

Promotion of 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 has 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. 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

Ministry has introduced 'Meet in India' as a specialized sub-brand within the 'Incredible India' campaign. This sub-brand aims to enhance promotional initiatives, showcasing India as an appealing MICE destination equipped with top-tier connectivity, cutting-edge infrastructure, a vibrant knowledge hub and a plethora of distinctive tourist attractions.

The Ministry has developed a comprehensive Digital MICE Catalogue, highlighting infrastructure and facilities across 60+ Indian cities that successfully hosted G20 meetings during India's presidency. This resource catalogue is designed to support global and national MICE planners in organizing events in India, while promoting Indian cities as premier destinations on the world stage.

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

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