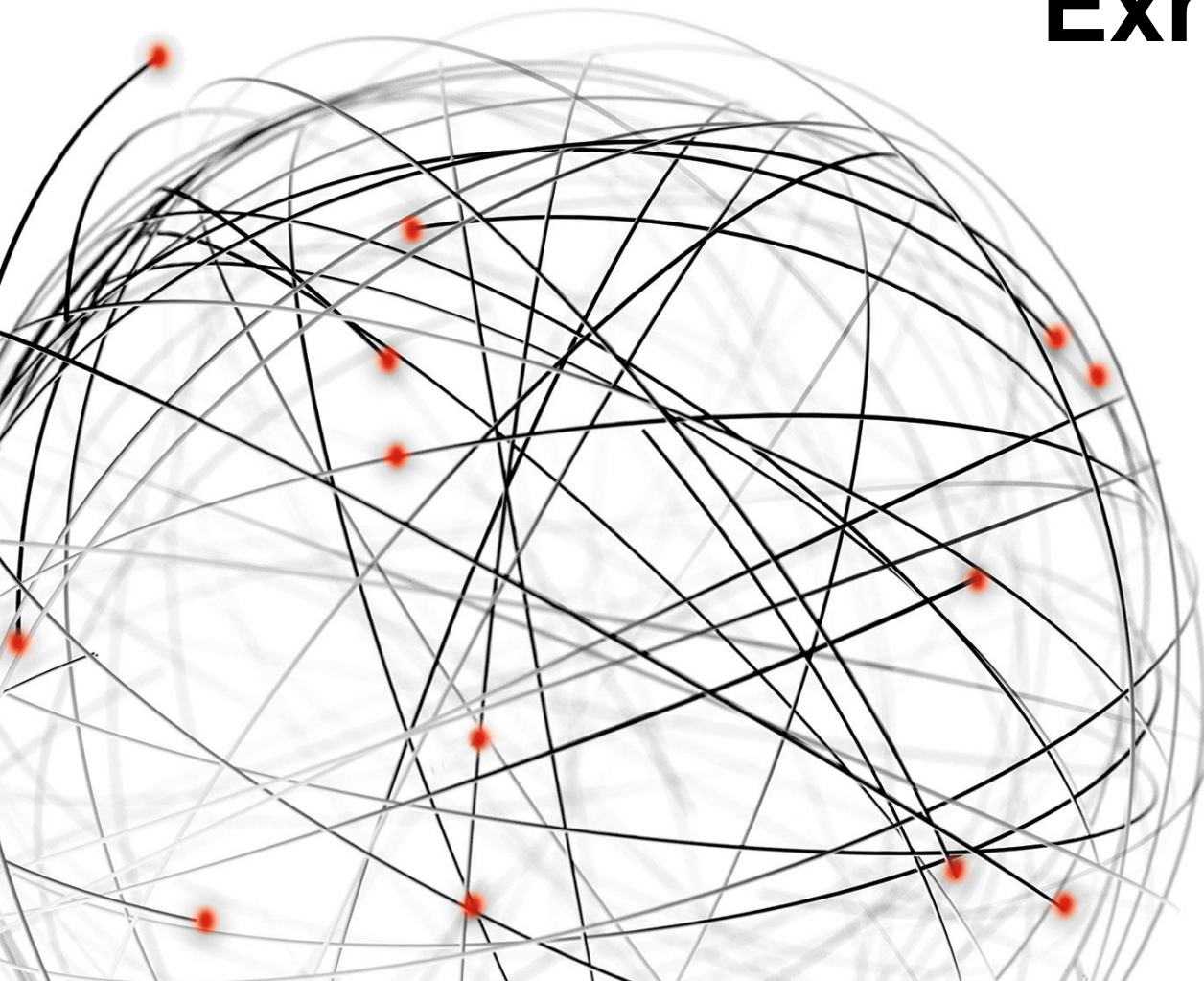


# The Meetings, Incentives, Conferences & Exhibitions (MICE) Update



**Brad Williams**  
Managing Partner  
Platinum DMC Collection



# Agenda

**MICE Market  
Overview**

**The MICE Buyer**

**The Destination  
Selection Process**

**Insights**

**2017 Global MICE  
Forecast**

**Connecting with  
the MICE Buyer**

**My Portugal  
Survey Results**

**Panel Discussion**



## MICE Market Overview





MEETINGS



INCENTIVES



CONFERENCES



EXHIBITIONS





# 2017 MICE Industry Forecast



# 2017 Forecast

- Meeting industry is forecast to be similar to 2016 in terms of budgets, size and number of meetings
- Lead time of booking meetings is increasing
- More available space may mean that the pendulum swings toward Buyers
- The MICE industry is projected to grow 33% from 2016-2026, which is much faster than the 11% average growth rate of all occupations (U.S. Bureau of Labor Statistics)
- Destinations have changed from selling fact and costs, to promoting emotions and memories





# What is New?

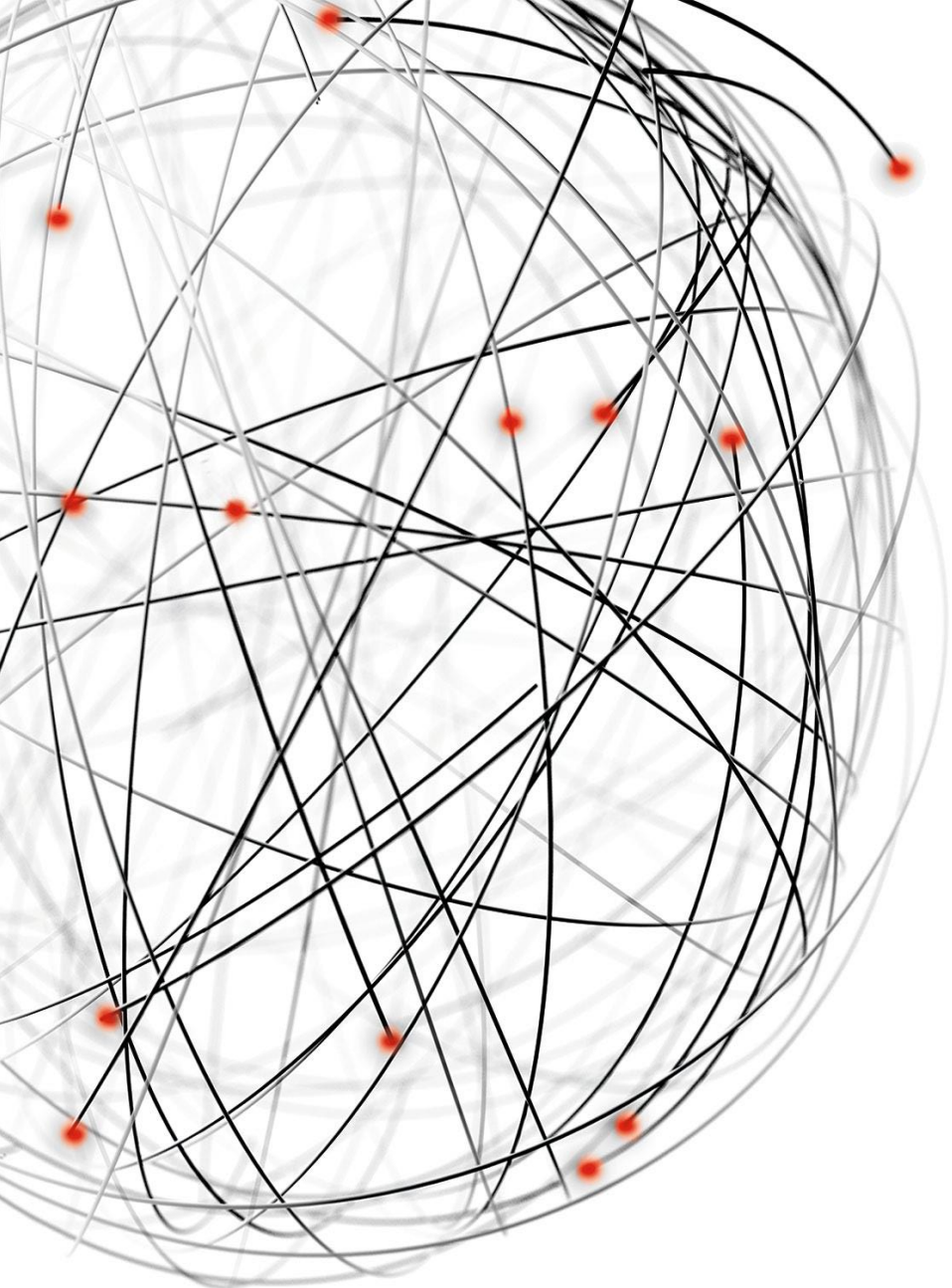
- Safety and security is emerging as a top factor in destination selection!
- Duty of Care and a Safety & Security Plans are essential
- Group air rates are continuing to increase, taking a bigger share of the overall budget
- New mid-tier hotel openings are on the increase, meaning more competition and more services
- Demand for “unique” hotels and venues is rising
- Clients are looking at the number of luxury hotel brands in a destination to determine “viability”





# Where are MICE Buyers Contracting





# Top European Meeting Destinations for 2017

- |                  |              |
|------------------|--------------|
| 1. <b>London</b> | 6. Rome      |
| 2. Barcelona     | 7. Frankfurt |
| 3. Amsterdam     | 8. Madrid    |
| 4. Paris         | 9. Brussels  |
| 5. Berlin        | 10. Prague   |



## Incentive Travel – SITE Index 2017





# Budgets

49% of companies plan to increase

36% stay the same

14% decrease

Mean spend per person is US \$4,000





# Audience

60% companies plan an increase

33% will stay the same

7% will decrease





# Top issues having a negative impact

**Terrorism**

**Airline Costs**

**World Economy**

**VAT Refund**

**Inconsistency and Confusion**

**Capacity and number of  
int'l luxury brand hotels**



The background image shows the Belem Tower, a UNESCO World Heritage site in Lisbon, Portugal. The tower is a tall, ornate stone structure with intricate carvings and a crenellated top. It stands on a rocky outcrop in the Tagus River. In the foreground, a wooden walkway with railings leads towards the tower, and several people are walking along it. The sky is bright blue with large, white, fluffy clouds. A solid red banner is positioned horizontally across the middle of the image, containing the title text in white.

## Demographics of the MICE Buyer





60% female

40% male

Average age 48

Average tenure in the  
industry 18 years

This is a seasoned industry and you will likely be  
dealing with an experienced buyer.

Please don't presume they know a lot about your destination!



**How Do You Connect?**





# How Buyers Want to Meet You

1. Educational trips to experience the destination
2. Small trade shows, i.e. Incentive Travel Exchange, Incentive Research Foundation, Meetings & Incentives Forums
3. In-office sales visits – MUST be high-quality
4. User friendly websites with high quality photos & videos
5. Locally hosted events in the buyers' city / use communications agency to target the right audience
6. Trade-shows, i.e. IMEX
7. High impact, dimensional “Snail-Mail” – gets noticed vs. email



## How Buyers Determine the Destination





# Top 10 Destinations Considerations

**Air** Convenience and Price – How much of my budget is taken by air?

**Hotels** Are the brands there that appeal to our demographic? Are they large enough?

**Budget** Exchange rate and overall value vis a vis the competition (including VAT)

**Seasonality** Is our timeframe a good time/value/weather?

**Relationships** Are we comfortable in our knowledge of and relationships in the destination?



# Top 10 Destinations Considerations

**Content** Is there enough to do in the destination? Does it meet our program requirements?

**Safety** What is the “perceived” safety and security of the destination?

**Sizzle** Does the destination have built-in appeal to my audience?

**Rotation** Is this destination on the rotation?

**Buzz** Is there anything new or that has recently happened in the destination that has built in “buzz”?





**Listen to what the MICE Industry is  
Saying about Portugal**





# **My Survey of US MICE Buyers**

## **101 Surveys Completed**

**Years in industry?**

**74% Over 15 years**

**Visited Portugal?**

**45% Yes**

**How?**

**Personal**

**47%**

**Educational trip/fam**

**53%**

**How strong is your knowledge of Portugal?**

**Strong/Very strong**

**9%**

**Somewhat strong**

**48%**

**Not strong**

**43%**





# My Survey of US MICE Buyers

**Confidence in relationships**    **35%**    **Confident or Very Confident**

**Value Perception**    **98%**    **Somewhat or Not Expensive**

**Is Portugal on your Bucket List?**    **79%**    **Yes**

**Does Portugal have what it takes for the MICE industry?**    **91%**    **Yes**



## Actions for a Competitive Edge





# How Should Portugal Differentiate to get a Bigger Piece of the Pie

Focus on your uniqueness and your personality (your brand). Be bold.

Tailor your message to each specific audience and make it personal and emotional

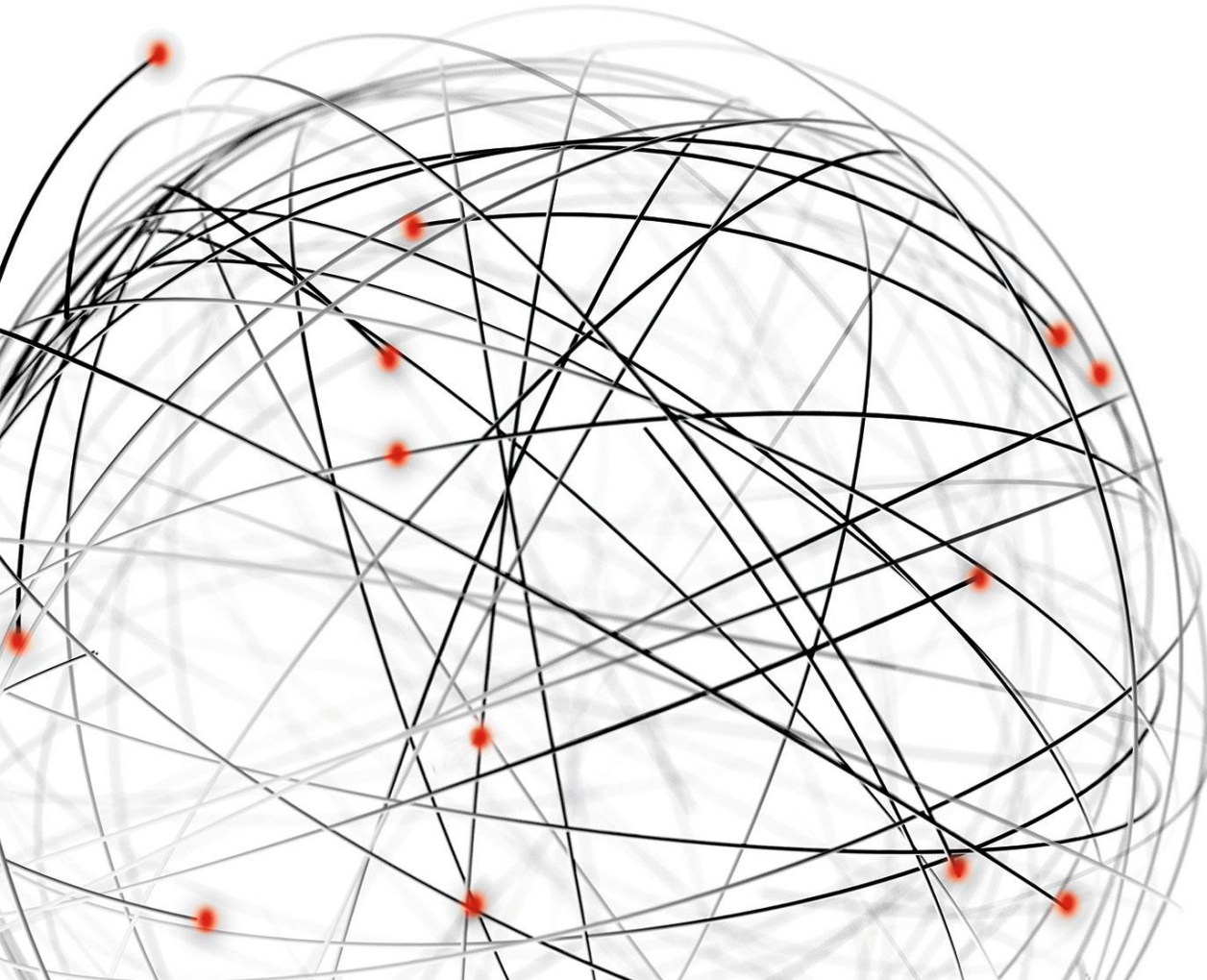


# Insights to Move Portugal UP in the Decision Rank

- Be competitive from a VAT perspective
- Encourage more luxury int'l hotel brands to open
- Shout loudly when you open new air lift and routes
- Educate, educate, educate
- Stress the value
- Create a brand
- Tell the Portugal story
- Make it personal



# Thank You



**Brad Williams | Managing Partner**

phone +1 (612) 721-7948

27 Dodworth Street, Suite 2F

Brooklyn, NY 11221 | USA

[brad@platinumdmc.com](mailto:brad@platinumdmc.com)

*Platinum*  
**DMC COLLECTION**

== NORTH AMERICAN SALES OFFICE ==  
FOR THE WORLD'S LEADING DMCS