



**4TH JULY, 2019
TAJ LANDS END MUMBAI**



The **MEETING, INCENTIVE, CONVENTION & EXHIBITIONS (MICE)** industry is one of the most complicated, interrelated, and intersectional complexes. It is a new form of business tourism that is also the fastest growing section of the international tourism market. It caters to various forms of business meetings, international conferences and conventions, events and exhibitions, and is slowly but steadily capturing every big shotelier's attention. The importance of the MICE industry lies in the fact that it converts business meetings and conferences into more glamorous and enjoyable events for the delegates and attendants.

The definition of **LUXURY TRAVEL** is to undertake a new experience and immerse oneself in a new destination whilst indulging in the very best levels of personal and attentive service, lavish and sumptuous accommodation, exquisite and unrivalled levels of gastronomy and informative and educational guides. It is travel without stress, pressure of time or daily routine, where your every need is pre-empted and your every expectation is met and exceeded.

AWARD CATEGORIES

MICE

- Best Meeting Service Provider Hotel (City Hotel/ Boutique Hotel/ Beach Hotel/ Island Hotel)
- Best Convention centre/ Convention Hotel of the year (5 Star/4 Star/ Regional Convention Hotel)
- Best property of the year (India/ International) (For Exhibition / Tradeshow /Business / B-2-B / Knowledge-Exchange/ Training Program)
- Best Venue of the year for Business Events - Destination (India/ International)
- Best Corporate Meeting Organizer of the Year
- Best Corporate Meeting of the Year (India / International)
- Best Conference organizer for the year (India / International)
- Best Corporate Conference of the Year
- Best Association Convention / Congress of the Year
- Best Corporate Training/ Education programme of the Year
- Best Corporate Team Building Activity of the Year
- Best Incentive Company of the year
- Best Corporate Incentive of the Year
- Best Incentive Project of the year
- Best Venue of the year for Corporate Incentives - Destination (India/ International)
- Best organizer of incentive itineraries (India / International)
- Best Event Management Company of the year
- Best Event of the Year
- Best Adapted Event of the Year
- Best Launch Event of the Year
- Best Sports with Event of the Year
- Best Party Organiser of the Year (India / International)
- Best Shopping Mall Event of the Year (India / International)
- Best Festival Event of the Year (India / International) (Music/ Art/ Culture/ Lifestyle)
- Best Concert of the year (India/ International)
- Best online product in the field of MICE (India / International)
- Best Road show of the year (India / International)
- Best Sponsored Event of the year (For Branding and sales Volume)
- Best Integrated Media Campaign of the Year
- Best B2B marketing programme of the Year
- Best Digital Event/ Activity of the year
- Best CSR Campaign of the Year by a Brand
- Best Media Event of the year
- Sponsorship Activation of The Year
- On-ground Promotion of The Year For Brand Awareness
- On-ground Promotion of The Year For Sales Volume
- Contact Program of The Year (School / College/ Society/ Community/ Youth)
- Rural Activation of The Year
- Exhibition Presence/ Stall of The Year
- Digital Promotion For An On-ground Activity / Event/ Property
- Brand Experience of The Year (best Use of Experiential Marketing)
- Opening / Closing Ceremony of The Year
- Government Special Event of The Year
- Rural Engagement Property of The Year
- Televised Property of The Year
- Best Production Management Professionals and Team of the year in (Lighting Solution / Trussing Solution / Audio Solution / Audio-Visual Solution / SFX/ Pyrotechnic / Projection Mapping / Tent Solutions / Design Construct / Fabrication / Innovation in Interactive Technology / Hospitality / Logistic / Show Running / Stage Management)
- Best Startup of the year (MICE/ Tourism)

LUXURY TRAVEL

- BEST AIRLINE**
- Best Short Haul Airline of the Year (Domestic/ International)
- Best Long Haul Airline of the year (Domestic/ International)
- Best Airline for business travellers
- Best Cabin Crew
- Best in Flight Services
- Best On Board Facilities
- Best National / International Tourism Office or Convention Bureau in the field of MICE Promotion
- Best Airport Lounge (India/ International)
- Best Airport Duty Free Operator
- Best Airport Hotel
- Best Airport
- Best Airline - First Class
- Best Airline - Business Class
- BEST CRUISES (INDIA/ INTERNATIONAL)**
- Best Small Cruise Line of the year
- Best Large Cruise Line of the year
- Best River Cruise Line of the year
- Best Luxury Cruise of the year
- Best On Board Facilities
- Best Cruise Tour Operator
- BEST HOTELS**
- Best Beach/ Coastal Hotel of the year
- Best Hotel of the year For Food
- Best SPA/ Wellness Hotel of the year
- Best Hotel of the year For Families
- Best Newcomer
- Best Hotel of the year For Sustainability
- Best Green Hotel of the year
- Best Luxury Pool Villa Resort of the year
- Best Other
- Best Cultural Destination of the year
- Best Tourism Association
- Best regional administration for tourism
- Best Desert Resort
- Best Business travel agency
- Best Overseas Tour Operator
- Best Air Ticketing Company
- Best Corporate Travel Operator
- Hotel Launch of The Year
- Best City Hotel of The Year
- Best Luxury Hotel of The Year
- Best Medical Spa Hotel of The Year
- Best Resort Hotel of The Year
- Best Large Hotel of The Year
- Best Luxury Spa Resort/ Hotel of The Year
- Best Serviced Apartments of The Year
- Best Luxury Private Island Resort/ Hotel of The Year
- Most Stunning Hotel Location Of The Year
- Best Romantic Villa Resort/Hotel & Spa Of The Year
- Best Mid-Market Hotel Of The Year
- Best Luxury Lifestyle Beach & Spa Resort
- Best Innovation In Hotel Concept
- Best Wedding Destination Hotel of The Year
- Best Brand Marketing Operation
- Best Digital Innovation
- Best Initiative In Sustainable Development & Social Responsibility
- Most Preferred Boutique Hotel of The Year
- Most Impressive Hotel Feature of The Year
- Most Preferred Emerging Hotel of The Year
- Most Preferred Heritage Hotel of The Year
- Textiles & Hospitality Products Manufacturer of The Year
- TOUR OPERATOR**
- Best Sustainable Tourism Company
- Best Safaris Tour Operator of the Year
- Best Luxury Tour Operator of the year (Domestic/ International)
- Best Hospitality Development Company
- Best Destination Management Company
- Best Domestic Tour Operator
- Best Outbound Tour Operator
- Best Inbound Tour Operator
- Best Air ticketing Company
- Best Travel Agency
- Best B2B Travel Provider
- Best Emerging Travel Company

MEDICAL TOURISM

- Women's Health and Wellness Service Provider of the Year
- Medical Tourism Hospital of the Year (India / International)
- Cosmetic Surgery Provider of the Year
- Medical Travel Organization of the Year
- Best Online Health Facilitator of the year
- Best Doctor of the year
- Best SPA of the year
- Best Medical Tourism Facilitator
- Best Medical Tourism Company of the year
- Excellence Centre of the year
- Best Rejuvenate Centre of the year
- Best Medical Tourism Website of the year
- Best Use of Technology
- Best Marketing Initiative of the year

INDIVIDUAL AWARD CATEGORIES

- Rising Star Award
- Industry Crusader
- VIP Host of the Year
- Bartender of the Year
- Young Achiever of the Year
- Women Leader in MICE Industry
- Best Luxury Guide of the Year
- Women Leader in Travel Industry
- Most Influential Chef of the year
- Lifetime Achievement of the year
- Most Influential Barman of the year
- Most Influential MD/CEO of the year
- Most Influential IT Manager of the year
- Most Influential Spa Manager of the year
- Most Influential F&B Manager of the year
- Most Influential House Keeper of the year
- Most Influential General Manager of the year
- Most Influential HR Professional of the year
- Most Influential Banquet Manager of the year
- Most Influential Director/Executive of the year
- Most Influential Procurement Manager of the year
- Most Influential Front Office Manager of the year
- Most Influential Hospitality Professional of the year
- Most Influential Corporate/PR Professional of the year
- Most Influential Sales & Marketing Professional of the year
- Most Influential Training/Coaching Professional of the year

CRITERIA

ORGANIZATIONAL CATEGORY: Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

INDIVIDUAL CATEGORY: Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)

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CO-ORDINATION OFFICE:

401- 403, Prime Plaza Building, S. V. Road, Above TBZ Jewellers, Near Asha Parekh Hospital, Santacruz (W), Mumbai - 54.

Tel : +91-22-68277720

E-mail : secretariat@globalmicecongressandawards.com

Mobile : +91-77388 88488 / 7400078111

Website : www.globalmicecongressandawards.com

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