

Enriching Knowledge for the SS Tourism and Hospitality Studies Series:

Meetings, Incentives, Conventions and Exhibitions (M.I.C.E.)

The process of planning , Organizing and implementing a MICE event

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Regal Hotels international Limited

Hotels Group – Regal Hotels

Hong Kong

Regal Airport Hotel
Regal Hongkong Hotel
Regal Kowloon Hotel
Regal Oriental Hotel
Regal Riverside Hotel
Regala Skycity Hotel
iclub Fortress Hill Hotel
iclub Ma Tau Wai Hotel
iclub Mong Kok Hotel
iclub Sheung Wan Hotel
iclub AMTD Sheung Wan Hotel
iclub Wan Chai Hotel

Dezhou

Regal Kangbo Hotel

Shanghai

Regal Jinfeng Hotel
Regal Plaza Hotel & Residence

Xi'an

Regal Airport Hotel, Xi'an



Function of Each Division



- Sales Call
- Hotel Website
- Flyers
- Data base
- EDM
- Referral program

- Room Sales
- Event Sales

- Corporate
- Association & Union
- Travel Agent
- Meeting and Events Company
- Referral by HKTBC
- Referral by TDC

- Accommodation
- Food and Beverage
- Function Room
- Activity
- Transportation
- Decoration
- Coordination
- IT support
- Meeting equipment

- Membership
- Incentive program
- Discount offer

Service provided for a MICE organizer :

When a MICE organizer approaches the Hotel

- Understand the requirements (like F&B needs, no of guests, no of days, no of guest rooms)
- Provide proposal subject to guests' requirement and have discussion in-between the guests and sales
- propose Quotation to guest

Before the MICE event

- Reconfirm the details (Any special dietary needs, No of guest rooms, no of attendances, guests list...)
- reconfirm for their rundown of each day if possible
- Make contract and deposit
- Goods / equipment delivery
- Reconfirm the setting of function room

During the MICE event

- Greet the guests
- Make sure the set up and requirements meet per guests' request and per agreed
- Assistance for any changes
- Get name cards from each guest if possible

After the MICE event

- Thank you letter / Questionnaire/ Feedbacks call
- Understand anything need to be improved for next event
- Ask for next event day
- Incitive referral program

Regal Airport Hotel



Unique business source:
Airport Authority
Asia world Expo
Direct Sales company from China
Airline Company

Regal Hong Kong Hotel



Unique business source:

HKCEC
Corporate
NGO

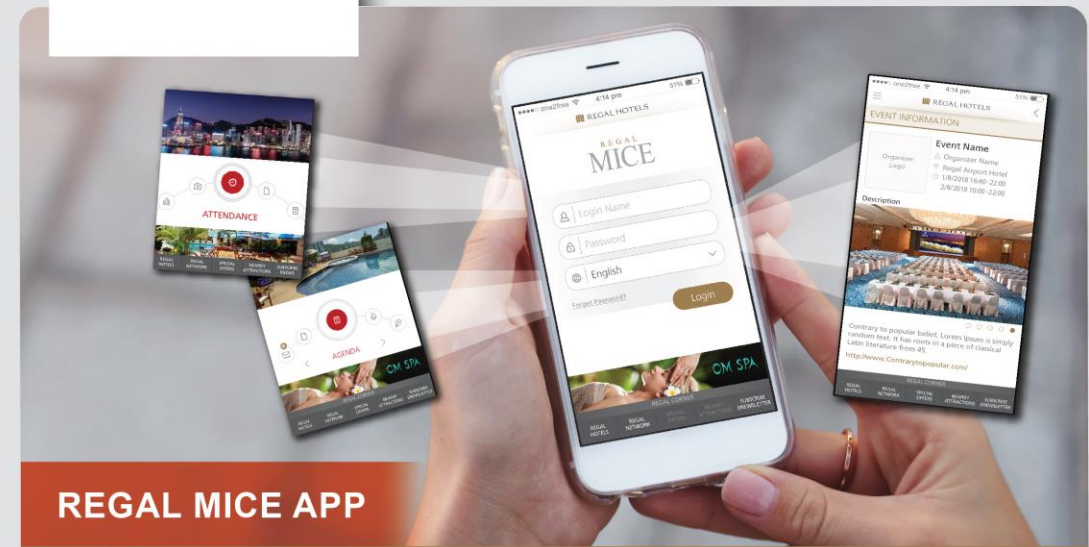
Regal Riverside Hotel



Unique business source:
Sport Association
HKJC

Regal Mice Mobile Apps

- User-friendly , easy to manage and clearly state event details, such as agenda, speaker's profiles, meeting details, attendance and etc.
- Organizers can instantly communicate with the participants on site



REGAL MICE APP

The 1st Hotel MICE App in Hong Kong

The multi-functional Regal MICE App, create a dynamic and efficient communications platform for both Event Organizers and Participants.

Benefits:

- Free of charge
- Paperless
- User-friendly
- Interaction between organizers and participants
- Receive update anytime, anywhere
- Real-time pooling during events



Regal Hotels

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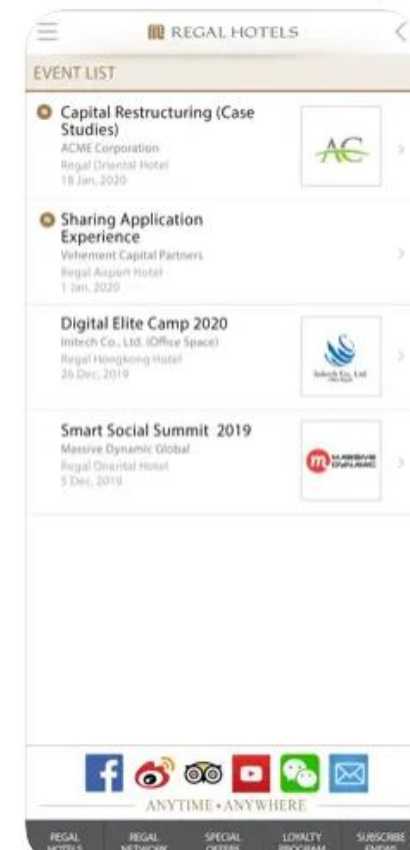
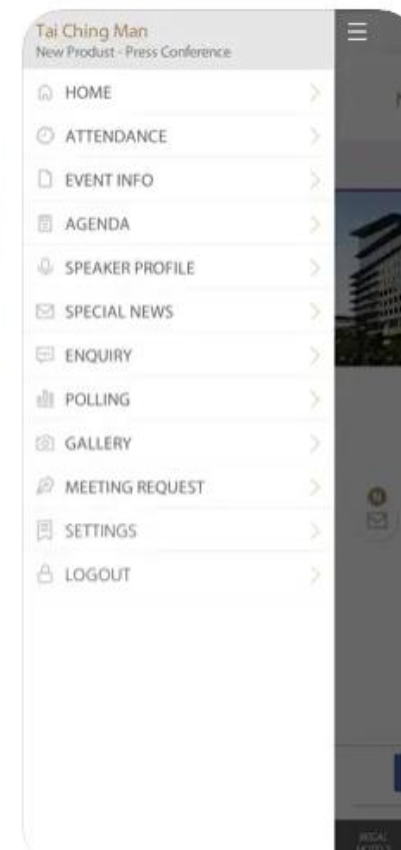
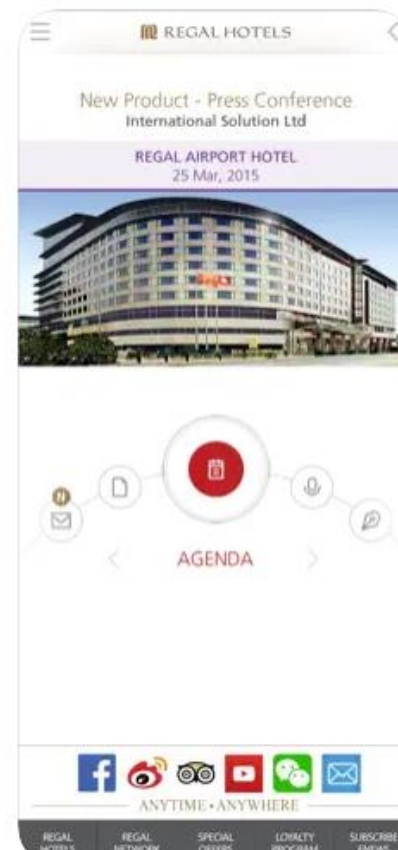
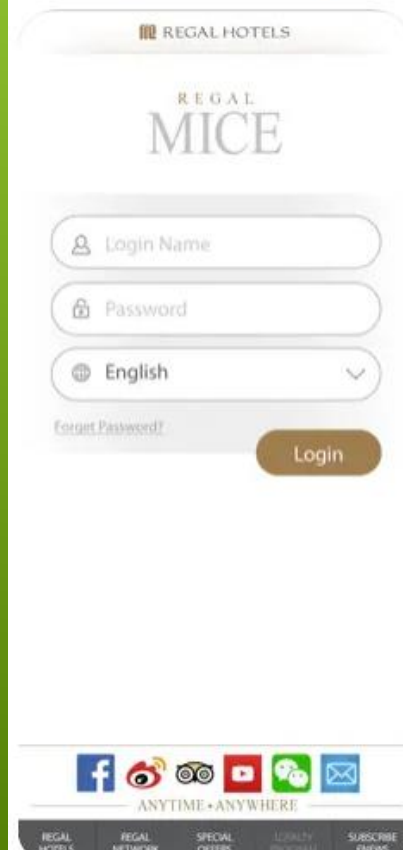
Regal Mice Mobile Apps

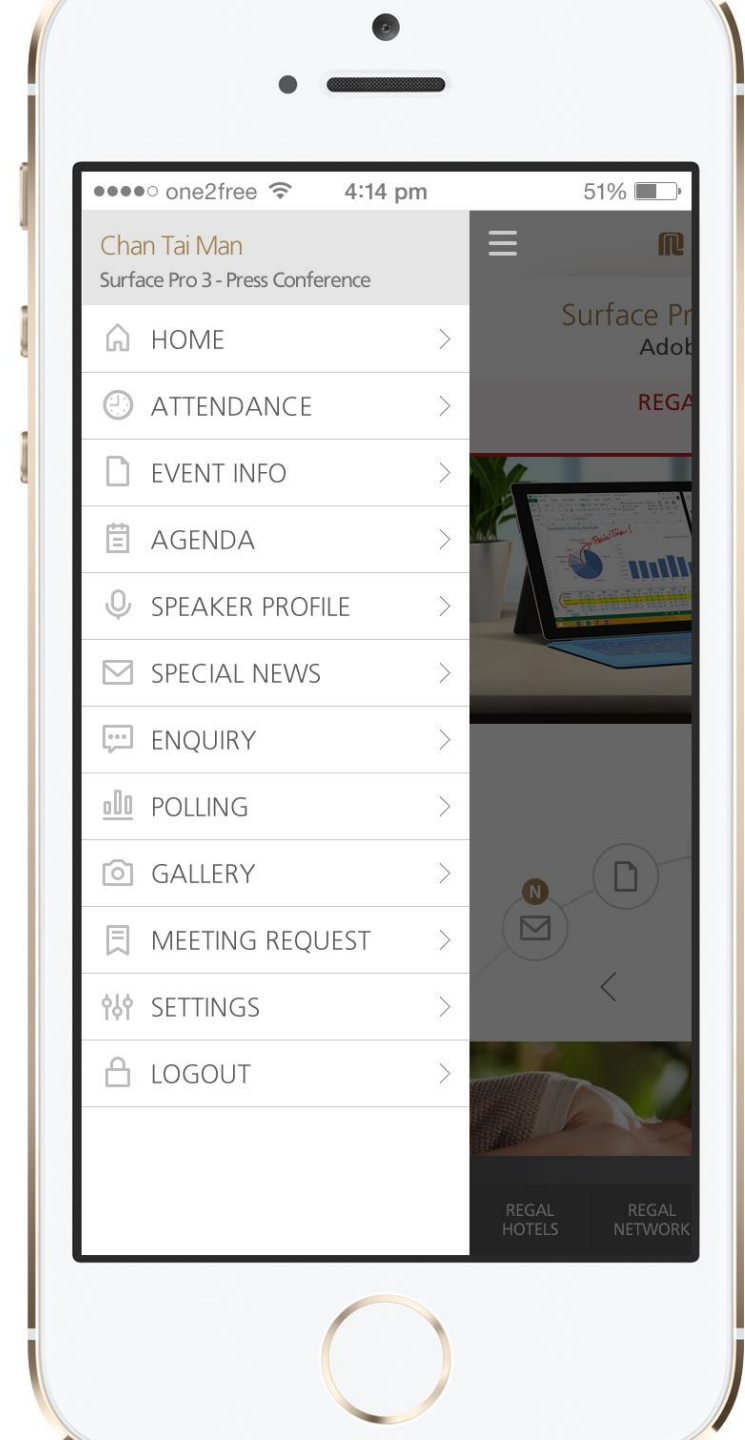
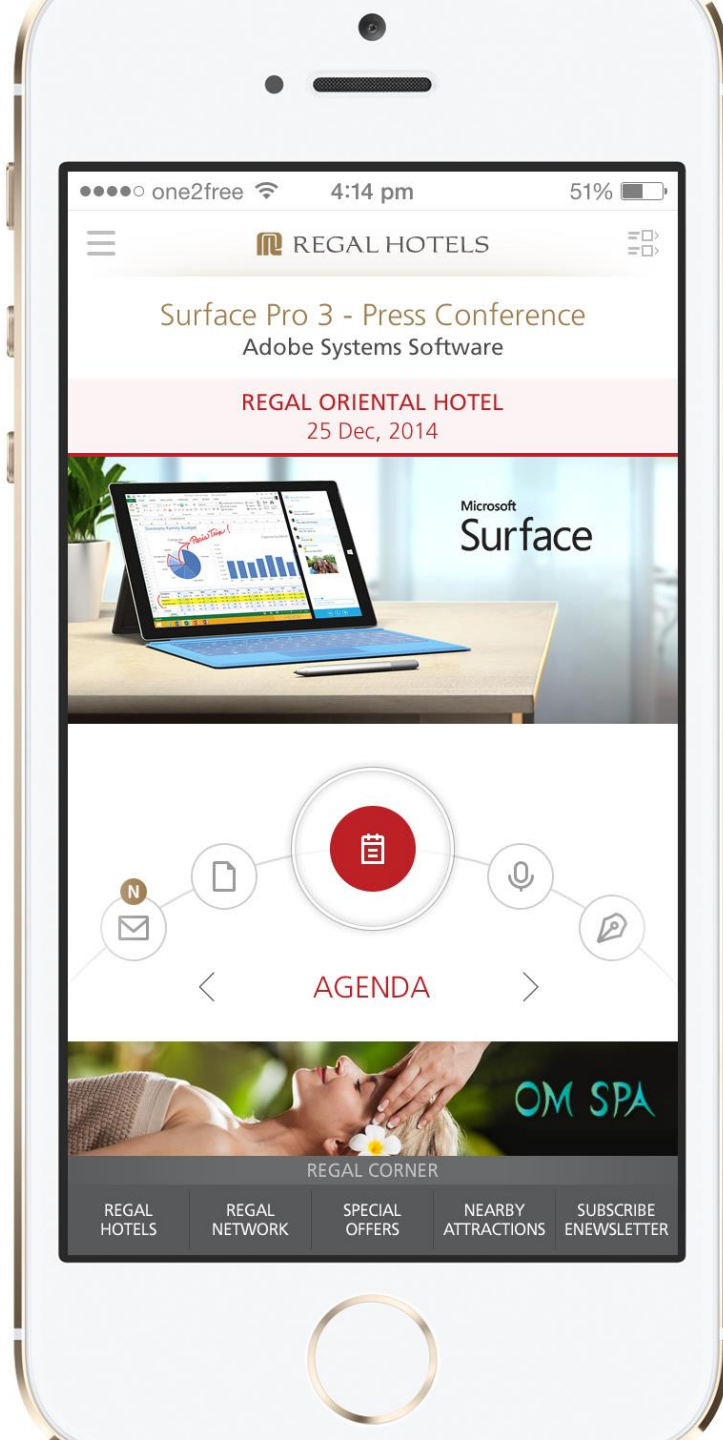
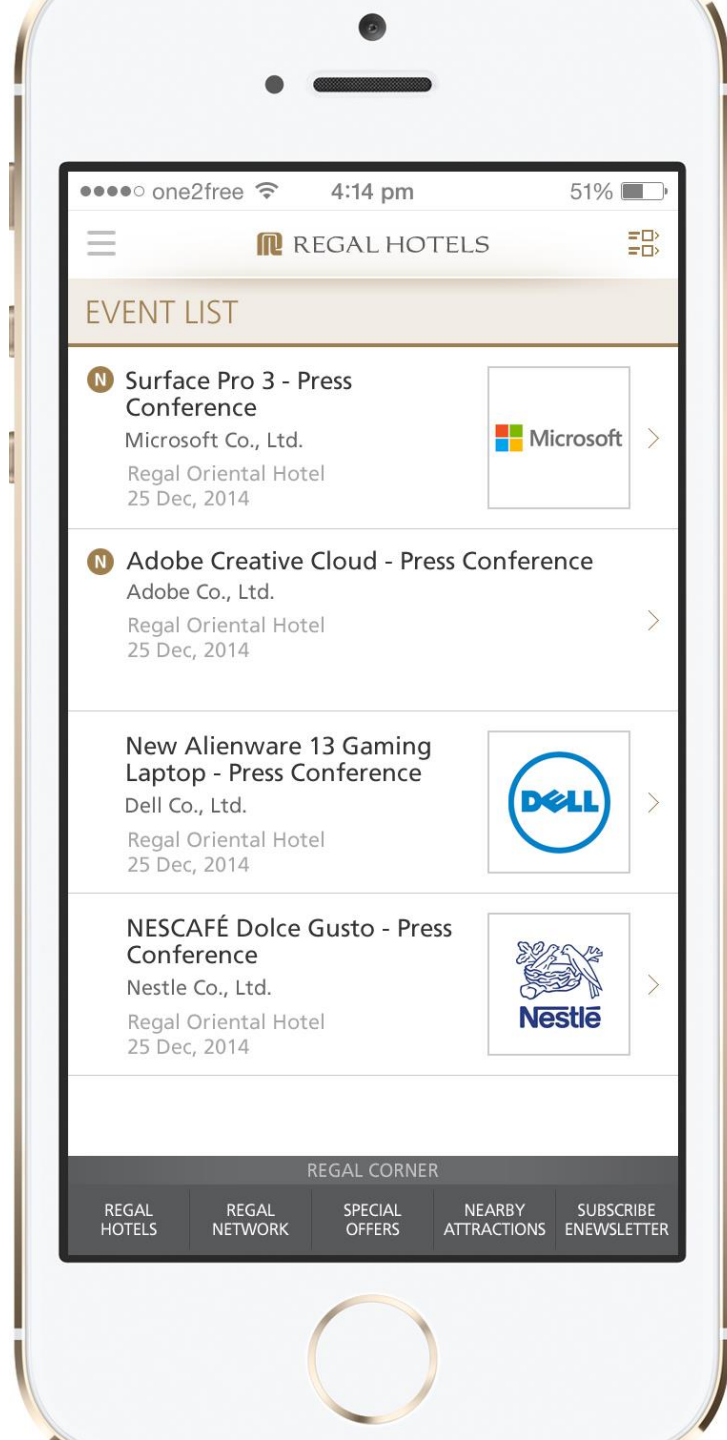
- QR code scanning function enables simplified registration process
- Specially featuring the real-time polling during events
- Reducing paper use to facilitate green meeting environment

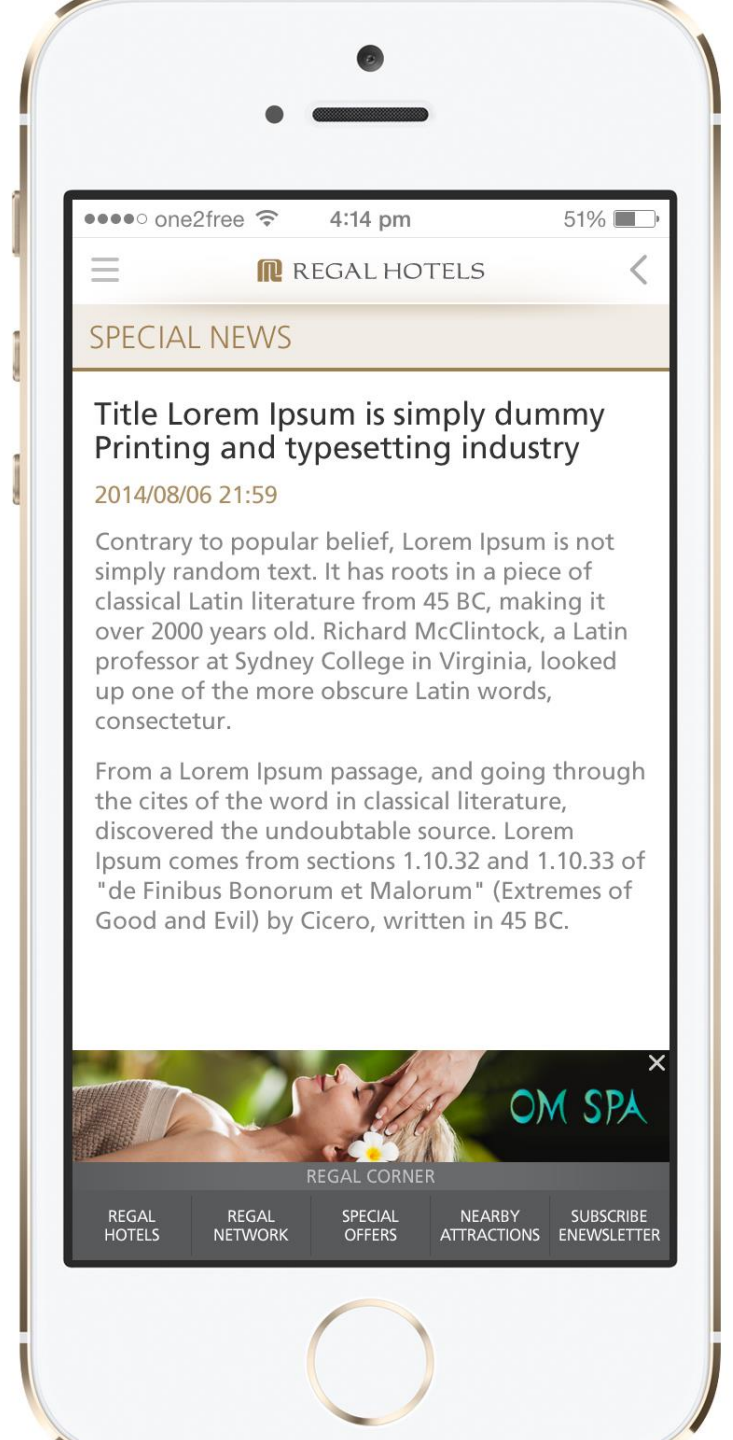
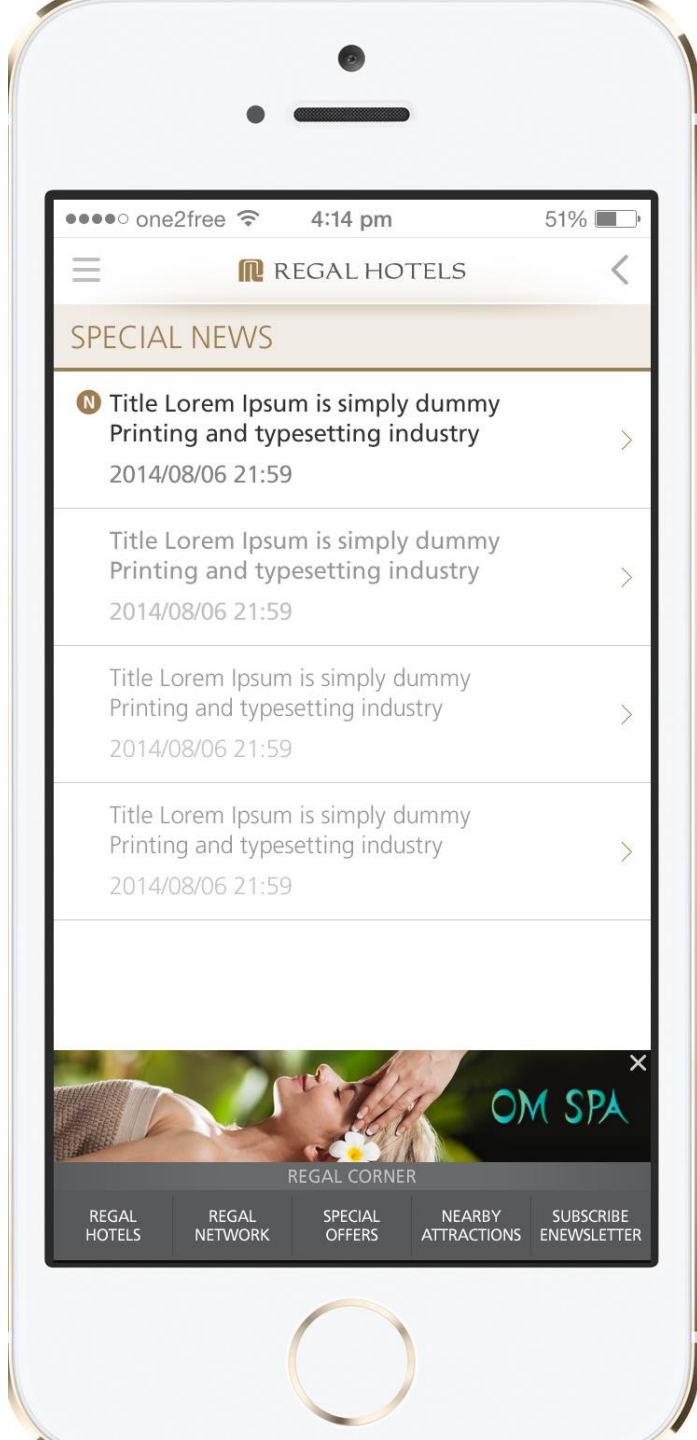
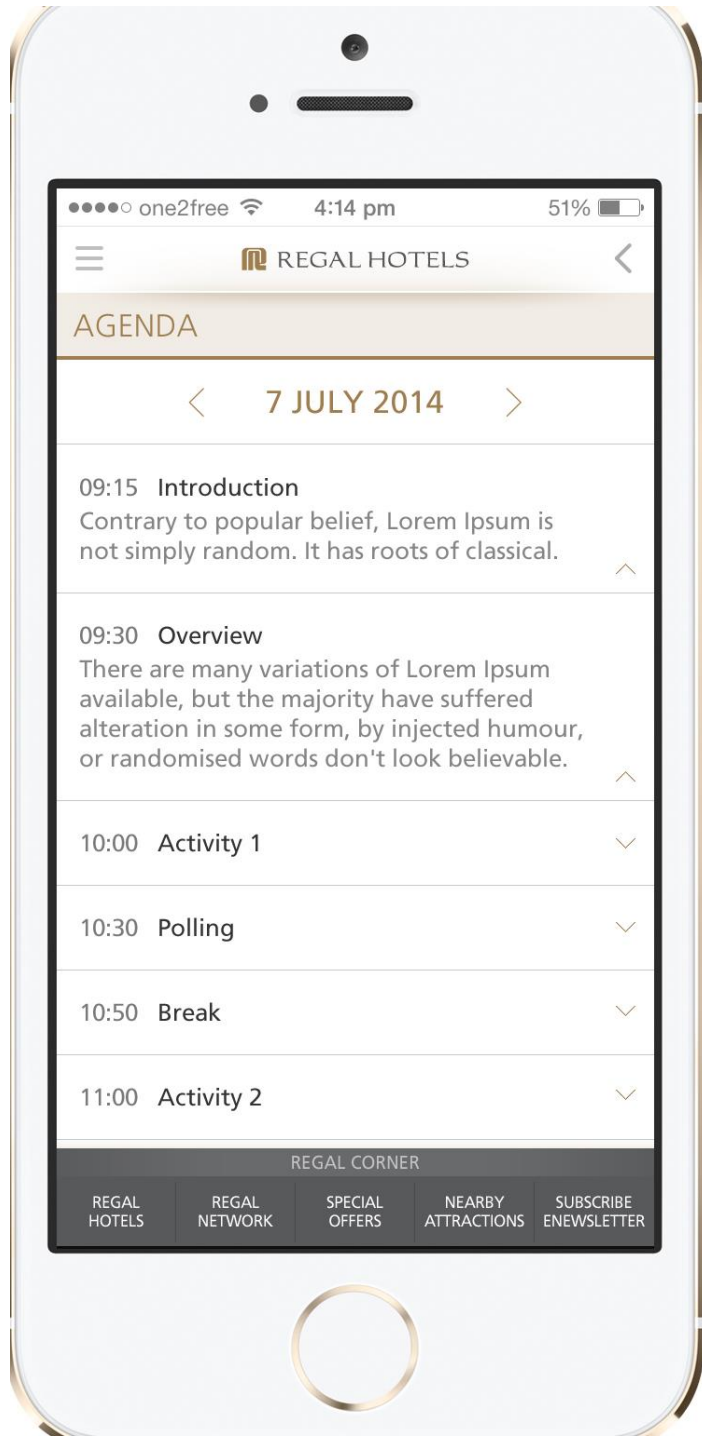


Regal MICE 4+
Regal Hotels International
Free

Screenshots [iPhone](#) [iPad](#)







Regal Mice Meeting Packages



Green Meeting Packages 環保綠色會議套餐

Full Day Conference Room Package 全日會議套餐

9:00am - 5:00pm

每位\$ **428** /up 起
per person
(Minimum 12 persons 最少十二位起)

Exclusive Privileges:

- Fresh Fruit Infused Water station served during meeting break
- "Go Green" themed Coffee Break
- Supply of recycled notepads and pencils
- Recycle bins available in meeting rooms
- Complimentary use of standard audio and visual equipment
- Special price to use of Wi-fi service

Half Day Conference Room Package 半日會議套餐

9:00am - 1:00pm OR 1:00pm - 5:00pm

每位\$ **348** /up 起
per person
(Minimum 12 persons 最少十二位起)

尊享禮遇:

- 於會議期間享用鮮果維他命水
- 享用「Go Green」主題會議休息茶歇
- 提供環保再造紙筆記本及鉛筆
- 會議場地設置環保回收箱
- 免費使用基本會議影音設備
- 優惠價享用無線寬頻上網服務



Reduce paper consumption through application of **Regal MICE App**
利用**REGAL MICE**手機應用程式以減少使用紙張

Regal MICE App can now be downloaded for free from App Store and Google Play Store
Regal MICE 應用程式現可於 App Store 及 Google Play Store 免費下載



Prices stated are in Hong Kong dollars and subject to 10% service charge 價目以港幣計算及另收加一服務費

Prices may change without prior notice 價格如有更改，恕不另行通知
In case of any disputes, the decision of Regal Riverside Hotel is final and conclusive.
如有任何爭議，麗豪酒店保留一切最終決定權

REGAL
RIVERSIDE HOTEL
SHA TIN - HONG KONG
麗豪酒店

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香港沙田大涌橋路34-36號



Be Eco-friendly. Go for Green Meeting



For booking by
30 September 2022 with
20 guest rooms and
paid meeting package
or above, below special
privileges will be offered:
• 1 free meeting package for
every 20 meeting participants
• 1 complimentary room night for
every 20 room nights booked
• Free 2 hours beverage package
for paid Gala Dinner of
20 participants or
above at function rooms

Half Day Package (without luncheon) at HK\$420 per person

- Function room rental from 9:00am to 1:00pm or 1:00pm to 5:00pm
- Coffee and tea to be served throughout the meeting
- One Green themed break
- Green meeting set up

Half Day Green Meeting Package (with luncheon) at HK\$620 per person

- Function room rental from 9:00am to 1:00pm or 1:00pm to 5:00pm
- Coffee and tea to be served throughout the meeting
- One Green themed break
- Western set lunch at Mezzo[®] / Chinese set lunch at Regal Court /
Semi-buffet lunch at Café Allegro / Bento box lunch at conference room[®]
- Green meeting set up

Full Day Green Meeting Package at HK\$720 per person

- Function room rental from 9:00am to 5:00pm
- Coffee and tea to be served throughout the meeting
- One morning coffee break with 2 assorted refreshments
- One afternoon Green themed break
- Western set lunch at Mezzo[®] / Chinese set lunch at Regal Court / Semi-buffet lunch at Café Allegro /
Bento box lunch at conference room[®]
- Green meeting set up

Green meeting set up includes:

- Infused water and candies
- Recycle bins at meeting room foyer
- Recycled pencils and note pads station
- Complimentary use of Regal MICE App for meeting organizers and participants
- Multi-touch 4K interactive whiteboard / whiteboard with non-toxic markers
- A set of LCD projector with screen
- Standard audio / visual equipment
- Wired / wireless microphones
- Wi-Fi internet access for one device per person (12 hours per day)

Value-added alternatives:

- Extra HK\$50 per person to use private room for meeting luncheon (subject to hotel's availability)

[®] Bento lunch box (maximum 20 persons and on first come-first served basis)
[®] Maximum capacity: 80 persons for Mezzo

Terms & Conditions:

• Offer is valid for meetings held by 31 December 2022 • Minimum charge applies. Minimum guaranteed 10 persons per day is required for the above meeting packages • Offer is not applicable to any confirmed bookings • Prices are subject to 10% service charge • Offer cannot be used in conjunction with other discounts or promotional offers • Terms and conditions with blackout dates will be applied • Offer is subject to change without prior notice • In case of any dispute, the decision of Regal Kowloon Hotel is final and conclusive

REGAL
KOWLOON HOTEL
TSIMSHATSUI - HONG KONG

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Website: kowloon.regalhotel.com
Email: meet@kowloon.regalhotel.com







Impact of Covid-19

Restriction of social distancing

- Government implements the social distancing measures and group gatherings of more than a certain number of persons are prohibited
- No / limited flight to HK, oversea events may be held in their own countries or be conducted via zoom instead
- Quarantine for inbound travellers is required

Impact of Covid-19

Unpredictable Pandemic

- Negative impact on economy worldwide
- Spread of Covid-19 as there is no mitigation or suppression measures in place, these suppression measures are not sustainable and have to stop at some point to ensure viability of the economies
- Lifting the restrictions

The Hong Kong Tourism Board (HKTb) has launched the “Hong Kong Convention Ambassador” program

Event	Event Date
Global Chinese Breast Cancer Organisations Alliance Conference 2021	Q3/4 2021
23 rd International Conference of Racing Analysts and Veterinarians 2021	Q4 2021
Greater Bay Area Artificial Intelligence Congress 2021	Q4 2021
15 th Asia Pacific Congress of Endoscopic and Laparoscopic Surgeons of Asia (ELSA 2021)	Q4 2021
Asian Conference on Emergency Medicine 2021	Q4 2021
Hong Kong International Dental Expo and Symposium 2021	Q4 2021
International Airline Transport Association (IATA) World Cargo Symposium 2022	Q1 2022
World Confederation for Physical Therapy Asia Western Pacific Regional Congress 2022	Q2 2022
Asia Pacific League of Associations for Rheumatology (APLAR) 2022	Q3 2022
Royal College of Obstetrics and Gynaecology Congress 2023	2023
The Congress of Asian Society of Cardiovascular Imaging (ASCI) 2023	Q2/3 2023
The Congress of the Asian Society of Transplantation (CAST) 2023	Q3 2023