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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