

MICE Business

MICE (meetings, incentives, conventions and exhibitions) tourism is a specialised business, which hinges heavily on cultivating business partnerships. In addition to providing top-notch hospitality offers for delegates, we strive to bring more events to Hong Kong by actively reaching out to and persuading professional associations and event organisers to choose Hong Kong. To attract events, our MEHK (Meetings and Exhibitions Hong Kong) office adopts a three-pronged strategy – fostering partnerships, outreaching, and showcasing. Following are some of our major initiatives in these areas in 2014/15.

Fostering partnerships

We signed a three-year agreement with the International Association of Professional Congress Organisers (IAPCO). We also continued to work closely with the American Society of Association Executives (ASAE), the Global Conference Network, HelmsBriscoe, and the International Congress and Convention Association. Through the extensive networks of these strategic partners, we were able to reach their members to promote Hong Kong.

Outreaching

MEHK reached out to international buyers, corporations and MICE travel agents through actively participating in key trade shows and events in different market regions, including MaxiMICE and SATTE in India, Incentive Travel & Conventions, Meetings (IT&CM) in Mainland China, IMEX in Frankfurt and Las Vegas, and the Asia-Pacific Incentives and Meetings Expo (AIME) in Australia.

Showcasing

As part of our strategic partnership with the IAPCO, we hosted a study mission for their representatives to showcase Hong Kong’s MICE products, venues and development. We also organised Contract Hong Kong events for MICE agents from the Mainland and the Top Agent Awards Programme to incentivise agents from the Mainland, India and Indonesia.





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In the spotlight:

- Overnight MICE arrivals to Hong Kong rose **11%** year on year to **1.8 million**.
- Their per capita spending exceeded **HK\$9,400**, 17.5% higher than that of all visitors to Hong Kong.
- There was a balanced mix of MICE visitors, with 49% from the Mainland, 23% from long-haul markets and about 28% from short-haul markets.
- Hong Kong won over 20 major bids, including the following:
 - RISE 2015 (5,000 pax)
 - Asia Pacific Spine Congress & AOSpine Asia Pacific Interactive Courses 2015 (2,000 pax)
 - 26th International Congress of The Transplantation Society 2016 (5,500 pax)
 - 11th Asian & Oceanian Epilepsy Congress 2016 (1,600 pax)
 - Global Sustainable Built Environment Conference 2017 (2,000 pax)
 - 15th Asian Congress of Urology 2017 (1,500 pax)
 - iFX EXPO Asia 2015-2019 (1,500 pax in each edition)
- Numerous massive-scale events were held in Hong Kong, including the Nu Skin Greater China Convention, which had a record-breaking 22,000 overseas delegates.
- The inaugural Great Ideas in Association Management Conference, Asia Pacific, organised by ASAE was held in Hong Kong. ASAE's first event outside North America.
- The HKTb jointly hosted the 2015 UFI Open Seminar in Asia with the Hong Kong Exhibition and Convention Industry Association (HKECIA).