

MICE Business

Meetings, Incentives, Conferences and Exhibitions (MICE) helps attract more high-yield visitors to Hong Kong and raise Hong Kong’s international status. The HKTB’s Meetings & Exhibitions Hong Kong (MEHK) office has adopted tailored marketing strategies for different MICE segments in order to attract more MICE events to be held in Hong Kong and strengthen the city’s position as “The World’s Meeting Place”.

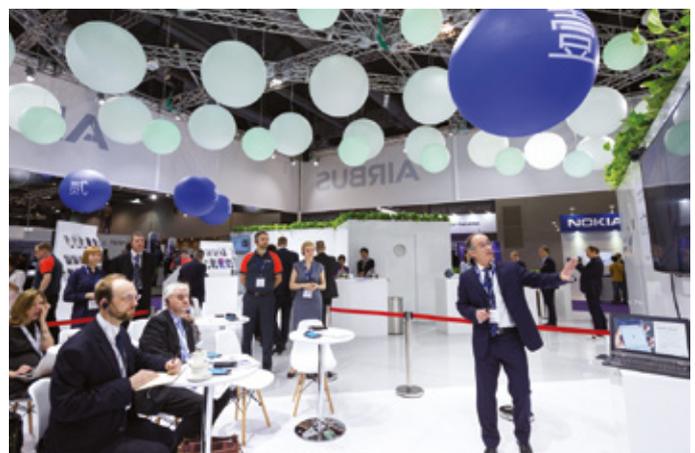
Striving to develop new opportunities

Since 2014, the HKSAR Government has allocated additional funding to the HKTB to provide customised support and attractive value-added hospitality to MICE organisers and visitors which has greatly enhanced the winning chance for bidding mega MICE events. Our success rate has increased from 35% to 67% between 2014 and 2016. In the past three years, we successfully won a number of large-scale and strategic MICE events, such as high-profile medical conventions covering various specialties, international events in the technology sector, and mega corporate events. The list of events won in 2016 included the following:

- Asia Pacific Life Insurance Congress 2019 (6,000 pax)
- Critical Communications World Congress (3,800 pax)
- Highlights of American Society of Hematology (ASH) Asia (1,200 pax)
- Jeunesse Global 16th & 17th University 2017 (21,000 pax)
- North Asia Herbalife Extravaganza 2017 (11,000 pax)
- Rise Conference 2017 (10,000 pax)



- Overnight MICE arrivals to Hong Kong rose by 10% in 2016 to 1.89 million
- Their per capita spending exceeded HK \$7,700, 17% higher than that of all visitors to Hong Kong
- The mix of MICE visitors was well-balanced, with 51% from the Mainland, 21% from long-haul markets, and 28% from short-haul markets
- From 2014 to 2016, we successfully won over 36 major bids, generating an estimated HK\$1.36 billion in tourism receipts for Hong Kong



Supporting trade partners

MEHK worked with our industry partners to actively participate in major exhibitions and trade events in different regions, including Incentive Travel & Conventions, Meetings (IT&CM) in the Mainland, IMEX in Germany and the US, and SATTE in India, allowing us to reach more international buyers, corporations and MICE travel agents. We also supported the local travel trade in developing business by launching a pilot scheme of funding support for them to attract small- and medium-sized MICE groups to Hong Kong.



In 2016/17, over 250 business leads were generated for MEHK and our local trade partners

Fostering partnerships

We continued to strengthen our partnerships with professional conference organisers and intermediaries, including the American Society of Association Executives (ASAE), HelmsBriscoe (HB), the International Congress and Convention Association (ICCA), and the International Association of Professional Congress Organisers (IAPCO), in order to leverage their communication platforms and networks to reach more potential customers.

We continued to roll out joint promotions with AsiaWorld-Expo, the Hong Kong Convention and Exhibition Centre (HKCEC), the Hong Kong Exhibition & Convention Industry Association (HKECIA), and the Hong Kong Trade Development Council (HKTDC) for overseas industry events such as the UFI Congress in order to uphold Hong Kong's image as the "Trade Fair Capital of Asia".



Our strategic partnerships generated 30 business leads for large-scale conventions in 2016



Showcasing Hong Kong's strengths

We hosted familiarisation tours, study missions and Contract Hong Kong events for strategic partners, and showcased for our overseas industry partners Hong Kong's MICE products, venues, and the latest developments.

In 2016, we held our largest-ever "Top MICE Agent Awards", hosting over 50 top MICE agents from the Mainland, India, Indonesia and South Korea for an award ceremony and a familiarisation trip to Hong Kong. We also provided them with first-hand experience with Hong Kong's latest MICE products and offerings.



In 2016/17, we hosted 24 familiarisation tours, study missions and Contract Hong Kong events for 320 overseas trade partners