

Impact of COVID 19 on MICE

When we hear about Indian weddings the first thing that strikes in our mind are multiple ceremony and large gatherings but the new normal of wedding totally changed it with small size gathering.

• Vedika Sharma

No doubt the hospitality industry is facing many challenges to run hotels in a sustainable way due to COVID 19. Hospitality businesses are expected to make important changes to their operations in the COVID-19 business environment in order to ensure employee's and customer's health and safety and enhance customer's willingness to patronize their business. By keeping MICE and New Normal of Wedding in mind T3FS comes up with the view of the experts about how COVID 19 affect the MICE business and what they are expecting from the government of India to support them in such crises.



Atul Upadhyay, Vice President Operations, Pride Hotels Ltd

In the 'New Normal' era, it is expected that the Indian domestic market will play a major role in the revival of hospitality sector. And MICE will help boost the demand in the sector by generating revenues. However, the wedding industry in this era will

have a positive impact on the MICE Business. With social distancing becoming a way of life, weddings will be intimate; they will masterfully follow hygiene measures and try to ensure maximum contactless services.

However, cleanliness and hygiene have always been the top priority for the hospitality industry. So in the concept of the newly introduced normal cleanliness protocols are being proactively used by the industry. To meet the safety demands and standards our hotel venues are equipped with all the necessary requirements as per Covid19 protocols. A strict sanitization of people and materials involved in the ceremony will ensure that the function will proceed perfectly.

People attending events and weddings will also need to be prepared for thermal scanning and other safety measures.

The measures, that we want the government to take includes conserving cash flow, GST withholding and compulsory directive to be given to the banks to extend principal & interest payment for 2 quarters. Also, if some tax credits for payments and some waivers on property taxes can be lifted then this will help in reviving the industry.

