



BEIJING MUNICIPAL COMMISSION
OF TOURISM DEVELOPMENT

World-class Infrastructure and Strategic Support

Beijing An International MICE Capital







MICE Tourism in Beijing

Overview



Meetings, Incentives, Conventions and Exhibitions (MICE) tourism has gained a rapid development globally, a market where most tourism destinations are competing, and one of Beijing's focus areas in the future to develop high-end tourism.

As one of China's most rapidly developing city with great potential and prominent standing to hold MICE events, Beijing has a more comprehensive ability and capacity as well as more strategic support compared to most. This year in June, a global organization specializing in the international association meetings industry – International Congress and Convention Association (ICCA) has released data from the 2016 conference (mainly concluded from the International Conference), stating that the number of conferences received in Beijing increased from 95 in the previous year to 113, an increase of nearly 20%, ranking first in China, fourth in Asia (fifth in the year 2015), and fifteenth worldwide (nineteenth in the year 2015). Beijing's MICE tourism industry boasts excellent facilities, professional institutions and practitioners, extensive management and supporting policies that have garnered world recognition and become a veritable "international MICE capital".

This volume will showcase the advantages of Beijing's MICE tourism industry, introduce Beijing's MICE venues and related policies in order for Chinese and foreign visitors to gain a deeper understanding of the city's MICE tourism industry and to truly understand Beijing as an "international MICE capital".





MICE Tourism in Beijing

Highlights

4 Aspects of World-class Infrastructure

Venues | Transportation | Accommodations | Tourism

3 Features of Strategic Support

Policies | Organizations | Professionals

For more information, please see the details below.



World-class Infrastructure

Venues

Beijing has a wealth of convention and exhibition venues that meet international standards, with the ability to satisfy different needs for various MICE events. Beijing has a total of 5,593 conference rooms for reception, of which there are 194 large conference rooms seating over 500, the room area spanning 817,000 m², accommodating up to 488,000 people, and of those that can accommodate 1,000 or more people, there are 14 reception venues that can demonstrate these large-scale features.



China National Convention Center

With nearly 100 meeting rooms ranging from large to small sizes, and equipped with the most advanced audio-visual equipment, this versatile venue can satisfy the needs of various meetings, banquets, performances, new product launches, corporate events and other purposes.

Address: 7 Tianchen East Road, Chaoyang District, Beijing
Getting there: Board Subway Line 8 or 15 towards Olympic Park Station, and take Exit H1
Tel: +86-4006982008
Website: <http://www.cnccchina.com/>



Beijing Conference Center

Adjacent to the Olympic Village and Beijing Capital International Airport, this is the biggest landscape-style venue within Beijing's Fifth Ring Road which features 55 conference rooms and can receive conferences and seminars of different scale.

Address: 88 Laiguangying West Road, Chaoyang District, Beijing
Getting there: Take Subway Line 5 or 15 towards Datun Road East Station, and take Exit B1, then take Bus 569 towards Beijing Convention Center Station
Tel: +86-10-84901668
Website: <http://www.beijinghuiyizhongxin.com/>



New China International Exhibition Center (NCIEC)

The New China International Exhibition Center (NCIEC) has an indoor exhibition area of 106,800 m² and 50,000 m² outdoors, including a large lecture hall, conference room, business center, Chinese and Western restaurants and other facilities, built for the aim of enhancing the development of Beijing's MICE industry. At present, the center holds more than 100 exhibitions each year, annually accounting for 40% and 60% of the exhibition market in Beijing, a significant platform for international trade, technological exchange activities and various financial disciplines.

Address: 88 Yuxiang Road, Tianzhu Airport Industrial Zone, Shunyi District, Beijing

Getting there: Getting there: Take Subway Line 15 to the China International Exhibition Center Station

Tel: +86-10-84600000

Website: <http://www.ciec-expo.com>



China World Hotel, Beijing

With the largest conference venues in Beijing, it hosts a wide range of large-scale local and international conferences and exhibitions, including conference halls for up to 2,000 people, a banquet hall with 800 seats and a multi-functional hall catered to various occasions and special events.

Address: 1 Jianguomen Outer Street, GuoMao, Chaoyang District, Beijing

Getting there: Take Subway Line 1 or 10 towards Guomao Station

Tel: 86-40-06000676

Website: <http://www.chinaworldhotels.com/>



Beijing Yanqi Lake International Convention & Exhibition Center

Managed and operated by the China National Convention Center, the Beijing Yanqi Lake International Convention & Exhibition Center features an unrestrained non-column style Grand Conference Hall, Grand Ballroom, multi-functional rooms as well as a variety of 70 modern small and medium-sized conference rooms.

Address: 16 Yanxihu West Road, Huairou District, Beijing

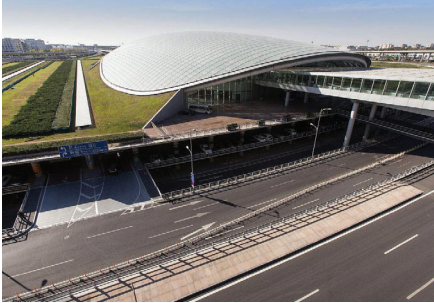
Getting there: Take the Jingcheng Expressway Exit 14, heading towards Fanqi Road and following Yanqihu South Road

Tel: +86-10-61658899

Website: <http://www.bycchina.com/>

Transportation

Beijing is superior to other areas within China in terms of convenient transportation, including international and domestic flights, high-speed rail, subway transit and more, which are conditions organizers and participants of conferences look for.



Airport

Beijing Capital International Airport is one of China's three major portals and the world's largest airports, receiving more than 90 million people in 2016, connecting over 149 domestic cities and 132 international cities.



Subway

Beijing has a convenient railway system that runs in all directions, with 18 subway lines, covering more than 500 kilometers. In 2016, Beijing's subway passenger volume reached 3.025 billion passengers.



Railway

Beijing is China's railway transportation hub, a main part of the national railway network, offering a convenient ride via high-speed rail to Shanghai, Hangzhou, Xi'an and other well-known Chinese cities.

Accommodations

Beijing offers diversified, multi-level accommodations, including 64 five-star hotels and 131 four-star hotels. Star-rated hotels total 113,800 guestrooms, and the number of beds reach almost 190,000, which are able to fully meet the needs of domestic and foreign business travelers.

Tourism

Beijing has a long history, rich cultural heritage and unique tourism resources. It has 7 World Heritage Sites, owning the most heritage sites in the world; the city has more than 172 museums, high-quality education and schools, national well-known traditional Chinese medicine experts and medical institutions. Aside from business travelers participating in the city's MICE events, you can choose from heritage, cultural, research, health and other types of tourism experiences.

Strategic Support

Policies

Beijing is one of the first cities in China to introduce MICE tourism policies and support, actively engaged in hosting and establishing the grounds of international conferences, providing services such as pre-visits, city support letters, promotional materials and financial support. In order to promote the development of MICE tourism in Beijing, the Beijing Municipal Commission of Tourism Development announced the implementation of “Administrative Measures on Beijing Conference and Incentive Travel Funds (Trial)” in 2012, which rewards applicants, hosts and organizers of international events, with these 5 years pooling in a cumulative amount of RMB 43.38 million.

If you want to apply, host or organize an international conference, please follow updates from the Beijing Municipal Commission of Tourism Development’s official website (<http://www.bjta.gov.cn/>); or please contact us directly at hjlyps@163.com.

The following is an introduction detailing the Beijing Conference and Incentive Travel Funds program.

Interview and exchange programs between overseas professional buyers, travel agencies, media, etc.

Program Details:	Support the inspection, FAM trips and cultural exchange activities with overseas professional buyers, travel agents, media, etc. for the expansion of Beijing’s inbound tourism market, promotion of Beijing’s image and resources.
Program Incentive Funds:	Cover the airplane ticket cost of attending foreign guests and their accommodations, not more than RMB 4,000 per person.
Required Proof:	Foreign guests’ e-ticket itinerary receipt, accommodation invoices, activity reports and other such proof materials.

Overseas promotions and exhibition projects

Program Details:	Support the participation of international MICE tourism promotional events and overseas professional MICE exhibitions.
Program Incentive Funds:	Support conference participants’ airplane ticket fees, accommodation costs, venue costs, equipment rental costs and other direct costs related to the exhibition. The allotted incentive funds must not exceed 30% of the total amount of investment (site fees, production fees, transportation expenses, accommodation expenses, etc.) once the project has been approved.
Required Proof:	E-ticket itinerary receipt, accommodation invoices, participants notice, site fees and transportation receipts, activity reports, photos taken on scene and other related materials.

Receiving overseas MICE tours to Beijing

Program Details:	Support inbound MICE tours, with more than 100 people in each group, staying in Beijing for 2 or more days, and staying at a standard four-star hotel.
Program Incentive Funds:	A fixed capital of RMB 50,000 to RMB 200,000 incentive funds will be given in accordance to the number of guests staying per night at the hotel.
Required Proof:	Host agreement, site confirmation agreement and payment vouchers, hotel payment receipt and invoices, the e-ticket itinerary receipt from foreign guests and other related materials along with conference, themed activity reports.

Application for International Conferences

Program Details:	Support successful applicants of international conferences with the main venue in Beijing. Provide RMB 100,000 or RMB 150,000 incentive funds in accordance to the importance and
Program Incentive Funds:	scale of the conference.
Required Proof:	The authorization letter, agreement, proof materials regarding the conference and activity being held, and related materials from previous sessions if any.

Hosting international conferences

Program Details:	Program Details: Support the host of international conferences in Beijing (number of attendees no less than 50, participants hail from 3 or more different countries, and the conference held no less than 2 days).
Program Incentive Funds:	A fixed capital of RMB 100,000 to RMB 400,000 incentive funds will be given in accordance to the number of guests staying per night at the hotel.
Required Proof:	The approval of holding the event in Beijing, meeting handbook (including schedule arrangements), signed hotel agreement, accommodation certificate (confirmation of guest through registration system or other related materials that can prove their accommodation), event report, photos taken on scene and other related materials.

Organizing international conferences

Program Details:	Support the organizers of international conferences in Beijing (not less than 100 guests, participants hail from 3 or more different countries, and the conference held no less than 2 days). The organizer must provide incentive funds which should satisfy these requirements: first, the host has not applied for any incentive funds; second, the organizers must make a proactive contribution to the process; third, the event must be of certain scale, with more than 100 overseas participants, the duration of the conference must not be less than 2 days, and participants must come from 3 different countries or more.
Program Incentive Funds:	Program Incentive Funds: Incentive funds will be awarded within 50% in accordance to the standards.
Required Proof:	The conference organization agreement, hotel agreement, conference handbook (including schedule arrangements), accommodation certificate (confirmation of guest through registration system or other related materials that can prove their accommodation), event report, photos taken on scene and other related materials.

To attract more international conferences to Beijing, the city has implemented a 72 hours Visa Free policy aimed at 51 countries and regions since the year 2013, which makes a great convenience to business travelers attending conferences in Beijing. The 144 hours Visa Free policy will be implemented this year, encompassing Beijing, Tianjin and Hebei. Through these policy support, Beijing has truly become the ideal city to have conferences in.

Organizations

In order to promote the development of the MICE tourism market, the Beijing Municipal Commission of Tourism Development has built MICE alliances over the years to strengthen industry exchanges, trades and cooperation, all for injecting new vitality and direction into the MICE tourism industry.

Beijing's alliance for the MICE industry

Launched by the Beijing Municipal Commission of Tourism Development since 2011, the Beijing High-end Tourism and Meetings Industry Alliance aims to become a communication channel between international and domestic industries and to promote news exchange and business cooperation; at the same time integrating Beijing's high-end MICE industry's best resources, all in order to strengthen the cooperation which will attract more international and domestic parties to hold their conferences in Beijing.

Website: <http://www.meetingschina.com/bhtmia/>

China MICE Cities Alliance

Beijing, Shanghai, Tianjin, Chengdu, Hangzhou, Kunming, Sanya and Xi'an are the 8 countries that came together to form the China MICE Cities Alliance, under the aim to "build a high-end brand market integrated MICE tourism", with a number of cities using cross-regional cooperation to elevate high-end tourism resources, coming together to build China into a world-class MICE tourism destination. At present, city members have reached 17, to further strengthen the international marketing promotion of MICE tourism.

Website: <http://www.meetingschina.com/cmca/>

China Meetings Industry Convention

The China Meetings Industry Convention was founded by the "Meetings China" magazine, and is the most prominent and impactful annual MICE event in the industry as co-hosted by the Beijing Municipal Commission of Tourism Development and the China Convention and Exhibition Society, which serves as a high-quality platform for parties to cooperate and exchange their views. The CMIC participants included almost all of China's most important MICE organizations: nearly 40 government agencies, including foreign and domestic tourism boards, MICE commissions, exhibition offices, etc. ; almost 300 professional congress organizers (PCO), around 400 destination management companies (DMC); and more than 1,000 national associations; 500 types of enterprises; 400 conference hotels and conference centers etc. The China Meetings Industry Convention takes place in Beijing at the fourth quarter of each year, and has been successfully held nine times to present day.

Website: <http://www.meetingschina.com/cmich2017/>

Incentives, Business Travel and Meetings Expo China

The Incentives, Business Travel and Meetings Expo China (CIBTM®) is a high-maturity and highly anticipated professional event for business travel and MICE tourism in China, co-hosted by the Beijing Municipal Commission of Tourism Development and Reed Travel Exhibitions. CIBTM has been identified as an approved event by The Global Association of the Exhibition Industry (UFI), becoming the first UFI approved MICE event in China. CIBTM serves as the ultimate negotiating platform for leading international MICE event services provider and large purchasing event buyers, with these buyers being responsible for organizing events and business trips in China, Asia and beyond.

Website: <http://www.cibtm.com/zh-cn/>

Beijing has a large number of national associations, top 500 corporate headquarters and international organizations, and is China's gathering place for industry associations, academic groups, and scientific research institutions. More than 2,000 national associations and well-known universities, research institutions are based in Beijing. These organizations have made a stellar contribution in Beijing's MICE events.



Professionals

Beijing is China's international trade center, and has a large number of extraordinary, well-versed exhibition crews and MICE service companies, with each year undertaking major business events, especially the Beijing Olympic Games, APEC Economic Leaders' Meeting, "Belt and Road" conferences etc., which cultivates a group of high-end professionals and companies.



Next Volume

Educational and Study Tourism Resources

Stay tuned and contact us if you have any travel products and services to share!

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