

## Conference Tourism

**Meetings, incentives, conferences, and exhibitions, or Meetings, Incentives, Conferences, and Events (MICE) is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose.**

In Tanzania, there is a number of International Conference Centers.

### **Arusha International Conference Centre (AICC)**

The Arusha International Conference Centre (AICC) lies in the heart of Arusha city, half-way between Cape Town and Cairo, only a stone's throw away from Africa's greatest Mountain, Mt. Kilimanjaro and the safari-gateway to the astounding wildlife of Ngorongoro Crater, the Serengeti, Tarangire and Lake Manyara National Parks. The Centre has a total of ten (10) meeting rooms with a seating capacity from 10 in the break-out rooms to 1,350 delegates in the main auditorium. In addition, the Centre has reserved rooms for receiving VIPs and other distinguished dignitaries. All major rooms are fitted with modern conference equipment such as Simultaneous Interpretation Systems (SIS), multimedia (LCD) projectors and other audio-visuals. The average total occupancy for all the meeting rooms when in use is about 2,500 delegates. The Centre hosts an average of 100 meetings each year with a total average number of 11,000 conference delegates per year, thus contributing immensely to the socio-economic development of the City and the country at large.

### *More information* **The Julius Nyerere International Convention Centre (JNICC)**

The Julius Nyerere International Convention Centre, a branch of the Arusha International Conference Centre is purpose built Convention Centre in Dar es salaam City a major gateway to the world renowned "southern tourist circuit", the "coastal tourist circuit" and Zanzibar in Tanzania, with sophisticated audio-video, communication and Information technology.