



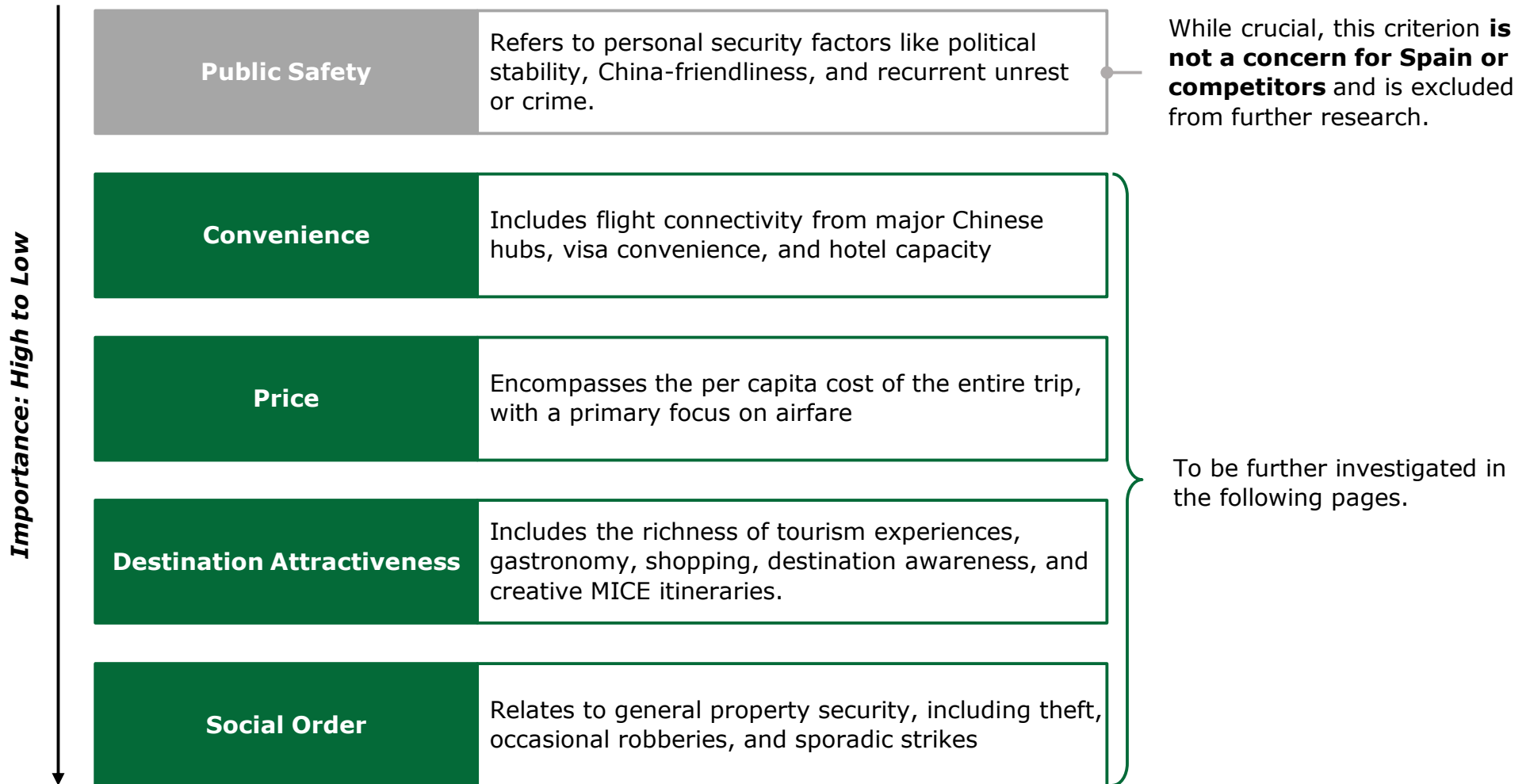
## China MICE Research Presentation

In March and April 2025, we conducted in-depth one-on-one interviews with 16 corporate clients and MICE agencies specializing in European destinations. Each 60-minute session was designed to explore the following key questions:

- What are the most important criteria when selecting a MICE destination?
- How does Spain perform against these criteria compared to other European destinations?
- What messaging resonates most with MICE agencies and clients to attract them to Spain?

Today, we're excited to present the findings from this research, addressing all three questions with actionable insights.

For the European destination selection of Chinese MICE projects, the key purchase criteria are ranked by importance and defined as follows



Interviews show Spain excels in convenience and price, competes with France and Italy in attractiveness, and has low social order recognition

European Country	Strength		Opportunity	De-emphasis	Average Score
	Convenience	Price	Destination Attractiveness	Social Order	
Spain	4.9	4.9	4.5	3.7	4.5
French	4.5	4.3	4.6	2.6	4.0
Italy	4.4	4.3	4.5	2.7	4.0
Portugal	3.4	4.9	3.2	3.9	3.9
Germany	3.5	4.1	3.5	4.2	3.8
Netherlands	4.1	4.1	3.1	3.9	3.8
Austria	4.1	4.1	3.2	3.7	3.8
Switzerland	3.4	1.8	4.2	4.7	3.5

1. Interviewees rated Spain and competitors on each KPC (5 = strong advantage to 1 = strong disadvantage). Scores reflect the average of 16 responses.

Strength: Spain's strengths in convenience and price are recognized in China's MICE industry and should be amplified in promotion

### Industry Recognition of Spain's Convenience: Visa & Connectivity Strengths



- *Mr. Chen from Beijing Huacheng MICE Service:* Spain has an advantage in visa convenience, with **fast processing, high approval rates**, and generous **visa validity periods**.



- *Mr. Qiu from Dongfang MICE Group:* Spain's **visa process is more flexible** than countries like Germany, with **direct flights from multiple Chinese airports**.



- *Ms. Pei from Max Wits Business Service Group:* Spain has an advantage in flight availability, especially benefits from **ample Air China flights**, catering to Chinese MICE clients' preferences.

### Industry Recognition of Spain's Price: Cost-Effectiveness Strengths



- *Mr. Chen from Beijing Huacheng MICE Service:* Spain offers **competitive prices and has greater destination appeal** than other low-cost countries, making it highly cost-effective.



- *Ms. Wang from UMICE (Beijing) International Conference Service:* MICE Clients generally consider Spain, Portugal, and Italy to be the **most cost-effective destinations** in Europe.



- *Mr. Yang from MICE Service Department of Comfort International Travel Service (GZ):* Among European countries, Spain and Portugal are the most popular for their **affordability and cost-effectiveness**.

Opportunity: In the interviewees' evaluation of Spain's attractiveness, two aspects are recognized, while three need more promotion

### Tourism Experiences



### Gastronomy



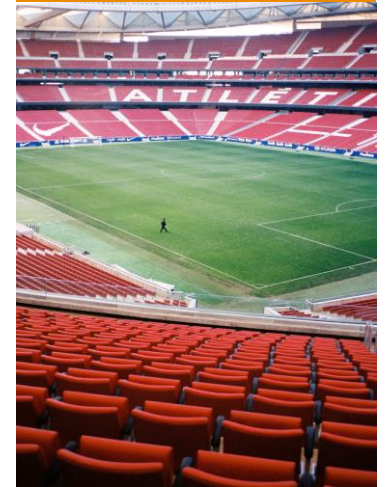
### Destination Awareness



### Shopping



### Creative MICE Itineraries



Already Well-Recognized



Improvable with Opportunity

Opportunity: To compete with France and Italy in attractiveness, Spain may enhance promotion in awareness, shopping, and MICE itineraries

### Interviewee Perspective

### Opportunity to Enhance

#### Destination Awareness

- *Mr. Zheng, Shandong Huihuang International Travel Agency (MICE Service):* Spain has strong tourism assets but is seen as less renowned than France, which has long promoted itself as the “Destination of Romance.”

- **Define Spain’s unique destination identity** and expand its reach among MICE clients.

#### Shopping

- *Mr. Qiu, Dongfang MICE Group:* Compared to France and Italy, Spain is perceived as less known in luxury shopping. More efforts are needed to showcase its advantages.

- Uncover and promote Spain’s strengths **in tax refunds, discounts, and brand offerings.**

#### Creative MICE Itineraries

- *Mr. Liu, JW MICE & Media Group:* Incentive groups seek unique local itineraries. Clients know Swiss castles, Italian museums, and Germany’s Romantic Road. Spain should highlight its creative MICE offerings.

- Develop and promote **unconventional, culturally distinctive** MICE venues, activities, and itineraries.

# De-emphasis: Spain's social order is considered a concern by some interviewees, but this worry does not affect destination selection

## Views on Spain's Social Order



Mr. Liu from JW  
MICE & Media  
Group

- We had a client project and familiarization group experience with theft and robbery. Although it was a long time ago and not very serious, it left an impression on both us and our clients.



Mr. Zhang from  
BrandX by  
Zhongjia Group

- MICE clients often associate Spain, Italy, and France with illegal immigration and gypsy-related safety risks, but these are largely stereotypes, and theft or robbery is rare during incentive trips.



Mr. Zheng from  
Shandong Huihuang  
International Travel  
Agency (MICE)

- Spain's social order is seen as average in Europe, with Germany and Switzerland having clear advantages and France and Italy having some advantages.

## Importance of Social Order

- However, we wouldn't advise clients to avoid Spain because of this. We would provide them with risk avoidance tips and suggestions.

- Clients generally don't place much emphasis on social order, as our MICE agency provides safety advice. Moreover, with Alipay being widely accepted, the risk of cash theft is minimized.

- Social order doesn't deter clients. When choosing Europe, clients have expectations of regional order and are generally more cautious about property risks.

Summary: Spain can outshine competitors by amplifying convenience and price and promoting awareness, shopping, and MICE itineraries

