqm.**
- **Clarks Exotica Convention Resort and spa, Bangalore: 18580 sqm**

- **Adlux International Exhibition and Convention Centre, Kochi: 27870 sqm.**
- **Lulu Bolgatty International Convention Centre, Kochi: 9000 sqm**
- **Hyderabad International Convention Centre: 60702 sqm**
- **HITEX, Hyderabad: 39000 sqm**

In addition, there are approximately 750 four & five star category hotels including a number of chain hotels like Oberoi, Hyatt, Marriott, Taj, ITC, Accor group, Leela, Novotel, Carlson group etc. which have infrastructure and facilities for handling small to mid-range conferences and meetings (50 to 2000 pax).

STATEMENT IN REPLY TO PART (e) OF LOK SABHA STARRED QUESTION NO.*113 ANSWERED ON 10.02.2020 REGARDING MICE TOURISM.

The details of 12th edition of Conventions India Conclave (CIC), the premier international meet on MICE tourism, held at Kochi from August 29-31, 2019.

Indian Convention Promotion Bureau (ICPB) organized 12th Conventions India Conclave (CIC) from August 29 - 31, 2019 at Grand Hyatt Kochi Bolgatty, Kerala. The Conclave was supported by the Ministry of Tourism, Government of India, Madhya Pradesh Government with Kerala State Government as the Host State.

The theme of the Conclave was “Mapping the Sustainable MICE Future of India”.

The Conclave provided an opportunity to interact with the Bureau’s members who are specialists in the organization of meetings and conventions and also other suppliers. This is a group that forms the backbone of any major event taking place in the country.

12th CIC was the right opportunity for participants from many different but related disciplines to interact, seek information and share experiences. Also, with the aim of strengthening the brand positioning of ‘Incredible India’ as a MICE destination, buyers from overseas attended the Conclave to meet with suppliers from India’s MICE industry and experience the product for themselves.

The three days Conclave was attended by over 350 participants from different segments of the industry including speakers, exhibitors, delegates, sponsors, students, media, conference planners from the domestic market and overseas. The 12th Conventions India Conclave 2019 was a learning experience for all the participants over 350 which included 112 domestic and international buyers from 15 countries. 67 industry organizations displayed their products to hosted buyers, speakers and delegates. There were media personnel from 10 trade publications.

The 12th CIC successfully showcased the MICE infrastructure in Kochi and provided an opportunity for conference organizers to experience the tourist attractions of Kerala through post tours.
