

MICE USA White Paper

Co-Authored by Ashwini Kakkar and Manoj Gursahani

Presented By





CONSULATE GENERAL OF THE
UNITED STATES OF AMERICA
Mumbai, India

November 6, 2013

Greetings from the United States Consulate General in Mumbai:

It gives me great pleasure to review this white paper on MICE travel to the United States. I want to sincerely thank Manoj Gursahani and Ashwini Kakkar for their efforts in developing this fantastic tool, which I am certain will be very useful for both travel planners and corporations as you plan your meetings, incentive, convention, and exhibitions travel.

Indeed, the United States is the ultimate MICE destination, providing safety and security, excellent convention locations, restaurants, hotels, shopping, travel options, tours, unique offsite venues, and a wide variety of adventure activities. The U.S. offers boundless possibilities to make sure that your MICE trip is the experience of a lifetime.

Best of all, my team is committed to making MICE travel planning as easy for you as possible. Officers from our Consular Section would be delighted to meet with your staff to understand your company's unique needs, help navigate the visa application process, and offer you the convenience of group appointments.

We are also working closely with the Visit USA Committee to ensure that the Indian outbound travel industry has all the support required in order to best meet your needs.

If your company is considering a MICE trip in the coming year, we would very much like to meet with your team. To arrange a meeting, or to request more information, please contact Aliasgar Motiwala at 022/2672-4275 or Aliasgar.Motiwala@trade.gov.

I encourage you to consider the United States as the preferred destination for your company's MICE travel and look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Haas', with a long horizontal flourish extending to the right.

Peter D. Haas
Consul General

My Dear Friends,

It is indeed my pleasure to present this white paper on 'Why USA for MICE'. I take this opportunity to thank our Founder President Ashwini Kakkar for his articulate thoughts and inputs that been critical to this document. My sincere thanks for my Executive Committee members for their support and guidance. Finally, thanks to Sheldon Santwan at Travel Biz Monitor for his valuable contribution and feedback to make this solid document.

Indeed, this will be the first such effort by any Visit USA Committee around the world. I am confident that this white paper will serve as a very useful guide and tool for our friends from the travel and corporate community in the MICE planning process.

Clearly, the United States offers the some of the best and affordable sightseeing, accommodation, shopping, dining, meeting and convention facilities making it a top destination. Working closely with the U.S. Embassy and Consulates, we have very ambitious plans for making the United States the number one destination for Indian tourists specifically for MICE travel.

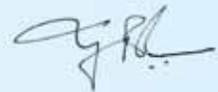
We at VUSACOM will continue to focus on promoting MICE and Edu-Tourism to the United States and to open VUSACOM chapters in Gujarat and Kolkata to service the North East region.

I am thankful for the support of the U.S. Embassy and Consulates all around India. Together, we aim to make our VUSACOM one of the best resources for information, education and networking for travel companies and corporates interested in promoting travel to the United States.

Team VUSCOM along with industry partners such as TAAI, TAFI and OTAI and with the help of Brand USA as well as our media partners looks forward to facilitate growth in travel numbers, create awareness about new destinations/ places of attraction in the US and increase interactions through program and activities with U.S. based suppliers, destinations, hotels, airlines etc.

Again, I am delighted to present this white paper.

Sincerely,



Manoj Gursahani
President
Visit USA Committee

Dear Friends,

On behalf of the Visit USA Committee – India, along with the support of the U.S. Commercial Service and the U.S. Consul-ate General – it is my pleasure to present to you an excellent research paper which clearly establishes the United States as not only the best MICE destination but also a top destination that offers smart or value buying opportunities.

I am taking this opportunity to present my views on why I believe that the United States is fast becoming the number one choice for Indian corporates for their MICE programs and activities.

In today's rapidly evolving travel and tourism scenario, The United States is fast emerging as a value destination full of rich and unique experiences. The value buying opportunities associated with this destination are widespread and exist across every aspect of the trip. I have listed below key six advantages for organizing a MICE program in the United States.

1. Visas: The moment the destination decision is taken in favor of The United States, the first step, where good value can be felt is the Visa itself. The United States is perhaps the only country that grants every visitor a ten year, multiple entry visa as compared to Europe, the United Kingdom, and most Asian countries, which offer very short term, single entry visas, or at best one year, three year or five year multiple entry visas. Even the cost of this ten year visa is Rs. 10,880/- as compared to a five year United Kingdom visa which costs Rs. 53,700/- and if the calculation is made on per year basis, the value provided by the United States visa is almost tenfold, compared to the U.K.

2. Airfare: In the years gone by, the most economical fares to the United States used to be around twice as high as the fares to Europe. This ratio has changed dramatically and whether one takes a flight in the peak season, the shoulder season or the lean season, the ratio has dropped to 1:1.2. for example, if the return fare to London from Mumbai/Delhi, is approximately Rs.50,000, then the return fare to New York from Mumbai/Delhi is approximately Rs. 61,000. Even though the distance between the latter set of cities is almost double as compared to the former set.

3. Accommodation: If we look at hotel rooms, like-for-like accommodation in Europe and UK is generally more expensive than hotel prices across The United States, not to mention the currency value gap between the U.S dollar, the Euro and the British pound. The best value buying opportunity becomes evident when one looks at branded five star properties in downtown Manhattan which cost around 300 U.S dollars per room per night (plus approximately 60 dollars in city and state taxes), whereas similar rooms in an equivalent five star property or even one of the same brand, cost approximately 100 US dollars per room per night (plus approximately 15 US dollars in taxes) in almost all the neighboring boroughs especially in the Bronx and Queens. This equation holds good across the entire United States and the costs can be substantially lower in smaller cities and throughout middle America.

4. Ground transportation: As far as ground transportation is concerned, car and bus rentals in the United States are between 25-50% cheaper than their counterparts in Europe or United Kingdom. Road experiences in the United States especially on the interstate highways and dual carriageways are a treat in themselves. Intracity transport and intercity transport on metropolitan and other trains is not only convenient, but a veritable revelation in terms of price.

5. Shopping: An area in which United States is incomparable is the domain of shopping. Outlet malls like Woodbury Common, close to New York city offer around 60% discount throughout the year on all quality and luxury products and what is even better, from time to time, they offer a sale over and above the hefty 60% discount. Similar shopping experiences exist within or close to most major cities across The U.S. For those who are interested, major department stores like Saks, Fifth Avenue, Neiman Marcus etc. have spectacular sales after Easter, after the summer season at Thanksgiving and around Christ- mas. Apart from these, discount houses and shopping clubs are there for the finding.

6. Pricing: All these value buying opportunities are available to every single traveler to The United States, but what makes the opportunity even larger is if one has a MICE or a large group movement. Most establishments will be happy to bring down prices to more moderate levels, if they see the flows of large one time business, or consistent volume flows coming their way.

I do believe that when the above price parameters, are superposed on the unmatched, once in a lifetime experiences that The United States offers, in places like Las Vegas, Alaska or NASA etc., the true value of the proposition shines through and opting for The United States Of America as the “destination of choice” becomes a “no-brainer”.

Sincerely,
Ashwini Kakkar Founder
President
Visit USA Committee - India

How Agencies Can Significantly Reduce Corporate Clients' MICE Travel Costs for US Destinations

Objective

The purpose of this paper is to analyze and overcome the challenges faced by travel agents in India, in marketing the United States of America as a cost-effective MICE (Meetings, Incentives, Conferences, Exhibitions) destination for corporate houses.

There is already high-awareness among Indians about the superior facilities available in the US for MICE events. However, there is a perception that India-to-USA travel is restrictively expensive.

Statistics reveal that a majority of Indian travellers look to travel agencies for travel and hospitality planning, over online search and friends. Many large companies have corporate travel departments or travel personnel, who finally also look to external travel agencies for travel advice and value-added services for their MICE needs.

There is a need for travel agencies operating in India to understand the current climate of the corporate travel segment and respond to its requirements.

Summary

Any long-haul destination requires some amount of motivation for MICE travelers to commit the required travel-time and costs. The Indian corporate traveler, however, already has a demonstrated penchant for travelling and a love-affair with the 'USA' brand.

MICE travel typically combines business and recreational activities, especially for long-haul destinations. Besides the state-of-the-art convention centers and business facilities available across the US for MICE travel, no other country offers quite the mix of cultural and recreational experiences that the U.S. does.

The United States of America is already the most popular destination for adventure enthusiasts. The U.S. has developed inroads to most of its natural wonders – The joys of hiking, bicycling, fishing, camping, skiing, mountain climbing, bungee-jumping, are all easily accessible.

No other country invests as much in sports. Sports fans can watch some of the best athletes in the world play in some of the most spectacular stadiums.

The U.S. has some of the best museums, art galleries, zoos and natural monuments. The U.S. has many of the world's most prized amusement parks, which house some of the tallest and fastest roller-coaster rides, and many unique themed amusement park rides.

Cities across the country offer the opportunity to hear live music across all genres – either indoors, or at outdoor concerts. The USA's food is just as diverse as its people – It's the land of the best hotdogs and hamburgers, but also the land of some of the best international cuisine.

With the corporate world pushing for down-grading of travel-related luxuries, and the Indian corporate traveler's continued fascination with what the U.S. has to offer, travel agencies in India have to work harder to offer cost-efficient MICE trips to the U.S. MICE trips often involve group-travel, and travel and hospitality companies are always willing to work out great deals for bulk buying. MICE travel characteristically requires a lot of planning, in any event, so, planning ahead of time can push costs of air-tickets, accommodation and sight-seeing down further.

The rising dollar rate is another definite hindrance to outbound travel numbers to the U.S., but the Indian Rupee is falling against other currencies like the Pound, Australian Dollar, Euro, etc, as well. The Indian Rupee is in fact much stronger against the USD than it is against the Pound.

Comparing the U.S.'s most popular MICE destination, New York, with two other popular MICE destinations – London and Sydney – Although technology and infrastructure specific to MICE needs compare equally well in London, Sydney and NYC, Sydney falls short with respect to its internal transportation system.

Cost of accommodation, moving around, food and shopping in London, is relatively more expensive than NYC. Although

luxury hotel chains tend to keep costs more or less standard across cities like London and New York, NYC has a lot more options with regard to affordable motels and bed-and-breakfast accommodations.

All in all, MICE travel to destinations in the U.S. can be an affordable option for people willing to invest the time involved with travelling to a long-haul destination. Even when compared with what companies have been paying in the recent past for MICE destinations like Singapore, Hong Kong, etc, the US offers very good value.

Travel Agencies operating in India need to ensure they have quick access to up-to-date databases of accommodations, sight-seeing, transportation, shopping districts, frequented eateries, etc, in popular MICE destinations across the U.S. The biggest hesitation for India-to-USA travel is the expectation of “hidden costs.” This can be overcome with efficient planning in advance, for well-priced airline tickets to the US, low-cost airline tickets for city-to-city travel, reasonably priced accommodation, cost-efficient MICE events, itineraries, etc. Given the restrictions that the corporate travel segment has on its time, Travel Agencies would do well to do their due bit of research and planning, and put together and present appealing, complete packages to this segment.

Current Market Scenario

The current global economic environment has seen a trend of companies internationally, tightening travel budgets in a bid to reduce overheads. And, with the rapid rise of the USD against the Indian Rupee, companies in India have been following suit.

Nonetheless, studies show that while corporate budgets for overseas travel are more restricted, the appetite for international travel among the Indian corporate traveller is growing. In fact, as technology and globalization obliterate borders, there has been a trend for all categories of travellers to travel further and more than ever before.

Corporate management already realizes that while limiting expenses is the need of the hour, expenditure on MICE travel shows a definite yield in terms of returns on investment due to the business development activities that accrue from encouraging business travel, as well as the increase in sales that usually accrue from travel incentives given to employees and people down the sales channel. Companies have been therefore searching for ways to look beyond just cutting down travel budgets and have been looking at creative means to innovate their travel strategies and get more for their spend, in a bid to keep employee morale, performance and efficiency up.

Many companies have initiated policies to limit or downgrade the allowance of 5-star or other specific categories of hotels for their MICE travel, as well as restricting first-class or even business-class air travel. Such policies have, ironically, put the U.S., more in the running as a MICE destination for India, because for long-haul destinations like the United States, there is an immense difference in first class and business class fares, as well as business class and economy class fares. The cost of an economy class ticket to the U.S., for example, would be comparable with a first class ticket to MICE destinations like Singapore or Hong Kong.

Statistics show that among other long-haul destinations, the United States is a very highly sought-after destination for the Indian corporate traveler.

Some Noteworthy Statistics

In the period of January to December 2010, the percentage of leisure travelers was 63.5% of total travelers from India, and the percentage of business travelers was 26.3%

India holds 12th position among the top markets for international visitors to the U.S.

In the year 2010 (January to December), International visits from India to the U.S. increased by 18% over the previous year, and the percentage change for business travelers was a whopping 25%

International visitor spending from India increased 12% in 2010 to \$4.0 billion, allowing India to maintain its ninth place ranking overall.

U.S. travel and tourism exports account for 38% of all U.S. services exports to India.

The overall top ports of entry for inbound travel to the U.S. are New York, Miami and Los Angeles, but airlines are adding more gateway points between India and the U.S.

Information sources used by Indians for trip planning: (International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries)

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Travel Agency	48	44	-3.8
Personal Computer	15	21	6.1
Corporate Travel Dept.	27	20	-7.6
Friends / Relatives	15	19	3.8

Activity Participation of Indian Visitors in the United States (According to an International Trade Administration survey)

Activity Participation While in the U.S.(multiple response--top 10 of 25)	2008(Percent)	2009(Percent)	Point Change (2)
Shopping	87	85	-2.2
Dining in Restaurants	74	74	0.3
Sightseeing in Cities	43	40	-2.8
Visit Historical Places	35	40	4.5
Amusement/Theme Parks	32	34	2.0
Touring Countryside	18	20	2.3
Art Gallery/Museum	18	20	1.8
Visit National Parks	17	18	0.5
Visit Small Towns	14	16	1.9
Nightclubs/Dancing	16	14	-1.7
Cultural Heritage Sites	13	14	0.4

Select Traveller Characteristics (According to an International Trade Administration survey)

Traveller Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	45	46	1.6 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	4%	4%	-0.7 pts.
First International Trip to the U.S.	35%	36%	1.4 pts.
Length of Stay in U.S. (mean nights)	45.4	49.2	3.8 nights
Length of Stay in U.S. (median nights)	23	26	3 nights
Number of States Visited (% 1 state)	49%	56%	7.3 pts.
Average Number of States Visited	1.9	1.8	-0.1 states
Hotel/Motel (% 1+ nights)	77%	66%	-10.5 pts.
Average # of Nights in Hotel/Motel	19.0	18.9	-0.1 nights
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	83%	78%	-5.6 pts.
Household Income (mean average)	\$63,800	\$53,200	-\$10,600
Household Income (median average)	\$44,200	\$40,600	-\$3,600
Average Age: Female	40	37	-2.6 years
Average Age: Male	38	40	1.4 years

Transportation Used by Indian Tourists in the United States (According to an International Trade Administration survey)

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	49	52	2.8
Airlines in U.S.	35	28	-6.7
Rented Auto	26	19	-7.0
Railroad between Cities	21	18	-2.6
Company or Private Auto	18	15	-3.6

Main Challenges in Marketing the U.S. as a Cost-Effective MICE Destination

- 1) Predominant preconception that airline tickets to the U.S. are always expensive because of distance
- 2) Lack of awareness of value-for-money middle-level accommodation options
- 3) Lack of thorough discernment of in-city and inter-city transportation options
- 4) The notion that shopping is exorbitant
- 5) The perception of sight-seeing being expensive

The main challenge in marketing the U.S. as a cost-effective MICE destination lies in the lack of information and knowledge about affordable options.

The Challenges and Solutions Analyzed

CHALLENGE 1: Predominant Preconception that Airline Tickets to the U.S. are Always Expensive Because of Distance

With more corporate houses implementing policies of “Only Economy Class” flight bookings, and larger carriers having been introduced, which offer more economies of scale to passengers, the cost of air tickets to destinations in the U.S. from cities in India, compare very well with what companies have been paying up to now for business class tickets to popular international MICE destinations closer to home.

Moreover, for a segment like MICE travel, planning ahead of time is easy, and airline ticket fares for advance bookings are cheaper. For “last minute” bookings, especially during holiday season, airline tickets can be prohibitively expensive for any international destination. This is a problem the MICE sector can quite easily overcome, with advanced planning. Travel agents would do well to anticipate rush times, and market MICE trips to destinations in the U.S. ahead of time.

SOLUTION IN A NUTSHELL: Travel Agents will see great profitability in educating Corporate Travel Personnel about Early-Bird Economy Fares to U.S. Destinations, ahead of time.

CHALLENGE 2: Lack of Awareness of Value-for-Money Middle-Level Accommodation Options

There is a perception among Indians that accommodation in the U.S. is prohibitively expensive. Corporate travelers need to be educated about the fact that across the U.S., there are all types of accommodation available, and across the board, they all offer high value-for-money.

Taking the U.S.’s most popular destination for international visitors— NYC as an example, the city offers a wide range of possibilities in all Boroughs – Manhattan, Brooklyn, Queens, Staten Island and Bronx. Of course, Manhattan and other up-market areas have an abundance of luxurious, expensive hotels, but living in Brooklyn, for example, can get tourists almost as dazzling New York views and conveniences, in a diverse choice of hotels and categories of rooms. There is no dearth of motels and hostels, as well as bed & breakfast accommodations that offer incredible value-for-money all across NYC. Many of these are already very popular with corporate incentive and other business traveler segments from India and around the globe. Other popular tourist destination cities like Los Angeles too have areas that offer comfortable, attractive accommodations for great prices.

Moreover, USA is abound with independent convention centers, exhibition and seminar halls where MICE events can be held, keeping living accommodations separate, if required.

SOLUTION IN A NUTSHELL: Travel Agents would do well to maintain an up-to-date database of all types of accommodation from travel & hospitality vendors across the U.S., and their proximity to MICE events infrastructure, so they can pass this information on to corporate clients.

CHALLENGE 3: Lack of Thorough Discernment of In-City and Inter-City Transportation Options

Studies show that the majority of Indian travelers have been moving around within U.S. cities, in taxi-cabs and luxury rented chauffeur-driven cars. However, with the new mandates of more accountability of corporate travel funding, the mindset of the corporate Indian traveler is already set on down-sizing on luxury. Travel agents can work to sell the U.S.’s superior in-city and inter-city public transportation systems as a safe, convenient and affordable option to corporate travel personnel.

To cite NYC as an example once again, public transportation systems are cheap, extremely convenient and well-connected

with each other. New York City's public transportation consists of the subway, bus, commuter rail, taxi and ferry. The Metro Card can be used across the metro and bus. Like most other cities in the U.S. getting to tourist spots in NYC is very easy.

For a city like Los Angeles, which is not as easy to get around as other cities in the U.S., hotels often provide buses and other transportation, and renting a car is also an affordable and easy option.

Addressing inter-city travel, the USA is the birth-place of “low-cost airlines”, and there is no dearth of companies and carriers operating across the country, which provide the “no frills”, affordable air-travel option. For people interested in driving inter-city or inter-state, highways in the U.S. are spectacular, and the cost of fuel is lower than in a majority of other countries.

SOLUTION IN A NUTSHELL: Travel agents should enlighten Indian corporate travelers in large numbers, on the ease with which they can move about within cities in less expensive modes of transport. They should be educated about Low-Cost Airlines that operate within the country.

CHALLENGE 4: The Notion that Shopping is Exorbitant

Another misconception that some Indians seem to have is that shopping in the United States of America is all about designer brands and exaggerated opulence. Although the U.S. houses almost every international brand there is, it is also home to many independent boutiques, outlet malls, and flea-markets that arguably surpasses every other country in the world.

To take NYC as a case in point, while it is indeed true that in what is considered “Midtown New York” there is an abundance of large department stores, with areas like SoHo and Madison Avenue housing almost all the world's designer brands, the city of New York also offers its own brand of quaint inexpensive shopping experiences. Canal Street's flea market is a great place to find unique

items for gifting and great bargains. From trinkets of costume jewelry to little antiques and souvenirs, NYC has a lot the Indian tourist can pick up for himself/herself or as gifts for people back home.

Miami and LA, which, respectively represent the second and third most visited cities in the US, also offer their own unique, charming mix of expensive, designer shopping and bargain districts and independent outlets—as does every other city in the US.

Another thing characteristic about the U.S. shopping experience is its concept of “Factory Outlets”, where, mainly for US brands, shoppers can get huge discounts on seconds and surplus stocks. Moreover, a lot of the time, U.S. companies market their own U.S.-made brands at prices much lower than the same products are available in international markets.

All of these factors add to the pull of the U.S.

SOLUTION IN A NUTSHELL: Travel agents should offer literature or send prospective corporate clients online links to give them an idea about where they can go for bargain shopping, and exactly how much they can expect to pay for articles they may be interested in.

CHALLENGE 5: The Perception of Sight-Seeing Being Expensive

Prospective Indian travelers to the U.S., tend to be taken in with tales of a large bulk of the travel budgets of tourists before them having been blown up on the alluring pull of sightseeing in cities like NYC. While unplanned, impromptu sightseeing trips in U.S. cities usually do not come cheap, many tourist sites offer predetermined and well-publicized “Free Time Periods” for visiting, or heavily discounted passes and deals!

To cite only a few tourist spots in New York, as an example, The American Museum of Natural History has “Free Hour” (4:45-5:45pm), and admission price is a “suggested price” – and that's whatever the visitor suggests he wants to pay!; Brooklyn Botanic Garden has “Free Tuesdays” and 10 am to noon on Saturdays free as well; Brooklyn Museum has free entry on the first Saturday of every month; At the Bronx Zoo it's “Pay what you'd like to” every Wednesday; The Museum of Modern Art has free entry on the third Friday of every month. And, this is by no measure a comprehensive list. The U.S. makes sure that it's not just the wealthy that get to take in all the sights and sounds on offer – everyone gets to share and learn from in its rich cultural heritage.

Travel Agents in India would do well to research the many offerings in cities across the U.S., and plan itineraries for MICE

trips well in advance, in order for their clients to be able to access deals on offer. Most U.S. travel and hospitality vendors have characteristically technology-oriented business processes, and a lot of buying and networking can be done online.

SOLUTION IN A NUTSHELL: Travel agencies should offer to plan itineraries in a way as to include free or discounted deals at tourist sites that match their clients’ specific interests.

According to PricewaterHouse Cooper’s 2012 study ‘Cities of Opportunity,’ New York and London are rated almost neck-in-neck with regard to transportation and infrastructure, with New York coming in just one place ahead of London. (<http://www.pwc.com/us/en/cities-of-opportunity/index.jhtml>). The assessment of transport and infrastructure included public transport, internal mobility, housing and construction activity. Sydney did not receive a flattering assessment rating on these parameters, when compared with London and New York City. Sydney edged out only 3 cities (in the transportation and infrastructure parameters) in the study of 27 overall cities – Johannesburg, Sao Paulo and Los Angeles.

The overall study included 27 top cities across 10 Economic indicators. New York officially edged out London by one point in the overall study, taking first position!

Although Indians lay an important emphasis on “Food & Dining”, studies widely show that they do not perceive food as being expensive in the U.S., when compared with other long-haul destinations in Europe, Australia, etc. With US eateries typically offer- ing comparatively larger portions, eating out is indeed much more reasonable when compared with London and other European countries.

About VUSACOM

VUSACOM-India is India’s Chapter of the Visit-USA Committee.

VUSACOM’s membership-base includes: Airlines, Travel Agents, Tour Operators, Hotels, Destination Management Companies, etc.

We work closely and collaborate with various Tourism Bodies in the US like American Society of Travel Agents (ASTA), United States Travel Association (USTA), CTP, etc

VUSACOM’s Role

VUSACOM plays the role of liaison between the United States and India for all matters related with India-to-US travel. Its main areas of focus include:

- 1) Representing the interests of the Indian Travel Industry with the U.S. Federal and State Governments, and Travel Bodies
- 2) Co-ordinating between ‘Brand USA’ and Indian Travel and Tourism Companies, to market U.S. destinations and attractions across India.
- 3) Introducing U.S. travel, tourism and hospitality vendors, to Indian travel promoters and consumers.

Please feel free to get in touch with us for any guidance or information on destinations in the US. Our website www.vusa.in will soon have a new section for MICE travel destinations in the US.

Annex

All Purposes of Trips to the US by Indians (International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries)

Main Purpose of Trip	2008 (Percent)	2009 (Percent)	Point Change (2)
Business / Professional	59	46	-13.1
Visit Friends/Relatives	43	45	2.4
Leisure/Rec./Holidays	21	22	0.9
Study / Teaching	5	7	2.4
NET PURPOSES OF TRIP			
Leisu-re & VFR	49	55	5.1
Business & Convention	63	50	-13.3

Presents

MICE USA

★ ★ ★ NEW DELHI | BENGALURU | MUMBAI ★ ★ ★ 2014

An Unique B2B Event to Enhance Business

Delhi: 16 June, 2014 | Bengaluru: 18 June, 2014 | Mumbai: 20 June, 2014

MICE market worldwide is estimated to be worth around US\$ 30 billion a year. Worldwide, at least 50 million trips are taken each year for MICE purposes. USA has been a favoured destination for the Indian traveller and today the number of tourist from India travelling into the USA has reached 7,20,000 in 2012.

MICE USA, an initiative of TravelBiz Monitor – India's leading B2B travel trade publication, is targeted at showcasing the MICE potential of the USA. This informative and interactive road show, which will be hosted in the cities of Mumbai, Delhi and Bengaluru, will be an ideal platform and meeting place for key US MICE suppliers to showcase their products to decision makers from the entire spectrum of MICE professionals in India including the corporate sector.

Key reasons to attend

- ★ The first and one of its kind event focused on Promoting US as a Mice Destination.
- ★ Opportunities to show case about the Mice offerings in the US.
- ★ Platform for one on one meeting with key decision makers and Mice buyers.
- ★ Network with the best in the business and make the partnership you need to succeed.
- ★ Key Visa updates directly from US Consulate and US Commercial Services

MICE Industry in India

India will account for 50 million outbound tourists by 2020.

India's outbound travel market is recognized as one of the key emerging sources of tourism for the world

Indian outbound MICE market was estimated to be around US\$ 550-600 Million in 2011.

The industry grew strongly and resulted in 1.5-1.8 million Indians travelling outbound only for MICE.

Industry verticals like Pharmaceutical, Cement, FMCG, IT and Financial services are the major contributors to the Indian outbound MICE sector.

Supporting Partners



Hospitality Partner



MICE USA

★★★ NEW DELHI | BENGALURU | MUMBAI ★★★ 2014

An Unique B2B Event to Enhance Business



Delhi: 16 June, 2014 | Bengaluru: 18 June, 2014 | Mumbai: 20 June, 2014

A must for U.S. Stake Holders

A closed door event restricted by invitation only

Mice USA will bring together MICE specialist from the Indian Travel Industry, wedding Planners , Event Managers ,Film Production houses and the decision makers from the corporate world.

Suppliers and Visitors will have a option of planning meetings during the event which can be pre fixed

With limited capacity of 100 buyers for each city this by invitation only event will be focused and comprehensive where suppliers are assured on a captive quality target audience of decision makers.

People attending the Event

- Corporate Decision makers
(Pharma, Banking & Financial Services, FMCG, IT, Infrastructure)
- MICE Specialists
- Wedding specialists
- Event Managers
- Film/ Television Production Houses

USP of the event:

- First and one of its kind event, focused on promoting US as a MICE Destination.
- Focused and comprehensive event where suppliers are assured of a captive quality target audience of decision makers on one platform.
- Prefixed meetings, with 10 minutes slots each which will be booked online before the event.
- Opportunity to directly transact and do meaningful business

CONTACT US

Swapnil Burye

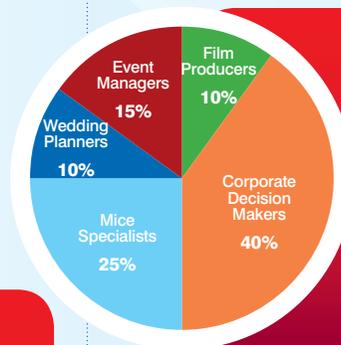
swapnil.burye@saffronsynergies.in
91-98705 86642

Sumit Jha

sumit.jha@saffronsynergies.in
91-97640 62266

Programme at a glance

Sr. NO	Timing	Particulars
1	9.00 – 10.00 am	Registration
2	10.00 – 11.00 am	Panel Discussion
3	11.00 – 11.30 am	Networking Coffee Break
4	11.30 – 1.30 pm	One on one Buyer-Seller Meets
5	1.30 – 2.30 pm	Networking Lunch Break
6	2.30 – 5.30 pm	One on one Buyer-Seller Meets
7	5.30 – 6.00 pm	Closing session (Including key visa updates)
8	6.00 pm Onwards	Networking Cocktail Dinner



Demographics of people attending the event

Creating the Buzz

- A leading PR agency would be tied up for publicity of the event
- The event would be publicized as follows
- Coverage of the event in main line Dailies and Business newspapers
- Write ups about the event in leading Travel Magazines .
- Full page advertisements on TravelBiz Monitor
- Pre and post Event coverage on TravelBiz Monitor & www.travelbizmonitor.com
- Banner ads for the event on www. travelbizmonitor.com
- Write ups about suppliers in event Manual .
- Branding of suppliers around the venue and on the table top