

**Kyiv National University of Trade and Economics**  
**Tourism and Recreation Department**

**FINAL QUALIFYING PAPER**

on the topic:

**«KYIV MICE TOURISM PRODUCT PROMOTION  
ON EU MARKET»**

Student of the 2<sup>d</sup> year, group 12am,  
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specialty 242 «Tourism»  
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**Kyiv National University of Trade and Economics**

Faculty of Restaurant, Hotel and Tourism Business

Tourism and Recreation Department

Educational Degree «Master»

Specialty 242 «Tourism»

Specialization «International Tourism Business»

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«29» November 2019

**Task  
for a final qualifying paper  
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“Kyiv MICE tourism product promotion on EU market”.

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#### 4. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
1	Dupliak T.P.	29.11.2019	29.11.2019
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#### 5. Contents of a final qualifying paper (list of all the sections and subsections):

##### INTRODUCTION

##### PART I. THEORETICAL AND METHODOLOGICAL BASIS OF MICE TOURISM PRODUCT DESIGN AND PROMOTION

1.1. Essence and significance of MICE tourism

1.2. Features of MICE tourism product design and promotion

Conclusions to the part I

##### PART II. ANALYSIS OF MICE TOURISM PRODUCT PROMOTION ON EU MARKET

2.1. Analysis of Kyiv MICE tourism market

2.2. Characteristics of Kyiv MICE tourism infrastructure

2.3. Assessment of Kyiv MICE tourism product promotion

Conclusions to the part II

##### PART III. IMPROVEMENT OF KYIV MICE TOURISM PRODUCT DESIGN AND PROMOTION ON EU MARKET

3.1. Actions to improve Kyiv MICE tourism product design and promotion on EU market

3.2. Evaluation of the effectiveness of the proposed measures to improve Kyiv MICE tourism product design and promotion

Conclusions to the part III

##### CONCLUSIONS

##### REFERENCES

##### APPENDICES



**6. Time schedule of the paper:**

No.	Stages of the final qualifying paper	Terms of the final qualifying paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2019 – 04.11.2019	04.11.2019
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5.	Writing and pre defense of the 2 <sup>nd</sup> part of the final qualifying paper	23.05.2020 – 15.09.2020	15.09.2020
6.	Writing and pre defense of the 3 <sup>rd</sup> part of the final qualifying paper	16.09.2020 – 01.11.2020	01.11.2020
7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	02.11.2020 – 08.11.2020	08.11.2020
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10.	Defense of the final qualifying paper in the Examination Board	According to the schedule	

**7. Date of receiving the task:** 29.11.2019**8. Scientific adviser of the research**

Dupliak T.P.

**9. Head of educational and professional program**

Tkachenko T.I.

**10. The task received by the student**

Yulia Vyshnevskaya

## **11. Resume of a scientific adviser of a final qualifying paper**

Student Yulia Vyshnevskaya executed the final qualifying paper full-scale in the set terms in obedience to the time schedule of the paper.

The content, structure and execution of the paper answer requirements of the high school, has a practical value and academic novelty, an actual direction of researches. The final qualifying paper contains the introduction, main text (3 parts), conclusions, references and appendices.

In the first part defined a sense and significance of MICE-industry, main features of MICE tourism product and its promotion.

In the second part analyzed Kyiv MICE tourism market, infrastructure of Kyiv MICE tourism, assessed ways of Kyiv MICE tourism product promotion strategies and marketing campaign.

In the third part defined the main recommendations to improve Kyiv MICE tourism product design and promotion on EU market, as well as evaluation of proposed measures of Kyiv MICE product improvement.

A final qualifying paper can be admitted to defense in the Examination Board and deserves a positive estimation.

Scientific adviser of a final qualifying paper \_\_\_\_\_ Dupliak T.P.

## **12. Resume about a final qualifying paper**

A final qualifying paper can be admitted to defence in the Examination Board.

Head of educational and professional program \_\_\_\_\_ Tkachenko T.I.

Head of the Department \_\_\_\_\_ T.I. Tkachenko

\_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_

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## INTRODUCTION

**Actuality of research.** Business tourism is one of the largest segments of the world tourism industry, characterized by special requirements for travel, established profile of consumers, long-term impact on the functioning of the national economy and increased requirements for available resources, transport and communications infrastructure. Business travel, or MICE-tourism, is considered to be one of the most profitable for the organizers of tourism and at the same time stimulate both the development of other types of tourism and the activities of even unrelated sectors of the national economy.

Until recently, business tourism in Ukraine was in a state of deep hibernation. This is due to the fact that the investment climate and business climate in Ukraine did not provide any guarantees for the development of their own business. However, the signing of the Association Agreement with the EU was an impetus for the development of both Ukrainian business and MICE-tourism.

MICE-tourism directly depends on the development of domestic tourism, so the state should be interested in its development. In addition, with regard to the entry of Ukrainian business into high market niches, there is an increasing need for business, cultural and scientific connections. Therefore, business tourism, as one of the leading sectors of the economy, should be aimed at expanding the scope of business contacts, development of Ukraine's economic potential and its integration into the world community.

**Analysis of recent research and publications.** Well-known foreign and domestic scientists have made a significant contribution to the study of the theory and practice of MICE-tourism: A.Y. Aleksandrova, I.T. Balabanov, I.M. Biletska, L.A. Volkova, V.K. Fedorchenko, M.P. Malska, V.V. Hudo, I.G. Melnikova, D.A. Savin, N.A. Dekhtiar, E.V. Vidishcheva, N. Smagina, Susan L. Slocum, D. Peters and others.

The relevance of the development of business tourism is of interest to many scientists and practitioners who study the dynamics of business tours and their future

prospects, in particular such as S.I. Nikitenko, V.V. Bezugly, A.M. Bilozorov, N.Y. Konon etc.

Due to the fact that the growth of world and domestic demand for this type of tourism, the topic needs further theoretical and practical research. However, the study of scientific papers shows that some of the theoretical provisions regarding the interpretation of MICE-tourism are debatable, and a number of important aspects of MICE destination development need improvement and further study, which led to the choice of research topic and its relevance.

**Purpose of the paper** – to study of theoretical and practical aspects of Kyiv MICE tourism, as a socio-economic instrument for the development of the region, and establish a program of joint development and its expediency.

Based on the purpose of the study, the following **tasks** are set in the work:

- to reveal the characteristics, essence, role and significance of MICE-tourism;
- to formulate the concept of MICE-tourism and consider its classification features;
- to analyze the peculiarities of the organization and functioning of the MICE-tourism industry in Kyiv;
- examine the current state and problems of business deals in Ukraine;
- to investigate the general characteristics of the organization and features of the organization of MICE events in Kyiv;
- to determine the importance of the MICE industry in Kyiv;
- to characterize methods of influence on efficiency of activity of MICE tourism in Kyiv;
- to propose the implementation of the European experience of organizing MICE-events on Kyiv market;
- to justify ways to improve the quality of business services in Kyiv and promotion of Kyiv as a MICE Destination on EU Market.

**The object** – process of Kyiv MICE tourism program development on EU market.



**The subject** – methodological, theoretical and practical aspects of Kyiv MICE tourism program development on EU market.

**Research methods.** The methodological principles of the master's thesis are the provisions of economic theory, scientific works of domestic and foreign economists, which relate to the development of MICE-tourism in Kyiv. The following research methods were used in the work: logical-theoretical (in the study of the essence and classification of MICE-tourism); historical (when systematizing the development of business tourism over time); statistical, prognostic and economic-mathematical methods (in the study of the current state of development of MICE-tourism in Kyiv); system analysis and synthesis, generalization (in the study of problematic aspects of the development of MICE-tourism in Kyiv and improving the quality of business services in the studied range).

**The scientific novelty of the results of the study** lies in the study of the peculiarities of the organization and functioning of the MICE-tourism industry on Kyiv market; identification of problematic aspects of MICE-tourism development on Kyiv market; development of directions of improving the quality of business services in Kyiv and promotion of Kyiv as a MICE Destination on EU Market.

**The practical significance of the results of the study** is to develop proposals to improve the efficiency of business services in Kyiv through the development of the segment of business meetings, incentives, conventions, and exhibitions.

**Practical approval of research results.** Research results partially prefilled in the scientific article «MICE tourism: theoretical and practical aspects» in the collection of scientific articles of KNUTE students (appendix A).

**Structure of the paper.** Final qualifying paper consists of three parts, introduction and conclusions, references (59 titles), 4 appendices and also contains 10 tables and 12 figures.

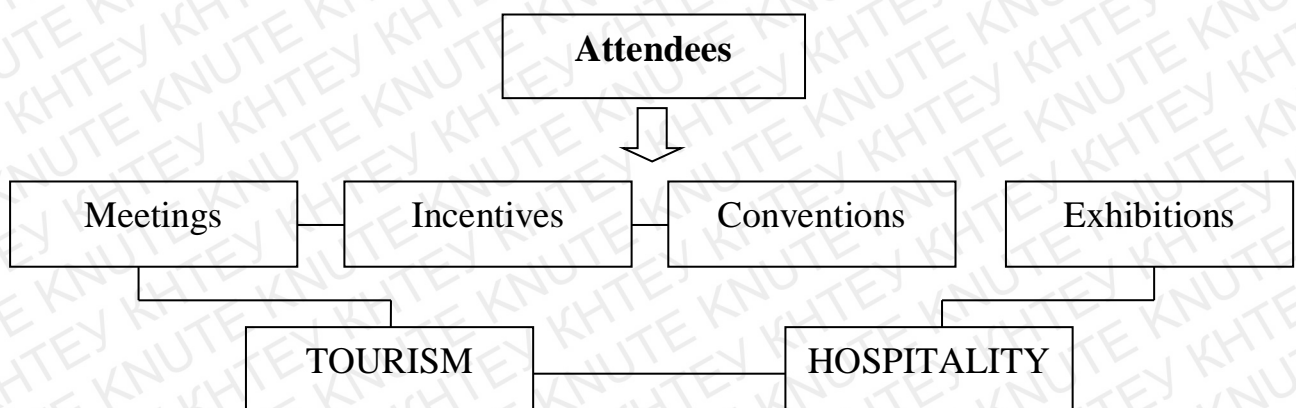
## PART I

# THEORETICAL AND METHODOLOGICAL BASIS OF MICE TOURISM PRODUCT DESIGN AND PROMOTION

### 1.1. Essence and significance of MICE tourism

MICE-tourism considered to be a profitable and dynamically developing tourism sector. It plays an important role in raising the rating of any country. The study of the development of MICE-tourism is relevant, because today it is one of the most profitable industries in the world. Globalization sets the task of increasing competitiveness and the importance of new priorities for economic development in the tourism sector.

The term MICE (Meetings, Incentives, Conventions and Exhibitions) has slowly become one of the main economic development engines for the tourism industry. It constitutes a segment of tourism which includes opportunities for business and leisure activities. Travellers which are involved into MICE activities have a purpose beyond leisure tourism, and are in fact business travellers. These actors are connected to various fields of the tourism and hospitality industry through their MICE activities (figure 1.1).



*Figure 1.1. Essence of MICE [13]*

The acronym "MICE" stands for Meetings, Incentives, Conferences, and Exhibitions. The MICE-industry concern to a particularized niche of group tourism

related to planning, booking, and facilitating conferences, seminars, and other events, which is a big money-spinner in the travel industry [13].

*Meeting Travel.* The IAPCO (International Association of Professional Congress Organizers) defines a meeting as any number of people coming together in one place for a particular activity, which can be a one-time event or on a regular basis. Meeting travel refers to organizing any number of people for such a meeting, which means it could also include a company sporting trip.

*Incentive travel* may be one of the most complicated components of MICE-industry to understand as it doesn't certainly deal with group events. Instead, incentive travel is generally serves as a reward for employees. Incentive travel doesn't typically have a business or explicit educational component but instead is more of a non-business vacation with the aim of continued motivation for performance.

*Conference Travel.* In addition, a conference travel is analogous to a meeting in that it is a gathering of people coming together in one place, but conferences usually have specific objectives and exchanges of information. Accordingly, conference travel involves organizing itineraries, meetings, and events for people from the same profession or field.

*Exhibition Travel.* At an exhibition, products or services are displayed, and they might be the priority of the event, which means that exhibition travel agents are those who organize such showcases. Exhibitions are often included in other conferences and meetings, though, meaning that there is often duplication among agents in these industries. Businesses court new clients and debut their latest offerings at these events.

Business travel is a fairly new concept, and firstly recognized as an independent and highly profitable type of tourism by The Standard International Classification of Tourism Activities (SICTA) in Europe and USA in the 1970s and 1980s. Globalization of the world economy has led to a growing share of business tourism in the structure of the whole complex of tourist enterprises.

MICE tourism plays a significant part in advancing the rank of the city and can help set it and the surrounding region as a center of quality in a certain field of the



economy. MICE industry is possibly the most permanent, balanced and highly effective sphere in the international tourism. Due to the increasing importance of MICE industry, it is essential to continue further research, as well as determining the key challenges and prospects taking place in this sphere.

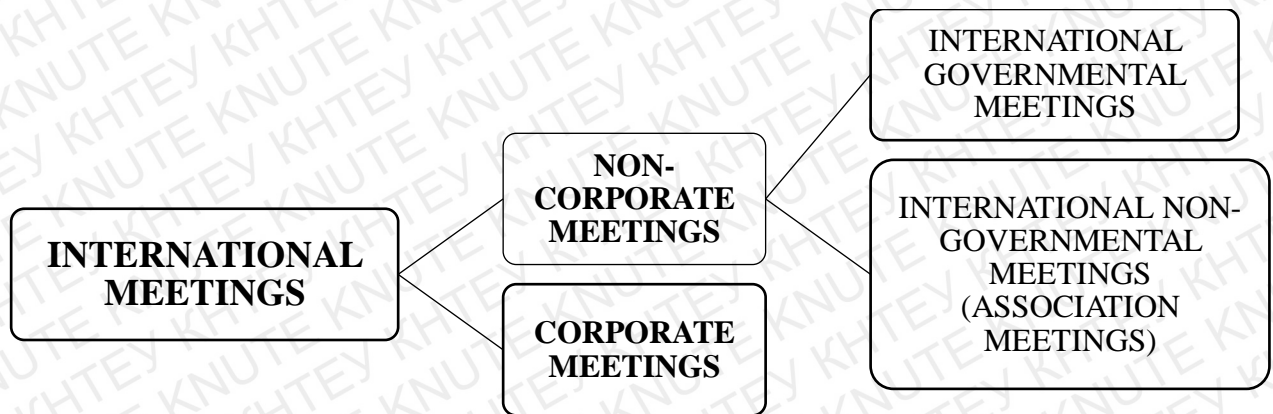
MICE-tourism positively affects those regions where it's deployed. Principally, this impact is analogous to that of other types of tourism; nevertheless, there is considerable variation. Majority of participants involved in business trips are top and middle managers of companies, to this extent, luxury dealers with their high-quality services have the greatest benefit. The WTO calculated that business travelers spend three to four times more than ordinary citizens on vacation. Furthermore, MICE tourism may provide an opportunity to cope with seasonality. MICE industry has a complex and various structure. This segment of market is accompanied by planning, travel and participation in varying kinds of programmers and events, and is represented by sponsors, suppliers (usually being involved in the process of planning and execution of the event), planners, convention and visitor bureaus, meeting venues and other participants. As a result, for example a meeting can be supplemented to an exhibition and an incentive programs can be added to a conference. Accordingly, MICE tourism produces much higher volumes of visitors and finance engaged than in any form of leisure tourism. In particular, MICE-activities aim to serve the business activities of enterprises (advertising of goods and services, exchange of experience, preparation of contracts, etc.), i.e. it is - steps forward, or the implementation of support functions (encouraging better employees). Tours to participate in conferences, seminars, congresses, under the auspices of economic, scientific, political, cultural and other organizations, travel to visit specialized industrial fairs and exhibitions.

MICE-industry offers simple and suitable methods for planning and setting up events and contributes to choose the relevant destination, which provides a framework for a successful event. The whole market of the MICE-tourism industry has reached exponential increase due to the dramatic globalization process and expansion of service industries, and the ongoing evolution of scientific and

technological advancements. However, the high related expenditures of MICE-industry and uncertain global geopolitical conditions complicates the growth of the market.

## 1.2. Features of MICE tourism product design and promotion

The international MICE market can be segmented in a variety of ways: by event size; by type of delegate; by an event's purpose; by subject matter; and by many more criteria besides. Nevertheless, the main criterion used to segment the market is by the initiator of the meeting (figure 1.2).



*Figure 1.2. Segmentation of the international meetings market*

The main difference between business tourism from other types is a higher price level than with individual tourism. The purpose of such trips is to impress partners, customers and other participants, and the company's profit often depends on the success of the trip. Among the conditions under which the successful development of business tourism and the MICE industry can take place, a high-class hotel infrastructure, providing the necessary conditions for high-quality events, convenient conference rooms, equipment, business centers occupy a special place.

There is a difference between the concepts of “business travel” and “MICE”, which takes into account such criteria as the specifics of the service, the focus of the service, the attributes of the service.

*Specifics of the service.* When conducting business travel, the agency is not responsible for its content. The task of the agency is to provide travel support (visas, hotel reservations, tickets, etc.). The MICE event is not only organized by a mediator (specialized agency), but also organized by itself. The professional organizer independently forms the program.

*Service orientation.* Business travel event can be conditionally attributed to the scope of protocol activities. The MICE event is at the intersection of protocol and internal PR of the company. To ensure effective management of MICE-tourism, it is differentiated (figure 1.3).

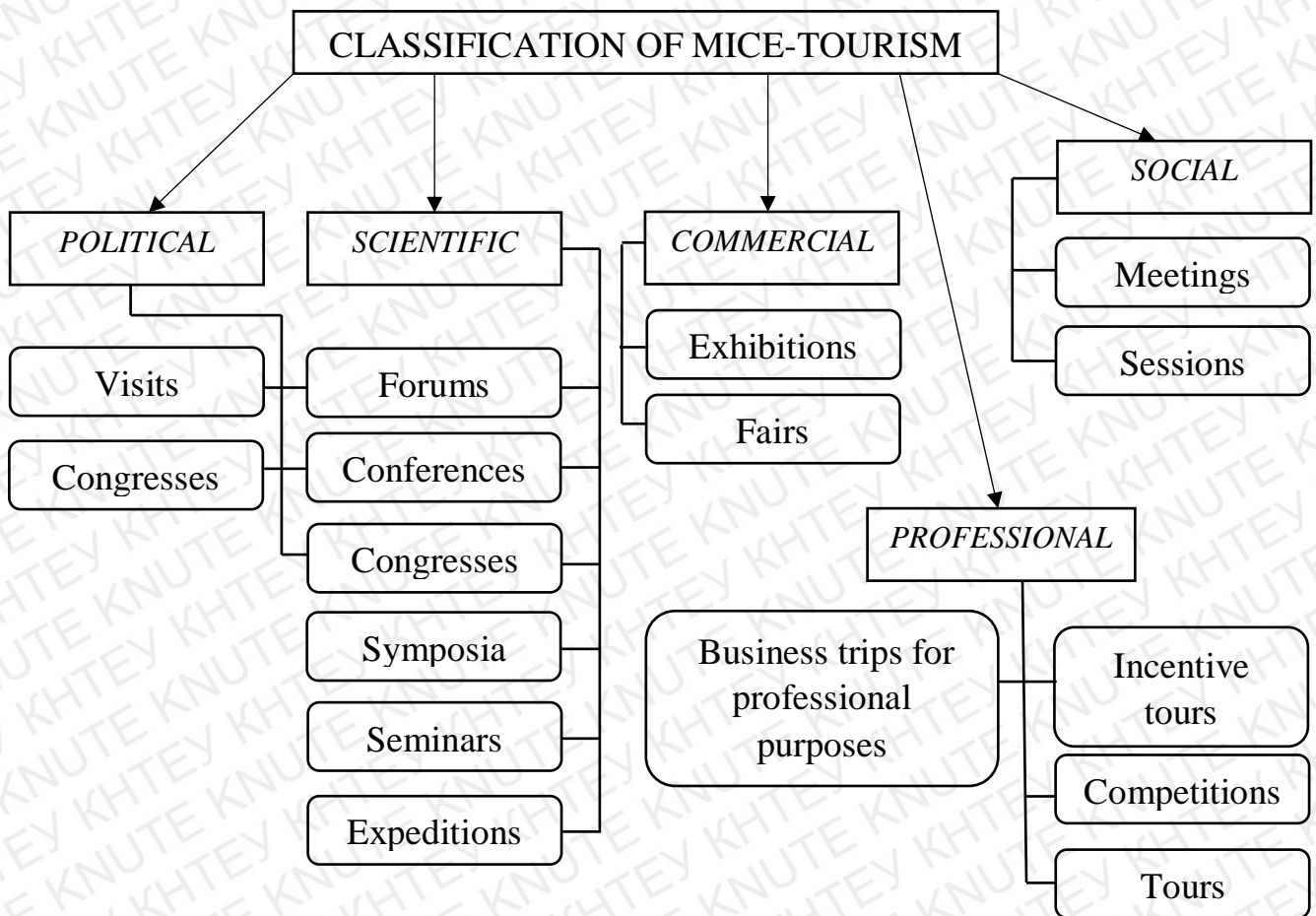


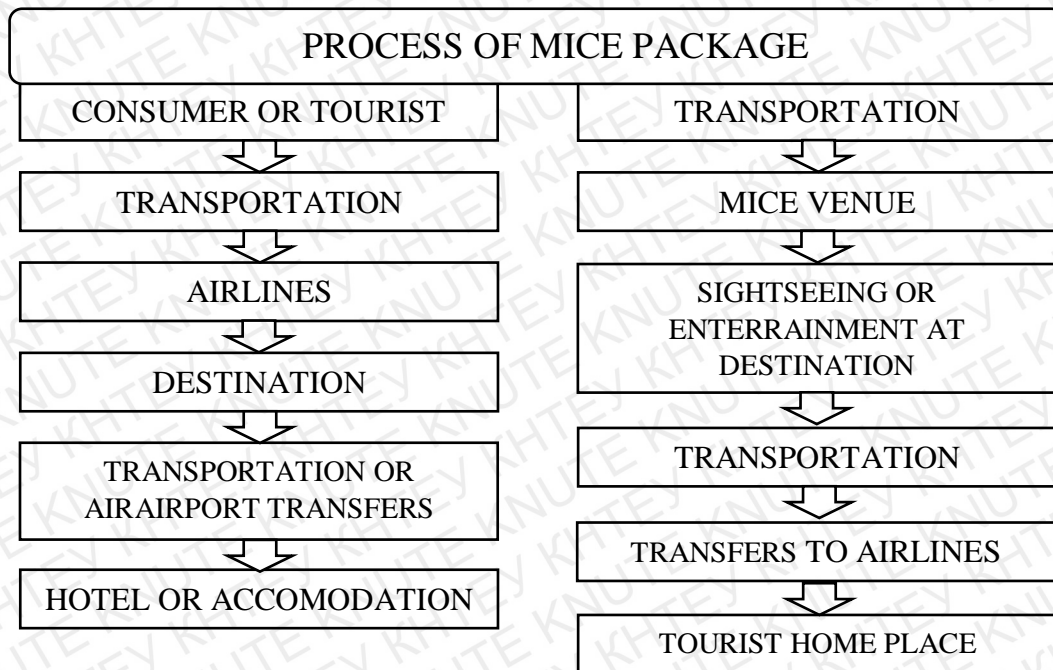
Figure 1.3. Classification of MICE-tourism [14]

*Service attributes.* The attributes of business travel include the ability to optimize travel expenses, compliance with the rules of business travel, compliance with the principle of just-in-time. MICE attributes include all business travel attributes, but they also include creativity, mood building and individuality. In



practice, MISE tourism covers a wide range of trips: individual business trips of company employees for negotiations, participation in production meetings, presentations and sales activities, as well as congress services - trips to congresses, conferences, seminars.

Since there is no unified classification of MICE tourism, it may be divided by the following features. The most important element of infrastructure for MICE tourism are the meeting places – convention centers, conference rooms and halls, trade fairs and exhibitions centers. Due to the fact that the meeting is the direct motive, the capacity and quality of such facilities are extremely important. When choosing a certain location for a MICE event, not only technical conditions are considered, but also transport accessibility and the proximity of hotels (figure 1.4).



*Figure 1.4. Process of MICE package*

Therefore, MICE-tourism requires a specific approach in its management, an open-minded internal (between the companies and the local authority) and external cooperation (between other regions, regional and international organisations). Good value offers and satisfied customers will provide above-average income. Local destinations tend to use a variety of innovative solutions in the development of MICE-tourism.

## **Conclusions to the part I**

1. MICE-tourism considered to be a highly profitable and quickly developing tourism sector, which constitutes a segment of tourism that includes opportunities for business and leisure activities. MICE tourism activities contribute to a great advancement of the city and can help set it and the surrounding region as a center of quality in a certain field of the economy.

2. The acronym "MICE" stands for Meetings, Incentives, Conferences, and Exhibitions. Although, nowadays, as the new forms of business activities taking place it becomes more complicated to classify according to these four types, so the "meetings industry" becomes the term widely used, along with the acronym MICE.

3. Meeting industry is represented by two international associations - The Association for Career and Technical Education (ACTE) and The Global Business Travel Association (GBTA), on a professional level, ENACT reflected European network of MICE tourism. Europe dominated the global MICE-industry with more than 42% of global MICE industry share, in terms of value, although, among countries, USA holds a leadership. Moreover, there are several countries from the East where business tourism is growing rapidly include, such as China, Japan, South Korea, Singapore, the UAE.

4. Modern European integration processes in Ukraine contribute to the intensive development of tourism, in particular MICE-tourism. Among the conditions under which the successful development of business tourism and the MICE industry can take place, a high-class hotel infrastructure, providing the necessary conditions for high-quality events, convenient conference rooms, equipment, business centers occupy a special place.

5. The activities of the MICE-industry are ever-more essential element in the further rise of the global economy, a necessary part of the spread of knowledge and professional practices, and a key factor in creating better understanding and relations amongst different regions and cultures.

## **PART II**

### **ANALYSIS OF MICE TOURISM PRODUCT PROMOTION ON EU MARKET**

#### **2.1. Analysis of Kyiv MICE tourism market**

Over the past few years Ukraine's role in international business has been growing intensively and together with the economic development has resulted the considerable enhancement in MICE travel industry. In 2019, contribution of travel and tourism to GDP for Ukraine was 202,9 billion UAH, which increased from 12,2 billion UAH in 2000 to 202.9 billion UAH in 2019 growing at an average annual rate of 17,10%. In 2019, business travel and tourism spending for Ukraine was 19,3 billion UAH (increased from 4.1 billion in 2000 to 19,3 billion UAH in 2019 growing at an average annual rate of 11,19%).

At the present stage of development of business tourism in Ukraine, the following key types can be identified: international, regional, domestic. International business tourism involves a trip to establish business relations, a visit to a foreign branch or headquarters in another country. The regional type of business tourism is typical of neighboring countries, between which there is close industrial cooperation. Domestic tourism is the travel for business purposes within a country.

The segment of MICE-tourism in Ukraine is not sufficiently developed and popular - so far in our country there are few travel agencies that are ready to take responsibility for the quality of services in the field of business-travel. Organizing business trips that take place with the obligatory entertainment program is quite a difficult task. Foreign tourists and travel companies note a number of shortcomings that negatively affect the potential demand for tourist trips to Ukraine. In addition to the difficult political, social and economic situation in our country there are limited material and technical base, lack of proper hotel facilities.

It should be noted that according to the State Border Guard Service of Ukraine, in the first half of 2017, about 6,3 million tourists entered Ukraine (which is almost



8,7% more than in the same period of 2016). The main motivation during this period was private travel (94,1% of all travel). Compared to the same period in 2016, their number increased by almost 6,8%. At the same time, the number of foreign tourists compared to 2016 decreased by 3,4 times (table 2.1).

*Table 2.1*

**Dynamics of the foreign tourists' visit purpose to Ukraine in 2016-2017 [27]**

The purpose of the visit	First half of 2016		First half of 2017		Growth rate
	Persons	Share, %	Persons	Share, %	
<i>Official</i>	20 787	0,4	11 735	0,2	↓ 43,5 %
<i>Business</i>	115	0,0	4 256	0,1	↑ 37
Tourism	65 895	1,1	19 233	0,3	↓ 3,4
Private	5 578 693	95,9	5 956 264	94,1	↑ 6,8 %
<i>Education</i>	1 993	0,0	193	0,0	↓ 10,3
Religious	8	0,0	215	0,0	↑ 26,9
Cultural exchange	54	0,0	43	0,0	↓ 20,4 %
Transit	142 060	2,4	95 230	1,5	↓ 33 %
Other	10 452	0,2	241 469	3,8	↑ 23,1
<b>Total:</b>	5 820 057	100,0	6 328 638	100,0	↑ 8,7 %

According to international statistical surveys conducted in tourism, one of the most important indicators is the number of arrivals, i.e. the number of registered tourists who arrived in a country or left it for a certain period of time, usually a calendar year. Thus, the statistics of arrivals / departures are the basis for reflecting tourist flows between countries and regions.

The role of business tourism in Ukraine is gradually growing. The business segment, according to the State Statistics Service of Ukraine, includes those tourists whose purpose is an official or business trip, and study. An interesting trend is the increasing interest of Ukrainians in domestic tourism, which may be due to financial constraints and growing interest in their own country (table 2.2).

Table 2.2

**Distribution of tourists for the purpose of the trip in Ukraine in 2018-2019 [39]**

	2019		2018	
	Total	Business Tourism	Total	Business Tourism
<b>Amount of tourists</b>	<b>6132097</b>	<b>271171</b>	<b>4557447</b>	<b>216884</b>
inbound (foreign) tourists	86840	5324	75945	8066
outbound tourists	5524866	91778	4024703	75979
domestic tourists	520391	174069	456799	132839

It is not easy to accurately estimate the percentage of business and non-business trips of Ukrainians, as statistics do not actually track business trips within the country, and the vast majority of domestic business travelers go abroad on ordinary tourist visas. Nevertheless, it can be argued that every year business tourism covers more and more people in Ukraine. If we consider the share of the business segment of tourists among their total number in 2019: number of business tourists accounts for 4% of total amount in 2019. Among the total number of business tourists, inbound tourism is about 6%, while domestic tourists account for 33%. Number of total business tourists in Kyiv in 2019 accounts for 240 121 (which is 89% in Ukraine overall), among them 5214 are foreigners (98%).

The most important task for Ukrainian business tourism today is to join forces. One of the first steps in this direction was the exhibition-conference MICE-2007. Currently, MICE exhibitions and conferences are held annually, and they can be considered a springboard for promotion to international exhibitions of business tourism.

In addition, holding international conferences and exhibitions in Ukraine shows foreigners that it is possible to come to us, because there are proper conditions and security. The Association of Business Tourism of Ukraine, which includes companies involved in the field of travel, conference and hotel services, is designed

to represent our country at the international level and together with the state to develop a joint strategy for the development of the industry. Unfortunately, until the concept of business tourism is separated from tourism in general at the state level, there is no targeted program for the development of this segment of the tourism industry.

Meanwhile, business tourism in Ukraine is not standing still. In August and September 2017, four significant events took place, which testify to a change in views on the business tourism industry and the meetings industry in Ukraine (table 2.3).

*Table 2.3*

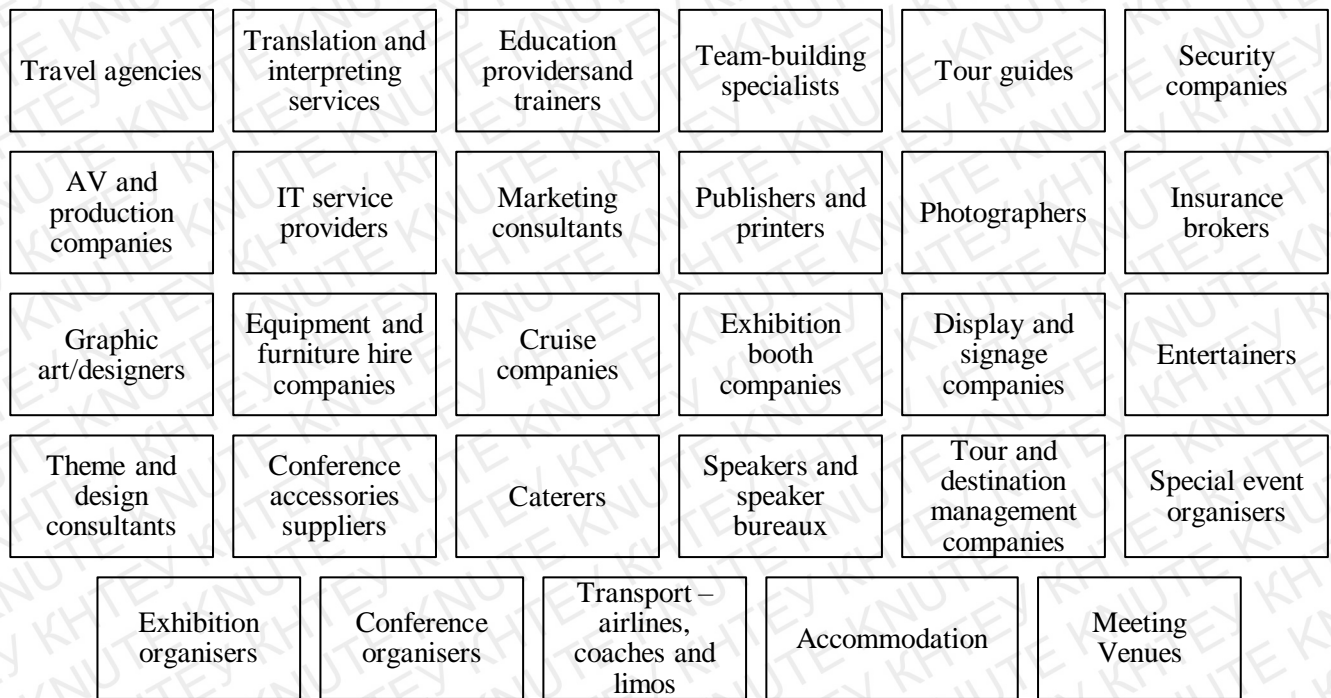
**Distribution of tourists for the purpose of the trip in Kyiv in 2019 [39]**

	<b>2019</b>	
	<b>Total</b>	<b>Business Tourism</b>
<b>Amount of tourists</b>	<b>4757870</b>	<b>240121</b>
inbound (foreign) tourists	73954	5214
outbound tourists	4431573	86612
domestic tourists	252343	148295

The main difference between business tourism from other types is a higher price level than with individual tourism. The purpose of such trips is to impress partners, customers and other participants, and the company's profit often depends on the success of the trip.

Among other main characteristics of Kyiv MICE tourism environment is a chain of main stakeholders in this area. The private sector is the largest contributor to the MICE industry through investment in infrastructure, products and services, and marketing (figure 2.1).





*Figure 2.1. Private Sector Stakeholders in Kyiv MICE-Industry*

Current problems in the development of the MICE-industry in Kyiv:

1. Imperfect regulatory framework, legislative activity, which significantly complicates and hinders the process of attracting foreign investment and the introduction of modern technologies of tourism.
2. Insufficient funding for the tourism industry. Thus, the average annual budget of Kyiv for the development of tourism in previous years amounted to 0.5 million euros. (For example, the funding of Vienna, Berlin is 11 million euros, Paris - 7 million euros).
3. The need to develop a marketing strategy for the development of tourism potential of the capital.
4. Low level of development of tourist infrastructure of the city.
5. A significant complication for the development of business tourism in Kyiv is the lack of an effective mechanism for the presentation of conference and business opportunities of the capital on the international arena, for the consolidation of market participants and the involvement of major events in the city.

6. Insufficient competitiveness and level of qualification of tourism service providers in comparison with international standards;
7. Imperfect statistical reporting.

The attractiveness of Kyiv as an object of MICE-tourism is determined by the following factors:

- great historical and cultural heritage of the city;
- the presence of the largest hotel and tourist complex in the country;
- availability of a base for international congresses, symposia, seminars, exhibitions, fairs, festivals;
- the presence of tourist sites included in the list of UNESCO World Heritage Sites.

According to “World M.I.C.E. Awards”, in 2020 Ukraine’s nominees of MICE-industry where International Exhibition Center (Kyiv), Kyiv International Convention Centre Parkovy, and Ukrainian House National Centre (Kyiv) among best convention centers in Ukraine. Among best MICE-hotels where Fairmont Grand Hotel (Kyiv), Hyatt Regency (Kyiv), InterContinental (Kyiv), Opera Hotel (Kyiv), Premiere Palace Hotel (Kyiv), Radisson Blu Hotel (Kyiv City Center). Ukraine’s best MICE organizers are Follow Ukraine, Initia Events, Sputnik Kyiv Travel Company, and Travel Destination Ukraine [81].

In modern conditions, despite the approved by the Cabinet of Ministers of Ukraine *"Strategy for the development of tourism and resorts until 2026"* [45], one of the main tasks of which is to create an attractive investment climate in tourism and recreation, in Ukraine there is no significant improvement in investment climate and increase the efficiency of investment processes in the tourist and recreational sphere.

Due to the lack of understanding of the importance of the tourism and recreation sphere, the representatives of public administration bodies in Ukraine and abroad take critically few appropriate measures necessary to intensify its development and stimulate growth.

This was followed by the annual summer meeting of the International Association of Congresses and Conferences ICCA in Lviv.

In 2018, the Department of Tourism and Resorts of the Ministry of Economic Development and Trade held a round table to intensify the development of business tourism in Ukraine, where heads of tourism departments of city and regional councils and administrations with full understanding of the importance of business tourism and industry promising industry.

Then the Kyiv City State Administration held an event “Kyiv is Nice for MICE” with very informative reports of international experts. Later - Kyiv Invest Forum, where the whole section was devoted to the topic "Kyiv on the international map of business tourism" [41].

In addition to the above events, in 2017 the first stage of the partnership between the Business Tourism Association of Ukraine (BTA Ukraine) and the International Association of Professional Congress Organizers (IAPCO) was completed.

In September 2020, the International Tourism Women Forum took place in Kyiv. The event was organized by the Department of Tourism and Promotions of the Kiev City State Administration with the aim of discussing the issues of overcoming the socio-economic consequences of the crisis in the tourism sector and developing proposals for the hospitality industry on the implementation of urgent anti-crisis measures.

So, among the main tasks are identified, in particular, assistance to the development of domestic and inbound tourism, promotion of the tourist potential and brand of the city of Kyiv.

As the main financial, economic, scientific, educational and cultural center of the country, Kyiv has not only a balanced tourist and recreational potential, but also a wide range of opportunities for its most effective use. Business tourists have high requirements compared with other groups and this applies to both the type of expected service and its quality.

The unique competitive advantages, primarily financial and economic, that Kyiv receives due to its status and importance in the socio-economic system of



Ukraine, allow it to generate the highest level of income from tourism and recreation in Ukraine, attracting the largest number of foreign and domestic tourists.

## **2.2. Characteristics of Kyiv MICE tourism infrastructure**

Speaking about the development of business tourism in Kyiv, it is appropriate to mention its infrastructure. Hotels and business centers play a leading role in the organization of business tourism infrastructure. These facilities must be able to provide effective business tourists with comfortable and ergonomic conditions. In the advertising of Ukrainian hotels, first of all, of the highest category, it is stated about providing business tourists with a full set of necessary conditions for professional work. However, the real situation is reduced to the offer of some high-end hotels of a small "business center" with a limited list of services.

In the domestic hotel industry, the business center is often associated with an office, which combines the use of Internet, fax, and a separate conference room. In specialized hotels abroad, business centers are organizations that offer a range of services for any category of business guests in the hotel and beyond throughout the client's stay in the institution [9].

According to the portal "Conference service in Ukraine", there are currently at least 242 hotels in Ukraine that provide services to business travelers. Thus, 27% of business hotels are concentrated in Kyiv. A similar situation is observed with the location of conference rooms at hotels, the total volume of which is 722 units. The share of this indicator in Kyiv is 34% [44]. Among them there are 3 conference halls for up to 1000 people and 10 conference halls for 500 people in Kyiv.

A significant event for Ukraine was the appearance of the Mercure brand in the format of a "congress hotel" - the newest segment of the rapidly developing hotel market in the world. In 2017, the Accor Hotels Group, the № 1 chain in Europe in terms of the number of hotels, presented the first hotel in Ukraine of the Mercure brand with the largest congress center in Kyiv with a size of more than 5,000 sq.m. The new congress hall appeared as a result of rebranding and reconstruction of the

Cosmopolitan hotel and is presented under the name Mercure Congress Center. The project is complex and capital-intensive, but the large investments of the Accor Hotels group are related to the confidence that Ukraine has great prospects in the development of business tourism, and the format that combines hotel business and conference services will be most in demand in the hotel market of the country.

It's targeting at all segments of tourists - both business guests and individual travelers. But, of course, the focus will be on corporate clients, so the advantage of the congress center may be the convenient location and transport links, proximity to the station and airport Zhulyany, to the city center and its business districts. The pricing policy, which is worked on by both local and European experts, should take into account all the pros and cons of the market, and be customer-oriented, balanced and well-thought-out. The personalized approach from emergence of tourist interest to formation of impressions from travel is provided by the tourist enterprises working in this niche of the market:

- multinational companies ("American Express Global Business Travel" (in Ukraine is represented by the franchise company "Obriy Inc."), "BCD Travel" (in Ukraine is represented by the franchise company "Telehouse Kyiv International Tourism"), "Carlson Wagonlit", "Hogg Robinson Group"), specializing purely in MICE;
- Ukrainian mono-profile MICE enterprises ("S&T Group", "YanaEvent", "Life-Tour", "ART of MICE", "Outskirts");
- multidisciplinary tourism enterprises, the range of which includes MICE ("Annex Tour", "TUI Ukraine", "Coral", "Pegasus Tourist", etc.).

Meeting places, conference and exhibition centers are important objects of tourist infrastructure, in the development of which the public sector plays a major role. This fact can be justified by the high economic results that determine these objects for the national economy for the economy of the respective destinations.

At this stage, it can be assumed that Kyiv needs at least 3 modern conference and exhibition centers equipped with the latest technological solutions that can serve the world's leading companies in various fields. Such projects will require full control

and financial support from the state, which will allow for effective negotiations with partner companies, including international developers, conference / exhibition service companies, hotel business management companies and other smaller companies.

A typical development process should consist of the following stages:

- identification of development needs;
- study of the concept and study of profitability;
- negotiations with partners and organization of the financial structure;
- detailed architectural design and project preparation (permits, etc.).

One of the main conditions for the successful operation of the tourism industry is the hotel industry and its qualified personnel who are able to respond quickly and correctly to all changes and thus ensure the competitiveness of both individual hotel complexes and the industry as a whole.

In the infrastructure of business tourism, one of the central places is occupied by hotels and business centers, taking into account modern trends, the requirements for a modern hotel are changing.

A modern hotel should combine the possibilities of infrastructure, business, leisure center, as well as trade and services.

A feature of the hotel conference service is a set of conferences, presentations, forums, seminars, other corporate events:

- Conference halls, training classes in the hotel complex;
- Modern office equipment and presentation tools
- TV, video, audio, PC with Internet access, LCD projectors, plasma screens, flip charts, simultaneous translation;
- Audio and video recording on CD-ROM, preparation of photo reports, transcripts;
- Transportation services: meeting at the airport, train station, providing personal transport, providing mobile communications;
- Services in operative printing: print-runs, presentations and advertising production, drawing of a logo and symbolic attributes (briefcases, notebooks, pens);



- Mobile group services for the organization of buffets, catering of the customer's choice, preparation for buffets, banquets, business lunches, outdoor service - catering, etc.

Considering these characteristics, we studied several main propositions on MICE tourism infrastructure capabilities in Kyiv (figure 2.2).

Naming	Star rating	Meeting Rooms	Bedrooms	Services	Location
<i>Fairmont Grand Hotel Kyiv</i>	★★★★★	12	258	<ul style="list-style-type: none"> <li>- VIP service</li> <li>- AV support</li> <li>- Video conferencing</li> <li>- Air-conditioning in meeting facilities</li> <li>- Free Wi-Fi</li> <li>- Car accessible to meeting room</li> <li>- 472m<sup>2</sup> plenary</li> </ul>	City Center + 37km distance from airport
<i>Hyatt Regency Kyiv</i>	★★★★★	11	234	<ul style="list-style-type: none"> <li>- VIP service</li> <li>- AV support</li> <li>- Printers / Fax / photocopying</li> <li>- Video conferencing</li> <li>- Translation booths in plenary</li> <li>- Air-conditioning in meeting facilities</li> <li>- Free Wi-Fi</li> <li>- 370 m<sup>2</sup> plenary</li> </ul>	City Center + 40km distance from airport
<i>InterContinental Kyiv</i>	★★★★★	6	272	<ul style="list-style-type: none"> <li>- VIP service</li> <li>- AV support</li> <li>- Video conferencing</li> <li>- Air-conditioning in meeting facilities</li> <li>- Free Wi-Fi</li> <li>- Car accessible to meeting room</li> <li>- 347 m<sup>2</sup> plenary</li> </ul>	City Center + 35km distance from airport
<i>Premier Palace Hotel</i>	★★★★★	10	289	<ul style="list-style-type: none"> <li>- VIP service</li> <li>- Printers / Fax / photocopying</li> <li>- Video conferencing</li> <li>- Air-conditioning in meeting facilities</li> <li>- Free Wi-Fi</li> <li>- 305 m<sup>2</sup> plenary</li> </ul>	City Center (1km) + 29km distance from airport
<i>Radisson Blu Hotel</i>	★★★★★	6	254	<ul style="list-style-type: none"> <li>- VIP service</li> <li>- Printers / Fax / photocopying</li> <li>- Video conferencing</li> <li>- Air-conditioning in meeting facilities</li> <li>- Free Wi-Fi</li> <li>- 150m<sup>2</sup> plenary</li> </ul>	City Center (1km) + 37km distance from airport

Figure 2.2. Main Kyiv MICE Hotels

According to World M.I.C.E. Awards list 2020 there are two best Convention Centre in Kyiv (figure 2.3).

Naming	Total meeting space	Conference Rooms	Characteristics	Services	Location
International Exhibition Center	28 018 m <sup>2</sup>	15	<b><i>Exhibition area:</i></b>  <i>1st exhibition hall – 10 564 m<sup>2</sup></i> <i>2nd exhibition hall – 6 600 m<sup>2</sup></i> <i>3rd exhibition hall – 10 854 m<sup>2</sup></i>	<ul style="list-style-type: none"> <li>- Post, telephone</li> <li>- Wi-Fi</li> <li>- Service center</li> <li>- Banking services</li> <li>- Projectors, screens, video walls</li> <li>- AV systems</li> <li>- Office + presentation equipment</li> <li>- PC equipment</li> <li>- Restaurants, cafe, snack bars, shops;</li> <li>- Offices, cloak rooms, lavatories;</li> <li>- Parking</li> </ul>	City Center (8km) + 25km distance from airport
			<ul style="list-style-type: none"> <li>- Press center</li> <li>- Parking</li> <li>- Data center</li> <li>- Conference rooms</li> <li>- Ballroom zone</li> <li>- Lounge Zone</li> <li>- Offices</li> <li>- Congress &amp; Concert Hall</li> </ul>		
Kyiv International Convention Center Parkovy	14 500 m <sup>2</sup>	25	<b><i>Exhibition area:</i></b>  <i>Covered area – 9 000 m<sup>2</sup></i> <i>Open area – 5 500 m<sup>2</sup></i>	<ul style="list-style-type: none"> <li>- Wi-Fi</li> <li>- Service center</li> <li>- Projectors, screens, video walls</li> <li>- AV systems</li> <li>- Office + presentation equipment</li> <li>- PC equipment</li> <li>- Premium class furniture</li> <li>- LCD screens</li> <li>- Day light blackout</li> <li>- Offices, cloak rooms, lavatories;</li> <li>- Parking</li> </ul>	City Center (2km) + 35km distance from airport
			<ul style="list-style-type: none"> <li>- Helipoint</li> <li>- Parking</li> <li>- Data center</li> <li>- Conference rooms</li> <li>- Ballroom zone</li> <li>- Lounge Zone</li> <li>- Co-working zone</li> <li>- Congress &amp; Concert Hall</li> <li>- Telepresence room</li> <li>- Offices</li> <li>- Film-theater</li> </ul>		

Figure 2.3. Main Kyiv Convention Centre

According to a Cushman and Wakefield report, in 2017 Kyiv had an ADR (Average Room Rate) of € 92, with an occupancy rate of 45,3%, resulting in a daily RevPAR (Profit per available hotel room) of € 42.

According to the Colliers report, the hotel industry of the capital showed the following performance indicators in 2018:

- 5\* hotels: ADR ~ 150 euros; occupancy rate: 45–50%
- 4\* hotels: ADR ~ 85 euros; occupancy rate: 55-65%,
- 3\* hotels: ADR ~ 45 euros; occupancy rate: 55-65%.

Such indicators indicate relatively low occupancy rate and high ADR compared to the eastern part of the EU.

MICE tourism analysis showed that business tourism in Kyiv is the most prepared and attractive for entering the international market. To achieve the results of the campaign to raise awareness about Kyiv on the international market, it must be accompanied by the development of product offerings. In order to improve the quality and value of the product, it is necessary to initiate the process of modernization of business tourism as a key product.

### **2.3. Assessment of Kyiv MICE tourism product promotion**

To the present day, MICE tourism in Kyiv has developed mainly on the principle of response, i.e. destinations have responded only to the demand of visitors. For a marketing campaign to be truly effective, Ukraine's national tourism image must be modernized along with the provision of tourism products, whose competitiveness is supported by the campaign's theses.

In order to form a tourism marketing campaign in Kyiv, the “*Roadmap for Competitive Development of Travel and Tourism in Ukraine*” was formed by the analytical and research organization HDC (Hotel & Destination Consulting) with the support of the EBRD and funded by the European Union EU4Business [45].



1. Accordingly, it is necessary to *form packages of products for business tourism*. This is one of the *critical tasks for the promotion of Kyiv* on the international market, which includes:

- conducting internal marketing activities to inform and involve local people and suppliers of goods and services;
- search for consultants and destination management companies;
- creation of a list of additional offers for consumers of MICE tourism services;
- preparation of information and marketing materials in different languages for inclusion in the package of proposals;
- preparation of multimedia marketing materials for online and offline platforms;
- identification and formation of the most attractive promotional packages and their transfer to selected intermediaries.

A great example of tourist product packages formation provides official tourism site of Berlin (appendix B).

On the official tourism site of Kyiv there's a similar packaging, but there's no visual support and there's an absence of English version of the site.

2. According to the assessment of the tourist offer in Kyiv, the events are one of its most competitive parts, regardless of the potential of the capital to hold small thematic festivals and organize large-scale one-time sporting events.

As events may vary in subject matter, scale, target market, duration and positioning, *events support program* should focus on the needs associated with the MICE tourism development phase in Kyiv, creating events with such characteristics:

- focus on a wider market segment;
- duration of at least two weeks;
- demonstrate elements of local cuisine and culture, i.e. authenticity;
- involvement of local service providers in the organization;
- innovative development of tourist services;
- commercial result / return on investment.

The experience of countries around the world in organizing large-scale events shows that it is possible to hold large-scale international events, which result in significant economic results for the local community in a relatively short time.

3. *The primary marketing campaign* should be the first professional and organized step in promoting not only Kyiv, but whole Ukraine as a tourist destination. This is an intermediate campaign, which is implemented during the parallel process of forming a national advertising agency, as well as defining the brand of national tourism. This event should be aimed at the international market with a set of the following goals:

- raising awareness that Ukraine is a tourist nation with key destinations and positive values;
- improving the country's image in terms of security and protection;
- networking with the leading news agencies, the press, bloggers, opinion leaders and leading international periodicals web-publications on tourism.

To achieve the above goals, the campaign must be properly coordinated and implemented according to modern standards of tourism marketing. As its implementation will require significant funding, it is more important to conduct preliminary analytical research and choose a pragmatic approach in which all media and participants are selected very carefully. This plan should be achieved through the next set of actions:

- PR campaign of Ukraine, which will have a wide international coverage (key markets) and include carefully written and placed advertising articles / texts / videos in selected media;
- an online advertising campaign of Kyiv that includes coordinated and active activities in only a few (but important) target markets.

Among famous influencers and bloggers, it must be noted such potential networking channels, as “*DanFlyingSolo*”, “*ABrokenBackPack*”, “*Lilli’sTravelPlan*” etc.

Current practices of the most developed MICE brand destinations suggest that such campaigns should consist of all of the above components (table 2.4).

Table 2.4

**Marketing strategy campaign of Kyiv in 2019**

<b>Strategy</b>	<b>Explanation</b>	<b>Responsible</b>	<b>Budget</b>	<b>Timeline</b>
<i>Form packages of products for MICE tourism</i>	<ul style="list-style-type: none"> <li>• conducting marketing activities to involve local suppliers of goods and services;</li> <li>• search for destination management companies;</li> <li>• creation of a list of additional offers for consumers of MICE tourism services;</li> </ul>	<ul style="list-style-type: none"> <li>• KCO</li> <li>• Department of Tourism and Promotions (KCSA)</li> <li>• Kyiv Department of Culture (KCSA) under the control of the Ministry of Culture, Youth and Sports</li> <li>• National Tourist Organization of Ukraine</li> </ul>	<b>€ 50 000</b>	<b>Q1 2021</b>
<i>Events support program</i>	<ul style="list-style-type: none"> <li>• focus on a wider market segment;</li> <li>• demonstrate elements of authenticity;</li> <li>• involvement of local service providers;</li> <li>• innovative development of tourist services;</li> </ul>	<ul style="list-style-type: none"> <li>• Ministry of Culture, Youth and Sports (sponsor)</li> <li>• KCO</li> <li>• Department of Tourism and Promotions (KCSA)</li> <li>• Kyiv Department of Culture (KCSA)</li> </ul>	<b>no minimum amount of funding for events (political priority or budget)</b>	<b>Q4 2021</b>
<i>Primary marketing campaign</i>	<ul style="list-style-type: none"> <li>• PR campaign Kyiv</li> <li>• online advertising campaign</li> <li>• improving country's image in terms of security and protection</li> <li>• networking with the leading news agencies, the press, bloggers</li> </ul>	<ul style="list-style-type: none"> <li>• National Tourist Organization of Ukraine</li> <li>• marketing and PR agencies (outsourcing)</li> </ul>	<b>€ 1 000 000</b>	<b>Q3 2021</b>

As part of the MICE tourism modernization campaign, it was planned to create a National Office of Business Tourism, which should have an annual budget of up to €200 000, and the Kyiv Convention Office - with a budget of €2 000 000+ euros. The responsible party for this set of actions are Ministry of Culture, Youth and Sports and Department of Tourism and Promotions (KCSA).

Thus, in 2019 the Kyiv Convention Office (KCO) was established as part of the Kyiv Department of Tourism and Promotion to present the capital of Ukraine as



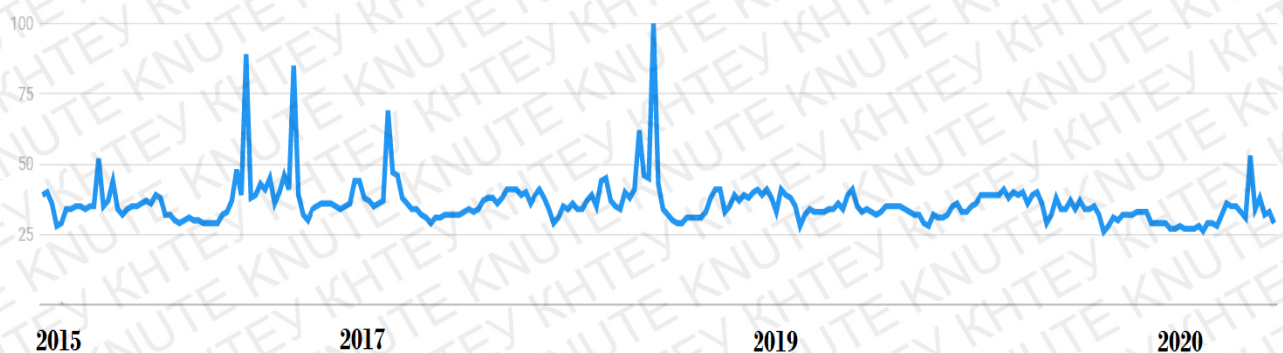
an international MICE location. KCO doesn't have its own official website. And it doesn't publish any official statistic information of Kyiv MICE tourism activity.

By analyzing the strategic plans available publicly on the internet, it emerged that European convention bureaus and destination marketing organizations tend to promote the provision of meeting facilities in a city. Convention Offices and Bureaus play the main role in creating a MICE city branding and promotion on the international level.

For example, London has invested heavily in recent years to build a solid reputation in three areas: culture, technology and life sciences. Consequently, the London Convention Bureau is seeking to attract and support major events in the technology, life sciences and creativity sectors. Annually they provide to public access brochures, infographics and PDF guides with a key information of different areas of London event stage (appendix C).

According to this, international experience should be considered in further development of Kyiv Convention Office as the main strategic and marketing tool of promotion Kyiv as a MICE destination.

We've analyzed Google Trends disclosure of searches among international society on MICE-related subject in Kyiv (figure 2.4).

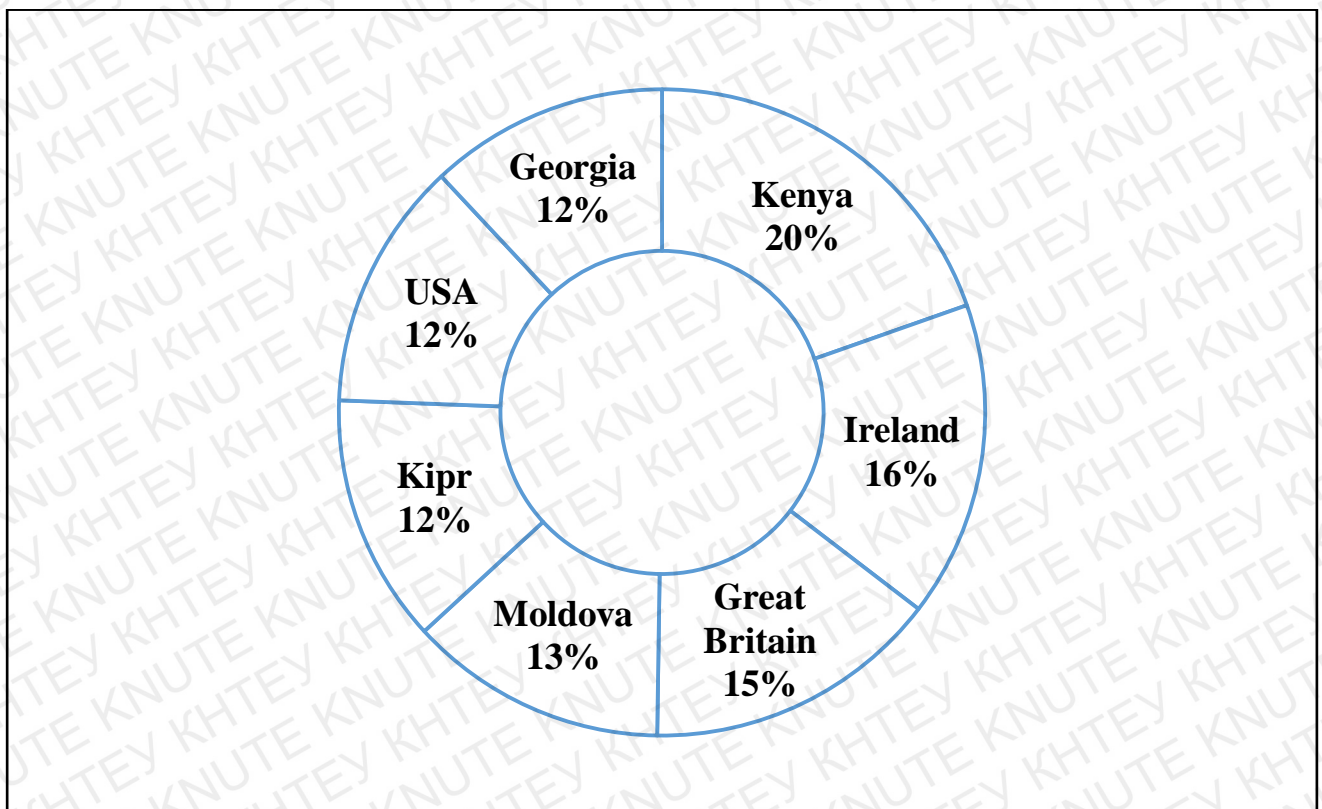


*Figure 2.4. Google Trends disclosure on MICE-related subject in Kyiv in 2015-2020*

The mode of this function we see on a peak of timeline period from May 20-26 2018. This is a timeframe for *UEFA Champions League Final*.

Of the latest peaks there's one around 1-7 November 2020, which is considered to be connected with *Kyiv iGaming Affiliate Conference* by MICE company SmileExpo.

Among regions requests for MICE-related topics in Kyiv has the biggest number of searches in Kenya (about 60 searches), Ireland (40), Great Britain (36) etc. (figure 2.5)



*Figure 2.5. Google Trends disclosure on MICE-related subject in Kyiv by countries in 2020*

Unfortunately, the amount of data considered cannot be enough for creating a whole statistics situation, nevertheless shown results highlights that marketing strategies on the above should be urgently implemented in MICE industry of Kyiv due to the fact that it doesn't have much recognition of its business meetings possibilities among international market. One of the ways to promote Kyiv as MICE industry is international event.



There are several main international events held in Kyiv, which play a role of a marketing tool in promotion capital as a MICE destination (table 2.5).

Table 2.5

### Kyiv City Main Exhibitions and Fairs

Event	Description	Venue
<i>iForum</i>	The largest offline IT-conference in Ukraine and Eastern Europe. In 2019, the event brought together 13,000 attendees from all over Ukraine as well as other countries. It is held for only one day. There are 6 streams to choose from and a huge exhibition area for startups.	<i>International Exhibition Center</i>
<i>SaaS Nation</i>	The main event of the year for Software-as-a-Service businesses. It has been held annually since 2017. It will be interesting to SaaS-founders, top managers, investors and anyone engaged in the development of product companies.	<i>UNIT.City</i>
<i>International Industrial Exhibition</i>	Among the exhibitors are leading industrial enterprises from Ukraine and abroad. Every year the latest industrial technologies, machinery, tools, components and services are presented within the Forum. - 337 exhibiting companies from 29 countries - 11.236 professional visitors	<i>International Exhibition Center</i>
<i>Kyiv International Economic Forum</i>	The Kyiv International Economic Forum in 2019 brought together 2,000 attendees and 110 speakers from 30 countries. It is a discussion platform that aims to formulate a strategy for the economic development of Ukraine. The event brings together large businesses and officials, bankers and lawyers. The platform is also suitable for business networking.	<i>Kyiv International Convention Center Parkovy</i>
<i>International Agricultural Exhibition</i>	AGRO is the leading exhibition for agriculture, livestock farming, alternative energy, organic agriculture and food industry, Agricultural machinery, and equipment in Ukraine. Furthermore AGRO is the largest agricultural exhibition of the CIS and Eastern Europe. - 89 000 trade visitors - 15 countries - 1216 visitors	<i>Expocenter of Ukraine (VDNG)</i>
<i>AgroSpring. Grain Tech Expo</i>	Agro Animal Show is the most important platform for animal husbandry and agricultural technology in Ukraine. At the last edition, 529 companies from 24 countries showed their complete range of state-of-the-art solutions for livestock, animal husbandry and agricultural technology to some 18,000 business professionals. Official pavilions from Austria, Czech Republic, Denmark, France, Germany, Great Britain, Netherlands	<i>International Exhibition Center</i>



Continuation of table 2.5

<b>Event</b>	<b>Description</b>	<b>Venue</b>
<i>Modern Educational Establishments</i>	Educational establishments of Ukraine, research institutions, foreign educational establishments, international representative offices, educational agencies, foundations, associations, manufacturers and suppliers of equipment, modern technologies, programs and solutions for implementation in the learning process	<i>Kyiv Palace Of Children And Youth</i>
<i>Communtech</i>	Energy-saving technologies, equipment, materials, instruments for housing and communal services, communal fund management, trenchless technologies of engineering network servicing and repair, machinery for municipal and special purpose, road construction machinery and technologies etc.	<i>International Exhibition Centre</i>
<i>Kyiv Technical Fair</i>	The main goal of this annual exhibition is demonstration of the latest scientific and technological achievements necessary for innovation development of Ukrainian economy, and also contribution to business, economic and trade partnerships between domestic and foreign enterprises.	<i>International Exhibition Centre</i>

The most important task for Kyiv MICE tourism today is to join forces. Currently, there are about 50 specialized MICE exhibitions and conferences that are held annually, and can be considered a springboard for promotion to international exhibitions of business tourism.

## Conclusions to the part II

1. As the main financial, economic, scientific, educational and cultural center of the country, Kyiv has a unique competitive advantages, primarily financial and economic, that Kyiv receives due to its status and importance in the socio-economic system of Ukraine, allow it to generate the highest level of income from tourism and recreation in Ukraine, attracting the largest number of foreign and domestic tourists.

2. According to the portal “Conference service in Ukraine”, there are currently at least 242 hotels in Ukraine that provide services to business travelers. Thus, 27% of business hotels are concentrated in Kyiv. A similar situation is observed with the location of conference rooms at hotels, the total volume of which is 722 units.

Among them there are 3 conference halls for up to 1000 people and 10 conference halls for 500 people in Kyiv.

3. We've studied several main propositions on MICE tourism infrastructure capabilities in Kyiv, among them there are five MICE hotels with developed infrastructure for business meetings, conferences, seminars, and exhibitions of different level. And according to World M.I.C.E. Awards list 2020, there are two main developed Convention Centre in Kyiv.

4. We've analyzed a MICE product promotion of Kyiv government parties, the main marketing campaign of developing MICE-industry in Kyiv includes three main strategies till 2021.

5. We've analyzed Google Trends disclosure of searches among international society on MICE-related subject in Kyiv, shown results highlights that marketing strategies on the above should be urgently implemented in MICE industry of Kyiv due to the fact that it doesn't have much recognition of its business meetings possibilities among international market.

6. According to the research of strategic approaches of different MICE centers of EU, Convention Offices and Bureaus play the main role in creating a MICE city branding and promotion on the international level. This should be considered in further development of Kyiv Convention Office as the main strategic and marketing tool of promotion Kyiv as a MICE destination.

7. There are about 50 specialized MICE exhibitions and conferences that are held annually, and can be considered a springboard for promotion to international exhibitions of business tourism.

## PART III

### IMPROVEMENT OF KYIV MICE TOURISM PRODUCT DESIGN AND PROMOTION ON EU MARKET

#### 3.1. Actions to improve Kyiv MICE tourism product design and promotion on EU market

The potential for Kyiv's MICE-industry depends substantially on its ability to maintain competitive advantage that encompasses its power to draw the world market through attractive product and price offerings and its influence on the conference market's decision making, and its managerial/developmental system that support the industry.

According to previous estimation of MICE-tourism development in Kyiv, we propose an action strategic plan 2025 for further development in business tourism activity (figure 3.1).

1. Amplify Destination Brand	2. Attract Business Events	3. Resource And Facilitate Sustainable Events	4. Increase Overnight Visitor Expenditure	5. Create An Event Friendly Destination
<ul style="list-style-type: none"> <li>• Hallmark Events</li> <li>• Attract Major Events</li> <li>• Elevate Events with Cultural Experiences</li> <li>• Cross-Pollination</li> <li>• Branding Media PR + Digital</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the Market</li> <li>• Industry Focus</li> <li>• Raise Awareness</li> <li>• Packaging + Value Add</li> </ul>	<ul style="list-style-type: none"> <li>• Grow Event Organizer Capacity               <ul style="list-style-type: none"> <li>• Income Diversification</li> </ul> </li> <li>• Human Resourcing</li> <li>• Event Toolkit</li> </ul>	<ul style="list-style-type: none"> <li>• Increase Conversion</li> <li>• Multi-Day Packaging               <ul style="list-style-type: none"> <li>• Experience Development</li> </ul> </li> <li>• Tourism Packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Concierge Approach</li> <li>• Strategic Focus</li> <li>• Multi-Year Partnerships</li> <li>• "One-stop-shop" online</li> <li>• Kyiv Convention Office team</li> </ul>
<b>Stakeholders</b>				
Tourism and Promotion Department of KCC / BTA Ukraine / Kyiv Convention Office International Center of Culture and Arts of the Federation of Trade Unions of Ukraine CORE Ukraine				
<b>KPI's</b>				
<ul style="list-style-type: none"> <li>• Feasibility study of hallmark events</li> <li>• Event attraction + acquisition budget</li> <li>• No. of event bids/ Hallmark events.</li> <li>• Economic Impact</li> </ul>	<ul style="list-style-type: none"> <li>• Development of business event statistics in Kyiv               <ul style="list-style-type: none"> <li>• Database of potential targeted business events and PCO's.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Capacity building program in place. Participation in training.</li> <li>• Completion of event toolkit online.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of events with on-line ticketing.</li> <li>• Increase in multi-day events</li> </ul>	<ul style="list-style-type: none"> <li>• Concierge process implemented</li> <li>• Cross-departmental project team implemented</li> </ul>

*Figure 3.1. Strategic Plan 2025 for Kyiv MICE tourism development*



## 1. *Amplify Destination Brand:*

1.1. *Hallmark Events.* Hallmark and major events will play a pivotal role in amplifying a positive destination profile for Kyiv and increasing overnight visitor expenditure. They have the potential to be a catalyst for repeat visitation, contribute to destination profile, infrastructure development and community connectedness. A prevalent theme in our future vision of Kyiv MICE environment is a strong desire for larger and higher quality events with a hallmark event that could establish a brand name for Kyiv. Leadership by Kyiv Convention Office and its strategic partners will be instrumental in facilitating and attracting hallmark and major events that deliver on the strategy's event vision and strategic goals. Existing events with hallmark potential need to further develop their competitive advantage and increase their media and online profile. To give a genuine competitive advantage, events should leverage the region's iconic locations such as the Kiev-Pechersk Lavra, Independence Square, Pyrohiv Open-Air Museum, the region's vivid landscapes, and unique selling points, of climate, location, food and produce, arts, culture and sports.

1.2. *Attract Major Events.* Kyiv has the capacity to attract major events in shoulder and low seasons. With its convenient geographical location and accommodation capacity, opportunity lies to attract sporting, arts, cultural and business events. The further development of the infrastructure will allow the region to attract major events. Increasing the event attraction and acquisition budget and partnerships with strategic partners, venues and accommodation providers will be required to compete with other destinations.

1.3. *Elevating Events with Cultural Experiences.* The incorporation of arts, multicultural and indigenous experiences across all event genres will assist in profiling Kyiv's rich cultural heritage. This could include the development of professionally staged "Welcome to Country" at sporting, arts and business events. Kyiv MICE community leaders could welcome event visitors to the region and include an invitation to explore the region's significant cultural sites to encourage a richer understanding and increase regional dispersal. Indigenous and multicultural

groups should be encouraged to stage and participate in events that celebrate their culture.

*1.4. Cross Pollination.* Cross-pollinating events, for example, sporting events with arts, food and cultural experiences will contribute to developing “distinctly Kyiv” events with a point of difference.

*1.5. Branding, Media PR + Digital.* Existing events need to amplify their messaging and digital presence to gain media cut-through and attract greater media coverage externally. Strategies to amplify destination profiling include:

- Integrating Kyiv region destination images into event marketing, linking the regional visitor website and social media channels to event websites.
- Subject to privacy laws, developing a database of visitors from event online ticketing systems to provide targeted visitor insights.
- Encouraging event organizers to participate in tourism marketing and leverage with strategic partners (e.g. Kyiv Conventional Office, BTA Ukraine and Tourism and Promotion Department of the Executive Body of Kyiv City Council (Kyiv City State Administration)).
- Developing an event brand toolkit that aligns with Kyiv brand will improve the quality and consistent messaging.
- Maximizing Kyiv exposure at events, e.g. with signage placement, provision of destination images and footage to event organizers for social media and television broadcasts.
- Encouraging established events to enter business, tourism and event awards could further profile Kyiv events on the international stage.

To facilitate an increase in the promotion and distribution of event content externally, contract professional media and PR specialists, social media correspondents, photographers and videographers for major events.

The development of a Kyiv events image and footage library for use by event organizers and distribution to Tourism and Promotion Department of the Executive Body of Kyiv City Council, Kyiv Conventional Office, BTA Ukraine for their use would help to increase Kyiv event profiling.

## 2. *Attract business events:*

2.1. *Understand The Market.* To ensure the best return on investment in the market it is imperative to understand the current market in Kyiv. This will include the development of a market snapshot on business travellers in a capital. Research on existing business event travellers to Kyiv should include the identification of source markets, expenditure, satisfaction and an understanding of decision making for purchasing.

2.2. *Industry Focus.* The focus of business event attraction should build on the strengths of the region and target specific industry sectors for further development.

2.3. *Raise Awareness.* The strategy will involve building awareness of Kyiv's ability to cater for business events.

A marketing and sales strategy, should include destination profiling, sales targeting key markets, tradeshow participation, sales calls, and familiarizations.

2.4. *Business Events Tools.* To implement the marketing and sales strategy, identifying gaps and updating information in the Kyiv MICE Event Planner Guide should be undertaken. As part of event toolkit, develop an online portal for Professional Conference Organizers (PCO's) as "one stop shop" including venues and local event suppliers.

2.5. *Packaging + Value-Add Opportunities.* Strengthening partnerships with the international MICE-industry to encourage packaging and value-add opportunities for more business event delegates should be undertaken.

2.6. *Infrastructure + Attraction.* Long-term consideration should be given to the development of logistic infrastructure, creating a bigger amount of conference space with over 5,000+ capacities.

Increasing the event attraction and acquisition budget and partnerships with strategic partners, venues and accommodation providers will be required to compete with other destinations.

## 3. *Resource and facilitate sustainable events:*

3.1. *Grow Event Organizer Capacity.* Grow event organizer capacity through training, networking and in-kind support resources. Collaboration through training



workshops and networking functions for the event and tourism industry with our European colleagues would assist in uniting the industries and provide operators with an opportunity to increase capacity by packaging events with accommodation, transport, attractions, tours and dining experiences.

*3.2. Income Diversification.* The need to further develop income diversification and profitability is required for long-term event financial sustainability. Increased income, sponsorship and reliance on funding was identified by many events as a major inhibitor to growth. Strong financial training, understanding that non-profit doesn't mean break-even and the need to generate surplus to innovate event programs is required.

*3.3. Human Resourcing.* To elevate existing events, the contracting of creative directors to assist with innovative program development and community outsourcing should be considered. Volunteer exchanges at events and skills exchanges between events e.g. one event shares sponsorship skills in exchange for social media skills.

*3.4. Event Toolkit.* Develop an online event portal on a national level for event organizers and professional conference organizers that could include a 'clash calendar', event templates, brand guide and toolkit including destination images/footage, conferencing information, such as unique locations, settings and venues, venue/accommodation capacities and packages, event suppliers and support networks. The portal could act as a central, "one stop shop" for event organizers to seek government approvals with links to relevant departments.

#### *4. Increase overnight visitor expenditure:*

*4.1. Tourism Packaging.* Encourage packaging with existing tours will help to ensure wider distribution, particularly with iconic locations in the wider region. The packaging of events with tourism experiences, accommodation, transfers and flights should be developed with tourism retailers to increase distribution of Kyiv events.

*4.2. Experience Development.* Encourage the development of Kyiv signature experiences to meet changing consumer trends. Developing new and tailored experiences within events, such as distinct Kyiv and VIP experiences could increase profit margins for events to assist with income diversification.

## 5. Create an event friendly destination:

*5.1. One Stop Shop Approach and Culture.* Developing the Kyiv's reputation as an event friendly destination will be an essential component in attracting major events and growing new and existing events.

The development of a "one stop shop" approach and culture with Kyiv Convention Office, strategic partners and the greater tourism industry should be a key priority. This will require a concerted commitment to the development of a corporate culture that is customer centric.

*5.2. Strategic Focus + ROI.* To increase return on investment (ROI) for Council event funding, investment should be made based on the four strategic goals:

1. Driving overnight visitor expenditure.
2. Showcasing the Kyiv region.
3. Vibrant and sustainable events.
4. Creative community.

*5.3. Concierge Approach.* A concierge approach with major events needs to be implemented to develop Kyiv region's reputation as an event friendly destination. This would involve a key contact person/team to be the first point of contact for major event organizers. Their role would be to act as a concierge across multiple Business Convention departments and with the key stakeholders.

Where appropriate, it's necessary to organize meetings for the major event organizers with all key stakeholders as a round table discussion to facilitate and mobilize the event to maximize the Kyiv's return on investment and long-term sustainability of the event. The "one stop shop" round table meeting should also include, when applicable, Ukrainian representation e.g. police, department of transport, national parks, airport, liquor licensing etc.

*5.4. Kyiv Convention Office Team.* The focus for the KCO's event team needs to be more on facilitator and enabler, and less on event grant funder and assessor.

The office's roles should evolve around the *facilitation, brokering* and *enabling* of events to:

- Develop hallmark events, grow capacity of existing events and attract new leisure and business events that are brand and strategically aligned in shoulder and low seasons.
- Assist and encourage events to better reflect Kyiv's iconic locations and competitive advantages to develop creative event experiences that captivate our imaginations.

This will require the office's roles to be the event concierge. A dedicated role for event attraction and acquisition, including business conferencing is also recommended.

The following strategy outlines the priority implementation of critical success road for Kyiv MICE-tourism product design and promotion plan 2025. It is intended as a working document that is regularly reviewed and updated.

### **3.2. Evaluation of the effectiveness of the proposed measures to improve Kyiv MICE tourism product design and promotion**

An international MICE event offers the opportunity to deliver infrastructure that has the dual function of both delivering a world class event that provides an exchanging of knowledge with international colleagues, and supporting the growth of the expected post-event economy in Kyiv.

Among the conditions under which the successful development of business tourism and the MICE industry can take place, a high-class hotel infrastructure, providing the necessary conditions for high-quality events, convenient conference rooms, equipment, business centers occupy a special place.

So our next step is to develop a plan for international event holding in Kyiv, create its concept and ways of conference promotion on European market of business events.

The 1<sup>st</sup> International Conference on MICE Developing Community (ICMDC) will be held in Kyiv, Ukraine from November 28 to 30, 2022. The conference will be



hosted jointly by the Kyiv Convention Office (KCO), in cooperation with BTA of Ukraine and Tourism and Promotion Department of Kyiv, with strategic partnership of MICE “Kyiv Sputnik” LLC (figure 3.2).

<i>Key Host Speakers</i>	<i>Key Guest Speakers</i>
<ul style="list-style-type: none"> <li>- (Moderator) <i>Maryna Radova</i> - Head of Tourism &amp; Promotion Department of the Kyiv City State Administration</li> <li>- (Moderator) <i>Anatoliy Borodynets</i>, Director of Business Travel Association of Ukraine</li> <li>- <i>Maria Yukhnovets</i>, President of the Association of Inbound Tour Operators of Ukraine, Head of MICE Department of Kyiv Sputnik LLC</li> <li>- <i>Maryana Oleksiv</i>, Head of the State Agency for Tourism Development of Ukraine</li> <li>- <i>Svitlana Mykhaylovska</i>, Deputy Director of the European Business Association</li> <li>- <i>Ivan Liptuga</i>, President of the National Tourist Organization of Ukraine</li> </ul>	<ul style="list-style-type: none"> <li>- <i>Mr. Kai Hattendorf</i> - Managing Director / CEO of UFI, the Global Association of the Exhibition Industry</li> <li>- <i>Ms. Beka Jakeli</i> - Chief of Member Relations at World Tourism Organization (UNWTO)</li> <li>- <i>Mr. Andrew Chan</i> - Sustainability &amp; Climate Change Leader, South East Asia Consulting Services, PricewaterhouseCoopers LLP</li> <li>- <i>Ms. Malgorzata Pszygurska-Skovron</i> - Head of the Bureau of Congresses in the Tourism Department of Krakow</li> </ul>

*Figure 3.2. Guest Register of International Conference on MICE Developing Community (ICMDC)*

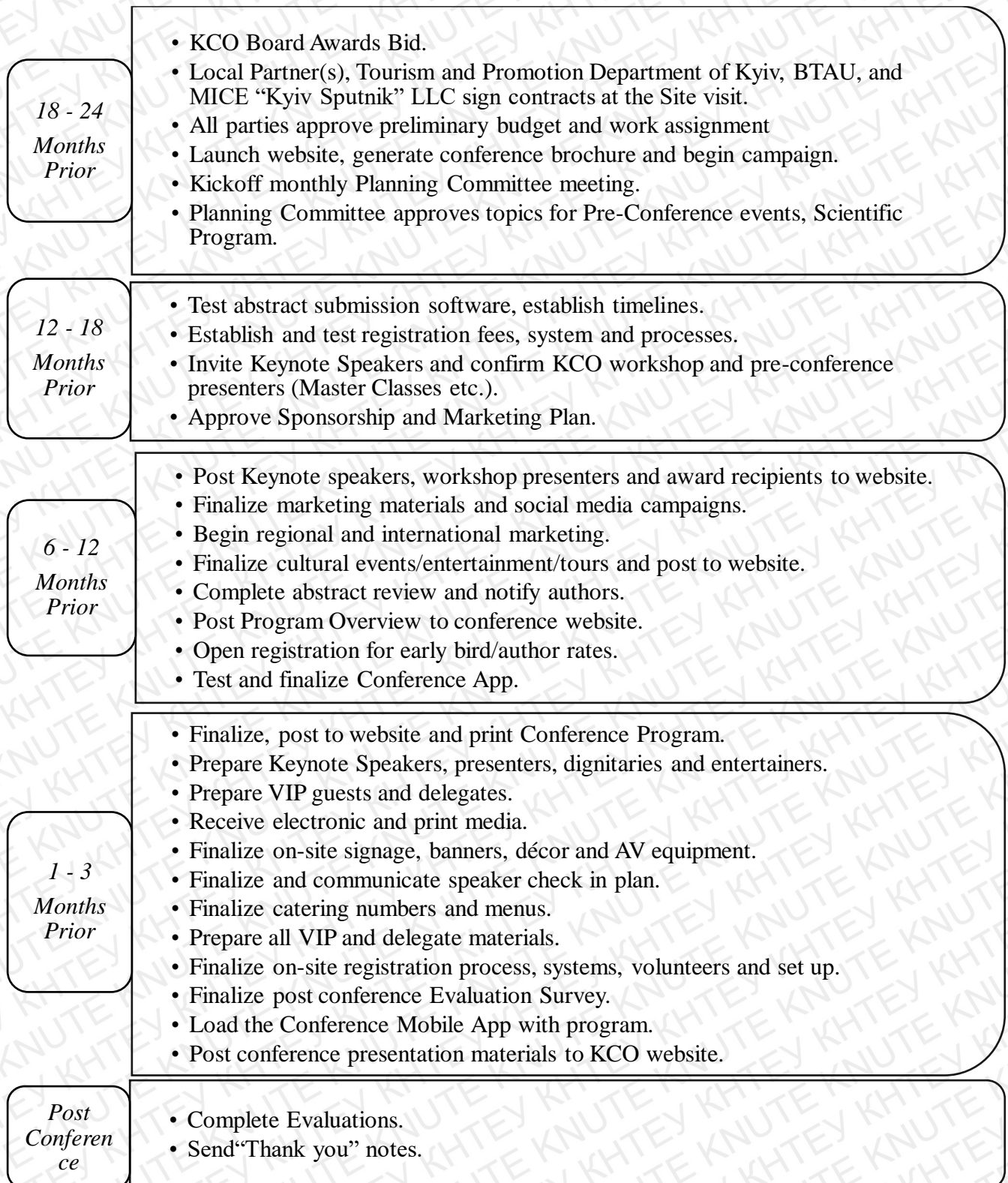
*The main objective* of the 1<sup>st</sup> International Conference On MICE Developing Community (ICMDC) is to provide a platform for researchers, academicians, practitioners, as well as the industrial professionals all over the world to actively exchange, share, and challenge new ideas, applied experiences, state-of-the-art research, and case studies on the MICE industry advancement in developing countries, sharing best experience with key players of MICE industry (table 3.1).

*Table 3.1*

**Programme of International Conference on MICE Developing Community  
(ICMDC) 28-30 November 2022**

Pre-Conference Programs			
Full Day	Pre-Conference Registration. Master Class.		
	Day 1, 28 November	Day 2, 29 November	Day 3, 30 November
Morning (3h + 30' break)	<b>Opening Ceremony</b>	<b>Session 3</b> (How trends in MICE sector will re-shape tourism map structure)	<b>Study Visits</b> (in local institutions and government tourism organizations)
	<b>Keynote speeches</b>		
	<b>Session 1 Roundtable</b> (Emerging policies and strategies for developing MICE strategies)	Breakout Sessions	
Lunch (1.5h)	Lunch Break	Lunch Break	Lunch Break
Afternoon (3h + 30' break)	<b>Session 2</b> (Anticipation and development of MICE environment in the digital era. COVID19 reshapes future MICE industry)	<b>Session 4</b> International partnerships for promoting the equitable, inclusive and transparent use of MICE tools in education matter	<b>Session 5</b> Review and adoption of the new concepts and strategies of MICE tourism practices around the world
	Breakout Sessions	Breakout Sessions	<b>Closing Ceremony</b> + <b>Award Presentations</b>
Evening	Welcome Reception		Complete Evaluations

*Target Participants:* The Conference is expecting around 500+ international participants, including high-level representatives from each participating side, representatives of UNWTO agencies and international organizations, representatives of European Congress Centers, leaders of the MICE industry, academic experts, and students (figure 3.3).



*Figure 3.3. Conference “ICMDC” planning timeline*

A business case and timeline for implementation of ICMDC should be considered in creating MICE opportunities for Kyiv. The economic rationale is clear to merit lengthy elucidation (table 3.2).



Table 3.2

**Budget of subtotal expenses of ICMDC**

<b>CATEGORY</b>	<b>PROJECTED SUBTOTAL (Day)</b>	<b>PROJECTED SUBTOTAL (3-Days)</b>
<b>Venue</b>	<b>55 700,00 ₪</b>	<b>167 200,00 ₪</b>
Location Rental	50 000,00 ₪	150 000,00 ₪
Event Staff	2 500,00 ₪	8 000,00 ₪
Equipment Rental	1 500,00 ₪	4 500,00 ₪
Stage / Registration Desks/Additional Tables/Chairs	1 500,00 ₪	4 500,00 ₪
<b>Travel</b>	<b>14 500,00 ₪</b>	<b>47 000,00 ₪</b>
Driving	11 000,00 ₪	35 000,00 ₪
Lodging	3 500,00 ₪	12 000,00 ₪
<b>Public Relations</b>	<b>12 850,00 ₪</b>	<b>13 150,00 ₪</b>
Announcements	5 000,00 ₪	5 300,00 ₪
Graphics	4 600,00 ₪	4 600,00 ₪
Press Releases	3 250,00 ₪	3 250,00 ₪
<b>Décor</b>	<b>6 800,00 ₪</b>	<b>13 000,00 ₪</b>
Linens	3 300,00 ₪	4 000,00 ₪
Lighting	3 500,00 ₪	9 000,00 ₪
Additional Signage		
<b>Event Programming</b>	<b>36 500,00 ₪</b>	<b>68 000,00 ₪</b>
Speakers	21 500,00 ₪	43 000,00 ₪
Performers	15 000,00 ₪	25 000,00 ₪
<b>Social Media Campaign</b>	<b>56 000,00 ₪</b>	<b>56 000,00 ₪</b>
Twitter	1 500,00 ₪	1 500,00 ₪
Facebook/ Instagram	3000,00 ₪	1 500,00 ₪
LinkedIn	1 500,00 ₪	1 500,00 ₪
Other	50 000, 00 ₪	50 000,00 ₪
<b>Advertising</b>	<b>21 000,00 ₪</b>	<b>32 000,00 ₪</b>
Online	12 000,00 ₪	23 000,00 ₪
Print	9 000,00 ₪	9 000,00 ₪
<b>Refreshments</b>	<b>23 000,00 ₪</b>	<b>58 000,00 ₪</b>
Drinks	6 000,00 ₪	18 000,00 ₪
Food	12 000,00 ₪	25 000,00 ₪
Catering Staff	5 000,00 ₪	15 000,00 ₪
<b>Other</b>	<b>16 000,00 ₪</b>	<b>35 000,00 ₪</b>
Trophies, Awards	16 000,00 ₪	35 000,00 ₪
<b>Total Expenditure</b>	<b>-</b>	<b>469 350,00 ₪</b>

The conference invites conceptual and empirical research papers, and case studies on MICE related topics. Papers and presentations are expected to address both the theoretical, methodological, and practical aspects of MICE (table 3.3).

Table 3.3

**Budget of subtotal revenue of ICMDC**

CATEGORY	QUANTITY	COST	PROJECTED SUBTOTAL
<b>Government Grants</b>	<b>PROJECTED</b>	-	<b>210 000,00 ₺</b>
Administrative Assistance	-	-	60 000,00 ₺
Approximately	-	-	150 000,00 ₺
<b>Sponsor / Partnerships</b>	<b>PROJECTED</b>		<b>300 000,00 ₺</b>
BTA Ukraine	-	60 000,00 ₺	60 000,00 ₺
<i>Featured Vendors:</i>	-	120 000,00 ₺	240 000,00 ₺
TravelPort	-	-	-
Eventex Group	-	-	-
ITE Group PLC	-	-	-
Obriy Inc.	-	-	-
European Business Association	-	-	-
<b>Merchandising Sales</b>	<b>PROJECTED</b>		<b>175 000,00 ₺</b>
T-shirts, caps, uniform	500	200,00 ₺	100 000,00 ₺
Glassware, pens, dish cloths, drink bottles	500	150,00 ₺	75 000,00 ₺
<b>Participant Fees</b>	<b>PROJECTED</b>		<b>440 000,00 ₺</b>
International Participant	200	1 000,00 ₺	200 000,00 ₺
Other Participants	300	800,00 ₺	240 000,00 ₺
<b>Spectator Fees</b>	<b>PROJECTED</b>		<b>150 000,00 ₺</b>
International Delegate	100	1 000,00 ₺	100 000,00 ₺
Student	100	500,00 ₺	50 000,00 ₺
<b>Other</b>	<b>PROJECTED</b>		<b>2 415 000,00 ₺</b>
Raffles	100	250,00 ₺	25 000,00 ₺
<b>Total Revenue (without Grants)</b>	-	-	<b>1 090 000,00 ₺</b>
<b>Total Revenue (with Grants)</b>	-	-	<b>1 300 000,00 ₺</b>

Business tourists have high requirements compared with other groups and this applies to both the type of expected service and its quality. Business visitors mainly decide to stay one or more days in relation to a specific event in a given city. Different kinds of amenity and high quality service are the most appreciated.

The 1st International Conference On MICE Developing Community (ICMDC) brings together about 500+ experts, MICE service providers and end users from all around the world. The potential and actual use of information, strategies, and action tools generated from ICMDC deserves the attention of the media. That's why the media relations plan is prepared (table 3.4).

Table 3.4

**Broadcast and print media plan of ICMDC**

<b>Activity</b>	<b>Objective</b>	<b>Target Audience</b>	<b>Channels</b>	<b>Official(s) Responsible</b>	<b>Target Date</b>
Create website & conference page on KCSA Website	Provide a dedicated web outlet where all information about the ICMDC will be easily accessible	Conference participants, stakeholders and audience	KCO & webpage on KCSA Website	KCO & Kyiv communication team	March 2021
Press Conference by the Head of KCO	Introduce the media, local stakeholders to the ICMDC and its significance	Media, stakeholders and audiences in Kyiv (Ukraine)	Print/broadcast media in national, regional media houses, websites, social media	Tourism and Promotion Department of Kyiv	June 2021
Create a social media campaign #1stICMDCKyiv	Generate public interest, followership and discussion on the ICMDC on social media	Conference participants, stakeholders and audience	Twitter, Instagram, Facebook, LinkedIn	KCO & Kyiv PR team	September 2021
Create and dispatch video messages on the ICMDC	Promote and publicize the ICMDC through influential players e.g. ICCA	Conference participants, stakeholders and global audiences	Social media	KCO & Kyiv PR team	August 2022
Prepare and publish Media Advisory	Provide background information on the ICMDC to the media & issue guides on highlights/key players	Journalists, communicators and media organizations	Websites, social media	KCO & Kyiv PR team	September 2022
Publish ICMDC advertorial articles	Promote and publicize the ICMDC by reaching out to a wide spectrum of global audiences	ICCA & stakeholders and global audiences	Tourism and Promotion Department of Kyiv	KCO & Kyiv communication team	September 2022
Branded Publicity Production	Increase brand visibility and publicity for ICMDC and MICE tourism	Conference delegates and participants	Exhibition gallery, ICCA plenary, press conference, technical sessions	Tourism and Promotion Department of Kyiv & KCO	September 2022



Continuation of table 3.4

Activity	Objective	Target Audience	Channels	Official(s) Responsible	Target Date
Produce audio-visual clips on ICCA & IAPCO	Provide an audio-visual profile of ICMDC and illustrate key messages and themes of the program	Conference participants, stakeholders and audience	Exhibition gallery, ICCA plenary, IAPCO sessions, websites, social media	Tourism and Promotion Department of Kyiv & KCO & Kyiv PR team	September 2022
Conduct a radio interview to signpost the ICMDC	Introduce the ICMDC and its significance to the diplomatic, business, and MICE communities	Kyiv Embassies and audience	FM Radio in Ukraine	KCO & Kyiv PR team	October 2022
Create and publish ICMDC outlook banner	Promote the ICMDC and MICE significance within the Ukrainian system	Ukrainian national organs and institutions	ICMDC Outlook 2022 (3+languages)	Tourism and Promotion Department of Kyiv & KCO	October 2022

Among the conditions under which the successful development of MICE industry can take place, a high-class hotel infrastructure, providing the necessary conditions for high-quality events, convenient conference rooms, equipment, business centers occupy a special place.

*Conference Venue:* Exhibition Center Chamber Plaza Ukrainian Chamber of Commerce and Industry (Kyiv, Velyka Zhytomyrska Str., 33). The complex of halls Chamber Plaza is a multifunctional platform in the center of Kyiv. The Chamber Plaza complex is represented by five halls (Grand Hall, Coliseum, Chamber Media, Dovnar Hall, Exhibition Square, class) for holding conceptually different events.

Halls of Chamber Plaza are equipped with high-quality video and audio systems. Hall rental includes the use of all equipment, microphones, screens, etc.

Hall Grand Hall - the largest hall location. Theatrical seating capacity is up to 1000 people. This is a hall-transformer, where suitable for our large business forum of international level. Hall Colosseum (up to 200 people) will be suitable for

presentations, reception of foreign delegations and our Award Presentation Program. The hall has equipment for simultaneous translation for 100 guests.

A breakout sessions and training seminar for students and other participants will be held in Chamber Media. For each event Chamber Plaza offer an individual menu and their own catering service. Among other services - from technical equipment (sound, light, projectors) to the preparation of the registration area, organizational support, and installation of banner structures.

After achieving the main target, our next step is to create a marketing space of after-forum experience. This complex of actions allows a further promotion of Kyiv MICE destination and creates a tangible effect of providing new MICE-industry development paths for whole international MICE community, gaining new strategic partners (table 3.5).

*Table 3.5*

**Broadcast and print «after-the-conference» media plan of ICMDC**

Activity	Objective	Target Audience	Channels	Official(s) Responsible	Target Date
Site/courtesy visits	Obtain the buy-in of influential players, strengthen political and communal support at the national and regional levels	Policy makers, MICE industry “main players”, and local communities	Local and international media outlets (TV, radio, online publications, newspapers, magazines), websites and social media	Kyiv higher officials Tourism and Promotion Department of Kyiv & KCO & Kyiv PR team	December 2023
Media Interviews	Recap highlights, analyze major subjects of the ICMDC and drive key KCO & MICE community messages	Global audiences and stakeholders	Exhibition gallery, ICCA plenary, press conference, technical sessions	Tourism and Promotion Department of Kyiv & KCO	December 2023
Release media monitoring report	Provide information on the extent and scope of international media coverage	Officials, participants, stakeholders and audiences	Websites, social media	KCO & Kyiv PR team	December 2023

*Continuation of table 3.5*

<b>Activity</b>	<b>Objective</b>	<b>Target Audience</b>	<b>Channels</b>	<b>Official(s) Responsible</b>	<b>Target Date</b>
Dispatch "thank you" messages	Extend gratitude and appreciation to all stakeholders, officials and participants	Officials, participants, stakeholders and audiences	Websites, social media, mail chimp	KCO & Kyiv PR team	December 2023
Publish ICMDC report/publication	Document and share key information and major highlights and statistics of the ICMDC, as well as increase of Kyiv's MICE brand visibility	Officials, participants, stakeholders and audience	Websites, social media	Tourism and Promotion Department of Kyiv & KCO	December 2023

The main target of creating a plan for international event on MICE modern development strategies ICMDC that is holding in Kyiv, as well as a creation of its promotion marketing plan on European market was its strategic potential as a fundamental solid international business image of Ukraine (and Kyiv as its main representative) among the MICE business environment. It's a unique opportunity for achieving and implementing advanced business-tools for creating new MICE product possibilities, developing up-to-date strategies with MICE industry leaders, obtaining new strategic partners for a whole Ukrainian sustainable development.

### **Conclusions to the part III**

1. Today, in the context of globalization and dynamic development of the services market, the support of MICE industry is becoming increasingly important. It occupies a special place in the system of international economic relations and universal values, contributes to the strengthening of positive trends in economic, political and socio-cultural life of society. Due to the necessity of promotion of the MICE tourist potential and brand of Kyiv, we have created a Strategic Plan 2025 for



Kyiv MICE tourism development, which consists of 5 main stages of relevant actions on improvement and promotion of Kyiv MICE tourism activity.

2. This strategic plan provides for amplifying Kyiv as MICE destination brand, it's positioning on the international market of business events. Another important way of improvement in MICE business is an adoption of sustainable approach to meeting industry, creation of effective event toolkit and providing an experience development, sharing knowledge with international partners, and creating a working system of Kyiv Conventional Office as a main representative of Kyiv MICE tourism for our international colleagues, as well as providing and supporting an effective system of Ukrainian MICE statistics data and annual reports on its basis.

3. One of the main competitive advantages is delivering a world class event that provides an exchanging of knowledge with international colleagues, and supporting the growth of the expected post-event economy in Kyiv. So our next step was a developing of a plan for international event holding in Kyiv, creation of its concept and the marketing plan of its promotion on European market of business events.

4. The main concept of the 1<sup>st</sup> International Conference On MICE Developing Community (ICMDC) is to provide a platform for researchers, practitioners, various MICE professionals all over the world to actively exchange, share, and create new tools, applied experiences, and strategies on the MICE industry advancement in developing countries, as well as sharing best experience with key players of MICE industry.

5. We've studied an economic viability of this project alongside the assessment of the cost-effectiveness of the process it brings, which leading to the withdrawal of the necessity of such events on Ukrainian market, due to this reason we've created a broadcast and media-plan for its promotion on international level.

6. The development of MICE tourism in Kyiv and its promotion on the international level is not only an economic necessity, it also has an important civilizational, mental, communicative mission, and should be a demonstration of our good neighborliness and hospitality.

## CONCLUSIONS

1. Modern business tourism is becoming the most promising type of tourism due to the independence of the season and customer orientation with a high level of income. Therefore, as the economic environment develops, the need to develop MICE-tourism in Kyiv becomes an important task for the state and in particular for all enterprises, which through it receive additional advantages in the competition for the client.

2. European integration processes in Ukraine contribute to the intensive development of tourism, in particular MICE-tourism. Among the conditions under which the successful development of business tourism and the MICE industry can take place, a high-class hotel infrastructure, providing the necessary conditions for high-quality events, convenient conference rooms, equipment, business centers occupy a special place.

3. As the main financial, economic, scientific, educational and cultural center of the country, Kyiv has a unique competitive advantages, primarily financial and economic, that Kyiv receives due to its status and importance in the socio-economic system of Ukraine, allow it to generate the highest level of income from tourism and recreation in Ukraine, attracting the largest number of foreign and domestic tourists.

4. We've studied several main propositions on MICE tourism infrastructure capabilities in Kyiv, among them there are five MICE hotels with developed infrastructure for business meetings, conferences, seminars, and exhibitions of different level. And according to World M.I.C.E. Awards list 2020, there are two main developed Convention Centre in Kyiv.

5. We've analyzed a MICE product promotion of Kyiv government parties, the main marketing campaign of developing MICE-industry in Kyiv includes three main strategies till 2021. Also, considering Google Trends disclosure of searches among international society on MICE-related subject in Kyiv, shown results highlights that marketing strategies on the above should be urgently implemented in MICE industry

of Kyiv due to the fact that it doesn't have much recognition of its business meetings possibilities among international market.

6. According to the research of strategic approaches of different MICE centers of EU, Convention Offices and Bureaus play the main role in creating a MICE city branding and promotion on the international level. This should be considered in further development of Kyiv Convention Office as the main strategic and marketing tool of promotion Kyiv as a MICE destination.

7. Due to the necessity of promotion of the MICE tourist potential and brand of Kyiv, we have created a Strategic Plan 2025 for Kyiv MICE tourism development, which consists of 5 main stages of relevant actions on improvement and promotion of Kyiv MICE tourism activity.

8. This strategic plan provides for amplifying Kyiv as MICE destination brand, it's positioning on the international market of business events, the whole of redefining of the modern tourism business on the national level, understanding the market and its significance for future growth of national economy, raising awareness on this subject.

9. Another important way of improvement in MICE business is an adoption of sustainable approach to meeting industry, creation of effective event toolkit and providing an experience development, sharing knowledge with international partners, and creating a working system of Kyiv Conventional Office as a main representative of Kyiv MICE tourism for our international colleagues, as well as providing and supporting an effective system of Ukrainian MICE statistics data and annual reports on its basis.

10. One of the main competitive advantages is delivering a world class event that provides an exchanging of knowledge with international colleagues, and supporting the growth of the expected post-event economy in Kyiv. So our next step was a developing of a plan for international event holding in Kyiv, creation of its concept and the marketing plan of its promotion on European market of business events.



11. The main concept of the 1<sup>st</sup> International Conference On MICE Developing Community (ICMDC) is to provide a platform for researchers, practitioners, various MICE professionals all over the world to actively exchange, share, and create new tools, applied experiences, and strategies on the MICE industry advancement in developing countries, as well as sharing best experience with key players of MICE industry, considering economic viability of this project alongside the assessment of the cost-effectiveness of the process it brings, which leading to the withdrawal of the necessity of such events on Ukrainian market, due to this reason we've created a broadcast and media-plan for its promotion on international level.

12. The development of MICE tourism in Kyiv and its promotion on the international level is not only an economic necessity, it also has an important civilizational, mental, communicative mission, and should be a demonstration of our good neighborliness and hospitality.

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## APPENDICES

### Appendix A

#### MICE TOURISM: THEORETICAL AND PRACTICAL ASPECTS

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specialty «Tourism», specialization «International tourism business»

*The article reveals the concept and significance of the MICE industry and studies the main principles and features of its functioning. There was analyzed the theoretical and practical aspects of MICE-industry development in Ukraine and in the world, and there has been characterized possible development scenarios in Kyiv, and its promotion to EU market.*

*Keywords: MICE-tourism, business tourism market, meeting industry.*

*У статті розкрито сутність поняття «МІСЕ-туризм» та досліджено основні принципи та особливості його функціонування. Проведено аналіз теоретичних та аспектів розвитку МІСЕ-індустрії в Україні та світі, охарактеризовано можливі сценарії розвитку МІСЕ-туризму в Києві та його просування на ринок ЄС.*

*Ключові слова: МІСЕ-туризм, ринок ділового туризму, ринок конференцій та конгресів.*

*Actuality of the article.* Business tourism is one of the largest segments of the world tourism industry, characterized by special requirements for travel, established profile of consumers, long-term impact on the functioning of the national economy and increased requirements for available resources, transport and communications infrastructure.

Until recently, business tourism in Ukraine was in a state of deep hibernation. This is due to the fact that the investment climate and business climate in Ukraine did not provide any guarantees for the development of their own business. However, the signing of the Association Agreement with the EU was an impetus for the development of both Ukrainian business and MICE-tourism.

MICE-tourism directly depends on the development of domestic tourism, so the state should be interested in its development. In addition, with regard to the entry of Ukrainian business into high market niches, there is an increasing need for business, cultural and scientific connections. Therefore, business tourism, as one of the leading sectors of the economy, should be aimed at expanding the scope of business contacts, development of Ukraine's economic potential and its integration into the world community.

*The purpose of the article.* The main purpose of this article is to study of theoretical and practical aspects of Kyiv MICE tourism, as a socio-economic instrument for the development of the region, and establish a program of joint development and its expediency. Based on the purpose of the study, the following tasks are set in the article: to reveal the characteristics, essence, role and significance of MICE-tourism; to formulate the concept of MICE-tourism and consider its classification features; examine the current state and problems of business deals in Ukraine; to determine the importance of the MICE industry in Kyiv.


Well-known foreign and domestic scientists have made a significant contribution to the study of the theory and practice of MICE-tourism: A.Y. Aleksandrova, I.T. Balabanov, I.M. Biletska, L.A. Volkova, V.K. Fedorchenko, M.P. Malska, V.V. Hudo, I.G. Melnikova, D.A. Savin, N.A. Dekhtiar, E.V. Vidishcheva, N. Smagina, Susan L. Slocum, D. Peters and others.


The relevance of the development of business tourism is of interest to many scientists and practitioners who study the dynamics of business tours and their future prospects, in particular such as S.I. Nikitenko, V.V. Bezugly, A.M. Bilozorov, N.Y. Konon etc.

Due to the fact that the growth of world and domestic demand for this type of tourism, the topic needs further theoretical and practical research. However, the study of scientific papers shows that some of the theoretical provisions regarding the interpretation of MICE-tourism are debatable, and a number of important aspects of MICE destination development need improvement and further study, which led to the choice of research topic and its relevance.



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## London Convention Bureau Brochure Example





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