



8th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

THEME: MICE – A NEW PARADIGM FOR TOURISM

28 April to 1 May 2014, Bali, INDONESIA

Technical Note

1. Background

Since 2006, the UNWTO has convened the Asia/Pacific Executive Training Program on Tourism Policy and Strategy. This high level executive training program provides a platform for policy makers to get together for exchanging ideas on current tourism issues. Through a series of lectures, group discussions, debates, and presentations, the training program seeks to provide a forum to assist public and private sector tourism executives in gaining a better understanding of the latest trends in tourism management and provide a knowledge and experience sharing platform on good practices in successful policy and strategy formulation and implementation. The training program enables participants to improve their strategic tourism management skills and, through the network of contacts, further develop these skills going forward.

This year's program, which is entitled MICE: Business Events Beyond Tourism, is being generously financed by the Government of the Republic of Korea and is expected to attract 25 high level participants from the Asia and Pacific region. The training program will consist of three days of workshop and a one-day technical tour.

2. Context

International tourist arrivals grew by 5% in 2013, reaching a record 1,087 million arrivals, according to the latest UNWTO World Tourism Barometer released on 20 Jan 2014. Despite global economic challenges, international tourism results were well above expectations, with an additional 52 million international tourists travelling the world in 2013. In relative terms, growth was strongest in Asia and the Pacific (+6%), where the number of international tourists grew by 14 million to reach 248 million.

The tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenge, and is one of the few sectors generating positive news for many economies. (source: UNWTO Secretary-General, Taleb Rifai)

For 2014, UNWTO forecasts 4% to 4.5% growth - again, above the long term projections. The UNWTO Confidence Index, based on the feedback from over 300 experts worldwide, confirms this outlook with prospects for 2014 higher than in previous years.

To be successful, there can be no doubt that every destination is seeking increases in international visitors while at the same time diversifying their markets so that every possible source of new business is fully developed.

One of the key areas for this diversification is the meetings, incentives, conventions and exhibitions or MICE market.

By 2050, 10 of the world's largest economies will be from this region – China, India, Japan, Rep of Korea, Indonesia, the Philippines, Australia, Malaysia, Thailand and Pakistan. (source: HSBC).

According to American Express Meetings and Events 2013 Global Meetings Forecast, overall meeting spend in Asia is predicted to rise 4.2%. China is on track to become the world's number 1 corporate travel market with spending by business travelers forecast to expand by 14.3% in 2013, according to a study carried out by Visa on behalf of the Global Business Travel Association (GBTA). In 2014, this figure is projected to expand to 17.2% - more than twice the rate of business travel spend in the USA.

According to the Union of International Association – UIA, in its 2012 rankings, 4 Asia Pacific countries are in the Top 10 list of international meeting countries by number of international association congresses held – Singapore, Japan, Rep of Korea and Australia.

The MICE sector, also largely known as the Business Events sector, is recognised for its unique contributions which supplements the tourism industry's direct economic impact. Hosting MICE events is a vital form of global engagement in both the economic and intellectual senses. Today, federal and local Governments are adding MICE development to their economic policy statements because they see MICE as key to their economic development strategies.

With new and emerging destinations rapidly becoming major players in the MICE market as inbound and outbound generators, destinations being selected and those generating major traffic are changing. National Tourist Offices (NTOs) and Destination Marketing Organisations (DMOs) who have been tasked to promote and develop MICE in their countries and regions therefore need to arm themselves with a distinct strategy to attract international business. The tourism and hospitality industry is an enabler for broader economic transformation through MICE events.

The MICE industry is characterised by Five Greats:

- **Great value and yield**

International Congress & Convention Association (ICCA) statistics show that a total of 400,000 conferences and exhibitions are held worldwide every year at the total outlay of US\$280 billion. The Global Association of the Exhibition Industry (UFI) points out that the global exhibitions industry also had an output value reaching US\$1.16 trillion.

- **Great inter-industry linkage**

MICE is all about companies and associations gathering for a meeting—a platform that allows them to look for business opportunities or transfer knowledge and technology. MICE events bring together industry and thought leaders, helping foster business and research links that drive faster growth of industries, which in turn supports greater overall economic development.

- **Great 'multiplier effect'**

It is widely quoted that a MICE Attendee typically spends three times more than a tourist, and has the potential to return in the future for leisure purposes with family/friends.

- **Great services with great employment opportunity**

An association conference or an exhibition that is international in nature would involve a range of hotels, airplanes, ground transport, travel and tour operators, venues, production houses, catering, entertainment, and many other event related supplies. Thus MICE directly creates jobs and raises service standards in order for a city to excel in this industry. MICE, like tourism, stimulates business for hospitality companies, however it engages a far broader and deeper supply chain which is beyond the hospitality industry.

- **Great branding and image for host country/city**

The country or city that hosts an international event will enjoy positive image and attract interest, investors, and many other opportunities. It is also a source of pride for the people of the country.

3. Training Program Objectives

This program is specifically designed to support tourism policy makers and managers. It aims to strengthen effective and responsive policies and strategies that in turn must adapt to changing priorities and concerns at the national and destination levels.

The overall objectives of the training program are to deepen participants' understanding MICE or business events in the following areas:

- (i) The role of MICE in the overall economic transformation and growth of a destination;
- (ii) MICE destination promotion and marketing;
- (iii) Ensuring a sustainable MICE industry through Capacity Building.

Moreover, the training program strives to enable UNWTO's Asia Pacific member countries to share successful MICE good practices in the marketing and promotion of MICE destinations. The ultimate aim is to strengthen the capacity for destinations at the regional, sub-regional, national and destination levels.

4. Provisional Program

The training will be divided into three themed sessions. Each session will commence with a lead presentation and be followed by a country presentation and discussion, Q&A session/small group discussion and wrap up. There will also be a technical tour arranged, details of which will be distributed in the coming weeks.

Date	Programme
27 April (Sun)	<ul style="list-style-type: none"> • Arrival and check in.
28 April (Mon) Session 1	<ul style="list-style-type: none"> • Opening Ceremony. • Lead Presentation: “National MICE Development – A Global Perspective”. Speaker: Mr Gary Grimmer, CEO and Lead Strategic Consultant, GainingEdge. <p><i>This session will set the scene for MICE as a new paradigm for tourism, and an economic transformer.</i></p> <p><i>Tourism contributes to a nation’s foreign exchange, and the hospitality industry is, in fact, an enabler for broader economic transformation through MICE (business events). MICE align the interests of stakeholders such as the government, professional community, NTOs and DMOs (destination marketing organizations), and the supporting tourism industry, and is now viewed as part of a comprehensive government strategy for economic transformation and growth in priority sectors.</i></p> <ul style="list-style-type: none"> • Country Presentations: MICE – A New Paradigm for Tourism (please use template provided) • Q & A session • Session 1 Wrap Up • Welcome Dinner (Host Member state)
29 April (Tues) Session 2	<ul style="list-style-type: none"> • Lead Presentation: “MICE Destination Marketing.” Speaker: Deoksoo Ahn, Director for Marketing Planning Team, Korea Tourism Organization. <p><i>This session will outline the typical marketing activities a Destination Marketing Organisation or National Tourist Office undertakes for its MICE programmes. In addition to a tactical marketing approach, DMOs and NTOs target an entirely different group of decision makers, who are driven by different motivations from leisure tourists, in their destination promotion efforts.</i></p> <ul style="list-style-type: none"> • Country Presentations (continue from Day 1): MICE – A New Paradigm for Tourism (please use template provided) • Q & A session • Session 2 Wrap Up

<p>30 April (Wed) Session 3</p>	<ul style="list-style-type: none"> • Lead Presentation: “Capacity Building – Tooling for the Future.” Speaker: Ms Jane Vong Holmes, Senior Associate – Asia, GainingEdge <p><i>This session will debate if infrastructure development is the be-all and end-all, and looks at some case studies where MICE capacity building goes beyond the hardware, and outside the box.</i></p> <ul style="list-style-type: none"> • Country Presentations (continue from Day 2): MICE – A New Paradigm for Tourism. (please use template provided) • Discussion/Workshop: Draft a communiqué with a list of recommendations for the Asian Association of Convention & Visitors Bureau – AACVB. • Session 3 Wrap • Final Conclusion and Recommendations by Gary Grimmer • Closing Ceremony • Farewell Dinner (Host Member state)
<p>1 May (Thurs)</p>	<ul style="list-style-type: none"> • Technical Tour (TBA)
<p>2 May (Fri)</p>	<ul style="list-style-type: none"> • Check out and departure

5. Participant Involvement

Participants should be at least senior director level from the national tourism administrations of UNWTO Member States and have an excellent command of English.

In order to increase participation levels, and to have a useful and practical learning experience, each participant is required to prepare a short presentation of 12-15 minutes on MICE in their own country. Specifically, presentations should include a discussion of the following session themes (as below) as it related to the destination the participant is representing.

All participants will use the country presentation template provided (attached) for consistency. The country presentations will cover all Session 1, 2 and 3 themes.

Session 1 Theme: MICE as a New Paradigm for Tourism

History of MICE, Current state of MICE, MICE Market priorities, national MICE Strategy, Supporting agencies of MICE and their roles, MICE resource allocation, Benefits of MICE, Challenges affecting MICE, Future plans for MICE, Overall lessons learnt and recommendations.

Session 2 Theme: MICE Destination Marketing

What resources and campaigns are undertaken to promote your country as a destination for international MICE events.

Session 3 Theme: MICE Capacity Building

What initiatives and programmes are undertaken by your country to ensure service, product and overall development in the MICE industry?

Recommendations must be included in the presentations for other participants to obtain practical lessons from each case study of our member states. The anchor consultant will contact participants once they have been nominated in order to discuss the content and context of their presentation, which must adhere to the topic of the training program.

The due date for presentation files to be submitted to UNWTO is no later than 15 April. All the presentation files will be distributed to participants in advance of the training to facilitate efficient discussion.

6. Short Profiles of Presenters

- **Gary Grimmer, CEO and Lead Strategic Consultant, GainingEdge**

Gary has 30 years' experience in the convention industry around the world, from Houston and Vancouver to Johannesburg to Tokyo. He has been involved in the establishment of convention bureaus in Serbia, South Africa and Malaysia and provided guidance on the development of their convention and meetings industries. His convention centre consulting experience includes market feasibility, demand analysis, facility scoping, design review, site review, management and operational consultation for proposed convention centre developments in Oman, Malaysia and Australia.

While he is both Australian and American, he is originally from the United States where he was CEO at bureaus in Portland, Oregon and Albuquerque, New Mexico and Vice President of the Boston, Massachusetts bureau. Gary is a former Chairman of the Board of the International Association of Convention & Visitors Bureaus (now DMAI) and former Chairman of the Business Events Council of Australia.

Gary received the IMEX Academy Award – Asia Pacific in 2007 and is a member of Beijing Dongcheng's International Advisory Board. The Award recognised his pursuit for excellence and achievements in the international business events industry. Gary was also acknowledged for his work supporting IMEX's Wild Card Winners 2012 and 2013.

- **Deoksoo Ahn, Director for Marketing Planning Team, Korea Tourism Organization**

Deoksoo Ahn is a stalwart in Korea Tourism Organization having spent the last 2+ decades in various roles. He first joined KTO in 1989 and was assigned to the Publication Department and Audit Office. From here, he was a team member in the Research and Overseas Promotion departments which led to him holding the position of Deputy Director in KTO's New York Office. Upon his return from the Big Apple, for the next 6 years, Ahn was part of KTO's Overseas Tourism Strategy Team before moving on the Convention Bureau and Business Management Team.

His varied experiences made him the choice candidate as Director, Australia & New Zealand, a position he held at KTO's Sydney Office. After 3 years, he returned to KTO Head Office and assumed the role of Director for Convention Team, MICE Bureau. Last year, Ahn took on yet a different role as Director of Marketing Planning Team.

Ahn holds a BA from Hankuk University of Foreign Studies; MBA from City University of New York, and very recently received his Ph.D in Tourism from Kyunghee University.

- **Jane Vong Holmes, Senior Associate, GainingEdge**

Jane joined GainingEdge as Senior Associate in June 2009 and took on the role as Managing Director of BestCities Global Alliance when GainingEdge was appointed as the alliance's professional management company. In addition to this role, she is the key contact person for GainingEdge's business in Asia, and manages its media communications office, and *GainingConnections*, a specialised service for convention bureaus who are in need of research and intelligence support.

Jane has been part of the consulting team on several GainingEdge projects in Asia namely UNWTO/Hangzhou Tourism Commission; Japan Tourism Agency; Malaysia Convention & Exhibition Bureau; Sarawak Convention Bureau; Macau Business Tourism Centre and the Ministry of Tourism and Creative Economy Indonesia.

Prior to this role, Jane served for 8 years as Regional Director Asia Pacific for the International Congress & Convention Association – ICCA. She had a marketing communications role in Tourism Malaysia and was also posted to its Sydney Office as Deputy Director for 4 years. She was honoured with the IMEX Academy Award – Asia Pacific 2013.