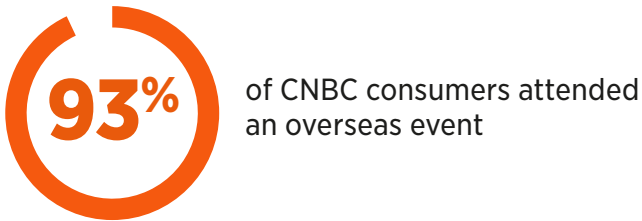


# MICE

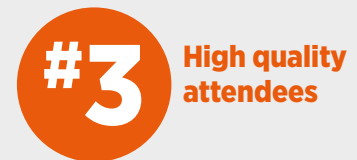
CNBC Catalyst Tourism Insights: Part 3 of 7

## Meetings, Incentives, Conferences and Exhibitions

We spoke to our CNBC Catalyst Connect research community to understand more about their MICE behaviour in the last 12 months – this is what we learnt:



### Key factors behind conference choice



Outwardly focused

**35%**

CNBC consumers are 35% more motivated than consumers of competitor brands to attend a conference for the opportunity to network with peers

Focused on take-outs

**48%**

CNBC consumers are 48% more motivated than consumers of competitor brands to attend a conference if there is a strong line-up of speakers

### Factors regarding MICE destinations



### CNBC: The Definitive Destination for High-Yield Travellers

CNBC consumers are 2.7x more likely to always travel 1st class for pleasure vs. the average affluent adult