

# COMMERCIAL STRATEGY CONFERENCE

*Revolutionising the Next Wave!*



hsmai  
21<sup>st</sup> July 2023



DELHI NCR, **INDIA**  
The Leela Ambience Gurugram Hotel & Residences

# Uncovering India MICE Insights and Sourcing Trends **AT**



## COMMERCIAL STRATEGY CONFERENCE



**Anupam Arun**  
Country Head & SVP  
Cvent

21<sup>st</sup> July 2023  
**NEW DELHI INDIA**

# Agenda

- Events Resurgence
- India MICE trends
- Planner sentiment
- Digital Acceleration in MICE



# 63%

planners globally expect to host more in person events in 2023

# \$1.9 T

Expected size of global events industry by 2028

## RFP Value Sourced in 2022 via Cvent

# Rs. 112,000 Cr

3 Lakh

Venues listed on Cvent

1.1 Lakh

Active planner users



**INR 27K Cr**  
in 2022



**INR 66K Cr**  
in 2027

**2.5x**

# Planners using Cvent for sourcing into India





# International Feeder Markets for India



USA



UK



Germany



Italy



Belgium



France



Singapore



Hong Kong



Sri Lanka

Generating

**INR**  
**100 Cr**

**Worth of Cvent RFP volume  
in last 12 months**

# Impact of G20 Summit

## MICE Multiplier Effect



**200**

Meetings held across  
50 destinations

**60%** executed until June



**150K**

International  
delegates expected



**20%**

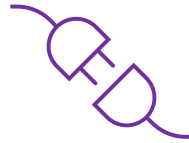
Price rise in hotel rates  
since Q4 2022

What can you do to ride  
this growth wave?

# The hospitality industry superset is transitioning to technology



Sustainability



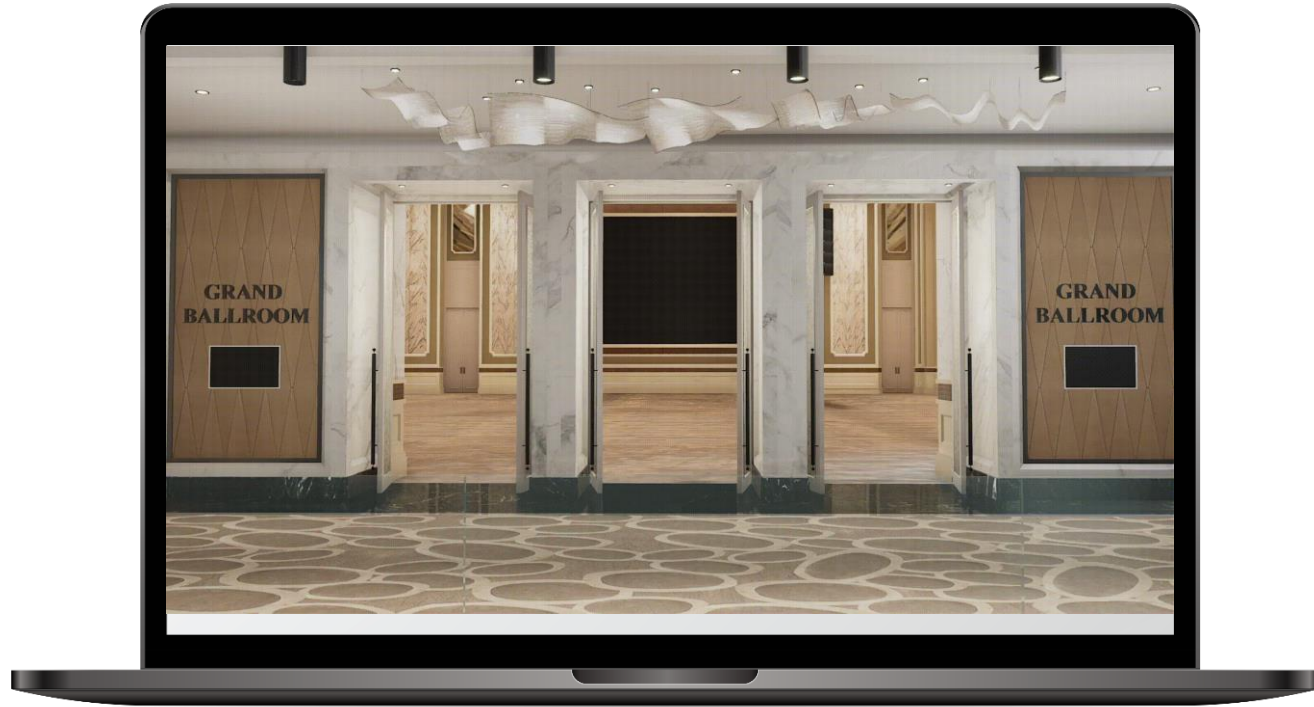
Event tech Support by  
venues



Visual Representation  
of meeting spaces

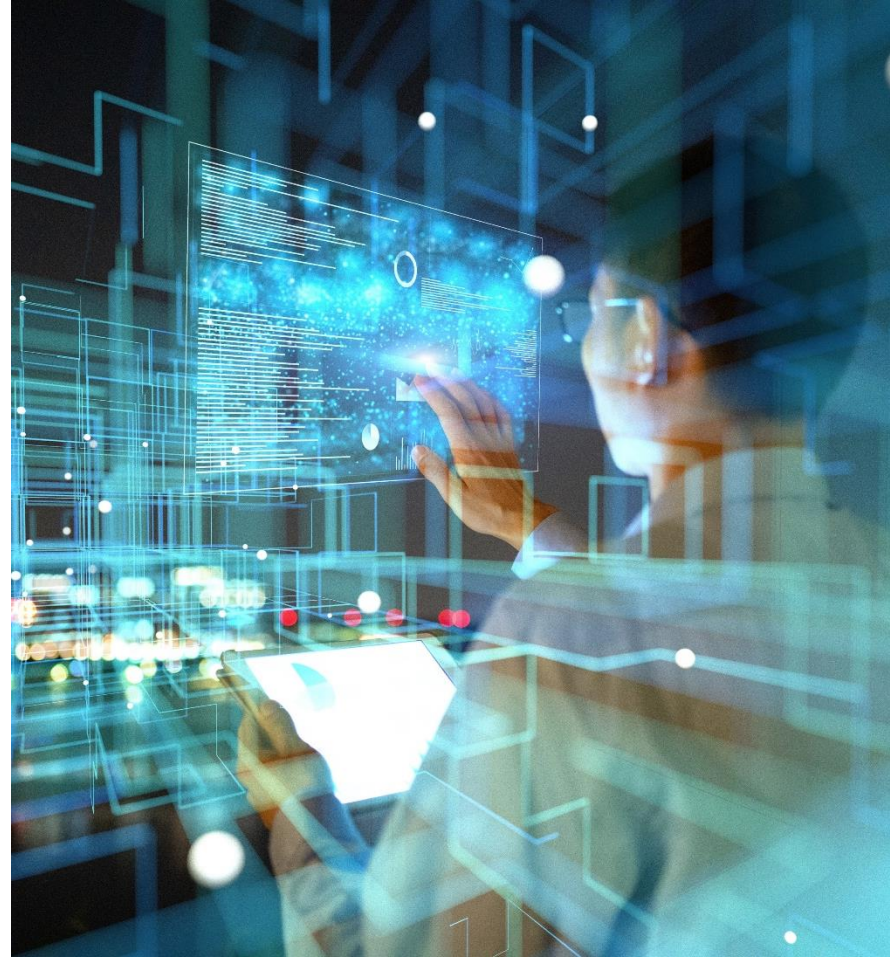
Top priorities of Indian planners while sourcing venues

# Visual representation of meeting spaces



Think  
**Technology**

Think  
**Digital Acceleration**



# Technology: Cost vs ROI

**INR 3L – 4L**

Avg. Annual Pricing of 2 Diamond Listing

**INR 48 lac**

Avg. value of an RFP

**12-14 x**

ROI

# Key Takeaways



Big opportunity to  
maximize MICE share



Positive Planner  
sentiment



Tech will soon be de-  
facto



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# Thank you

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