

MICE

Definition

MICE is an acronym for the Meetings, Incentives, Conventions and Exhibitions tourism segment.

This is therefore a business-oriented segment, involving obligatory (or non-discretionary) travel. The Incentives part of MICE is the odd one out – though it is related to business, as it is usually provided to employees or dealers/distributors as a reward, it tends to be leisure based.



Estimate of Global Market Size

Various sources report that the MICE market is worth around \$30 billion a year worldwide. Some countries rely heavily on the MICE segment – 30% of Singapore's tourism revenue is from MICE, and Malaysia is specifically targeting the MICE market, running schemes such as the Meet and Experience campaign.

Worldwide, at least 50 million trips are taken each year for MICE purposes.

Potential for Growth

The MICE segment is exhibiting encouraging growth potential, with Russia, India and China likely to drive the market. In 2006, Brazil made the International Congress and Conference Association top ten for meetings organised in that country, and was the first from the so called BRIC (Brazil, Russia, India, China – countries with rapidly growing economies) countries to do so.

Companies tend to choose meeting locations based upon their core business values and relative expensiveness. They do not stray too far from their headquarters. The incentives market is slightly more diverse with firms liable to send employees to more exotic long haul destinations. An increasing recognition that motivational programmes are important for staff retention means that the incentives market will increase in the coming years.

Whilst the MICE market is expected to continue to exhibit moderate growth, it is dependent upon the prevailing economic circumstances. A confident market will lead to more meetings and incentives whilst a nervous market is liable to have the opposite effect.

Brief Profile of Consumers

Varies considerably – although is slightly skewed towards the 30-45 age group, and around 65% male.

Main Source Markets

The main source markets are the main industrial countries in Europe and North America. However, there is significant growth from emerging markets such as Brazil, Russia, India and China.

- United States
- Germany
- United Kingdom
- France
- Italy
- Spain
- Scandinavia

Emerging Markets

- Brazil
- Russia
- India
- China

Main Competing Destinations

Destinations for MICE tourists are Influenced by safety and security. However, there is also a desire to find new destinations, although they need to be deemed politically safe to travel to.

Some of the most popular MICE destinations include:

- Vienna, Austria
- Paris, France
- Singapore
- Barcelona, Spain
- Berlin, Germany
- New York, United States

For the incentives segment, however, upmarket resort locations in areas such as Asia and the Indian Ocean are popular.

Key Tour Operators***World Incentives***

United States

<http://www.worldincentives.com>

Two Chestnut Place - Suite 320, Worcester, MA 01609

Email: info@worldincentives.com

Maritz Incentives

United States

<http://www.maritzincentives.com>

1400 South Highway Drive, St. Louis, Missouri 63099

Capital Incentives

United Kingdom

<http://www.capital-incentives.co.uk>

Carlton House, Sandpiper Court, Chester Business Park, Chester, CH4 9QE

Tel: (+44) 1244 625 331

Email: enquires@capital-incentives.co.uk

World Events

United Kingdom and United States

<http://www.worldevents.com>

Summit House, Woodland Park, Cleckheaton, West Yorkshire, BD19 6BW

Tel: (+44) 1274 854 100

Fax: (+44) 1274 854 110

Key Points for Marketing and Distribution

Websites are important - a survey found that 50% of meetings/incentives planners consulted a website for a source of information. 20% of meetings and incentives planners in the United States consulted national tourism organisations for information.

Industry specific MICE magazines aimed at companies that participate in the MICE industry include:

United States: Incentive Magazine

<http://www.incentivemag.com>

United States: Corporate Meetings Magazine

<http://meetingsnet.com/corporatemeetingsincentives>

United Kingdom: Incentive Travel and Corporate Meetings Magazine

<http://www.incentivetravel.co.uk>

Germany: TW Tagungs-Wirtschaft (circulation around 22,500 – bilingual)

www.tw-media.com

Germany: Event Partner (circulation around 20,000)

www.event-partner.de

Trade Shows

CONFEX

United Kingdom

February

Event organisers and companies that supply venues, destination and event support

IMEX
Germany
April
The worldwide exhibition for incentive travel, meetings and events
<http://www.imex-frankfurt.com>

AIME
Australia
February
Asia Pacific incentives and meetings expo
<http://www.aime.com.au>

CIBTM
China
July
China incentives, business travel and meetings exhibition
<http://www.cibtm.travel/en/index.jsp>

Additional Information

ICCA – International Congress and Convention Association
www.iccaworld.com

CIC - Convention Industry Council
<http://www.conventionindustry.org>

IACVB – Destination Marketing Association
<http://www.iacvb.org>

International Association of Exhibitions and Events
<http://www.iaem.org>

Meeting Professionals International
<http://www.mpiweb.org>

Incentives Travel Industry Online
<http://www.incentive-travel.org.uk>