



**Benchmarking National Communication Policies For The Promotion Of  
MICE Destinations: Lessons To Be Learnt For Effectively Marketing  
Greece On The International Meetings And Incentives Travel Market**

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Many national tourism organisations as well as dedicated convention bureaus operating at the national level have been marketing their respective countries as destinations for meetings, incentive travel, conventions and exhibitions (MICE). These organisations have designed and applied communication policies at a varying degree of sophistication and by using different approaches in the way the destinations are presented.

An overview and analysis of what other countries have been doing for marketing themselves in the MICE market is a very useful input for designing our country's own MICE marketing activities. For this purpose, primary research in the form of a content analysis has been conducted covering the websites of 44 national tourism organisations and national-level convention bureaus, which yielded useful data regarding the way congress and incentive tourism is promoted at the European and international level. These data underwent quantitative and qualitative analysis, which has provided useful insight regarding the promotional tools used for MICE marketing by different countries.

The research findings were then used for sketching a communication plan for promoting Greece as a meetings and incentive travel destination. This communication plan should be seen as part of an overall MICE marketing strategy at the national level. Elements of the proposed communication plan include the selection of the target markets, the formulation of the strategic and communication goals, the selection of the appropriate positioning and branding strategy as well as the proper mix of communication tools such as advertising, press and public relations, sales promotion and internet marketing. Recommendations made are based on best practices of the reviewed organisations.