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M.T.T.M.- 115

MICE Management

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By: Kshiyama Sagar Meher



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Mob.: 8510009872, 8510009878 E-mail: info@neerajbooks.com

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**Sample Preview
of the
Solved
Sample Question
Papers**

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QUESTION PAPER

June – 2023

(Solved)

MICE MANAGEMENT

M.T.T.M.-115

Time: 3 Hours]

[Maximum Marks : 100

Note: (i) Answer any five question. (ii) All question carry equal mark.

Q. 1. Give an overview of the use of Information and Communication Technology (ICT) in business travel.

Ans. Ref.: See Chapter-1, Page No. 7, Q. No. 1.

Q. 2. Discuss the benefits of the meeting industry and the various terminologies used for meetings.

Ans. Ref.: See Chapter-2, Page No. 14, Q. No. 2.

Also Add: Some terms commonly used in the context of business meetings are:

Agenda: A list of topics or items to be discussed during the meeting.

Minutes: A formal written record of the meeting's discussions, decisions, and action items.

Chairperson: The individual responsible for leading and moderating the meeting.

Quorum: The minimum number of participants required for the meeting to proceed officially.

Action Item: A specific task or responsibility assigned to an individual as a result of the meeting.

Adjournment: The formal conclusion of the meeting.

Proxy: A designated person who attends the meeting on behalf of another participant, typically when the original attendee cannot be present.

A.O.B. (Any Other Business): A segment at the end of the agenda for addressing items not originally scheduled.

Resolution: A formal decision or agreement reached during the meeting.

SWOT Analysis: A structured method for evaluating an organization's strengths, weaknesses, opportunities, and threats.

ROI (Return on Investment): A measure of the profitability or effectiveness of a business decision, often discussed during budget-related meetings.

KPI (Key Performance Indicator): Specific metrics used to evaluate the success or performance of a project or business.

RFP (Request for Proposal): A document requesting potential vendors or suppliers to submit proposals for a project or contract, commonly discussed in procurement meetings.

Q. 3. Identify and describe the group of clientele for the meeting planners. How do meeting planners plan to fulfil the requirements of these groups?

Ans. Meeting planners serve a diverse range of clientele, each with unique requirements and objectives. Understanding and catering to these groups is essential for a successful event. Here are some of the key client groups for meeting planners and how they plan to fulfill their requirements:

Corporate Clients: Corporate clients include businesses and organizations of various sizes. They host meetings, conferences, and events for internal and external stakeholders, such as employees, partners, clients, and shareholders. Meeting planners work closely with corporate clients to understand their goals, whether it's team-building, product launches, training, or networking. They plan logistics, find suitable venues, manage budgets, and provide technology solutions to meet specific corporate needs.

Associations and Non-Profits: Associations and non-profit organizations frequently organize conferences, seminars, and fundraising events. These events aim to bring together members, volunteers, donors, and the public. Meeting planners help associations and non-profits maximize their impact. This involves finding cost-effective solutions, coordinating with sponsors and exhibitors, managing registration and logistics, and ensuring events align with their mission and values.

Government and Public Sector: Government agencies and public sector entities host meetings and conferences to discuss policies, regulations, and public affairs. These events often involve diverse stakeholder groups. Meeting planners in this sector must adhere to strict regulations and transparency standards. They help with venue selection, security arrangements, accessibility, and ensuring open communication with attendees.

Healthcare and Medical Industry: The healthcare and medical sector frequently organize medical conferences, symposia, and training events for healthcare professionals, researchers, and patients. Meeting planners

assist in securing accredited venues, managing healthcare compliance, organizing specialized sessions, and handling sensitive medical data in accordance with privacy regulations.

Educational Institutions: Schools, colleges, and universities often arrange academic conferences, symposia, and student recruitment events.

Meeting planners help institutions create an educational environment conducive to learning. They manage logistics, technology, and security, ensuring events support academic and administrative objectives.

Trade Associations and Industry Groups: Trade associations and industry groups bring together professionals from specific sectors to discuss trends, innovations, and regulatory issues. Meeting planners assist these clients in connecting professionals, organizing specialized workshops and sessions, and ensuring the event reflects industry values and goals.

Social and Private Events: Social clients often include individuals celebrating personal milestones, such as weddings, anniversaries, and family reunions. Private events can also encompass celebrity events and exclusive gatherings.

Fulfillment of Requirements: Meeting planners assist with event design, theme selection, venue decoration, catering, and entertainment, ensuring a memorable and enjoyable experience for attendees.

Meeting planners fulfill the requirements of these diverse client groups by following a systematic process:

Needs Assessment: Meeting planners begin by thoroughly understanding the client's objectives, budget, and target audience. They identify the key goals and constraints to shape the event planning process.

Venue Selection: The choice of venue is crucial. Meeting planners consider factors like location, capacity, accessibility, and technology infrastructure to align with the client's requirements.

Logistics Management: This includes managing transportation, accommodations, audiovisual equipment, catering, and scheduling. Meeting planners ensure everything runs smoothly, from registration to the conclusion of the event.

Technology Integration: Technology plays a vital role in modern events. Meeting planners incorporate digital tools for registration, communication, live streaming, virtual participation, and data analytics, tailored to the client's needs.

Budgeting and Financial Management: Meeting planners work within the client's budget constraints, helping allocate resources effectively to meet event goals.

Stakeholder Engagement: For clients with diverse stakeholder groups, planners facilitate effective engagement through networking opportunities, breakout sessions, and targeted programming.

Compliance and Regulation: Meeting planners ensure that the event complies with legal and industry-specific regulations. They manage permits, safety, and privacy concerns accordingly.

Event Promotion and Marketing: Meeting planners employ various marketing strategies, both online and offline, to attract attendees, sponsors, and exhibitors to the event.

On-Site Management: During the event, planners oversee all aspects, resolving issues, adapting to unforeseen challenges, and ensuring a positive experience for attendees.

Post-Event Evaluation: After the event, meeting planners assess the outcomes and gather feedback to improve future events and meet the client's goals more effectively.

Q. 4. Discuss important points which should be considered while planning and marketing an ideal incentive travel programme.

Ans. Ref.: See Chapter-3, Page No. 28, Q. No. 3.

Q. 5. Define a Professional Conference Organizer (PCO). Describe the process of planning for a convention.

Ans. Ref.: See Chapter-4, Page No. 35, Q. No. 5 and Page No. 36, Q. No. 7.

Q. 6. What do you understand by post-convention behaviour of attendees? Explain any two key models/techniques for measuring post-convention behaviour.

Ans. Ref.: See Chapter-6, Page No. 52, Q. No. 3 and Page No. 53, Q. No. 4 and Page No. 50, 'The Service Gap Concept'.

Q. 7. Write notes on the following:

(a) Key characteristics while planning an exhibition booth

Ans. Ref.: See Chapter-8, Page No. 70, 'Booth Planning and Design'.

(b) Role of Travel Fair/Travel Mart in promoting a tourism destination

Ans. Ref.: See Chapter-9, Page No. 81, Q. No. 2.

Q. 8. Describe the various aspects which should be taken care of in food services as part of an event.

Ans. Ref.: See Chapter-11, Page No. 102, Q. No. 2.

Q. 9. If you intend to be an entrepreneur in the MICE sector, explain the traits you need to possess. Also discuss how would you raise funds for your enterprise.

Ans. Ref.: See Chapter-15, Page No. 145, Q. No. 2.

Q. 10. Write short notes on the following:

(a) Difference between Business tourism and Leisure tourism

Ans. Ref.: See Chapter-1, Page No. 2, 'Business Tourism and Leisure Tourism'.

(b) Difference between Incentive travel and other MICE tourism components

Sample Preview of The Chapter

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MICE MANAGEMENT

Introduction to Business Travel

INTRODUCTION

Business travel serves diverse purposes, primarily trade and commerce. It caters to the needs of business-oriented individuals who increasingly desire leisure amidst work commitments, earning them the title of Special Interest Tourists (SIT) in the tourism industry. These travellers expect tailored facilities and services, often sponsored by their companies, making them lucrative customers. Airlines have responded with dedicated Business/Executive Classes. This chapter explores the business traveller phenomenon: their motivations, specific requirements, industry accommodations, and the role of Information and Communication Technology (ICT). We also delve into the historical evolution of business travel and the challenges it presents to the tourism sector.

CHAPTER AT A GLANCE

HISTORY AND EVOLUTION

Business travel has deep historical roots, dating back to ancient civilizations. Traders and merchants have always journeyed to conduct business, as evidenced in ancient texts like the *Vedas* and *Upanishads*. These journeys ranged from short-distance trips to extensive cross-regional, national, and transnational expeditions. Even in the distant past, kings and emperors provided special arrangements for traders, with depictions in the Ajanta caves showcasing their activities. The Silk Route, a renowned trade route, facilitated commerce between Asia and the Mediterranean, connecting China, India, Persia, Arabia, and Europe. It transported silk and a diverse array of goods, including fabrics, spices, fruits, grains, metals, and precious stones.

Throughout history, business travel encompassed trade, sales, and the transportation of goods to distant customers. To accommodate these travellers, infrastructure evolved, offering transportation, accommodation, meals, and even entertainment options. Not only were business travellers catered to, but their means of transport and beasts of burden were also cared for.

Technological advancements, such as steamships, railways, aeroplanes, and post-World War II developments, led to a surge in global business travel. Mod-

ern business travel has evolved beyond sales trips and cargo transport. It now encompasses meetings, conferences, conventions, incentive travel, exhibitions, product launches, and more. This expansion of activities has given rise to a specialised sector, known as MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism.

MICE tourism includes diverse components, such as meetings, incentive trips, conferences, conventions, exhibitions, expositions, and entertainment events. It extends to trade fairs, seminars, and workshops, all catering to specific business-related needs. Recent industry initiatives have shifted towards labelling it 'The Meetings Industry' to encompass all these components, emphasising the commonality of people gathering for specific purposes.

The impact of MICE tourism extends beyond participation in events. Attendees also engage in related activities, including travel bookings, accommodation, dining, local transportation, shopping, and entertainment. This comprehensive industry involves various stakeholders, such as travel agencies, transportation providers, hotels, catering services, event organizers, insurance companies, and more.

Europe and the United States dominate the global MICE market in terms of the number of meetings, conferences, and exhibitions held. Countries worldwide are investing in infrastructure to capitalise on this lucrative sector. India, for example, has witnessed a significant uptick in both domestic and international business travel due to factors like a robust economy, liberal foreign exchange policies, and affordable airfares.

However, the COVID-19 pandemic disrupted the travel industry profoundly. Lockdowns and travel restrictions forced the cancellation or postponement of many trade shows, meetings, and conferences. Virtual platforms became the alternative for hosting events. While the pandemic's impact has been severe, experts predict a potential rebound in corporate travel, estimating a market worth of \$829.5 billion by 2027. Navigating evolving travel policies and safety guidelines remains a challenge for the industry's recovery.

NEEDS OF A BUSINESS TRAVELLER

In recent years, the realm of business travel has seen rapid growth, causing shifts in the dynamics of tourism

and hospitality. Service providers must comprehend the unique needs of business travellers, which often differ significantly from those of leisure tourists. Business travellers, known for their discerning preferences, prioritise comfort and convenience, with cost becoming a secondary concern for some. Even in last-minute travel situations, they are reluctant to compromise on the quality of services. For instance, when flying, business travellers expect and demand comfort throughout their journey, from pre-flight preparations to the post-landing experience. This divergence in requirements between business travellers and leisure tourists highlights the distinctive nature of their needs.

Key requirements of business travellers include:

Time Sensitivity: Punctuality is paramount for business travellers, who are often willing to pay extra for timely services. Reliability in travel and transport arrangements is crucial.

Swift Services: Business travellers expect prompt services from tour operators and hotels. Their plans may change, so service providers must be adaptable. They appreciate conveniences like priority check-in, airport shuttles, and other time-saving amenities.

Comfort: Given their demanding schedules, business travellers seek a comfortable tour and stay. They are willing to pay extra for enhanced services that cater to their comfort.

Communication: Seamless communication, including Wi-Fi and fax services, is essential for business travellers. Airports and hotels equipped with Wi-Fi are preferred choices.

Meeting Facilities: Business travellers often need space for meetings and conferences. Proximity to these spaces is crucial to their convenience.

Safety and Security: As they carry valuable documents and materials, business travellers require assurance of the safety and security of their belongings.

The evolving nature of business travel means that the industry must stay attuned to emerging trends, including paperless documentation, increased flight options, varied transportation, expanded accommodation choices, rise of female business travellers, and multiple-meeting contracts.

Understanding and adapting to these evolving needs is crucial for tourism professionals, as it shapes the future of business travel. By meeting these demands effectively, service providers can thrive in this dynamic industry.

ICT IN BUSINESS TRAVEL: AN OVERVIEW

In recent years, Information and Communication Technology (ICT) has transformed the business landscape, impacting business travel significantly. Business travellers rely heavily on technology for seamless journeys, including telecom, Wi-Fi, email, video conferencing, and online transactions. ICT's digital revolution, featuring smartphones, GPS, and more, has globalised the business world, simplifying access to tourism stakeholders worldwide.

E-commerce and e-marketing have expanded business activities, connecting tour operators with hotels and customers (B2B and B2C). This integration enhances destinations economically by:

Expanding operations, accessing global markets, streamlining operations, fostering networking, ensuring prompt services, and simplifying payments.

Business travel's growth owes much to technology, with apps and smart devices revolutionising the experience. Online agencies develop software for currency exchange and transactions, while real-time information platforms improve hotel and flight bookings. Services like concierge support, intelligent itinerary management, and AI enhance the travel experience.

Smart feedback systems redefine service quality, and the aviation sector leverages passenger data for improvement. The future of business travel is dynamic, driven by emerging technology.

Key ICT-driven developments encompass: Facilitating B2B and B2C transactions, enabling online retailing and swift service, empowering public authorities for online processes, strengthening stakeholder networks, promoting inter-organizational relationships, and nurturing innovation in tourism and hospitality.

Effective ICT implementation is crucial. Emerging trends like touchless travel reshape aspects like booking, transfers, check-ins, and luggage handling, requiring ICT upgrades for modernisation.

BUSINESS TOURISM AND LEISURE TOURISM

Business travel and leisure tourism exist alongside each other, often sharing common services like hotels and transportation. However, business travellers have distinct needs, such as conference centres and exhibition venues. Their expectations tend to be higher due to factors like their experience, larger budgets, and tailored services from the airline and hotel industries. This sets business tourism apart from leisure tourism.

Despite the differences, both business and leisure travellers use similar services, creating a strong historical connection between the two:

- After work, business travellers often engage in leisure activities like dining out and entertainment.
- Conferences and conventions may include cultural programs that appeal to leisure tourists.
- Business travellers sometimes extend their stay for leisure, especially in famous tourist destinations.
- Partners of business travellers may act as leisure tourists during work-related trips.
- Pre and post-conference tours are common, blending business with leisure.

While business travellers are unique consumers, there is a robust link between business and leisure tourism, particularly in terms of leisure time. Given the growth in business travel and its lucrative nature, specialised facilities have emerged. Cities like Mumbai, Delhi,

INTRODUCTION TO BUSINESS TRAVEL / 3

Kolkata, Bangalore, Hyderabad, Pune, and capital cities have business hotels catering to business travellers, while popular tourist spots like Ooty, Shimla, Kodaikanal, and Mysore now offer conference facilities to accommodate business tourism.

CORPORATE TRAVEL MANAGEMENT

As travel expenses rank among the significant costs for corporate entities, many have sought to manage them efficiently by establishing in-house travel departments staffed with their own employees. However, the advent of airline deregulation and the intense competition brought by low-cost carriers introduced complexities, rendering these internal departments less effective. Consequently, a growing number of companies now outsource their travel arrangements to professional travel service management firms that tailor travel programs to meet modern business travellers' needs. These firms are commonly referred to as Travel Management Companies (TMCs). Key players in the Indian market include Thomas Cook, FCM Travel Solutions, American Express Global, Carlson Wagonlit Travel, and BCD Travel, alongside Online Travel Agencies (OTAs) venturing into business travel services.

While TMCs offer day-to-day travel services, other considerations are essential for client companies. In this context, a 2019 White Paper titled 'Redefining Corporate Travel Management' jointly published by KPMG and FCM Travel Solutions provides insights into corporate travel management. It encompasses vendor negotiations, program operation, safety, expenses, and credit card management, aiming to integrate stakeholders' needs:

For employees, it ensures safety, productivity, and access to pertinent information during business travel. For travel and procurement managers, it advises on optimising travel programs through thorough analysis. For senior executives, it aligns the program with company objectives, enabling them to focus on core business.

Four key pillars sustain a robust corporate travel management program: employee safety, cost-effectiveness, productivity enhancement, and program transparency. When selecting a TMC, organizations should consider these pillars alongside price. Steps for TMC selection include detailing requirements, identifying selection criteria, evaluating offers, and contract signing, with a typical contract duration of 2-4 years. The figure explaining the key selection criteria for selecting a TMC is given in Q and A section.

SERVICE QUALITY ISSUE IN BUSINESS TRAVEL

The competitive landscape of business tourism is witnessing significant growth in marketing and promotional efforts from various service providers like hotels, airlines, convention centres, and car rentals. This surge in competition stems from their pursuit of a larger share of both domestic and international business travellers. This competition has subsequently driven business travellers to demand higher standards of

service quality and overall improvements in their travel experiences. Service quality, in this context, refers to how customers perceive and evaluate a particular service's ability to meet their expectations and provide satisfaction.

Price, market reputation, technical capabilities, global presence, and commercials quoted by Travel Management Companies (TMCs) are key factors in the selection of TMCs. Price is often the primary criterion for selection, as organizations seek cost optimization. Feedback from existing TMC clients, their network of vendors, and the scale of operations also influence TMC eligibility. Additionally, organizations increasingly rely on TMCs for technological tools, so a TMC's technical capabilities are crucial. Organizations with widespread travel requirements prefer TMCs with a global presence to cater to their employees across various locations.

Quality assurance in the tourism and hospitality industry, given its complex and multifaceted nature, requires cooperation and coordination among stakeholders such as hotels, transporters, travel agents, event management companies, and convention centres. Several key dimensions of Business Travel service quality include courtesy, reliability, tangibility, accessibility, competency, credibility, responsiveness, and empathy. These dimensions collectively contribute to the overall service quality experienced by business travellers.

The Expectancy Disconfirmation theory, developed by Richard L. Oliver, underscores the importance of meeting or exceeding business travellers' expectations to achieve satisfaction. Effective market research techniques and proactive steps, such as eliciting detailed traveller requirements, developing clear quality standards, training employees to deliver specified services, and ensuring marketing promises align with actual quality, are essential in meeting and surpassing travellers' expectations. This comprehensive approach not only enhances service quality, but also helps organizations gain a competitive edge in the business travel industry.

CHECK YOUR PROGRESS

Q. 1. Discuss the evolution of Business Travel in brief.

Ans. The origins of business travel trace back to ancient civilizations, where traders and merchants embarked on journeys for commercial purposes, as evidenced in historical texts like the *Vedas* and *Upanishads*. These expeditions varied in length, ranging from short local trips to extensive cross-regional, national, and even transnational voyages. In the distant past, monarchs and rulers provided special accommodations and support for these traders, as illustrated in the depictions found in the Ajanta caves.

One of the most famous trade routes, the Silk Route, played a pivotal role in connecting Asia and the Mediterranean, facilitating commerce between China, India, Persia, Arabia, and Europe. Along this

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route, a diverse range of goods, including silk, fabrics, spices, fruits, grains, metals, and precious stones, were transported.

Throughout history, business travel encompassed a broad spectrum of activities, including trade, sales, and the transportation of goods to distant customers. In response to the needs of these travellers, infrastructure evolved to offer various services such as transportation, lodging, meals, and entertainment, ensuring not only the comfort of the travellers themselves, but also the welfare of their means of transport and beasts of burden.

Technological advancements, including steamships, railways, aeroplanes, and post-World War II developments, sparked a significant surge in global business travel. Modern business travel has expanded beyond traditional sales trips and cargo transport, now encompassing a wide range of activities such as meetings, conferences, conventions, incentive travel, exhibitions, and product launches. This diversification has led to the emergence of a specialised sector known as MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism.

MICE tourism encompasses various components, including meetings, incentive trips, conferences, conventions, exhibitions, expositions, and entertainment events. It extends to trade fairs, seminars, and workshops, all tailored to meet specific business-related needs. Recent industry trends have led to the term 'The Meetings Industry' to collectively describe these activities, emphasising the commonality of people gathering for specific purposes.

The influence of MICE tourism extends beyond event participation. Attendees engage in related activities such as travel bookings, accommodation, dining, local transportation, shopping, and entertainment. This comprehensive industry involves numerous stakeholders, including travel agencies, transportation providers, hotels, catering services, event organizers, insurance companies, and more.

Currently, Europe and the United States dominate the global MICE market, hosting a significant number of meetings, conferences, and exhibitions. Countries worldwide are investing in infrastructure to tap into the potential of this lucrative sector. India, for example, has witnessed a notable increase in both domestic and international business travel, driven by factors such as a strong economy, open foreign exchange policies, and affordable airfares.

However, the travel industry faced a profound disruption due to the COVID-19 pandemic. Lockdowns and travel restrictions led to the cancellation or postponement of numerous trade shows, meetings, and conferences. Virtual platforms emerged as an alternative for hosting events. While the pandemic's impact was severe, experts anticipate a potential rebound in corporate travel, with a projected market value of \$829.5 billion

by 2027. Navigating evolving travel policies and safety guidelines remains a significant challenge for the industry's recovery.

Q. 2. What are the needs of a Business traveller?

Ans. In recent years, the world of corporate travel has experienced rapid expansion, leading to significant changes in the landscape of tourism and hospitality. Service providers in this sector must have a deep understanding of the distinct requirements of business travellers, which often diverge considerably from those of leisure tourists. Business travellers, renowned for their discerning preferences, prioritise comfort and convenience, with cost considerations taking a backseat for some. Even when faced with last-minute travel scenarios, they are hesitant to compromise on the quality of services. For example, during air travel, business travellers expect and insist upon comfort throughout their journey, spanning from pre-flight preparations to the post-landing experience. This disparity in needs between business travellers and leisure tourists underscores the unique nature of their demands.

Key prerequisites of business travellers encompass the following:

Time Sensitivity: Punctuality holds utmost importance for business travellers, who are often willing to pay extra for services that are reliably punctual. Consistency in travel and transport arrangements is of paramount significance.

Swift Services: Business travellers anticipate swift services from tour operators and hotels. Given the potential for alterations in their plans, service providers must exhibit adaptability. They greatly value conveniences such as priority check-in, airport shuttles, and other time-saving amenities.

Comfort: Given their demanding schedules, business travellers seek out a comfortable travel experience and accommodation. They are ready to invest extra for services that enhance their overall comfort.

Communication: Seamless communication facilities, including Wi-Fi and fax services, are essential for business travellers. Airports and hotels equipped with reliable Wi-Fi are favoured choices.

Meeting Facilities: Business travellers frequently require meeting and conference spaces. Proximity to these facilities is crucial for their convenience.

Safety and Security: As they often carry valuable documents and materials, business travellers necessitate assurance regarding the safety and security of their belongings.

The continually evolving nature of business travel necessitates that the industry remains attuned to emerging trends. These trends encompass factors such as the transition to paperless documentation, the proliferation of flight options, a wide array of transportation choices, the increasing presence of female business travellers, and the prevalence of multi-meeting contracts.