

meetings
incentives
conferences
exhibitions

Up and Coming

SPAIN



With increasing accessibility and affordability, the list of new destinations is becoming longer and more varied

Although MICE travel is not a new concept in India, the term MICE has entered the Indian corporate lexicon fairly recently. In earlier times, when companies planned MICE trips (either incentive trips or conferences or meetings), they were largely to destinations within India. It didn't have to be a big, fancy hotel or include entertainment activities like a seaplane ride or tickets to a show. Just the fact that the trip was free was incentive enough.

However, over the years, the trend has changed. With increasing accessibility to for-

eign destinations, trips abroad are the order of the day. It started with destinations in the Asia Pacific region like Singapore, Bangkok and Malaysia, which often turn out to be more cost-effective than a trip to Udaipur or Kovalam in India. But now, most of the Asia Pacific destinations have been done to death and agents/dealers are demanding newer and unexplored destinations. According to J. Sethuraman of Chennai-based Hi-Tours, which specialises in MICE travel, in India, most destinations that Bollywood visits are followed suit by

incentives and meetings. Some of them include places like South Africa, Egypt, Switzerland, New Zealand and many more.

In India, with the boom in the hotel industry (several international hotel chains like Marriott, Intercontinental, Starwood group, Four Seasons, etc. have aggressive expansion plans for India), several Indian destinations have also become extremely popular MICE destinations. "The mere size of the country and the variety it offers make it a very attractive MICE destination," says Sethuraman.