

A Study of MICE Attendees' Lodging Choice Factor: an Empirical Case of
2013 Taipei International Cycle Show

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Abstract

MICE—meetings, incentives, conventions, and exhibitions—directly benefit the local economy with increases in revenue and job opportunities. In MICE-related industries, hotels act as indicators of overall development of the tourism industries. Nine factors that affecting attendees' lodging choices and actual decisions about lodging products during an exhibition included corporate images, lodging prices, service quality, facilities, lodging environment, internal management, services of food and beverage, surroundings, and benefit seeking. This research was conducted through assessment of the questionnaires and 333 copies out of the 500 questionnaires distributed in the present study were valid. The results indicated that facilities, lodging environment, and lodging prices had positive effects, directly or indirectly, on attendees' lodging choices. Among the nine constructs, benefit seeking was the most direct and influential one that affected consumption behaviors. In addition, the results revealed that improving “service quality” best contributed to enhanced corporate images, and that “facilities” and “internal management” affected “service quality” the most. Since attendees' choices of lodging products are different from tourists, this study aims to help lodging operators better understand attendees' chief considerations to lodging choices and actual decisions during the exhibition.

Keyword : MICE Industry, Lodging Choice Factor, Benefit seeking