

MICE BUSINESS

MICE (Meetings, Incentives, Conventions and Exhibitions) tourism is important not only because it brings high-yield visitors, but it also contributes to Hong Kong's image as a top business city. In 2018/19, the HKTB's Meetings & Exhibitions Hong Kong (MEHK) office strengthened cooperation with our trade partners to draw MICE visitors and enhance their in-town experience.

Bidding for success

- Overnight MICE arrivals: 1.97 million, 2.1% year-on-year increase
- Per capita spending of MICE visitors: over HK\$8,200, 24% higher than that of other visitors
- A balanced mix: 50% from the Mainland, 50% from international markets



The HKTB has been making good use of the additional funding from the Government to bid for large-scale events. In 2018, Hong Kong won over 32 large-scale or strategic international MICE events, generating about 120,000 MICE visitors. Some of the eminent events hosted in 2018 included:

- Unicity Global Leadership & Innovation Conference 2018
- Asia-Pacific Academy of Ophthalmology 2018
- RISE Conference 2018
- Forbes Under 30 Asia 2018
- New York Times International Luxury Conference 2018

Strengthening strategic partnerships

Eyeing the huge potential of the Mainland MICE market and Asia-Pacific conventions, MEHK partnered with China Business Event Federation and reached out to its members from specific industries, including medical and insurance. We also won nine Asia-Pacific conventions which are expected to draw more than 9,000 non-Hong Kong participants.

Meanwhile, we consolidated our long-standing partnerships with professional conference organisers and intermediaries, including the American Society of Association Executives (ASAE), Experient, the International Association of Professional Congress Organisers (IAPCO), and the International Congress and Convention Association (ICCA), and raised Hong Kong's profile among potential conference organisers leveraging these partners' networks and communication platforms.



Outreach and showcase



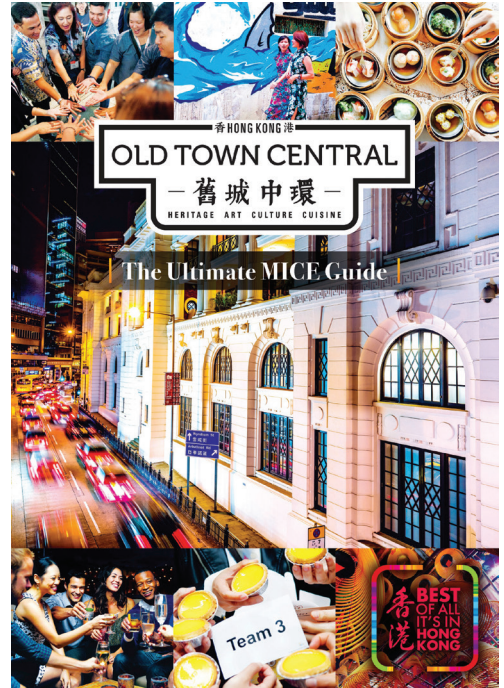
- Major trade shows and travel missions MEHK engaged in 2018/19: 6
- Number of Hong Kong trade partners benefited: over 190
- Seminars and trade events organised in key markets: over 60

To bolster Hong Kong's image as the world's meeting place, MEHK joined forces with Hong Kong trade partners at key trade shows and events in different markets, including Incentive Travel & Conventions, Meetings (IT&CM) in the Mainland, and IMEX in Germany and the US, reaching out to international buyers, corporations and MICE travel agents.

In 2018/19, MEHK also hosted 15 study missions and familiarisation trips to showcase Hong Kong's MICE products, venues and the latest developments to over 240 overseas trade partners.

Enhancing trade support

- Achievements of the small and medium-sized MICE groups funding scheme in 2018/19 : Supported over 50 ground operators and approved over 450 applications which are expected to bring over 36,000 MICE visitors



At the HKTB, we always strive to support our trade partners and create business opportunities for them. We have been assisting local travel agents in attracting small and medium-sized MICE groups through a funding scheme introduced in 2016 with additional funding from the Government. In 2018/19, the scheme was well received with a high satisfaction rate of 93%.

To keep our partners well informed, we hosted the largest-ever MICE trade briefing to update key MICE stakeholders on Hong Kong's latest tourism products and experiences, from Old Town Central to MICE-cruise itineraries that engaged about 200 Hong Kong trade partners in two days with satisfactory feedback.

We also enriched the "Hong Kong Rewards!" programme with new dining and entertainment options at world-class attractions. New rewards included free-of-charge cocktail reception offered by over 50 hotels, complimentary dinners and attractive shopping discounts at Hong Kong Disneyland and Ocean Park Hong Kong, and free-of-charge food and beer at Hong Kong Jockey Club's Happy Wednesday carnival-themed events, among others.

Meanwhile, the Top MICE Agent Awards Ceremony and Familiarisation Trip of an unprecedented scale was organised to recognise the good work of over 60 top MICE agents from the Mainland, India, Indonesia, South Korea and new joiner Thailand.