

Four Smart Ways To Attract MICE Tourists

Here in this graphic, we explain four ways to attract the right, high-paying MICE tourists. There are many marketing strategies floating in the market that you can use to attract these tourists, but we'll make it short for you. And breakdown into four easily implementable activities.

#1 Define Your Market By Identifying Your Strengths

You can only sell a proposition once you have a market in sight. All businesses have some competitive edges, and you will have yours. Define your market by highlighting the category of clients more likely to buy the value proposition you have to offer; it could be your strategic location, the customizable space you have, or any other unique feature of your properties that give you a competitive advantage over others.

#2 Allocate More Resources To Promising Markets

After the primary differentiation of the market, you now must look at the countries where the popularity of MICE tourism is growing. Adjust your digital ad budgets and allocate more resources to those promising markets. For example, now, MICE tourism is on the rise in Europe. So, your marketing spending should be the highest in European countries. In short, your marketing spending in any location should be proportionate to the demands coming from those locations.

#3 Create A Unique Sales Space For MICE Tourists

Once you sell a unique value proposition, the customers expect a unique experience. They want to know how serious you are about your services. It would be best if you could create a separate website for your MICE customers. If not, create a neat and clean landing page where all your unique propositions are clearly mentioned. Also, position yourself as a business that prefers MICE tourists.

#4 Nurture Relationships To Get Return Customers

MICE is an ongoing activity, so if you can cheer your customer on their first visit. And make them feel warm and welcome. They will likely come back to you as returning customers and spread word of mouth. Even if it costs you a few bucks more - keep your customers satisfied. Because businesses also don't want many experiments, they want to go to the places they are familiar with. So, try to create an experience that they want to have again.