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# Analysis of the Meetings, Incentives, Conferences and Exhibitions (MICE) sector in Majorca

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## **1. Summary of the work**

During the last years, the Meetings, Incentives, Conferences and Exhibitions (MICE) sector has evolved and grown considerably worldwide. It is a sector that generates a lot of income for the economy as they spend more money than the leisure tourist and employs directly or indirectly a lot of people. The aim of this study is to know how important the MICE sector in Majorca is.

## **2. Introduction**

Currently, millions of tourists come every year to Majorca being the service sector the most relevant one, to be more specific, 13.090.199 tourists came in 2016 (Agencia de Turisme de les Illes Balears, Conselleria d'Innovació Recerca i Turisme, 2017). Despite of their purpose of travel they spend money and it helps to improve the economy. There are different purposes of travel: leisure, sports, visiting friends and relatives, education, health and medical care, religion, shopping...but this study is focused on the MICE tourism, a very important sector that moves people around the world. The purpose of this study is to analyse how important is it in Majorca. I choose this segment as there are not a lot of studies and current statistics and I wanted to explore this sector as it is a sector that calls my attention. It is a descriptive analysis based on the information obtained in the interviews with the Agency of Tourism of the Balearic Islands (ATB) and the Mallorca Convention Bureau (MCB), articles, webpages and calls to some hotels.

This study starts with an introduction of the principal concepts of the MICE sector and a general contextualization before focus only in Majorca. The study is followed by an explanation of how important the tourism sector is and the negative factors that hamper somehow the influx of tourists. Then, it is time to focus only in the MICE sector analysing all the entities and companies related somehow with this sector, the profile and some statistics in order to summarize it in a SWOT analysis. Finally, in order to make this segment become one of the driving forces which supports the Majorcan reinvention there are some suggestions.

## **3. Conceptual analysis of the MICE sector**

In order to study the reality of the MICE sector in Majorca it is important to have a clear knowledge of each concept related to this sector.

As defined by the World Tourism Organization (UNWTO), Reed Travel Exhibitions, International Congress and Conventions Association (ICCA) and Meeting Professionals International (MPI), a meeting is a general term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. The term "meeting" and its description above was defined to refer to a gathering of 10 or more participants for a minimum of 4 hours in a contracted venue. These meetings include conventions, conferences, congresses, trade shows and exhibitions, incentive events, corporate/business meetings, and other meetings that meet the aforementioned criteria. Moreover, the UNWTO defines the MICE sector as the one that encompasses activities based on the organization, promotion, sale and distribution of meetings and

events; products and services that include government, company and association meetings; incentive trips for companies, seminars, congresses, conferences, conventions, exhibitions and fairs. (World Tourism Organization, 2014).

There are different ways to refer to this sector: MICE (Meetings, Incentives, Conventions and Exhibitions), meeting sector, event tourism, professional tourism, meeting industry, business tourism, etc. (Flamarich and Duro, 2011). Despite all these concepts, the UNWTO assures that ICCA (International Congress and Convention Association), MPI (Meeting Professional International) and Reed Travel prefer to refer to it as meeting industry instead of the acronym MICE as it does not recognize the industrial character.

In accordance with González-Quijano (1995) there are two sub-sectors inside the MICE:

- Market of associations and institutions. Scientific area, study and research.

Market that generates congresses, symposiums, conferences, seminars and courses.

- Congress: They are meetings organized by Associations or Institutions with the purpose of sharing all the advances, research or knowledge of their science. All people interested in the subject of the congress can attend. They are held periodically (annual, biannual, quadrennial) and their headquarters are usually rotating, depending on the nature of the Association or Institution (National, European, Mediterranean, international or Worldwide), but in any case, seeking an alteration and balance between the different geographical areas. They are organized well in advance from 2 to 6 years. They must have a minimum duration of two days (1 overnight stay) and 50 participants as the minimum. The duration normally is between 3 and 5 days. The sectors that organize more congresses are: medical-health, industrial sector, economy and businesses, education, cultural, scientific and social.
- Symposium/ Conference/ seminar and courses: Punctual event about a specific theme. It is opened to everybody with a minimum duration of 6 hours and a minimum of 50 participants.

- Market of companies. Commercial area, motivational marketing

Market that generates conventions, incentives, product presentations and mass meetings.

They are the meetings generated by the business activity. It is focused fundamentally on:

- Convention: company meetings. They are used in order to analyse the progress of the company, the objectives and results, the philosophy, the market image...In general, they are also rotating as they alternate

between the different cities and countries where the company has branches. The local managers where the convention will take place are in charge of the organization with the collaboration and supervision of the International Management. They are private with a minimum of 2 days and 50 participants. Normally they have a duration between 3 and 5 days. The sectors more involved in conventions are: insurances, automobiles, laboratories, hardware store, cosmetics and perfume cosmetics, nutrition and computing.

- Incentives: They are prize-trips organized by the companies to motivate and encourage their employees, distributors or customers. They constitute a great commercial stimulus with very good results. Almost all incentive trips have, at least, a work meeting, but, unlike the conventions, the leisure program prevails. The services must be of high quality with everything included and planned as the trip has to be unforgettable for the participants in order to have a good image and give prestige to the company. It is usually organized at least one year in advance. The companies that use incentives programs are in the same sectors that the conventions.

### **3.1. Contextualization of the MICE sector**

Once defined the main concepts the next point is the contextualization of the sector.

According to Spiller (2002) the modern convention industry grew in concert with industrialization and trade in the late 19th and through the 20th centuries. A parallel movement was the growth of trade, professional, and affinity associations of all kinds (Gotz, 2013).

The MICE market has developed remarkably in recent years worldwide with a significant economic impact as a result of the high number of expenses it generates, making this industry in one of the most important, which employs directly or indirectly thousands of people (Aguilo-Luna et al, 2006).

The International Congress and Convention Association (ICCA) is an association that represents the main enterprises specialists in the organization, transportation and accommodation of international events and meetings. Today represents almost 1.000 enterprises and organizations spread out in more than 90 countries. ICCA was set up in 1.963 and nowadays is the most global one.

In their annual reports they take into account the international meetings organized by international organizations which take place on regular basis, have a rotation of a minimum of three countries and more than 50 participants. (International Congress and Convention Association, 2016).

According to the ICCA report, the top 5 countries in the meeting industry was: USA the leader with a huge difference, 934 meetings, Germany in the second position with 689, UK in the third position with 582, then France with 545 and Spain was ranked in the fifth position with 533 meetings. Moreover, in 2016 took place a record 12.212 rotating international associations meetings, 136 more than in 2015. (ICCA, 2016).

In addition, in the top 10 city ranking of meetings organized in 2016, Barcelona was ranked in the third position (181 meetings) and Madrid in the eighth (144 meetings). In the study of the Hosteltur, (2017) is stated that 61% of the international congresses celebrated in 2015 in Spain were held between Barcelona and Madrid. Moreover, the conferences represented the 57.5 %, conventions the 27 % and the congresses the 15.5 %.

In spite of having this data, as Jones and Li (2015:118) pointed out “It is unfortunate then that it has traditionally been difficult, if not impossible, to transparently and consistently measure the economic significance of MICE activity for a destination—be that a nation, region or city”. The problem of that as Sanders (2012) said is that “without such measurement, the information necessary to make good policy will not exist”. Moreover, in the study runned by the World Tourism Organization (2006) contributes in the fact that it is very difficult to obtain clear data as:

- The standard industrial classifications (e.g. ISIC) do not identify a separate Meetings Industry.
- The data collected by existing surveys shows enormous diversity and inconsistency.
- The data are created for different purposes and are frequently not comparable.
- The data are often not up to acceptable statistical standards.
- Private companies do not want to share their activity.

It is for this reason that it is very difficult to study the impact of this sector as the figures are not 100% real and there isn't any institution or organism in Majorca in charge of collecting the figures of the whole sector.

#### **4. The MICE sector in Majorca**

I will start with a general analysis of the tourism sector and later focus only in the MICE sector, but first it is important to know which the activity of the tourism sector is.

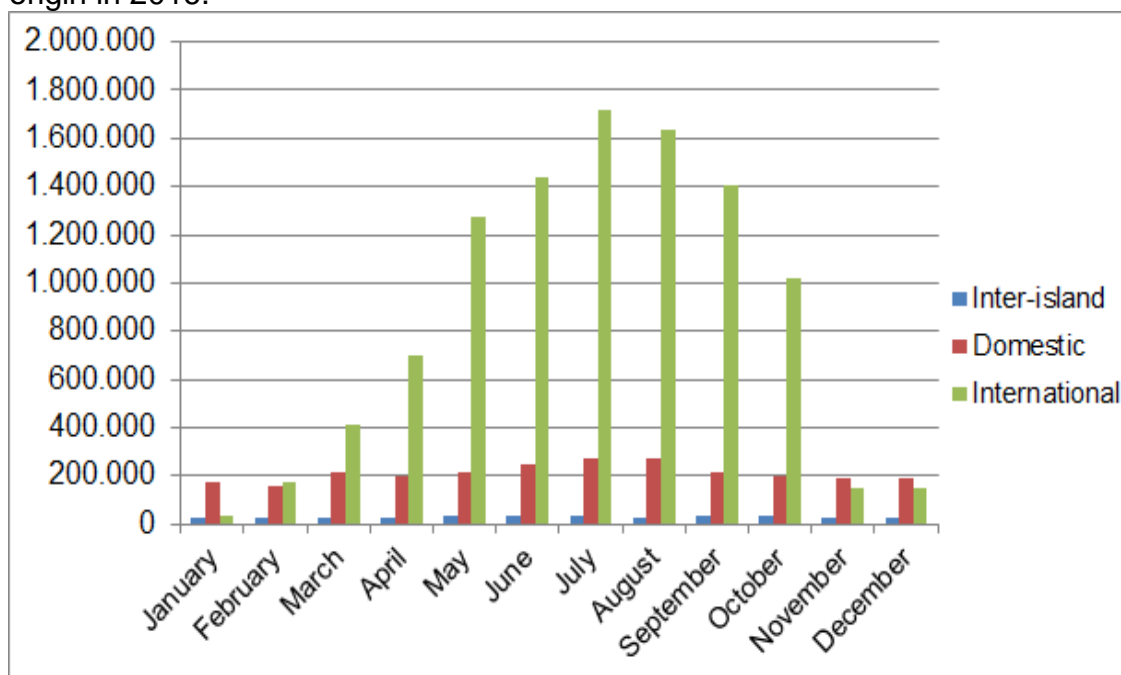
In the Balearic Islands the engine of the economy is the tourism sector. In 2016 was the autonomous community that grew the most in terms of volume with a variation of the Gross Domestic Product (GDP) of 3.8%, followed by Madrid (3.7%), the Canary Islands (3.5%) and Catalonia (3.5%) according to the data offered by the National Statistical Institute. Moreover, the service sector experienced the highest growth (4.3%) followed by construction (3.5%). The GDP per capita as well rose to 24.870 current euros, which represents an annual increase of 3.2 %, maintaining the seventh position of the ranking. The Consumer Price Index rose by 1.6 % which is the average of Spain.

Another measure of the economy is the unemployment, which decreased by 13.16, from 53.917 unemployed people to 46.824. The difference of unemployed people in the low season and the high season is huge. In summer, more than 30.000 unemployed could get a job during the summer. (El Económico, 2016).

In accordance with this figures, 2016 was a good year for the tourism sector. A total of 13.090.199 tourists arrived to Majorca in 2016. In spite of those great figures, there are some common factors that affect all types:

A) Seasonality. In the study PwC (2013)” it is said that Majorca is positioned among the best “sun and beach” touristic destinations both at European and International level. Every year increase the number of tourists but the problem is that the influx of tourists does not evolve in the same way in all months of the year. Between the months of November and March the influx of tourist is low in comparison with the summer months. The seasonality is reflected in graph 1:

Graph 1: Total number of passengers arrivals broken down by month and flight origin in 2016.



Source: Own elaboration with data from the ATB

As it can be seen in graph 1, the seasonality is clear, mainly for the international tourists as they came mostly during the high season. The tourists that came from Spain or any other island are more lineal. Some years ago, the October was considered inside the low season, but today, as it can be seen, the October is still a good month and stretch out the high season. During the October 2016, 79'48 % of the hotels were opened, which are good figures (El Económico,2016).

The problem is during the low season between the months of November and March. The causes of the seasonality (PwC, 2013) are:

- Isolation: Majorca is an island and most of the tourists arrive by plane and the fact that in the low season the average stay is shorter most of them prefer to travel inside the peninsula as it is cheaper and convenient.
- Positioning on sun and beach: Majorca has a suitable climate throughout the year but during the low season tourists prefer to travel to other cities

like the Canarian Islands, Turkey, Morocco or Tunisia which have better climate and similar prices and structure.

B) Air connections. The air connections are related somehow with the seasonality and the Balearic airports are placed among the most seasonal airports in the world as close to 90% of the activity is concentrated in the summer season, mostly during the months of July and August. Moreover, Son Sant Joan is the airport with the highest passenger traffic in the Balearic Islands and third in Spain, behind Adolfo Suárez Madrid-Barajas and Barcelona-El Prat.

The problem is that the number of connections and flights to the Balearic Islands depends on the touristic demand. The government is trying to attract others sectors during winter but has to increase the number of flights. AENA contributes to combat the seasonality with a bonus that reduces passenger and safety rates to companies that operate during the five months of the winter season.

The opening of new routes is ultimately determined by the fact that an airline, or in its case a tour operator, assumes the risk of that operation based on the tourist attraction of the corresponding island.

C) Image. It is a fact that most people have a wrong image of Majorca as I have said before, they think that it is only a sun and beach destination but they do not know that has a lot to offer even in winter. First, let's explain what a destination image is. According to Lawson and Baud-Bov (1977) a destination image is "the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place". It is very important to have a good image because as Jenkins,(1999,1) says " destination images influence a tourist's travel decision-making, cognition and behaviour at a destination as well as satisfaction levels and recollection of the experience".

Rodríguez (2015, 9) pointed out "the concept of destination image has a special importance and plays a decisive role for a destination to be consolidated with a quality mark".

For these reasons, the government promotes other kind of tourism: bicycle touring, hiking, sports tourism, nautical tourism, business tourism, golf tourism, cultural tourism... in order to combat the seasonality and the mass tourism. Moreover, the government of the Balearic Islands recognizes that has to work on the motivational branding of the destination and the Cross Experience to build brand values from a social and motivational perspective. (Govern de les Illes Balears, 2015)

Once, explained the problems of Majorca, I can focus on the objective of this project that is to focus on the MICE sector, a sector that is important to interrelate with the place. The meeting or incentive is the main touristic modality and the one that motivates the travel but they complement they travel with other modalities as cultural, historical, sports...(Rodríguez, 2015) So, the MICE sector interrelate business and leisure.



Moreover, as González and Morales (2009) pointed out “the event tourism has three objectives: to consolidate the destination brand, increase the number of tourists and promote the economic growth of the community”.

#### **4.1. Entities and companies in the sector**

First of all I will analyse all the companies and entities, public and non-public, related somehow to this sector, which are: the ATB, Mallorca Convention Bureau, Destination Management Companies and the hotels that have meeting rooms.

##### Agency of tourism of the Balearic Islands

The Agency of tourism of the Balearic Islands (ATB) bet for this sector as thinks that Majorca is the perfect location for conferences and conventions, incentive trips, product presentations or any other kind of business meeting or corporate event. The function of the ATB is to attract all segments meanwhile tries to improve the image of the Balearic Islands. The ATB has a relationship with all suppliers of the MICE sector from the entities to the hotels and sponsor them in the most important fairs of this sector like the IMEX in Frankfurt and the IBTM World in Barcelona.

##### Mallorca Convention Bureau

To become a destination for tourism events and incentives it is essential to have a good Convention Bureau in order to group the business sector and satisfy the public interests (Rodriguez, 2014).

A convention bureau is the source of information on all the services offered by a destination for MICE groups, promoting the destination and associated companies. In addition, guarantees quality.

The Convention Bureau is made up of the physical and commercial support of local professionals who are interested in holding a congress in their city but given the numerous bureaucratic procedures that this entails, do not dare to do so. (Cayetano and Ponce,1999). It is an association made up of 96 companies specialized in MICE and was set up on 12th July 1979, being the first in Spain and followed by Barcelona Convention Bureau in 1983 and in 1984 the Spain Convention Bureau and Madrid Convention Bureau. It is the only one 100% private in Spain but collaborates with the Tourism Agency of the Balearic Islands, the Consell de Mallorca and the Palma de Mallorca 365 Foundation.

The fact of being 100% private implies that only become part of it high quality companies.

It is governed by an assembly formed by all the members and they meet twice a year, a board of directors formed by seven members who are elected in the Assembly and the management.

The MCB annually conducts a survey among its members to know the activity of the sector.

Their two main missions are the promotion of both the destination and its partners and the personal advising.

Their promotion is both offline and online

- Offline: they have a MICE guide of the Association where appears all their partners and by brochures.
- Online: through their website ([www.mallorcacb.com](http://www.mallorcacb.com)), a video on youtube and on social networks like Facebook and twitter.

The MCB attends to specialized fairs in this segment such as IMEX in Frankfurt and IBTM world in Barcelona. Moreover, attends to national and international forums such as meetings space, connections leaders of business and forum business travel.

Among other functions organize FAM trips and provides training classes to their members.

As for personal advising, helps in the selection of services and suppliers for the event.

### Destination Management Companies

Furthermore, the destination management companies (DMC) play a key role and are very important.

The SpainDMCs (Association of Spanish Destination Management Companies) defines the DMC as “ a professional service company, which, locally, helps its clients to achieve the objectives set for their corporate events, operated in a certain destination, specializing in the design, implementation and logistics coordination of programs for groups and events of all kinds, including accommodation, activities, tours, transportation, etc .; all thanks to their extensive knowledge of the destination, broaden experience and the resources”.

Moreover, the travel agencies specialized in this sector have basically the same function.

In Majorca there are 44 DMCs and specialized agencies, which are<sup>1</sup>: 3 Vents Media, [Absolute Groups&Incentives](#), Aga Travel Services, [1 PMI Events Incentives and Meetings](#), Al Mar Mallorca Holidays, B the Travel Brand, [Destination Touristic Services](#), Diplomatic, Europalia, Find Viajes, Formentor, G&B Mallorca Events, Galben Travel&Business, Globe Groups&Incentives, [Iberoservice Incentives](#), Imperial, In2tours, Isla Vision, [Islandbridge Events Kontiki DMC](#), KP Incentives, La Paloma Events, [World2Meet](#), Leomar, Life Experiences, [Mallorca Business Support](#), Mallorca Leads, Mallorca Nature, Mallorca Punto de Encuentro, Mallorca-Travel&Event Services, Martel, Maximice Events Group, MICE Mallorca, MTS Incoming, Ninfa Tours,NT Incoming, Pacific World, Pro voyage Vacances, Silke Wittstock Services, SIX

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<sup>1</sup> The companies in blue are member of the Mallorca Convention Bureau

Communication, Sunny Day Viajes, [Unics Incentives&Events](#), Viajeros Adoquier and Yebenes Tour.

### Convention Centers & Conference Halls

There are some infrastructures around Majorca that can receive a huge amount of people and are specialized in this kind of tourism.

There are 32 infrastructures : Auditorium Alcúdia, Teatre sa Taulera Andratx, Teatre Artà, Teatre de Binissalem, Teatre sa Societat Calvià, Teatre Escènic Campos, Teatre de Capdepera, Auditorium Cap Vermell, Teatre Lloseta, Teatre i Auditori de Manacor, Teatre Municipal de Muro, Auditorium de Palma, Caixaforum Palma, Casal Sollerich, Casino de Mallorca, Centro Cultural Sa Nostra, Centro Empresarial Son Espanyol, Espai de Cultura Mar i Terra, Melià Convention Center, [Palau de Congressos de Palma](#), Teatre del Mar, Teatre Municipal Catalina Valls, Teatre Municipal Xesc Forteza, Teatre Principal, Teatre Sanç, Nuevo Pueblo Español, Auditorium Playa de Palma, Teatre de Petra es Quarter, Fundació Auditòrium de Porreres, Auditorium Sa Màniga, Auditori Santa Margalida and Teatre Principal de Santanyí.

A cornerstone is the Palacio de Congressos opened in april 2017 in order to transform Majorca in a business destination worldwide.

It is located in Palma just in front of the see, 10 minutes from the airport and 5 from the city center. It is operated by Melia Hotels International. In the same facilities there is a hotel, Melia Palma Bay. Offers the level service, a personalized one.

All the kinds of meetings can take place there as there are different types of rooms. The Palacio de Congressos has 34 rooms but they can join some of them in order to be bigger. The biggest one is the EXPO with 2.340 metres and a maximum capacity of 2.295 in cocktail style. The different rooms can be distributed in only one or in different types depending on the room. The different types of distribution are: banquet, cabaret, cocktail, classroom, desk-chair, theatre, imperial or U shape.

In 2017 took place 173 events with an attendance of around 30.000 assistants. This year, so far, they have confirmed 30 events with an attendance of around 22.000 assistants. (Hosteltur, 2018).

In 2017, took place 5 medical congresses, cultural and leisure events, fairs and meetings. Melia emphasise that the activity with more repercussion was the presentation of a new model of car with an attendance of 12.000 people.

## Hotels

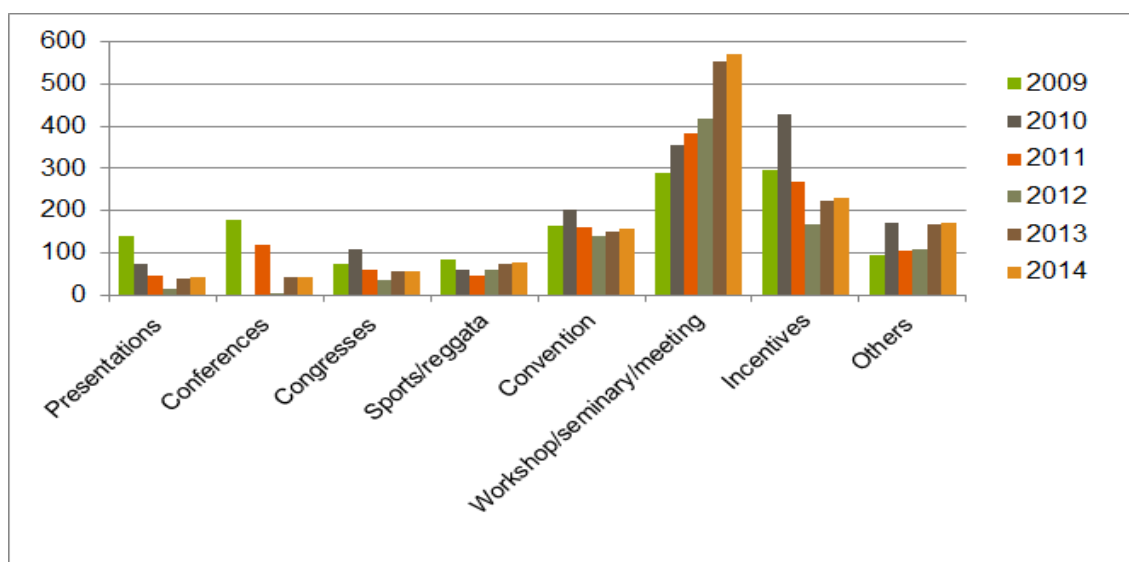
Every year grows the list of hotels that focus somehow on the business sector. In April 2017, there were six 5\* Luxury Hotels, forty 5\* hotels, eighty five 4\* hotels, ten 3\* hotels, nine 4\* Apartment hotel and six 3\* Apartment hotels.<sup>2</sup>

Analysing the tables 1, 2 and 3 that are attached in the annex it can be concluded that most of the hotels opened through the all year are in Palma and surroundings. The others are closed basically between October and November till February, March or April, depends on the Easter holidays. In these tables the months are just a reference because can change depending on the year. Moreover, we can analyse that some hotels near to Palma closes just two or three months so the low season is shorter. They close because the complementary offer closes as well and due to the seasonality. It is different in Palma as there are movement during the whole year offering a great complementary offer being able the tourist to enjoy different activities. Moreover, the hotels registered in the Mallorca Convention Bureau are more focused in this sector having more rooms destined to meetings and being all of them 5 and 4 stars hotels.

### **4.2. Statistics of the MICE sector and profile of the tourist**

As I have said before, it is very difficult to obtain clear statistics about the sector but the Mallorca Convention Bureau make annually a survey to all their members in order to know the sector activity. The most recent statistics are between 2009 and 2014. In the graph 2 it is reflected the activity of the companies that are inside the Mallorca Convention Bureau.

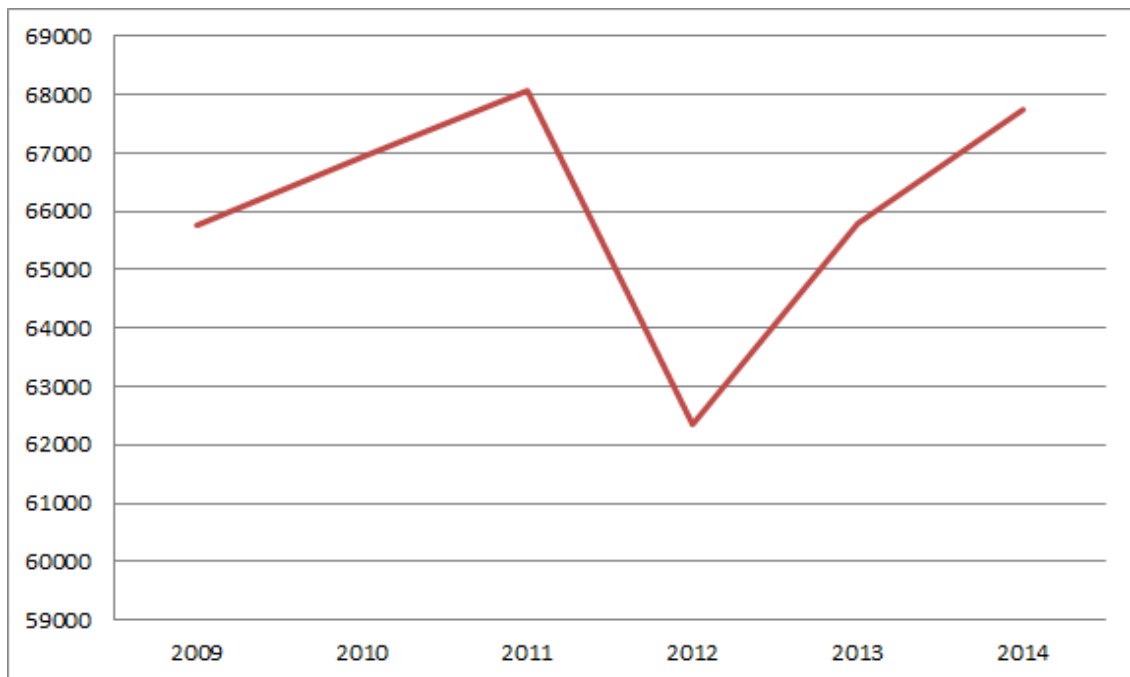
Graph 2: Activity in the MICE sector during 2009 and 2014



Source: Own elaboration based on the Majorca Convention Bureau statistics

<sup>2</sup> In the annex on table 1,2 and 3 it can be seen the different categories of hotels, the distance from the airport, the number of rooms and months opened and the capacity and number of rooms destined to the MICE sector. There are all the members of the MCB but not all the hotels, it is a sample.

In graphic 2, it can be seen that the workshops, seminars and meetings are the most demanded. Incentives are as well very popular in Majorca. Between this years' there were a difference of participants, which is reflected on graph 3. Graph 3: total number of participants between 2009 and 2014.



Source: Own elaboration based on the Majorca Convention Bureau statistics

As we can observe in 2012 there was a sharp drop but it was recovered in 2014. There are no statistics of Majorca between 2014 and 2018 but according to the news and the increase of companies related to this sector we can assume that has increased.

Another point to study is the profile of the tourist. Weber and Chon (2002) are explained some general characteristics about the convention tourism:

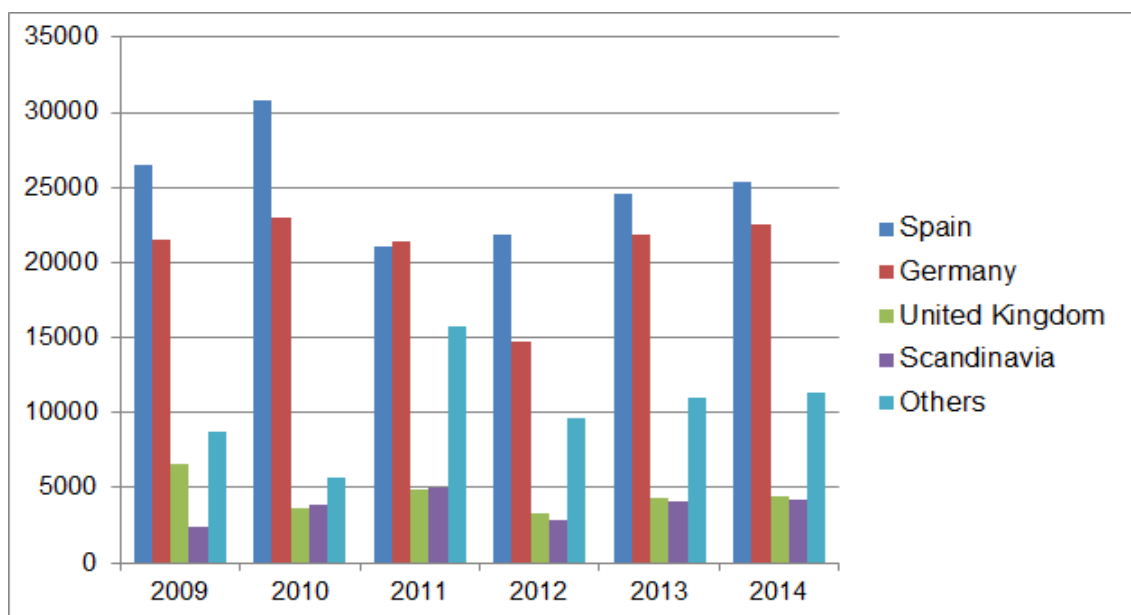
- Substantial numbers of people accompany convention-goers.
- Convention tourists are likely to spend more than other types of visitors.
- International convention tourists stay longer and spend more than domestic.
- Corporate and medical conferences generate the highest visitor expenditure.
- Longer conventions generate more spending total.
- Pre-and post-meeting tours add considerably to the economic impacts.
- Substantial economic benefits can also accrue from spending by organizers, associations and sponsors.
- International convention tourists spend most their money in capital cities and tourist "gateways" while interstate visitors spend equally in urban and nonurban areas.

According with the study of the Govern de les Illes Balears (2006) some of the characteristics of this segment in Majorca were:

- Most of the participants are aged between 35 and 44.
- The majority of attendants in a congress are males.
- In general they usually have professions of high responsibility.
- They normally go to 5 and 4 star hotels.
- They use to travel alone.
- The costs of participation are usually assumed by the companies or institutions to which the participants belong.
- The average stay taking into account the days of the meeting is 4'61 days.
- The vast majority of meeting tourists have visited or plan to visit the city in which it is carried out.
- Normally they do their business on Wednesday, Thursday or Friday and they lengthen their stay till Sunday.
- The origin of the tourists in 2006 was: Spain (38%), Germany (31%), United Kingdom (13'8%) and the others (17'2%).

There are figures of the number of participants and their nationalities during 2009 and 2014.

Graph 4: Nationalities of the participants



Source: Own elaboration and Mallorca Convention Bureau

In graph 4 it can be seen that the vast majority come from Spain as it is closer and Spain is very active in this segment. In the second place, Germany, a country that loves Majorca and every year millions of Germans visit Majorca. Normally, they come through an incentive program. In the third position is placed the United Kingdom and then Scandinavia.

## 5. SWOT analysis

Once analysed the offer, the activity and all the entities related with the MICE, I will summarize the sector by a SWOT analysis, where the internal and external factors will be said by analysing the Strengths, Weaknesses, Opportunities and

Threats. This SWOT is own elaborated and based mainly in the report of the World Organization Tourism (2014).

### Strengths

- Airport and port capacity.
- Distance to the main European cities. Son Sant Juan is an international airport located 2'5 hours from Europe's major cities.
- Majorca is a small island (3.640 km<sup>2</sup>) and the distances are very short in one hour you can cross the island.
- Suitable climate throughout the year. Over 300 days of sun a year and an average temperature of 18.5 degrees.
- Attract and retain professional staff capable of using their initiative and innovative skills to secure these types of events.
- High quality standards.
- Strong hotel presence specializing in four and five star hotels and options for social programs.
- Helps to develop the city.
- Improvement of the image.
- Fam Trip effect, generally they come back as tourists.
- Combat seasonality.
- Employment generation.
- Involves other sectors like hotel industry and catering, commercial sector, transport...
- Events and incentives are the generators of the highest per-capita income.
- Business travellers spend more per day than leisure travellers. The leisure tourist spend an average of 967 € per person and the business traveller an average of 991€ (EGATUR, 2014).
- It is the principal complement of the city tourism and the urban cultural tourism.
- Local support (bidding and support groups, DMO actions and support services).
- Majorca is rich in cultural, artistic and historic patrimony.
- It is a more linear exploitation
- The security is very important for this segment and Majorca is a safe destination.
- Promotes the exchange of experiences, knowledge and results of research.
- Their main markets are Germany, UK and Scandinavia.

### Weaknesses

- The demand depends of the air connections.
- Mass tourism and sun and beach reputation.
- Scarce knowledge of the Balearic Islands as a MICE destination, just Palma.
- Poor marketing.
- Low complementary supply during the middle and low season.
- The tendencies in the MICE market change very fast.

- It is very difficult to measure as are private statistics.

### Opportunities

- Use of the social media.
- Diversity of cultural and leisure activities.
- Athletic activities that promote the destination: Mallorca 312, Iron Man, TUI Marathon Cup...
- Entrance of new markets (Russia, China and Eastern markets).
- Increase the number of direct flights from the European airports during the low and middle season.
- A lot of complementary offer.
- Safety and excellent healthcare services.

### Threats

- Taxes increased in ports and airports.
- VAT increase.
- Mature destination.
- Closure of hotels during the low season.
- Competition with other destinations such as Barcelona and Madrid.
- National and International competition.
- Higher prices for the flights during the low season.

To conclude, there are more strengths and opportunities than weaknesses and threats, but the problem is that still needs to grow.

## **6. Ways to promote it**

Once analysed the MICE sector in Majorca I think the best ways to promote it are:

- Create a MICE fair. In Majorca take place a lot of events during the whole year but none stand out. I think that as the MICE market grows it would be nice to organize a MICE fair. Moreover, as it has been said get to Majorca from the different countries is less than two hours and a half flight and there are a lot of hotels to accommodate all the participants. The fair could take place in April or May in order to combat the seasonality.
- Incentivate technology. As it is said in the 2017 Global Meetings and Events Forecast of American Express Meetings & Events “meeting technologies have become particularly important across all meeting types. Whether it is a mobile app that facilitates communication with attendees, using technology to track and manage meetings- related spend, or audio-visual and connected technology that enables a virtual meeting, meetings experts indicate it is more crucial than ever to understand meetings technologies and to push for innovations that will better meet customers’ needs”. The mobile apps help to reinforce the loyalty, the interaction before, during and after the meeting and the



experience. Today we live in a century where technology is very important and the Millennials has grown up with it.

- Incentivate bleisure: Bleisure is a tendency that mixes leisure and business. Consists in adding more days of holidays after the business days. In Spain during the last five years has represented only the 5%. I think that can be developed as some of them come with their families or just because are at the destination.

Moreover, it is important to make all the events, congresses, conventions... sustainable. The eco-tourism events, which, according to the United Nations Environment Program, a sustainable event, "it is that event designed, organized and developed in such a way as to minimize the potential negative environmental impacts, and to leave a beneficial legacy for the host community and all those involved " .

The eco-tourism events apart from being sustainable and better for the environment attract more the attention of the participants. The government could encourage it.

## **7. Conclusion**

After the analysis of the MICE sector I can conclude that the MICE sector is very important and the fact that Spain is ranked in the fifth position standing out Barcelona and Madrid it is a good figure but at the same time they are competitors of Majorca. Despite of the lack of information and statistics, there is clear evidence that the market it is growing as every year there are more entities related somehow in the business sector. I think it could be a good option to start making statistics and studies about this sector. Moreover, the Palacio de Congressos will attract more people. Majorca is the ideal place to take the business experience as it is a small island closed to the major cities of Europe. Furthermore, there is a huge variety of hotels that offer meeting rooms. The only problem is the seasonality that causes the closeness of a lot of hotels and complementary offer and automatically when there is no offer the air connections decrease. The solution is to try to be open every year more months and to change the image of Majorca promoting Majorca not only as a sun and beach destination.

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## 9. Annex

Table 1: 5\* luxury hotels

Hotel	Location/ distance from the airport	Number of rooms/ Open months	Number of meeting rooms and maximum capacity of the theatre and classroom
The st.regis mardavall mallorca resort	Calvià-Costa d'en Blanes/ 25'1 Km	125 / all year	11 rooms 192 theatre 120 classroom
Gran Meliá de Mar	Calvià-Illetas/ 17'3 Km	144 / all year	8 rooms 220 theatre 144 classroom
Hotel Can Simoneta	Capdepera-Canyamel/ 76'5Km	11 double rooms and 5 suites / Open between february and october	A large outdoor area for celebrations and events
Castillo Hotel Son Vida Mallorca	Palma / 18'2 Km	164 rooms and suites / all year	13 rooms 280 theatre 150 classroom
Gran Meliá Victoria	Palma / 12 Km	171 / all year	12 rooms 650 theatre 312 classroom
Jumeirah Portsoller Hotel&Spa	Sóller-Port de Sóller / 36'4 Km	121 rooms / open between april and november	3 rooms 120 theatre 50 classroom

Table 2: 5\* hotels

<b>Hotel</b>	<b>Location/ distance from the airport</b>	<b>Number of rooms/ Open months</b>	<b>Number of meeting rooms and maximum capacity of the theatre and classroom</b>
Zafiro Palace Alcúdia	Alcúdia- Port d'Alcúdia / 61 Km	369 suites / open between february and november	4 rooms Theatre 418 Classroom 272
Steigenberger Golf & Spa Resort Camp de Mar	Andratx-Camp de Mar / 35 Km	164 rooms / all year	5 rooms Banquet 360 60 theatre 48 classroom
Hospes Maricel&Spa	Calvià- Cas Català / 20 Km	51 rooms / all year	3 rooms 60 theatre 40 classroom 70 cocktail
Pure Salt Port Adriano	Calvià- Port Adriano / 25 km	69 rooms / open between february and november	3 rooms 135 theatre 90 classroom
OD Port Portals	Calvià-Port Portals / 22 Km	77 rooms / all year	3 rooms 124 theatre 30 classroom 110 Cocktail
Portal Hills Boutique Hotel Mallorca	Calvià- Port Portals / 24 Km	31 rooms/ all year	1 room 16 theatre 10 imperial
Iberostar Grand Hotel Portals Nous	Calvià- Portals Nous / 24 km	66 rooms / all year	1 room 10 pax
Hotel Serrano Palace	Capdepera-Cala Rajada / 80 km	152 rooms / open between march and october	2 rooms 200 theatre
Protur Turó Pins	Capdepera-Cala Rajada / 81 Km	136 / Open 6 months	2 rooms More or less 50 persons
Park Hyatt Mallorca	Capdepera- Canyamel / 76'2 km	142 rooms / all year	11 rooms 190 theatre 90 classroom

Belmond La Residencia Mallorca	Deià / 38 Km	67 rooms / open between april and november	4 rooms 80 theatre 40 classroom
Be Live Collection Son Antem	LLucmajor / 15 Km	151 rooms / all year	10 rooms 250 Theatre 140 classroom
Hilton Sa Torre Mallorca Resort	Llucmajor / 16 Km	90 rooms / open between march and october	14 rooms 240 theatre 180 classroom
Cap Rocat	Llucmajor-Cala Blava / 14'6 km	32 / 15th of March till 15th of November	1 room for weddings 300 pax
Be Live Collection Palace de Muro	Muro- Playa de Muro / 65'7 km	184 / Open between march and november	7 meeting rooms 272 Theatre 160 school 500 cocktail
Grupotel Parc Natural& Spa	Muro-Playa de Muro / 61'4 km	142 rooms/ Open between february and october	1 meeting room 70 theatre 40 classroom
Gpro Valparaiso Palace Hotel & Spa	Palma / 14'5 km	174 / All year	10 rooms 475 theatre 275 classroom
Hotel Cort	Palma / 9'9 km	16 rooms / all year	1 room 20 pax
Hotel Nixe Palace	Palma / 15'3 km	133 rooms / all year	6 rooms 170 theatre 145 school
Sant Francesc Hotel Singular	Palma / 9'5 km	42 / all year	1 room 25 pax
Palacio Ca Sa Galesa	Palma / 9'7 km	12 / all year	1 room 12 theatre 12 classroom
Sheraton Mallorca Arabella Golf	Palma / 17'1 km	93 / all year	2 rooms 45 theatre 30 classroom
Iberostar Playa de	Palma-Playa de	188 rooms / all	1 room

Palma	Palma / 6'8 km	year	25 pax
Pure Salt Garonda	Palma-Playa de Palma / 8'7 km	149 rooms / all year	2 rooms 70 theatre 60 classroom
Son Brull Hotel&Spa	Pollença / 57'9 km	23 rooms / opens between february and october	1 room 24 pax
Formentor, a royal hideaway	Pollença-Formentor / 76'5 km	122 / opened between april and october	5 rooms 180 theatre 104 classroom 1 cinema, 127 pax
Gran Hotel Son Net	Puigpunyent / 26'7 km	31 / all year	3 rooms 50 theatre 30 classroom
Protur Biomar Gran Hotel&Spa	Sant Llorenç-Sa Coma / 70'1	216 / open between february and october	10 rooms 400 theatre 300 classroom 1 auditorio, 450 pax
Blau Privilege Portopetro Beach Resort & Spa	Santanyí-Portopetro / 57'4 km	309 and 10 villas / open between march and october	8 rooms 500 theatre 360 classroom 1 auditorio, 284 pax
Gran Hotel Soller Restaurant & Spa	Sóller / 34'5 km	38 rooms / open between february and october	1 room 60 theatre 40 classroom
Hotel Sentido Pula Suites Golf & Spa	Son Servera / 68'8 Km	69 rooms / open between april and october	3 rooms 130 theatre 62 classroom
Hipotels Hotel Hipocampo Palace	Son Servera- Cala Millor / 73'6 km	203 / open between february and november	5 rooms 180 theatre 130 classroom

Table 3: 4\* hotels

<b>Hotel</b>	<b>Location/ distance from the airport</b>	<b>Number of rooms/ Open months</b>	<b>Number of meeting rooms and maximum capacity of the theatre and classroom</b>
Hotel Rural s'Oliveret	Alaró / 35'8 Km	27 rooms / open between april and october	1 30 pax
PortBlue Club Pollentia Resort&Spa	Alcúdia / 62'5 Km	532 rooms / open between march and october	3 rooms 400 theatre 200 classroom
Grupotel Marítimo	Alcúdia-Port d'Alcúdia / 60 Km	261 rooms / open between march and october	1 room 60 theatre 30 classroom
Mar Hotels Condesa de la Bahía	Alcúdia-Port d'Alcúdia / 60 km	475 rooms/ open between march and october	1 room
Mon Port Hotel & Spa	Andratx-Port d'Andratx / 43'4 km	122 Rooms / Open between february and november	2 rooms 100 pax
Hotel Fergus Style Palmanova	Palmanova / 25' 4 km	93 rooms	2 rooms 30 theatre 30 classroom
Hotel Bendinat	Calvià-Bendinat / 24 Km	62 rooms / open between february and october	1 room 50 theatre 25 classroom
Lindner Golf&Wellness Resort Portals Nous	Calvià-Bendinat / 22'7 km	118 rooms / all year	4 rooms 180 theatre 100 school
Sentido Cala Viñas	Calvià- Cala Viñas / 31'1 km	250 rooms / between april and october	3 rooms 145 pax
H10 Punta Negra Resort	Calvià- Costa d'en Blanes / 24'1 km	135 rooms / open between march and october	5 rooms 220 theatre 160 classroom



Barceló Illetas Albatros	Calvià-Illetas / 20'4 km	128 rooms / all year	2 rooms 220 theatre 120 classroom
Bonsol Hotel Resort & Spa	Calvià-Illetas / 20'7 km	92 rooms and 37 garden villas	3 rooms 80 theatre 48 school
Hotel Roc Illetas	Calvià-Illetas / 24'2 km	129 rooms / open between april and october	3 rooms 80 theatre 70 classroom
Riu Palace Bonanza Playa	Calvià-Illetas / 24'7 km	281 rooms / open between march and october	8 rooms 300 theatre 200 classroom
HSM Atlantic Park	Calvià-Magaluf / 26'7 Km	242 rooms / open between april and october	1 room 80 pax
ME Mallorca	Calvià-Magaluf / 31'5 km	252 rooms / open between april and october	5 rooms 120 theatre 80 classroom
Melia Calvià Beach	Calvià- Magaluf / 27 km	315 rooms / open between april nd october	7 rooms 370 theatre 225 classroom
Innside Palma Bosque	Palma / 12 km	262 rooms	4 rooms 200 theatre
The Fergus Resort	Calvià- Magaluf / 32'20 km	175 rooms / open between march and october	2 rooms 20 theatre 16 classroom
Marítim Hotel Galatzó	Calvià- Peguera /	215 rooms / 9 month	8 rooms
Sallés Hotel Marina Portals	Calvià-Portals Nous / 23 Km	188 rooms / opened between February and December	1 room 110 theatre 80 classroom 130 cocktail
Iberostar Suites Hotel Jardin del Sol	Calvià-Santa Ponça / 31 km	261 rooms	4 rooms 191 theatre 160 classroom
Son Caliu Hotel Spa Oasis	Calvià- Son Caliu / 26'6 km	229 rooms / opened between february and october	2 rooms 174 theatre 150 classroom

Bella Playa & Spa	Capdepera- Cala Rajada / 80'6 km	254 rooms / open between april and october	1 room 150 cocktail 40 theatre
Melia Palma Bay	Palma / 8'4 km	268 rooms / all year	4 rooms 120 theatre 80 classroom
Iberostar Suites Hotel Jardin del Sol	Calvià / 31 km	261 rooms	4 rooms 191 theatre 160 classroom
Canyamel Park	Capdepera- Cala Rajada / 76'9 km	189 rooms / opened between april and october	2 rooms 90 theatre 70 classroom
Grupotel Taurus Park	Palma / 7 km	341 rooms / opened between February and october	1 room 70 theatre 40 classroom
Occidental Playa de Palma	Palma / 6 km	275 rooms / all year	4 rooms 220 theatre 170 classroom 250 cocktail
Hotel Fergus Style Pollensa Park&Spa	Pollença-Port de Pollença / 66'1 km	316 rooms / opened 6 months	2 rooms 140 theatre 85 classroom
Melia Palma Atenea	Palma / 11 km	361 rooms / all year	17 rooms 350 theatre 250 classroom
Es Moli	Deià / 36 km	87 rooms / opened between march and october	2 rooms 60 theatre 35 classroom
TRYP Palma Bellver	Palma / 8 km	384 rooms/ all year	9 rooms 150 theatre 80 classroom
Colonia de Sant Jordi Club	Ses salines- Colonia de Sant Jordi / 45 km	395 rooms / opened between march and november	5 rooms 450 theatre 250 sclassroom
Iberostar Cristina	Palma-Playa de Palma / 6 km	405 rooms / all year	5 rooms 300 theatre 240 classroom

Puro Hotel	Palma / 9 km	51 rooms / all year	1 room 40 theatre 30 classroom
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