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German MICE Industry Goes Green

The German Best Western hotels decided to reopen its MICE industry study which is conducted to find out the current trends in meeting & conference bookings and etc. In addition to that, the MICE study also aims to learn the key indicators on how companies select hotel companies and how the trend has been for the past few years.
The survey covered small, medium and large corporations who have experienced booking with Best Western. In total, 250 companies-participants were surveyed. Each company had a representative and presented the factors regarding business hotels called the MICE segment. Also acquired data were compared with the previous year research.

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