

# Research: Trends in MICE travel from India to Europe

By tmf dialogue marketing Pvt. Ltd.

2014-2015



# Broad Profile of those engaged in the research

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- 30 top planners were identified on the basis of their annual MICE initiatives.
- Companies identified were a mix of Travel Houses, MICE / Event agencies and Corporates Houses.
- Max respondents had taken a MICE group to Europe at least once in the last 2 years.



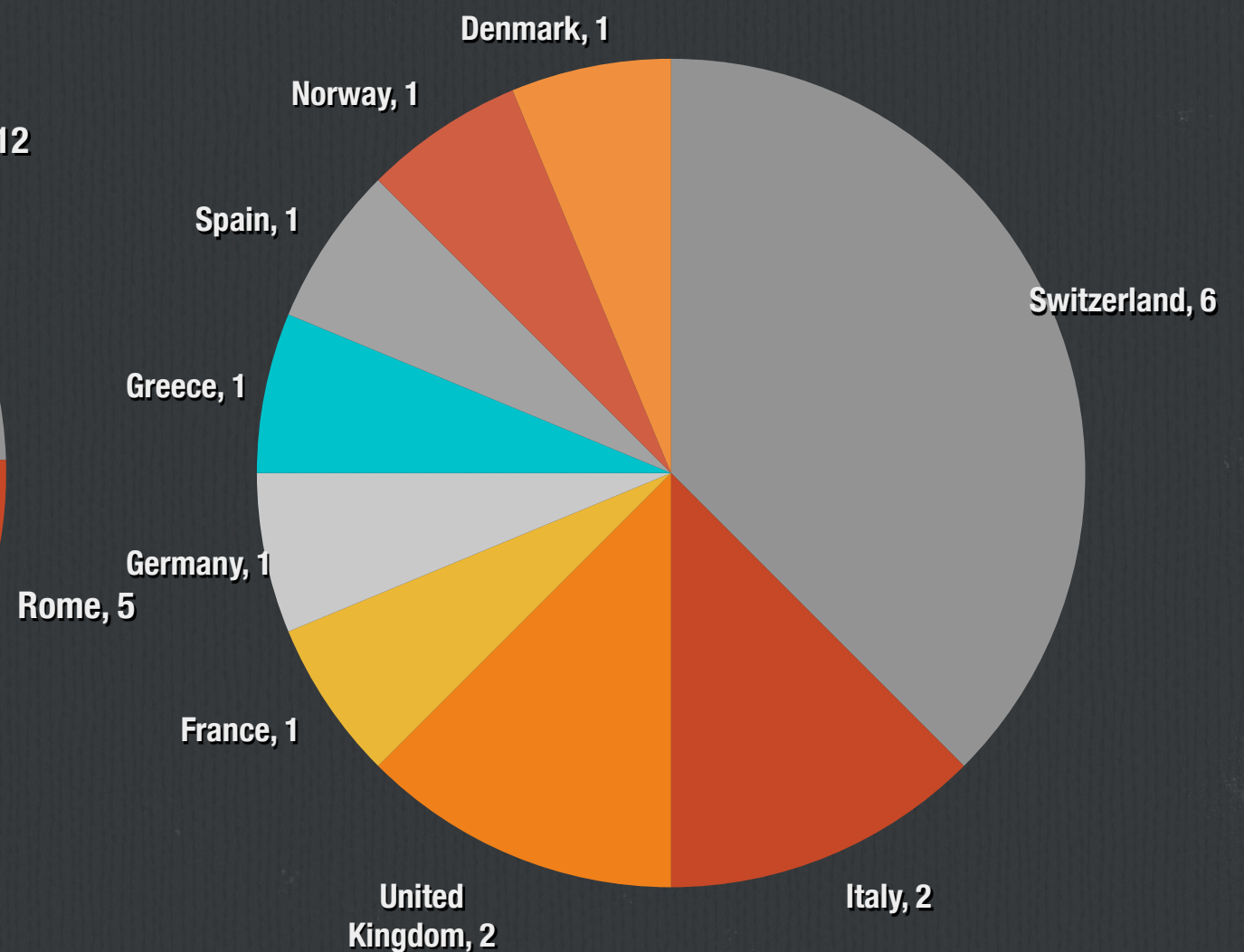
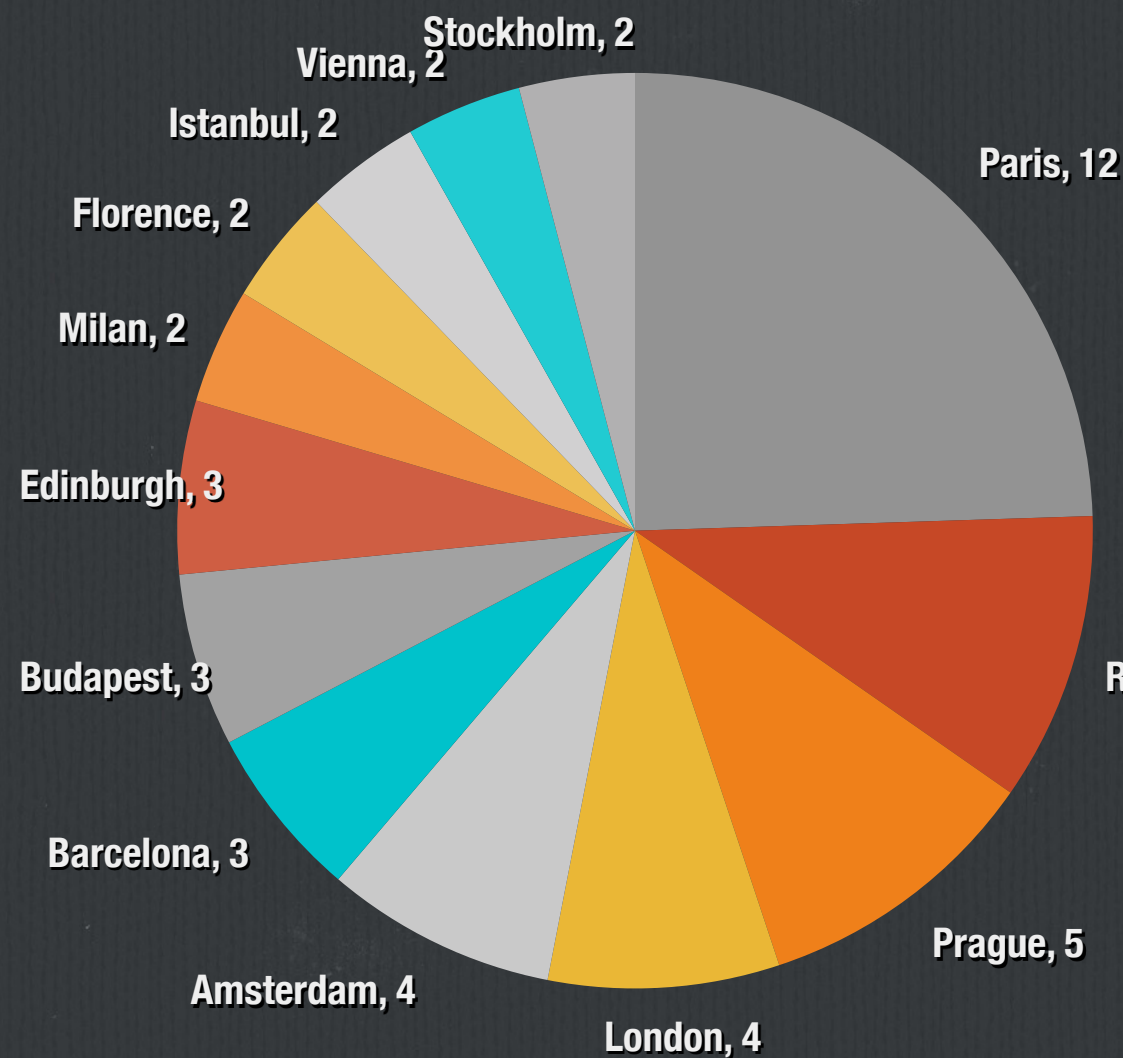
# **The Research: The respondents were asked the following**

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- ❑ **The destinations from their last two MICE groups to Europe. (Additional details, such as the group size, year, client were also taken, depending on client's willingness to share those details.)**
- ❑ **The reasons for choosing the destinations - reflecting the industry trends.**



# Top European cities / countries for Indian MICE

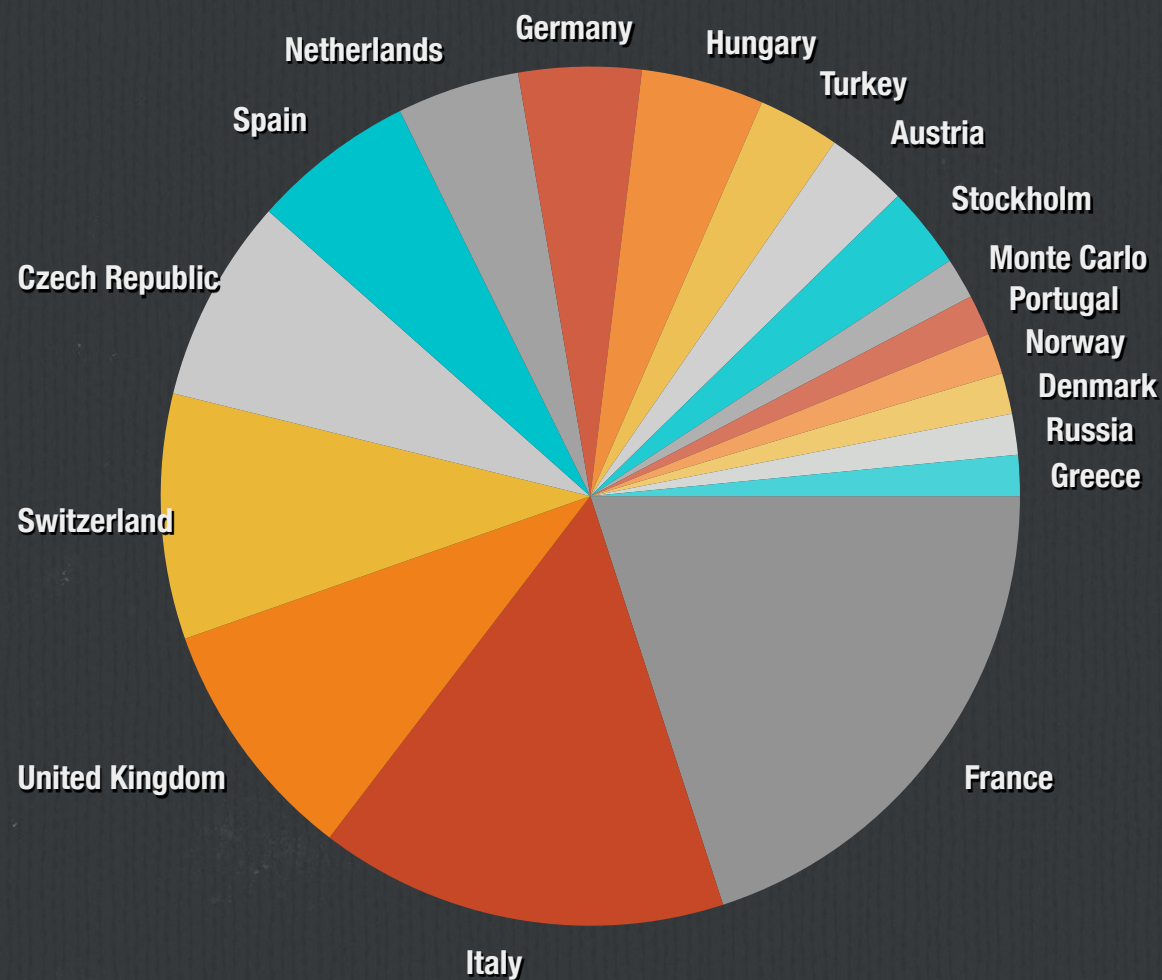


Lisbon, Brussels, Portofino, Bari, Nice, Monte Carlo, Berlin, Hannover, Frankfurt, Dusseldorf, Moscow

\* This graph shows the countries mentioned by the respondents in place of cities during the research.



# Countries frequented by the MICE groups



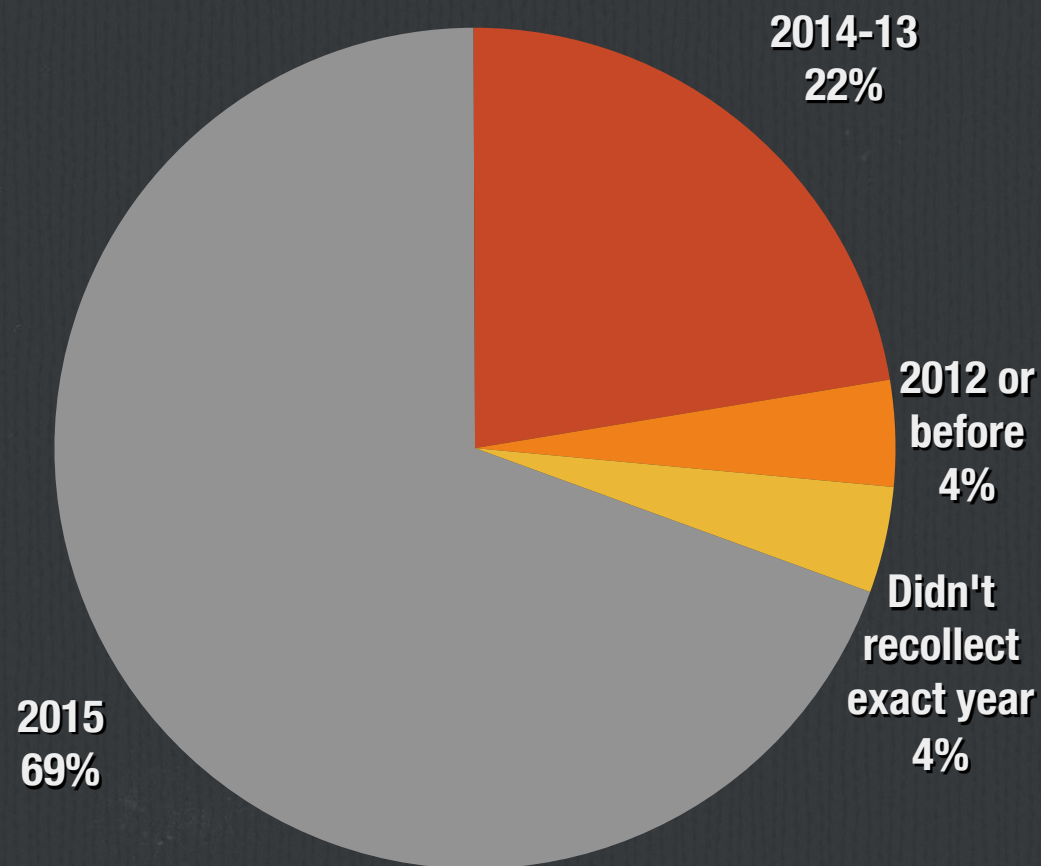
**Total no. of countries - 18**

**These were the countries that the respondents took their last 2 groups to.**

**Note: Each respondent could have gone to the same country twice, or to multiple countries in each trip.**



# Year in which these MICE programmes took place?



Maximum no. of groups were taken in the current year 2015. With majority having more than 1 group to Europe in the last year.



# A few trends in European Destination selection amongst Indian Planners

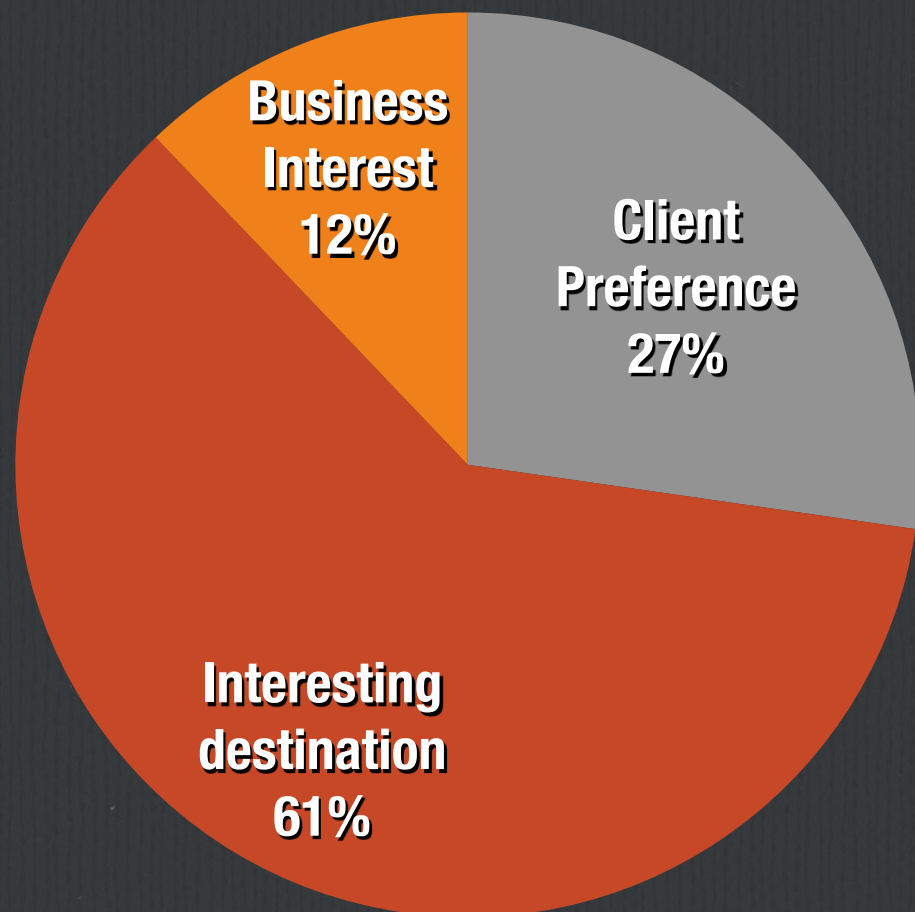
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- **Historically popular destinations: most frequented - Paris (leading by a large majority), Switzerland (unspecified cities), Rome and London.**
- **Destinations like Vienna and Amsterdam are also increasing becoming regular features in the 'popular / must-consider' lists.**
- **Spain and Italy are steadily increasing in frequency due to the popularity of the multi-city Mediterranean Cruises.**
- **There are also new / promising destinations that have caught the attention of MICE planners such as Budapest and Prague.**





# Reasons for selecting a destination?



- In majority responses, planners chose a destination because the destination itself was an interesting one or the experiences it provided were interesting. A great prospect for destination marketers to influence preferences.
- Some quoted that the destination was the corporate client's request. In this case too, clients have perceptions of a destination based on awareness/communication.
- Very few destinations were chosen because of a business interest, which included - (i) Refineries visit to France and Germany as the client was an oil company, (ii) exhibitions in Germany, (iii) Made in Italy scooters were launched in Florence.



# Themes for choosing an 'Interesting destination'

*(Those highlighted in red being the most popular ones)*

<b>Cost effective</b>	<b>Novelty value</b>	<b>Shopping</b>
<b>Popular</b>	<b>Exotic</b>	<b>Size of venues/ hotel rooms</b>
<b>Adaptability to Indians</b>	<b>Adventurous</b>	<b>Product knowledge</b>
<b>Cruise</b>	<b>Scenic</b>	<b>Indian food</b>
<b>Proximity for all those attending</b>	<b>Nightlife</b>	<b>Experiential</b>
<b>Aspirational</b>	<b>History</b>	<b>Accessibility</b>



# Suppliers

- **Majority** Corporate respondents rely on their agencies a 100% for planning their MICE events.
- **A few** Corporates gets in touch with the Tourism Boards and DMCs while planning their MICE events with their agency.
- **81%** of the agencies have their regular DMCs they get in touch with for planning their events. They are the one-point-contacts who manage everything.
- **28%** of the agencies also got in touch with the Tourism Boards / CVBs, but mostly to avail some special offers / incentives for MICE groups.
- **15%** of the planners sometimes prefer booking the hotels and other vendors (e.g: Sound, transport, event cos., catering, ground handling) directly because they are well-connected with them.



# Thank You

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