

Tetiana Dupliak,

PhD in Economics, Associate Professor,

Kyiv National University of Trade and Economics,

Kyiv, Ukraine,

ORCID: 0000-0001-5187-8903

ResearcherID: N-2766-2016

THE MICE TOURISM INDUSTRYTRENDS

The article discusses the MICE tourism industrysignificance and definitions of its components. The present state of the world MICE tourism market is highlighted. Countries and cities with the highest number of international meetings are presented.

Keywords: *MICE tourism, business events, international meetings, incentives, venues.*

Relevance of research topic. MICE industry offers tourism services in which organizers and suppliers that manage and deliver meetings, conferences, exhibitions, and other related events held to achieve a range of professional, business, cultural, or academic objectives. MICE industry growth shall have a positive impact in the growth of businesses, cities, destinations, and other covered spectrums. The MICE industry size was valued at 805 billion USA dollars in 2017 and is expected to grow at a compound annual growth rate of 7.6% to reach 1,439.3 billion USA dollars by 2025 (MICE Industry by Event Type (Meetings, Incentives, Conventions, and Exhibitions): Global Opportunity Analysis and Industry Forecast, 2018–2025).

Formulation of the problem. In the view of the current situation, there is an urgent need to review existing theoretical and practical approaches of MICE tourism industry. The aim of this paper is to analyze the present state of the business tourism market in the world.

Analysis of recent researches and publications. Ukrainian scientifics as I. Andrenko, I. Biletska, N. Dehtyar, N. Kornilova, I. Prohorchuk paid attention to the MICE tourism industry. Their scientific works reveal the main causes and consequences of MICE tourism. However, this problem needs further investigation in the light of current trends.

Presenting main material. MICE is an acronym for the Meetings, Incentives, Conventions/Conferences and Exhibitions tourism segment. Business event is another definition for MICE. This may include: conferences, congresses, conventions, seminar, symposia, trade shows, incentive group events, courses, marketing events, company general meetings, product launches, corporate retreats, exhibitions, study tours or training programs (figure 1).

Key stakeholders in the MICE industry are: corporations, associations, convention and visitors bureaus, professional conference and exhibition organizers, venues, other supporting organizations.

The MICE industry generates higher spending per head compared to leisure tourism. The MICE industry reduces seasonality in tourism, as most business events occur during the off-peak seasons in tourism.

The MICE industry influence the business climate of local economy and the strategic direction of industries. MICE events are useful in terms of bringing new ideas, knowledge and insights to a country.

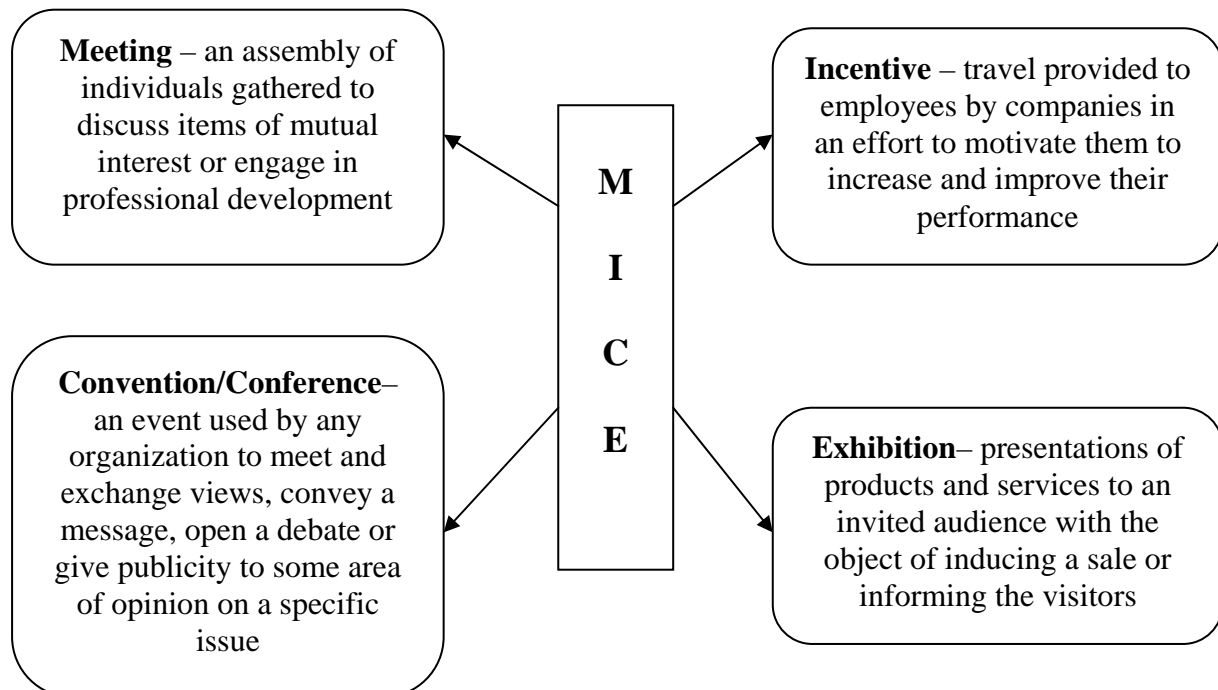


Figure 1. MICE components definitions

Source: author's research

Travel and Tourism is a key sector for economic development and job creation throughout the world. In 2018, the sector's total contribution to the global economy reached 8.8 trillion USA dollars (equating to 10.4% of global Gross domestic product). The division of overall spend is firmly weighted towards the leisure market which in 2018 accounted for 78,5% of the total compared with 21,5% from business tourism spend (World Travel and Tourism Council: Travel and Tourism Global Economic Impact and Trends 2019).

In Ukraine leisure travel spending (inbound and domestic) generated 89.4% of direct Travel & Tourism GDP in 2017 – UAH116.5bn. compared with 10.6% for business travel spending – UAH13.9bn. (World Travel and Tourism Council: Travel and Tourism Economic Impact Ukraine 2018).

According to the International Congress and Convention Association (ICCA) 52% of international meetings are held in Europe. In the second place is the region of AsiaPacific – 23%. While 11% of international meetings are held in the USA and Canada – North America region (figure 2).

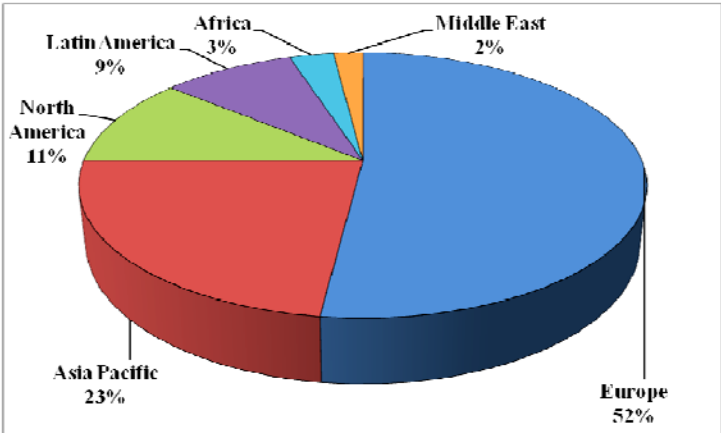


Figure 2. Number of international association meetings per region in 2018, %
 Source: ICCA Statistics Report Country and City Rankings 2018.

The USA remains in the top country spot with an estimated total of 947 international meetings. Per this ranking, Germany in second place, Spain in third and France in fourth. Ukraine took 82 place on the ranking list according to the number of held international meetings in 2018 (table 1).

Table 1

Countries and cities with the highest number of international association meetings in 2018

Country	Rank	City
USA.	947	1 Paris 212
Germany	642	2 Vienna 172
Spain	595	3 Madrid 165
France	579	4 Barcelona 163
United Kingdom	574	5 Berlin 162
Italy	522	6 Lisbon 152
Japan	492	7 London 150
China	449	8 Singapore 145
Netherlands	355	9 Prague 136
Canada	315	10 Bangkok 135

Source: ICCA Statistics Report Country and City Rankings 2018

Venue capacity is an important element for MICE industry and the resulting economic development it generates. Europe is home to the biggest number of venues (499), followed by North America (394) and Asia-Pacific (205) respectively. Globally, 61% of the venues have an indoor capacity between 5,000 and 20,000 sqm. One third (34%) of all venues globally belong to the medium-size segment, offering between 20,000 and 100,000 sqm. 62 venues (5%) have more than 100,000 sqm (table 2).

Top venues with a minimum of 200,000 sqm. in 2017

Rank	Name	City	Country	Space, sqm.
1	Messe Hannover	Hannover	Germany	463,275
2	National Exhibition and Convention Center (Shanghai)	Shanghai	China	404,400
3	Messe Frankfur	Frankfurt/Main	Germany	366,637
4	Fiera Milano (Rho Pero)	Milano	Italy	345,000
5	China Import and Export Fair Complex (Pazhou Complex)	Guangzhou	China	338,000
6	Kunming Dianchi Convention and ExhibitionCenter (DCEC)	Kunming	China	310,000
7	Koelnmesse	Cologne	Germany	284,000
8	Messe Duesseldorf	Duesseldorf	Germany	261,817
9	Paris Nord Villepinte	Paris	France	246,312
10	McCormick Place	Chicago	USA	241,548
11	Crocus Expo	Moscow	Russia	226,399
12	Feria Valencia	Valencia	Spain	223,090
13	Fira de Barcelona: Gran Via venue	Barcelona	Spain	203,106
14	Porte de Versailles	Paris	France	202,036

Source: UFI: World Map Of Exhibition Venues 2017.

Conclusion. MICE is important component of tourism development today. Every tourism destination is trying to develop MICE industry. MICE tourism generate a considerable amount of revenue and positively impacts on the host destination. In this way MICE tourism is an activity that every country should develop the year round to offset the seasonality in tourism. Ukraine has a huge potential for MICE tourism. It's important to promote and develop its MICE tourism destinations.

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