

# MICE를 통한 지역혁신전략



22 Aug 2019

이상열  
고양컨벤션뷰로 단장

# Agendas

- MICE산업의 정의와 산업현황
- 관광/MICE사업의 글로벌 트렌드
- 왜 MICE산업인가?
- MICE목적지 선택의 기준
- MICE목적지 선정의 신규요소
- CVB vs DMO
- MICE를 통한 Destination 발전전략

# MICE산업의 정의와 산업현황



UNWTO Recommended

## Definition of Meeting Industry

From the report of

“Measuring the Economic Importance of Meeting Industry”

co-published by



## Meetings

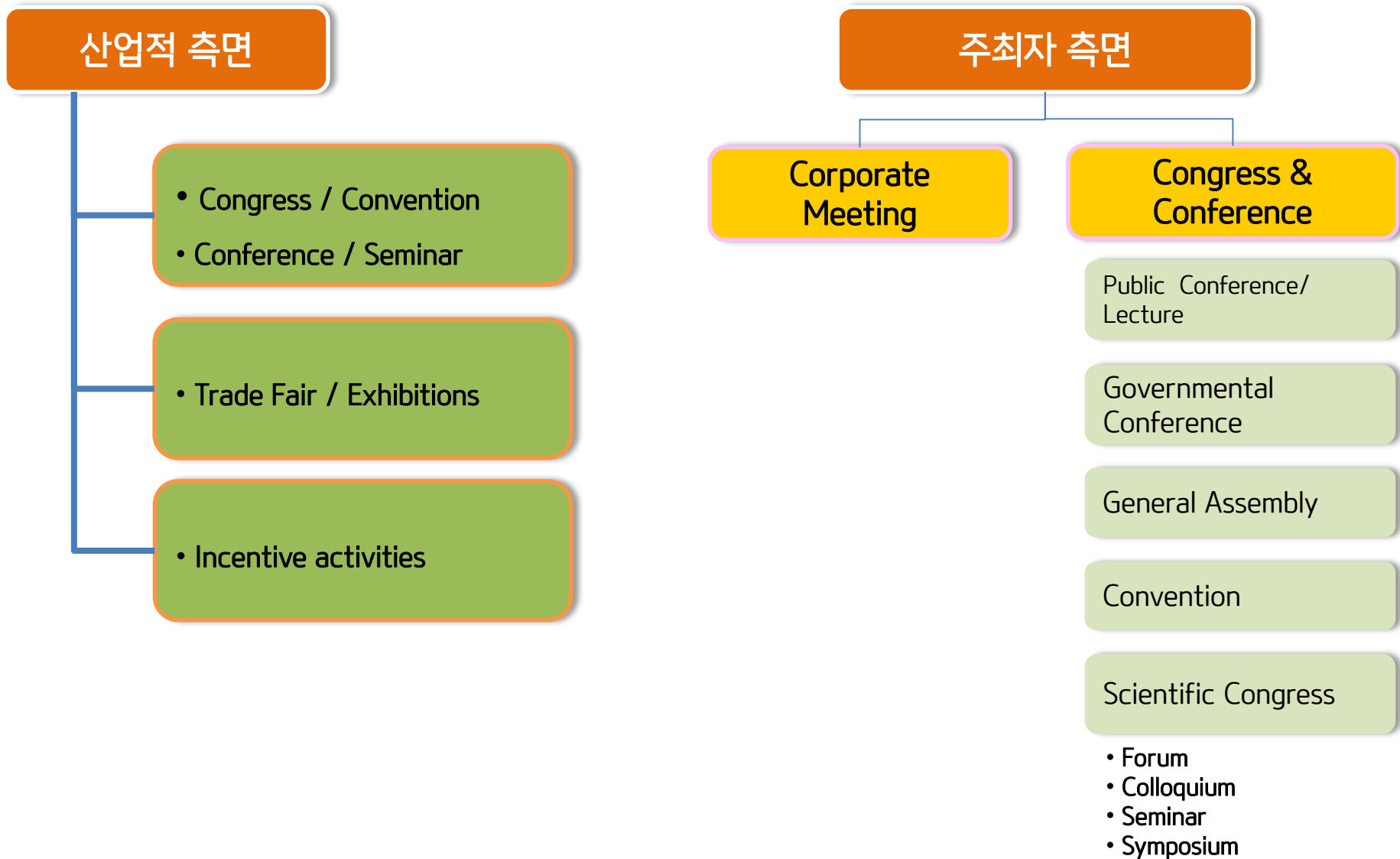
- > Min 10 participants
- > Min 4hrs or half day



A series of participants' gathering to have following common purposes including

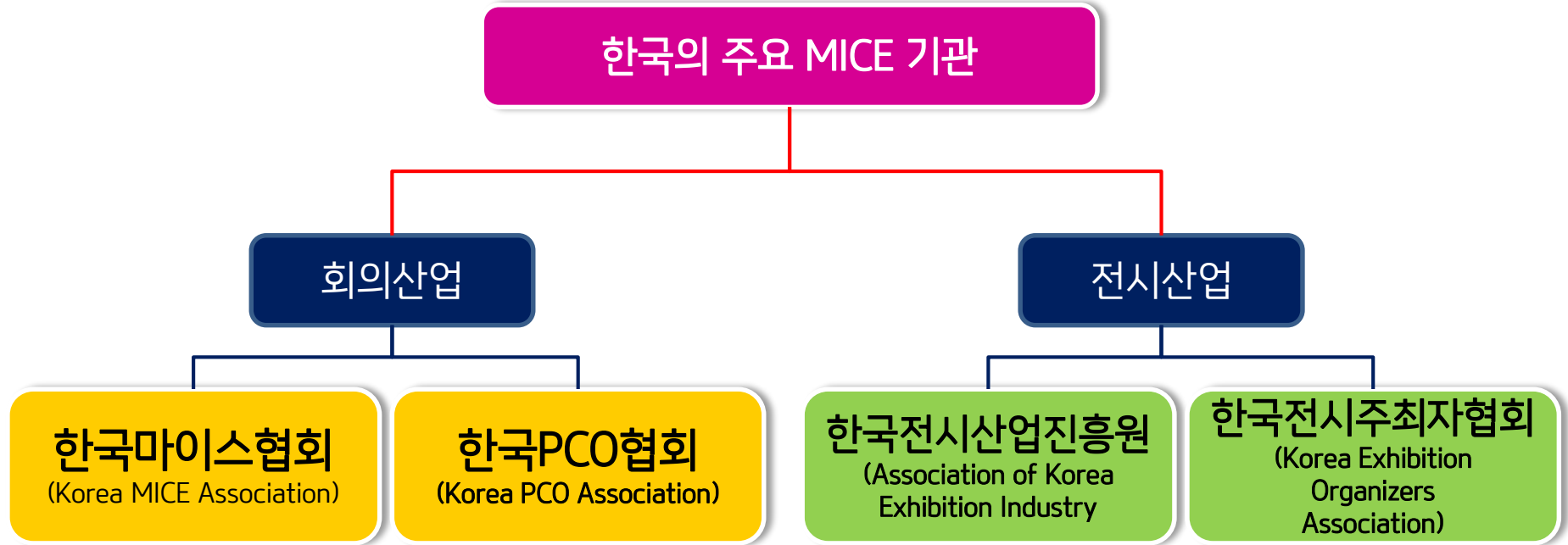
- Business management
- Idea Exchange
- Education
- Discussion

On Professional, Scientific and Business Issues



•Meeting specification to KTO(Korea Tourism Organization)

Meeting	Conference for exchange of ideas, discussion, information exchange, and the formation of social networks	Domestic	Less than 10 foreigner More than 4 hours
		Intl.	More than 10 foreigner More than 4 hours
Incentive	Reward tour and conference for reward and motivation on the performance of the members	Intl.	More than 10 foreigner More than 1 night
Convention	Exchange of ideas, discussion, information exchange, and the formation of social networks	To comply with the limits for UIA (Bigger than Meeting and international nature)	
Exhibition	All sorts of exhibitions to sales, PR, and marketing activities for distributors, traders, consumers, and the general public	Domestic	Less than 100 foreign buyer to registered More than 1 day
		Intl.	More than 100 foreign buyer to registered More than 1 day



## 감독기관



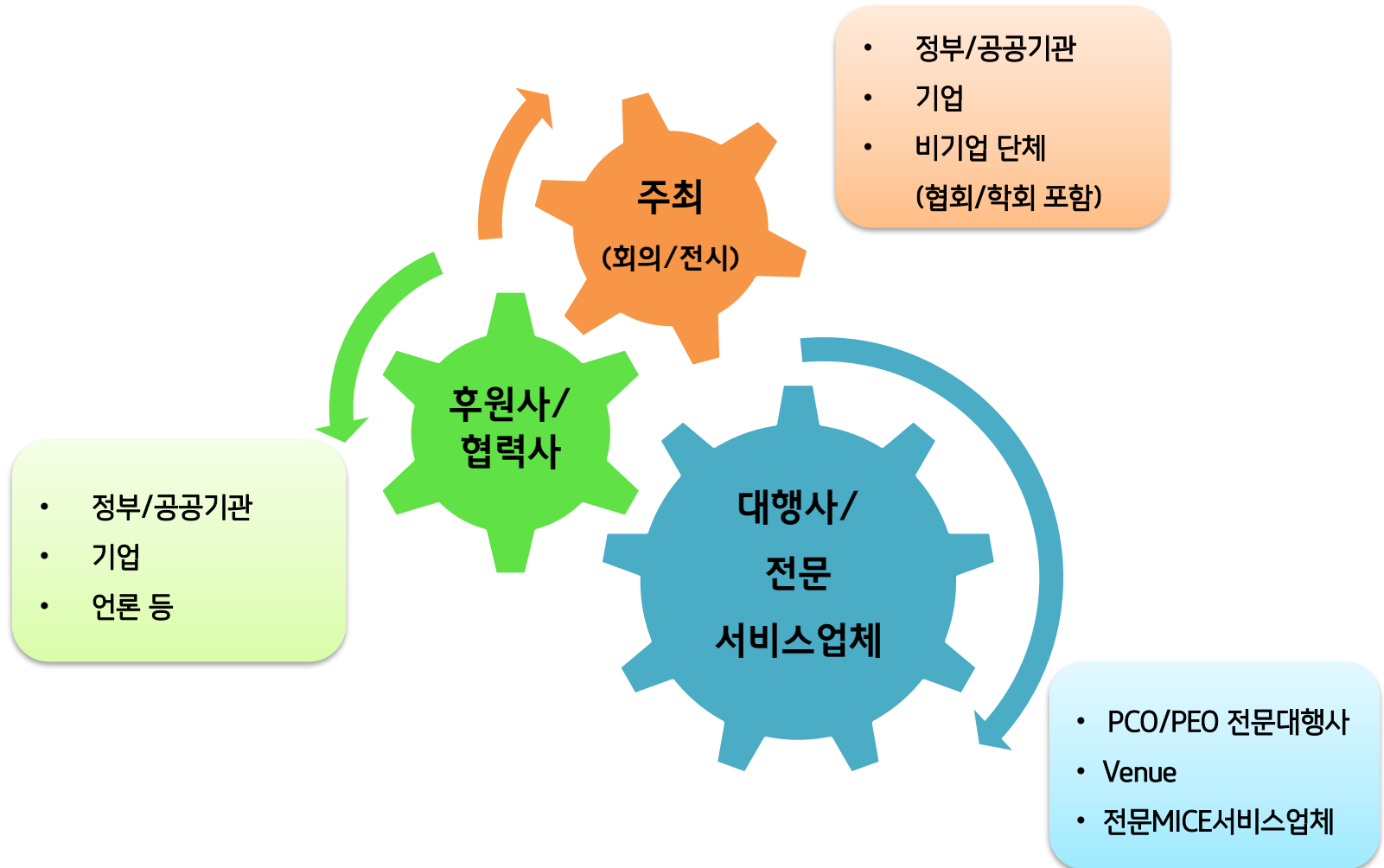
Ministry of Culture, Sports and Tourism



산업통상자원부

Ministry of Trade, Industry and Energy

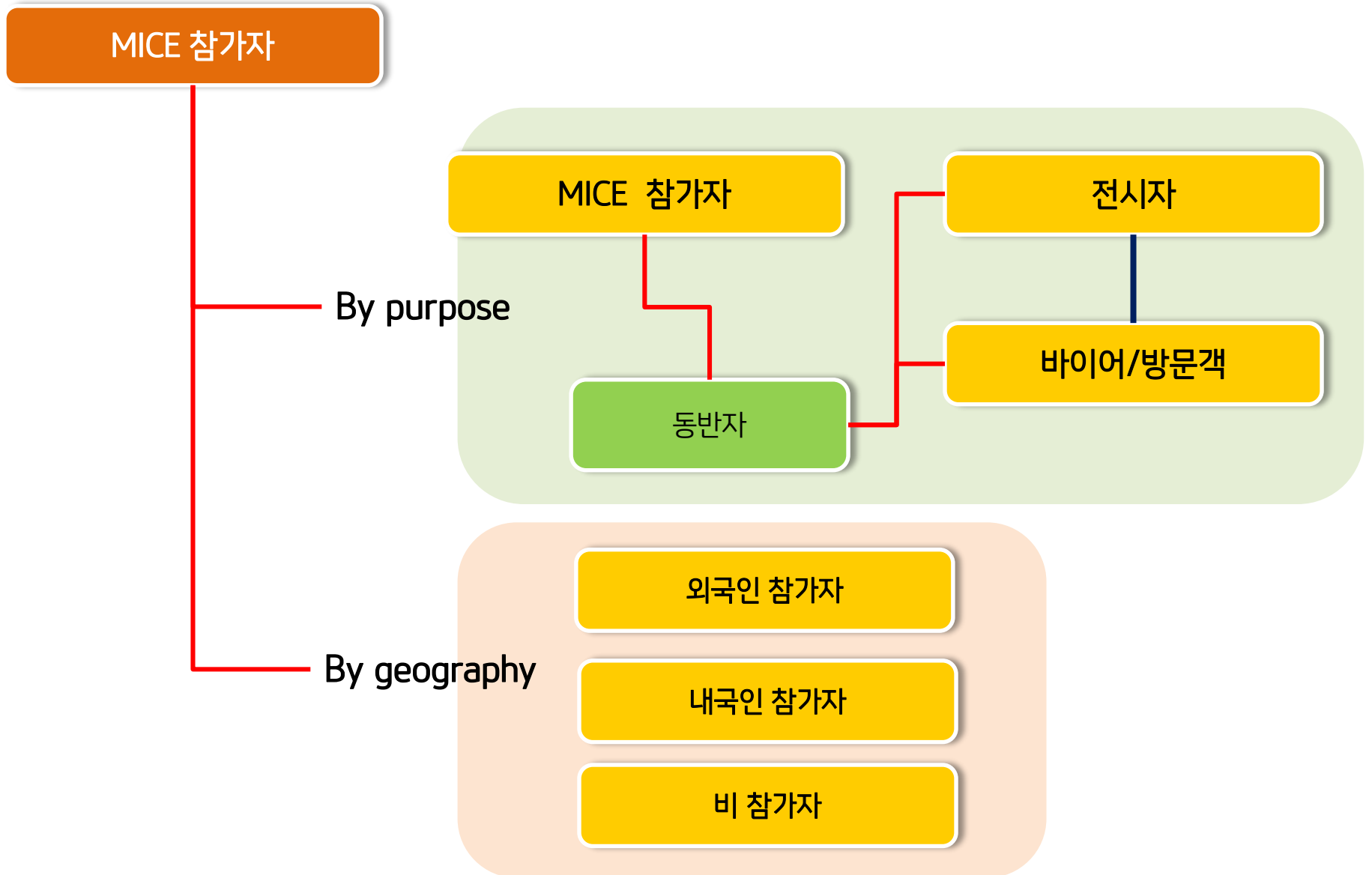
## • MICE산업 공급체계

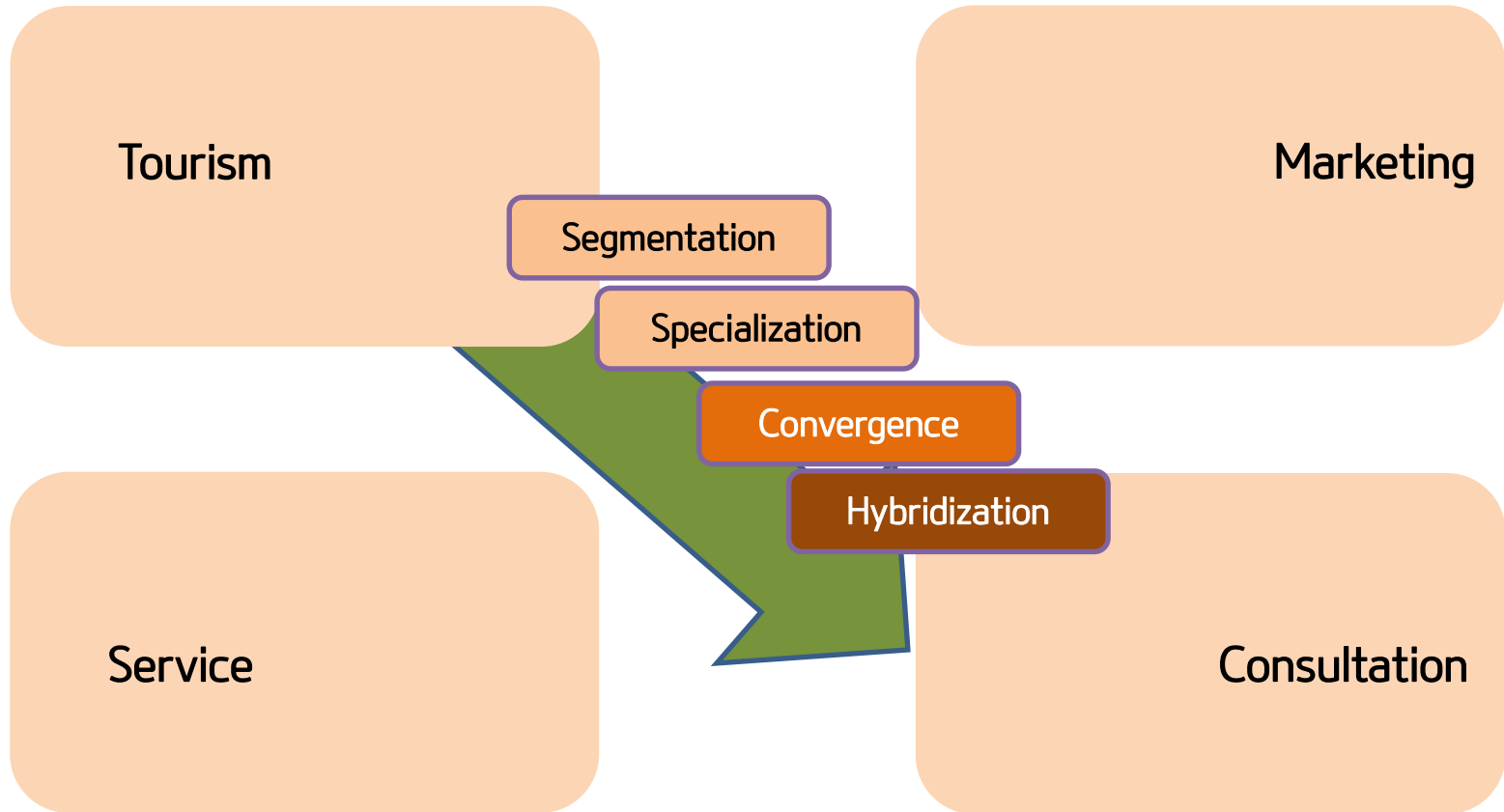


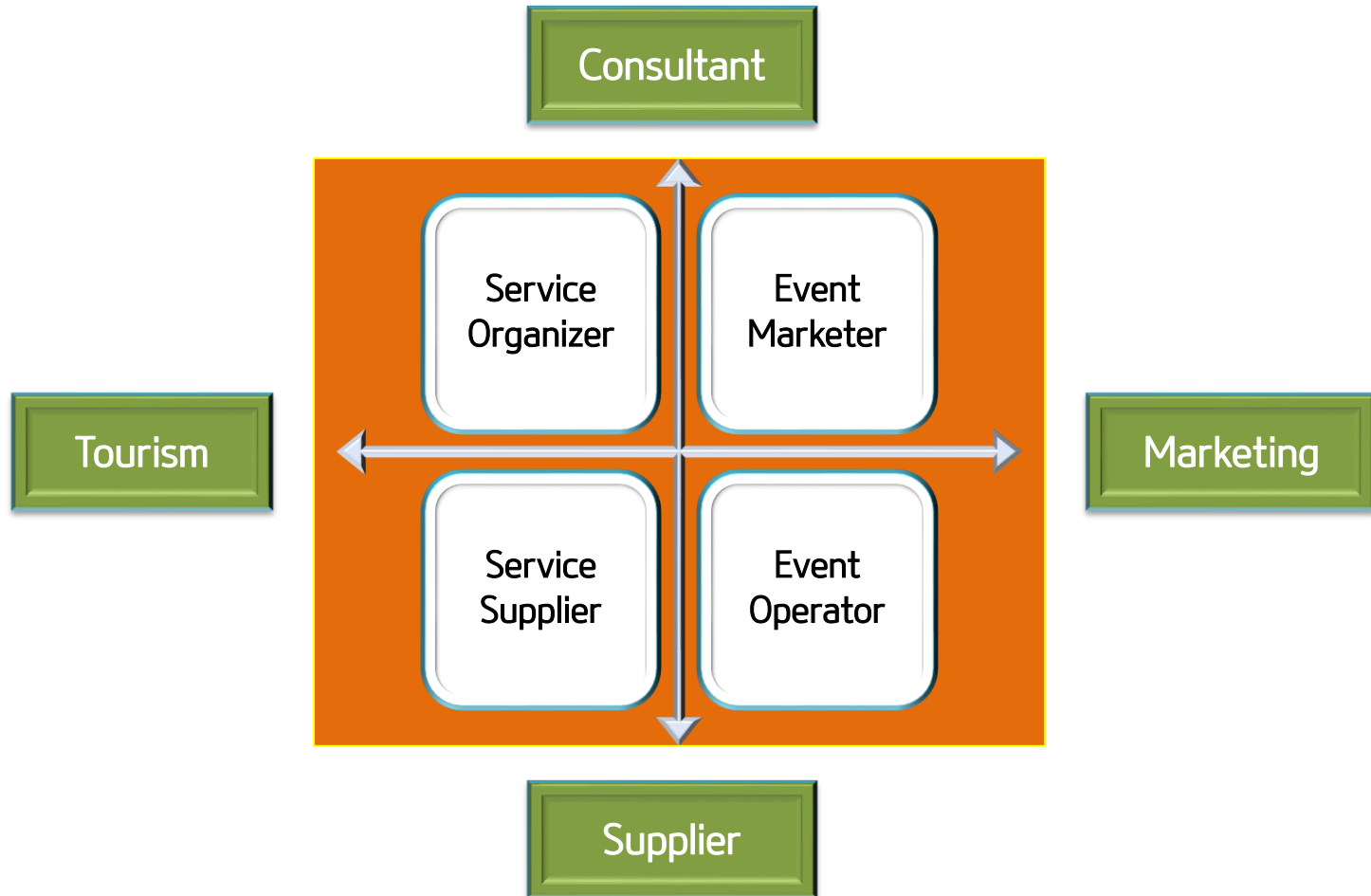


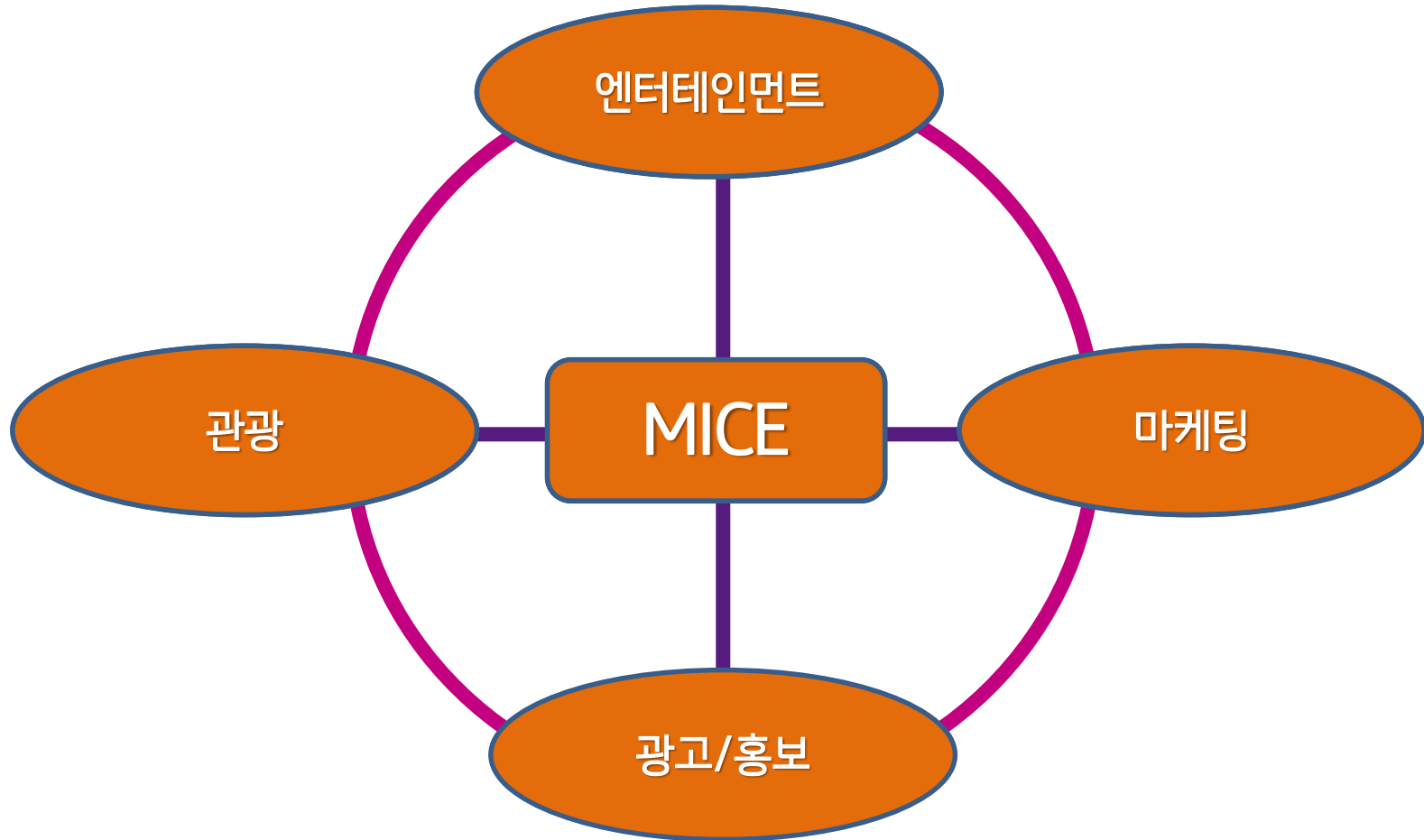
## Meeting Venues

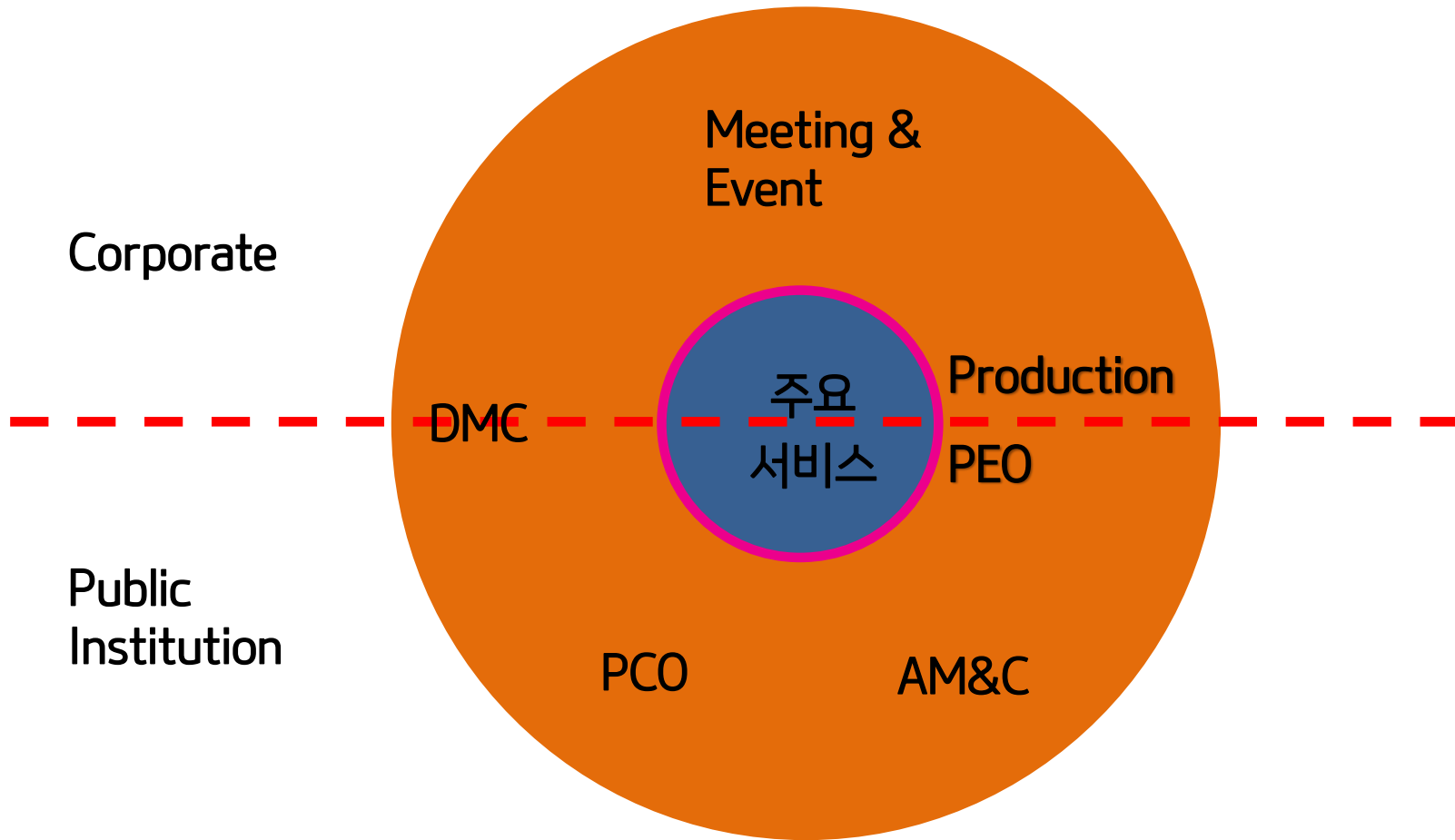












DMC: Destination Management Company  
PCO: Professional Convention/Congress Organizer  
PEO: Professional Exhibition Organizer  
AM&C: Association Management and Consulting

- 기업대상 주요 MICE서비스
  - Strategic Meeting Management / Consolidation
  - Venue Sourcing
  - Meeting Planning
  - Creative Events & AV Production
  - Content & Registration Technologies
  - Incentive Travel
  - Destination Management (DMC)
  - Performance Improvement Programmes



- 비기업단체(협회·학회·정부)대상 주요 MICE 서비스
  - Strategic Consulting/Review
  - Association Management (AMC)
  - Marketing & Communication
  - Educational and Learning Programmes
  - Professional Congress Organization
  - Exhibition Management
  - Registration Technologies
  - Public Affairs





**Meetings®**  
INTERNATIONAL





MPI



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS



# MICE/관광산업의 글로벌 트렌드

(Sourced from SoolNua Document)



Based ON  
INTERNATIONAL DESTINATION COMPETITIVENESS FORUM, Goyang Destination Week, 2018

**EXPLORING COMPETITIVE ADVANTAGE FOR 2<sup>nd</sup> TIER MICE  
DESTINATIONS**

PATRICK M DELANEY, Sool Nua

**THERE IS NO MORE B2B OR B2C**

**IT'S**

**H2H**

**HUMAN TO HUMAN**

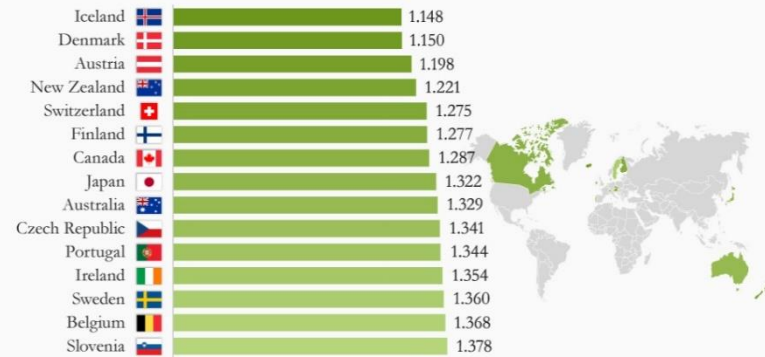
## 1. CLOSURE & ISOLATION

- No welcome message
- Difficult to get a visa
- More regulations
- More tax and tariffs



## The safest places to travel in the world

Index rankings of the 15 most peaceful countries worldwide in 2015



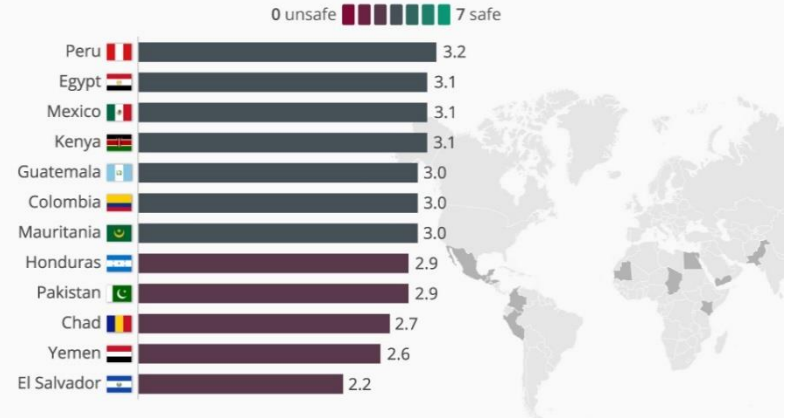
\*Index calculated through factors including militarisation, society & security, domestic & international conflict (1.0 = more peaceful)

@StatistaCharts Source: 2015 Global Peace Index

INDEPENDENT statista

## The world's worst nations for safety and security

Bottom scores for safety and security worldwide

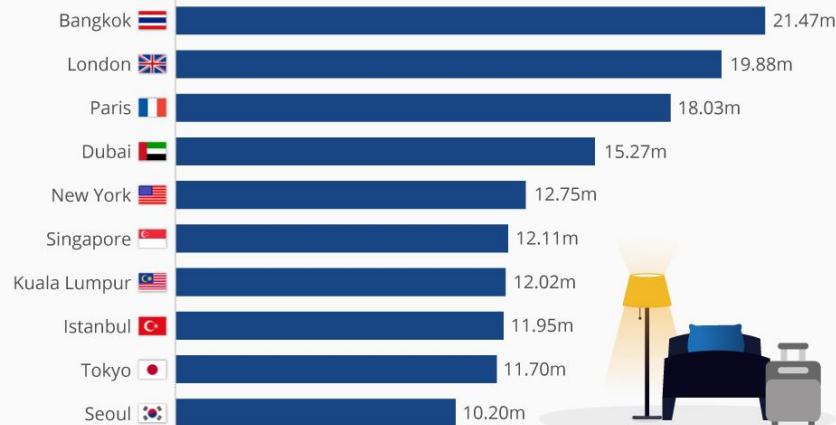


@StatistaCharts Source: The Global Competitiveness Report 2016-2017

statista

## The World's Most Visited Cities In 2016

Top cities by number of international overnight visitors in 2016



@StatistaCharts Source: Mastercard

statista

## 1. Over Tourism





## 1. Over Tourism

- Barcelona
- Thailand
- Venice
- Great Wall China
- Amsterdam
- Paris Mona Lisa
- Iceland



## 1. 한국의 Over Tourism



- **Multidisciplinary programming from business and culture**
  - SXSW (South By Southwest)
  - C2, Montreal, Melbourne, Australia
  - Web Summit, Lisbon, Portugal
  
- **Mixing of personal and professional interest of attendees & Co-locating of sector meetings**
  - London Technology Week
  - Consumer Electronic Show in Las Vegas, USA
  - TED Vancouver, Canada

- SXSW (South By Southwest)

- C2 Event (Montreal)

- Co-locating Sector Meeting (Singapore)



# Millennial들의 세상!!

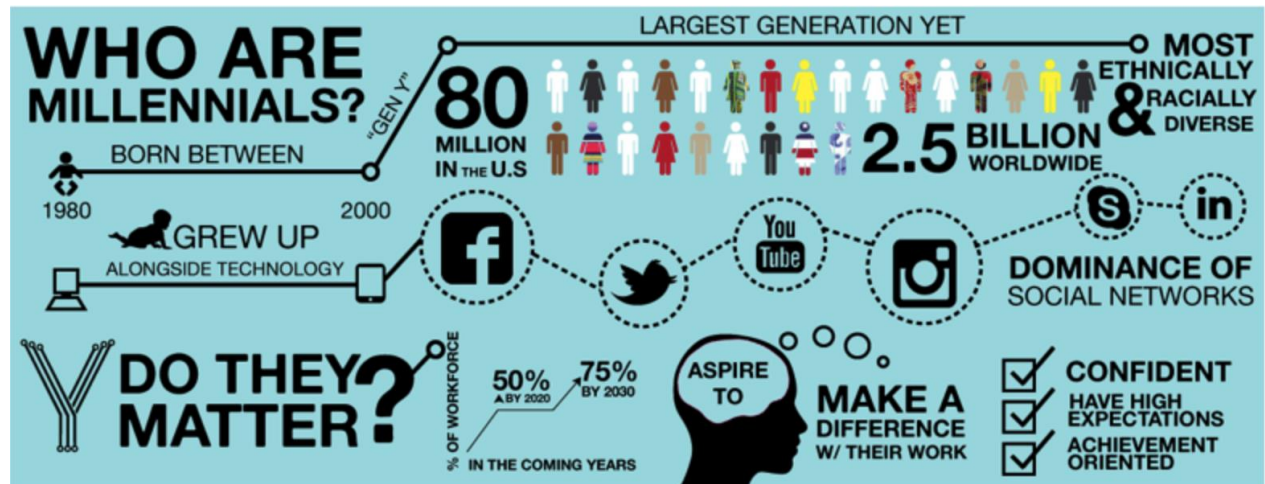


VS



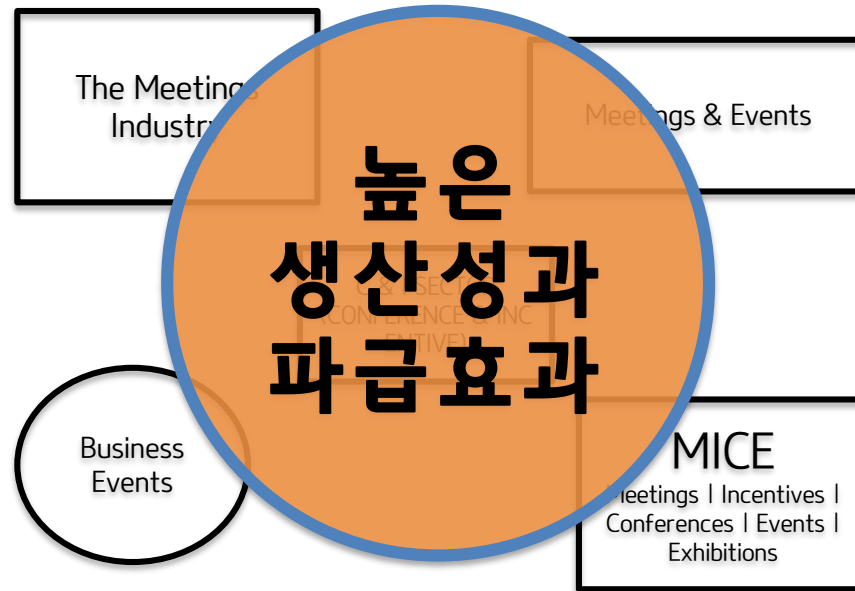
## • Millennials의 특징

- 고도의 상호 협력적인 작업환경 선호
- 많은 피드백
- 목적성 있는 작업
- 많은 온라인 커뮤니티에서 활동
- 질문에 대한 답을 사전이 아닌 인터넷에서 구함
- 명확한 진로를 갖고 싶어함





# 왜 MICE 산업인가?



목적지 명성 및 브랜드 제고

목적지 삶의 질 향상에 기여

MICE를 통한 지식 및 전문성  
제고

Visitor Economy

MICE GROWS LEISURE

## MICE목적지 선택에 있어 조건의 변화



# MICE 목적지 선정에 영향을 미치는 신규 필수 요소

- 도시 별 전문분야 설정
- 적절한 고객을 대상으로 한 마케팅/광고/참여 캠페인
- 사전 및 사후 컨벤션 투어를 촉진하기 위한 지역 자료 작성
- 조사된 전문분야에 맞는 앰버서더 프로그램 개발

- 런던(London), 더블린(Dublin)이 아닌 벨페스트(Belfast)

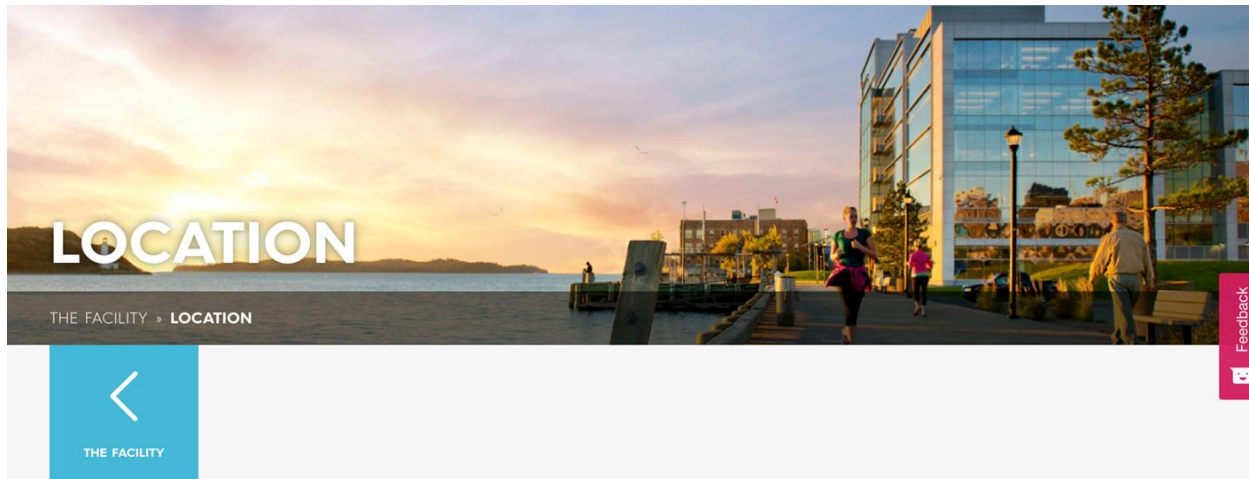
- 사이버 보안 분야 떠오르는 시장 선도도시
- 벨페스트 퀸스대학은 Secure Information Tech.의 고향
- 도시 내 관련 선도 기업들(Alert logic, Repknight, Proof Point, Rapid 7 등) 이 창업 또는 이전
- 세계사이버보안기술연구 서밋 (The World Cyber Security Research Summit and OWASP (Open Web Application Security Project} 컨퍼런스 개최





- 토론토(Toronto)가 아닌 핼리팩스 (Halifax)

- St. Marys and Dalhousie Universities – 뇌검색/MRI와 같은 생자기장연구기술분야의 세계적 수도
- Siemens, Hitachi, Fujitsu와 같은 기업들이 연구시설을 설립하고 9,000여 일자리 창출
- 매년 생자기장 관련 컨퍼런스 개최



**We're on the edge of North America, and in the centre of it all.**

- 모든 형태의 행사들 (특히, 커피 및 티 브레이크)의 테마화
- 식이요법 범위의 파괴 (채식주의자, 종교적 이유에 따른 식이요법 등의 다양화)
- 건강식의 재조명
- 식자재 출처의 중요성 강조 (예, 할랄)
- 가공식품
- 음식의 장인



	Plant-based foods	Red meat	Poultry	Fish/Seafoods	Dairy foods	Eggs
Vegan	✓	✗	✗	✗	✗	✗
Lacto-ovo Vegetarian	✓	✗	✗	✗	✓	✓
Ovo Vegetarian	✓	✗	✗	✗	✗	✓
Lacto Vegetarian	✓	✗	✗	✗	✓	✗
Semi Vegetarian	✓	✗	✓	✓	✓	✓







- 정통의
- 나에겐 이국적이지만 너에겐 일상인 것들
- 인센티브 유치의 결정적 유치요소
- 가장 넓은 범위의 정의
- 시각적이고 , INSTAGRAMABLE!
- 가공 / 장인
- 쇼핑



Destinations

# New Cultural and Business Hub Will Reshape Zurich's Tourism Image

Laura Powell, Skift - Jul 17, 2018 10:00 am

**Skift  
Take**

**A**s we have seen in recent years, new multi-use developments can have transformative effects on under-utilized sections of major cities. Zurich is banking on The Circle to create a new reason for tourists to visit the city.

— *Laura Powell*

# CVB as DMO





**Destination Marketing** is a proactive, strategic, visitor-centered approach to the economic and cultural development of a destination, which balances and integrates the interests of visitors, service providers, and the community.

---

- **CVB**(Convention & Visitor's Bureau) is primary type of Destination Marketing Organization, DMO to enforce Convention and leisure tourism in local government level
- Every functions of **CVB** are about "Sell the city"

- DMO change in scope of role
  - Destination Marketing Organization to Destination Marketing and Management Organization
  - Part of FDI (Foreign Direct Investment)
  - Broadcast to engagement
  - Responsible for Internal & external partnerships
-



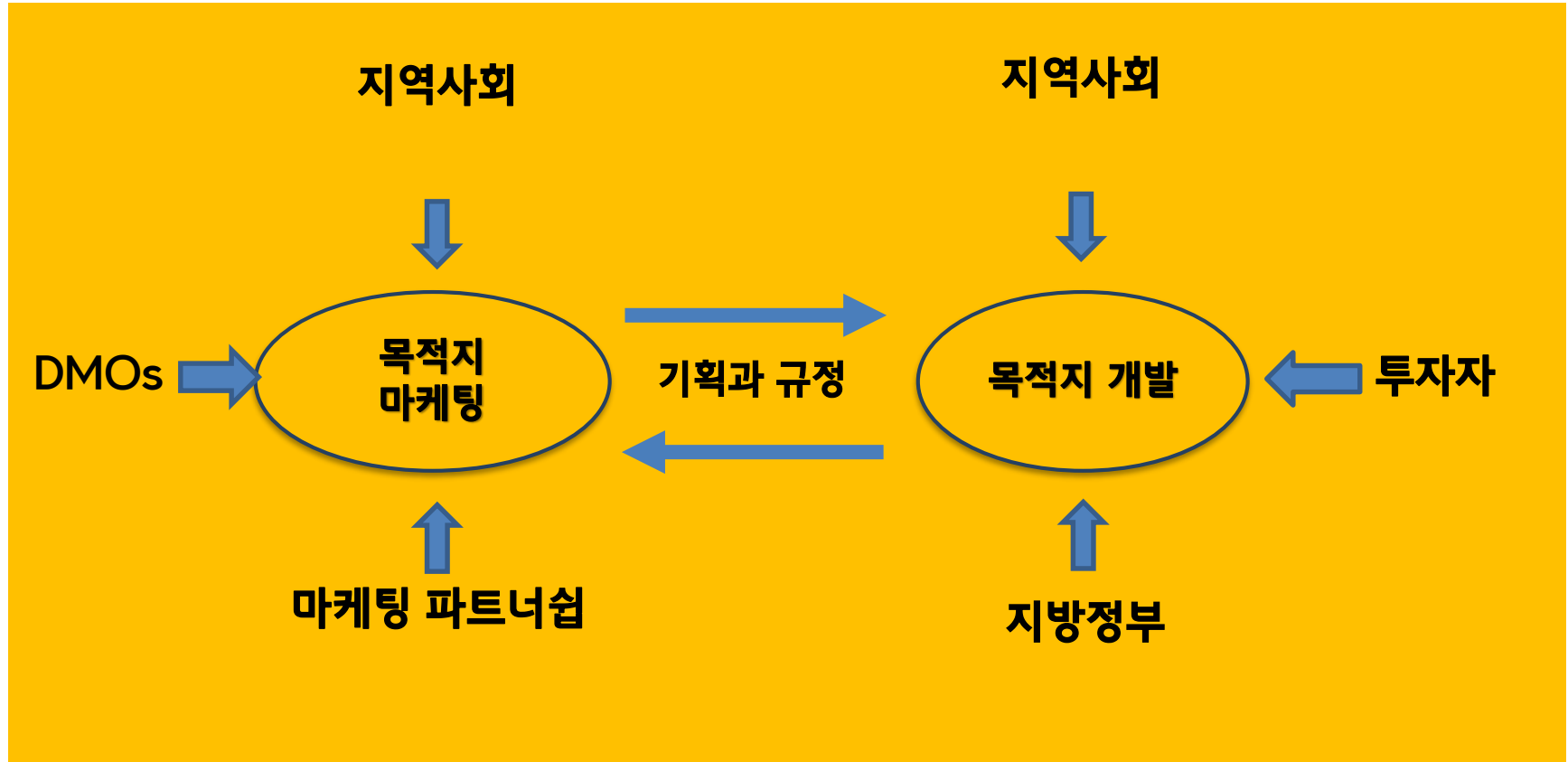
“MANY GLOBAL CONVENTION BUREAUS ARE  
EXPANDING BEYOND THE ROLE OF BROKERS OF BEDS  
AND MEETING SPACE TO BROKER’S INNOVATION.”

– Rafat Ali Skift

- 기능적 측면



- 목적지 마케팅과 목적지 개발과의 차이



NTO	광역	도단위	기초지자체
KTO	<ul style="list-style-type: none"> <li>▪ 서울</li> </ul>	<ul style="list-style-type: none"> <li>• 경기도</li> </ul>	<ul style="list-style-type: none"> <li>• 고양시</li> </ul>
	<ul style="list-style-type: none"> <li>▪ 인천</li> </ul>	<ul style="list-style-type: none"> <li>• 강원도</li> </ul>	<ul style="list-style-type: none"> <li>• 경주시</li> </ul>
	<ul style="list-style-type: none"> <li>▪ 대전</li> </ul>	<ul style="list-style-type: none"> <li>• 경상남도</li> </ul>	<ul style="list-style-type: none"> <li>• 수원시</li> </ul>
	<ul style="list-style-type: none"> <li>▪ 대구</li> </ul>	<ul style="list-style-type: none"> <li>• 제주도</li> </ul>	<ul style="list-style-type: none"> <li>• 청송군</li> </ul>
	<ul style="list-style-type: none"> <li>▪ 광주</li> </ul>	<ul style="list-style-type: none"> <li>• <b>전라북도</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>(전주)</b></li> </ul>
	<ul style="list-style-type: none"> <li>▪ 부산</li> </ul>	<ul style="list-style-type: none"> <li>• <b>경상북도</b></li> </ul>	
	<ul style="list-style-type: none"> <li>▪ <b>울산</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>전라남도</b></li> </ul>	

## <기능적 측면>





## <운영적 측면>

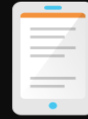
CVB

- 불안정한 재정구조 (일부 국비를 제외한 재정을 지방정부에 의존)
- 적은 규모의 조직
- 국내 CVB들간 심한 경쟁
- 지방 정부내 조직으로서 CVB의 위상 문제

# MICE를 통한 Destination 발전 전략



## Opportunities



### #1: Engagement

Interacting with and leveraging the new marketplace



### #2: Brand Building

Growing and sustaining the destination brand



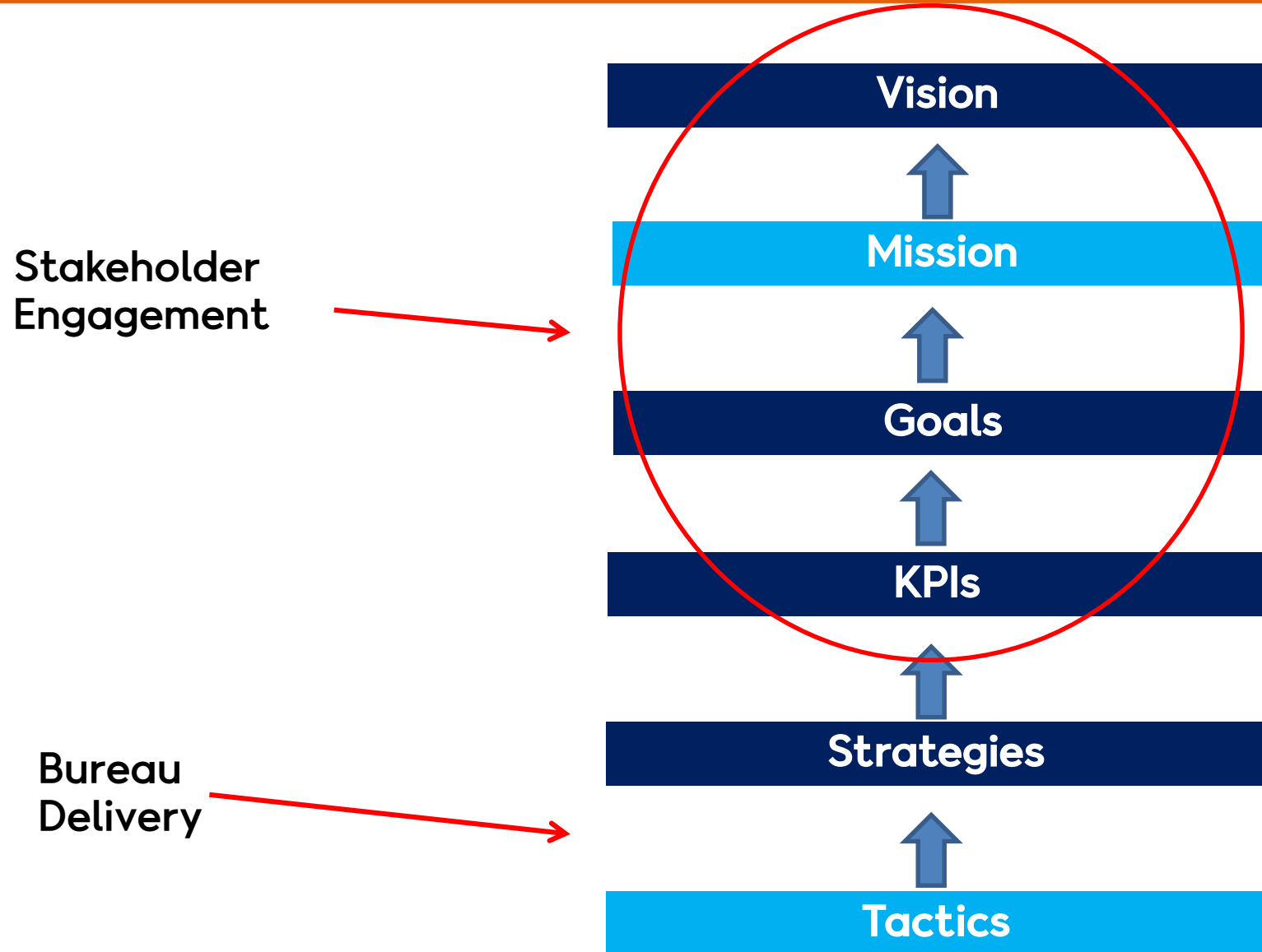
### #3: New Business Model

Evaluating and evolving the DMO business model

## Destination Strength Variables



# Integrated Strategic Plan for MICE



1. MICE는 Human to Human의 네트워크 비즈니스임을 인식하는 것이 중요!!!  
“When People Come Together, Magic is Happens.”

2. 관광과 MICE의 차이를 이해하고 각각에 맞는 발전 전략을 수립

3. MICE 산업을 단순 ‘방문객(Visitors) 유치 수단’이 아닌 지역의 경제적 발전 수단으로 활용

4. 지역사회의 지원과 참여를 반드시 보장

5. 지역이 보유한 MICE관련 자원을 파악하고 Cluster하려는 노력이 필요

5. 행사 주최자에 대한 One-stop shop이자 지역 MICE platform으로서의 DMO 육성

# 1. MICE는 Human to Human의 네트워크 비즈니스



ANNUALLY MORE THAN **100 MILLION PEOPLE** VISIT  
**10,900 TRADE SHOWS** AND **273,000 CONFERENCES**.

TRADE SHOWS ALONE ADD **\$33.7 BILLION**  
TO THE U.S. ECONOMY EACH YEAR.



#MMBUSINESS | @MEETINGSMEANBIZ  
[http://www.destinationmarketing.org/sites/default/files/destinationmarketing.org/mater/0104/1104/Oxford\\_Economics\\_DCI\\_08.PDF](http://www.destinationmarketing.org/sites/default/files/destinationmarketing.org/mater/0104/1104/Oxford_Economics_DCI_08.PDF)



ACCORDING TO OXFORD  
ECONOMICS, **74% OF BUSINESS  
TRAVELERS** BELIEVE THAT  
IN-PERSON MEETINGS WITH  
CLIENTS HAVE A **HIGH IMPACT  
ON CUSTOMER RETENTION**



#MMBUSINESS | @MEETINGSMEANBIZ  
[Source: http://meetingsmeanbusiness.com/files/0404/1104/05\\_2015\\_BizTravel\\_Report.pdf](http://meetingsmeanbusiness.com/files/0404/1104/05_2015_BizTravel_Report.pdf)

## 2. 관광과 MICE의 차이를 이해

구분	관광	MICE
참가자	관광객	전문가/경제인
참가자 의도	재미/자기만족	비즈니스/네트워킹/교육
방문목적	레저	업무관련
고객 요구사항	가격 흥정	높은 수준의 서비스와 제품
바이어	관광 도매상/여행사	국제회의 기획자/AMC/전시기획자
바이어의 동기유발요소	가격 및 커미션	성공적인 행사/수익이 나는 전시
결정 요소	목적지의 매력도	시설/비즈니스 링크/시장의 이슈
바이어 서비스 요구사항	예약서비스/여행일정	숙박/등록/이벤트 운영서비스
배포 채널	여행사/여행 도매상/글로벌 도메인 서비스 (GDS)	기업 및 협단체의 본사/AMC/전시대행사
공급망	호스피탈리티 산업	PCO/DMC/Venue/MICE서비스 공급업체들
시장 접근	광고/마케팅/패키지	직접 세일즈
사업 확보	전략적/마케팅 중심	전술적/세일즈 중심
그룹 규모	개별 또는 작은 규모의 그룹	300-10,000참가자
주요 경제적 파급효과	직접 소비	무역 및 투자

여행관련 업체

경험함

경험하지 못함





## 2. 관광과 MICE의 차이를 이해



# 3. 지역의 경제발전 수단으로서의 MICE 활용



## CONVENTION BUREAU

Convention Centers/ Bureaux play a crucial role in securing events for a destination and should be encouraged to identify and win bids for business events associated with the identified priority economic sectors.



## GOVERNMENT

Governments have priority sectors for development that conventions can help strengthen, by bringing global industry leaders to engage with local professional communities.

### ECONOMIC SECTORS

- Government - Trade
- Medicine - High Tech
- Science - Food
- Education - Energy



## HOSPITALITY INDUSTRY

The hospitality industry is an enabler for broader economic transformation through business events. The growth of this industry should be viewed as an additional benefit rather than the primary goal of growing business event activity



## PROFESSIONAL COMMUNITY

Business 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.

# 3. 지역의 경제발전 수단으로서의 MICE 활용

'MICE행사를 유치한다는 것은 단순히 호텔 객실을 넘어서, 목적지의 지식과 창조 경제를 수립 하는 것에 관한 것이다.'



# 4. 지역사회의 지원과 참여를 보장



Sourced from  
Gaining Edge

'MICE를 통한이 아닌, **마이스를 활용한 지역산업발전**

지역내 지적 자산의 MICE집적(Cluster)화

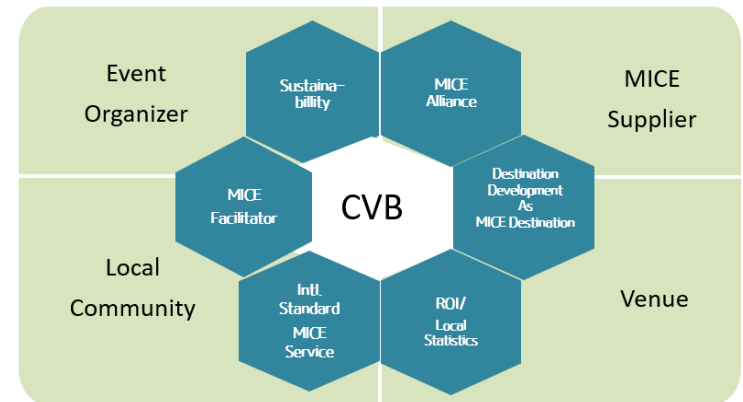
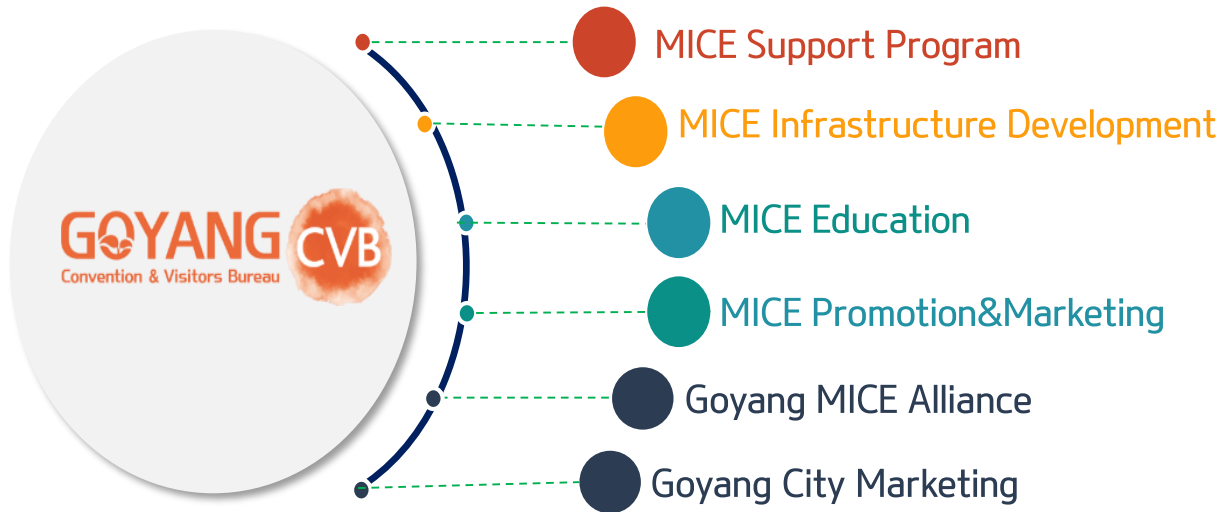
지역 고유의 MICE 주최-공급 생태계 조성

MICE를 통한 지역-Venue-지역산업계간 선순환 구조 창출

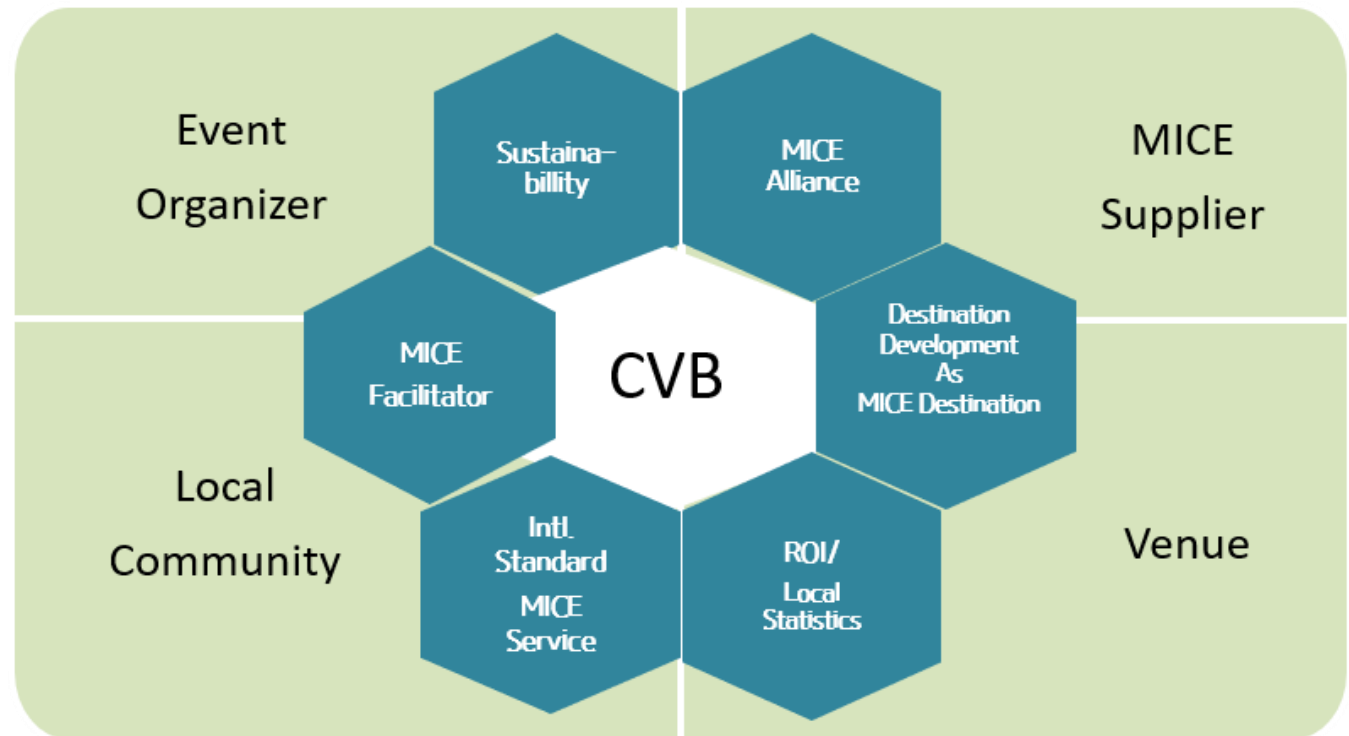
지역 개최 행사 연계 비즈니스 창출 및 전문성 강화

# 6. CVB/DMO/DMMO

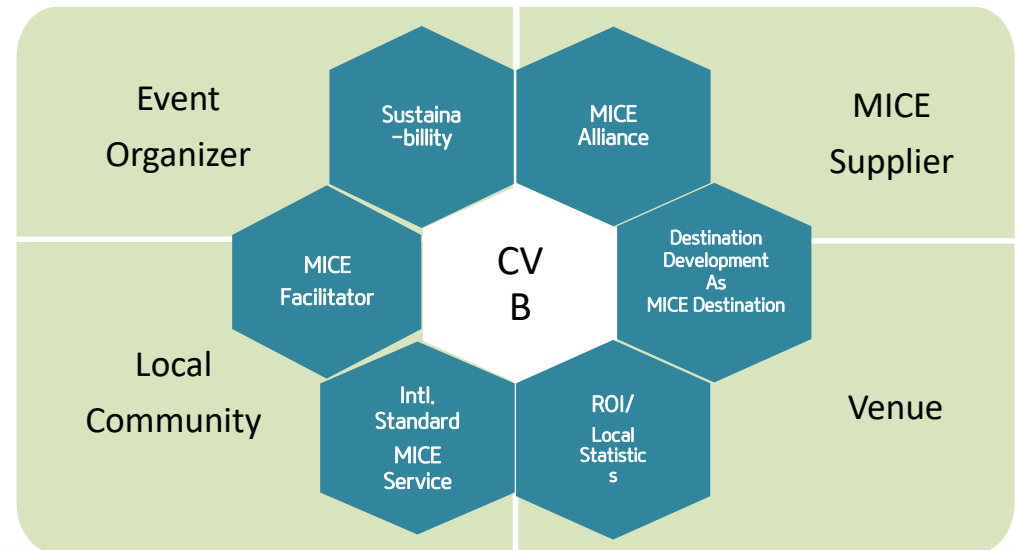
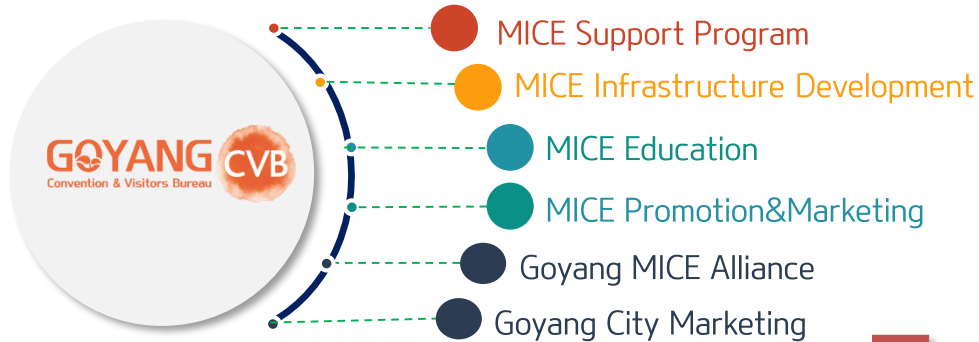
- Functional + Value Created Platform



- Functional + Value Created Platform



- Functional + Value Created Platform





[www.goyangcvb.com](http://www.goyangcvb.com)

**GOYANG**  **CVB**  
Convention & Visitors Bureau