

Global Meetings and Events Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Meetings, refers to any kind of occasion where multiple people come together with a particular interest in mind/ uncommon, often for business. Events refers to any planned public or social occasion. Examples of such are range from Weddings, Company Parties, Graduation Celebrations etc. The most popular meetings and events include conference & exhibition, corporate events & seminars, promotion & fundraising, music & art performance, sports, festival, trade shows, and product launch. The purpose for staging an event can be increase in business profitability, celebratory, entertainment, and community causes among others. The key stakeholders within the events market are corporate organizations, public organizations & NGOs, and similar others.

This report provides a deep insight into the global Meetings and Events market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Meetings and Events Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Meetings and Events market in any manner.

Global Meetings and Events Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

The Freeman Company

Informa (UBM)

RELX Group

BCD Meetings & Events

Live Nation

Anschutz Entertainment Group

Cvent Inc

ATPI Ltd

CWT Meetings & Events

Production Resource Group

Clarion Events Ltd

Capita plc

Emerald Expositions Events Inc. (EEX)

Fiera Milano SpA

Hyve Group plc

Cievents

Tarsus Group

Questex LLC

Global Sources

Meorient

Market Segmentation (by Type)

Corporate

Entertainment

Sports

Education

Others

Market Segmentation (by Application)

Corporate Organizations

Public Organizations & NGOs

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Meetings and Events Market

Overview of the regional outlook of the Meetings and Events Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Meetings and Events Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail,

including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Meetings and Events

1.2 Key Market Segments

1.2.1 Meetings and Events Segment by Type

1.2.2 Meetings and Events Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 MEETINGS AND EVENTS MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MEETINGS AND EVENTS MARKET COMPETITIVE LANDSCAPE

3.1 Global Meetings and Events Revenue Market Share by Company (2019-2024)

3.2 Meetings and Events Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Meetings and Events Market Size Sites, Area Served, Product Type

3.4 Meetings and Events Market Competitive Situation and Trends

3.4.1 Meetings and Events Market Concentration Rate

3.4.2 Global 5 and 10 Largest Meetings and Events Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 MEETINGS AND EVENTS VALUE CHAIN ANALYSIS

4.1 Meetings and Events Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MEETINGS AND EVENTS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 Mergers & Acquisitions
 - 5.5.2 Expansions
 - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 MEETINGS AND EVENTS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Meetings and Events Market Size Market Share by Type (2019-2024)
- 6.3 Global Meetings and Events Market Size Growth Rate by Type (2019-2024)

7 MEETINGS AND EVENTS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Meetings and Events Market Size (M USD) by Application (2019-2024)
- 7.3 Global Meetings and Events Market Size Growth Rate by Application (2019-2024)

8 MEETINGS AND EVENTS MARKET SEGMENTATION BY REGION

- 8.1 Global Meetings and Events Market Size by Region
 - 8.1.1 Global Meetings and Events Market Size by Region
 - 8.1.2 Global Meetings and Events Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Meetings and Events Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Meetings and Events Market Size by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Meetings and Events Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Meetings and Events Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Meetings and Events Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 The Freeman Company

9.1.1 The Freeman Company Meetings and Events Basic Information

9.1.2 The Freeman Company Meetings and Events Product Overview

9.1.3 The Freeman Company Meetings and Events Product Market Performance

9.1.4 The Freeman Company Meetings and Events SWOT Analysis

9.1.5 The Freeman Company Business Overview

9.1.6 The Freeman Company Recent Developments

9.2 Informa (UBM)

9.2.1 Informa (UBM) Meetings and Events Basic Information

9.2.2 Informa (UBM) Meetings and Events Product Overview

9.2.3 Informa (UBM) Meetings and Events Product Market Performance

9.2.4 Informa (UBM) Meetings and Events SWOT Analysis

9.2.5 Informa (UBM) Business Overview

9.2.6 Informa (UBM) Recent Developments

9.3 RELX Group

9.3.1 RELX Group Meetings and Events Basic Information

9.3.2 RELX Group Meetings and Events Product Overview

- 9.3.3 RELX Group Meetings and Events Product Market Performance
- 9.3.4 RELX Group Meetings and Events SWOT Analysis
- 9.3.5 RELX Group Business Overview
- 9.3.6 RELX Group Recent Developments
- 9.4 BCD Meetings and Events
 - 9.4.1 BCD Meetings and Events Meetings and Events Basic Information
 - 9.4.2 BCD Meetings and Events Meetings and Events Product Overview
 - 9.4.3 BCD Meetings and Events Meetings and Events Product Market Performance
 - 9.4.4 BCD Meetings and Events Business Overview
 - 9.4.5 BCD Meetings and Events Recent Developments
- 9.5 Live Nation
 - 9.5.1 Live Nation Meetings and Events Basic Information
 - 9.5.2 Live Nation Meetings and Events Product Overview
 - 9.5.3 Live Nation Meetings and Events Product Market Performance
 - 9.5.4 Live Nation Business Overview
 - 9.5.5 Live Nation Recent Developments
- 9.6 Anschutz Entertainment Group
 - 9.6.1 Anschutz Entertainment Group Meetings and Events Basic Information
 - 9.6.2 Anschutz Entertainment Group Meetings and Events Product Overview
 - 9.6.3 Anschutz Entertainment Group Meetings and Events Product Market Performance
 - 9.6.4 Anschutz Entertainment Group Business Overview
 - 9.6.5 Anschutz Entertainment Group Recent Developments
- 9.7 Cvent Inc
 - 9.7.1 Cvent Inc Meetings and Events Basic Information
 - 9.7.2 Cvent Inc Meetings and Events Product Overview
 - 9.7.3 Cvent Inc Meetings and Events Product Market Performance
 - 9.7.4 Cvent Inc Business Overview
 - 9.7.5 Cvent Inc Recent Developments
- 9.8 ATPI Ltd
 - 9.8.1 ATPI Ltd Meetings and Events Basic Information
 - 9.8.2 ATPI Ltd Meetings and Events Product Overview
 - 9.8.3 ATPI Ltd Meetings and Events Product Market Performance
 - 9.8.4 ATPI Ltd Business Overview
 - 9.8.5 ATPI Ltd Recent Developments
- 9.9 CWT Meetings and Events
 - 9.9.1 CWT Meetings and Events Meetings and Events Basic Information
 - 9.9.2 CWT Meetings and Events Meetings and Events Product Overview
 - 9.9.3 CWT Meetings and Events Meetings and Events Product Market Performance

- 9.9.4 CWT Meetings and Events Business Overview
- 9.9.5 CWT Meetings and Events Recent Developments
- 9.10 Production Resource Group
 - 9.10.1 Production Resource Group Meetings and Events Basic Information
 - 9.10.2 Production Resource Group Meetings and Events Product Overview
 - 9.10.3 Production Resource Group Meetings and Events Product Market Performance
 - 9.10.4 Production Resource Group Business Overview
 - 9.10.5 Production Resource Group Recent Developments
- 9.11 Clarion Events Ltd
 - 9.11.1 Clarion Events Ltd Meetings and Events Basic Information
 - 9.11.2 Clarion Events Ltd Meetings and Events Product Overview
 - 9.11.3 Clarion Events Ltd Meetings and Events Product Market Performance
 - 9.11.4 Clarion Events Ltd Business Overview
 - 9.11.5 Clarion Events Ltd Recent Developments
- 9.12 Capita plc
 - 9.12.1 Capita plc Meetings and Events Basic Information
 - 9.12.2 Capita plc Meetings and Events Product Overview
 - 9.12.3 Capita plc Meetings and Events Product Market Performance
 - 9.12.4 Capita plc Business Overview
 - 9.12.5 Capita plc Recent Developments
- 9.13 Emerald Expositions Events Inc. (EEX)
 - 9.13.1 Emerald Expositions Events Inc. (EEX) Meetings and Events Basic Information
 - 9.13.2 Emerald Expositions Events Inc. (EEX) Meetings and Events Product Overview
 - 9.13.3 Emerald Expositions Events Inc. (EEX) Meetings and Events Product Market Performance
 - 9.13.4 Emerald Expositions Events Inc. (EEX) Business Overview
 - 9.13.5 Emerald Expositions Events Inc. (EEX) Recent Developments
- 9.14 Fiera Milano SpA
 - 9.14.1 Fiera Milano SpA Meetings and Events Basic Information
 - 9.14.2 Fiera Milano SpA Meetings and Events Product Overview
 - 9.14.3 Fiera Milano SpA Meetings and Events Product Market Performance
 - 9.14.4 Fiera Milano SpA Business Overview
 - 9.14.5 Fiera Milano SpA Recent Developments
- 9.15 Hyve Group plc
 - 9.15.1 Hyve Group plc Meetings and Events Basic Information
 - 9.15.2 Hyve Group plc Meetings and Events Product Overview
 - 9.15.3 Hyve Group plc Meetings and Events Product Market Performance
 - 9.15.4 Hyve Group plc Business Overview
 - 9.15.5 Hyve Group plc Recent Developments

9.16 Cievents

- 9.16.1 Cievents Meetings and Events Basic Information
- 9.16.2 Cievents Meetings and Events Product Overview
- 9.16.3 Cievents Meetings and Events Product Market Performance
- 9.16.4 Cievents Business Overview
- 9.16.5 Cievents Recent Developments

9.17 Tarsus Group

- 9.17.1 Tarsus Group Meetings and Events Basic Information
- 9.17.2 Tarsus Group Meetings and Events Product Overview
- 9.17.3 Tarsus Group Meetings and Events Product Market Performance
- 9.17.4 Tarsus Group Business Overview
- 9.17.5 Tarsus Group Recent Developments

9.18 Questex LLC

- 9.18.1 Questex LLC Meetings and Events Basic Information
- 9.18.2 Questex LLC Meetings and Events Product Overview
- 9.18.3 Questex LLC Meetings and Events Product Market Performance
- 9.18.4 Questex LLC Business Overview
- 9.18.5 Questex LLC Recent Developments

9.19 Global Sources

- 9.19.1 Global Sources Meetings and Events Basic Information
- 9.19.2 Global Sources Meetings and Events Product Overview
- 9.19.3 Global Sources Meetings and Events Product Market Performance
- 9.19.4 Global Sources Business Overview
- 9.19.5 Global Sources Recent Developments

9.20 Meorient

- 9.20.1 Meorient Meetings and Events Basic Information
- 9.20.2 Meorient Meetings and Events Product Overview
- 9.20.3 Meorient Meetings and Events Product Market Performance
- 9.20.4 Meorient Business Overview
- 9.20.5 Meorient Recent Developments

10 MEETINGS AND EVENTS REGIONAL MARKET FORECAST

10.1 Global Meetings and Events Market Size Forecast

10.2 Global Meetings and Events Market Forecast by Region

- 10.2.1 North America Market Size Forecast by Country
- 10.2.2 Europe Meetings and Events Market Size Forecast by Country
- 10.2.3 Asia Pacific Meetings and Events Market Size Forecast by Region
- 10.2.4 South America Meetings and Events Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Meetings and Events by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

11.1 Global Meetings and Events Market Forecast by Type (2025-2030)

11.2 Global Meetings and Events Market Forecast by Application (2025-2030)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Meetings and Events Market Size Comparison by Region (M USD)

Table 5. Global Meetings and Events Revenue (M USD) by Company (2019-2024)

Table 6. Global Meetings and Events Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Meetings and Events as of 2022)

Table 8. Company Meetings and Events Market Size Sites and Area Served

Table 9. Company Meetings and Events Product Type

Table 10. Global Meetings and Events Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Meetings and Events

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Meetings and Events Market Challenges

Table 18. Global Meetings and Events Market Size by Type (M USD)

Table 19. Global Meetings and Events Market Size (M USD) by Type (2019-2024)

Table 20. Global Meetings and Events Market Size Share by Type (2019-2024)

Table 21. Global Meetings and Events Market Size Growth Rate by Type (2019-2024)

Table 22. Global Meetings and Events Market Size by Application

Table 23. Global Meetings and Events Market Size by Application (2019-2024) & (M USD)

Table 24. Global Meetings and Events Market Share by Application (2019-2024)

Table 25. Global Meetings and Events Market Size Growth Rate by Application (2019-2024)

Table 26. Global Meetings and Events Market Size by Region (2019-2024) & (M USD)

Table 27. Global Meetings and Events Market Size Market Share by Region (2019-2024)

Table 28. North America Meetings and Events Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Meetings and Events Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Meetings and Events Market Size by Region (2019-2024) & (M USD)

Table 31. South America Meetings and Events Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Meetings and Events Market Size by Region (2019-2024) & (M USD)

Table 33. The Freeman Company Meetings and Events Basic Information

Table 34. The Freeman Company Meetings and Events Product Overview

Table 35. The Freeman Company Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 36. The Freeman Company Meetings and Events SWOT Analysis

Table 37. The Freeman Company Business Overview

Table 38. The Freeman Company Recent Developments

Table 39. Informa (UBM) Meetings and Events Basic Information

Table 40. Informa (UBM) Meetings and Events Product Overview

Table 41. Informa (UBM) Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Informa (UBM) Meetings and Events SWOT Analysis

Table 43. Informa (UBM) Business Overview

Table 44. Informa (UBM) Recent Developments

Table 45. RELX Group Meetings and Events Basic Information

Table 46. RELX Group Meetings and Events Product Overview

Table 47. RELX Group Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 48. RELX Group Meetings and Events SWOT Analysis

Table 49. RELX Group Business Overview

Table 50. RELX Group Recent Developments

Table 51. BCD Meetings and Events Meetings and Events Basic Information

Table 52. BCD Meetings and Events Meetings and Events Product Overview

Table 53. BCD Meetings and Events Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 54. BCD Meetings and Events Business Overview

Table 55. BCD Meetings and Events Recent Developments

Table 56. Live Nation Meetings and Events Basic Information

Table 57. Live Nation Meetings and Events Product Overview

Table 58. Live Nation Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Live Nation Business Overview

Table 60. Live Nation Recent Developments

Table 61. Anschutz Entertainment Group Meetings and Events Basic Information

Table 62. Anschutz Entertainment Group Meetings and Events Product Overview

Table 63. Anschutz Entertainment Group Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Anschutz Entertainment Group Business Overview

Table 65. Anschutz Entertainment Group Recent Developments

Table 66. Cvent Inc Meetings and Events Basic Information

Table 67. Cvent Inc Meetings and Events Product Overview

Table 68. Cvent Inc Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Cvent Inc Business Overview

Table 70. Cvent Inc Recent Developments

Table 71. ATPI Ltd Meetings and Events Basic Information

Table 72. ATPI Ltd Meetings and Events Product Overview

Table 73. ATPI Ltd Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 74. ATPI Ltd Business Overview

Table 75. ATPI Ltd Recent Developments

Table 76. CWT Meetings and Events Meetings and Events Basic Information

Table 77. CWT Meetings and Events Meetings and Events Product Overview

Table 78. CWT Meetings and Events Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 79. CWT Meetings and Events Business Overview

Table 80. CWT Meetings and Events Recent Developments

Table 81. Production Resource Group Meetings and Events Basic Information

Table 82. Production Resource Group Meetings and Events Product Overview

Table 83. Production Resource Group Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 84. Production Resource Group Business Overview

Table 85. Production Resource Group Recent Developments

Table 86. Clarion Events Ltd Meetings and Events Basic Information

Table 87. Clarion Events Ltd Meetings and Events Product Overview

Table 88. Clarion Events Ltd Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 89. Clarion Events Ltd Business Overview

Table 90. Clarion Events Ltd Recent Developments

Table 91. Capita plc Meetings and Events Basic Information

Table 92. Capita plc Meetings and Events Product Overview

Table 93. Capita plc Meetings and Events Revenue (M USD) and Gross Margin

(2019-2024)

Table 94. Capita plc Business Overview

Table 95. Capita plc Recent Developments

Table 96. Emerald Expositions Events Inc. (EEX) Meetings and Events Basic Information

Table 97. Emerald Expositions Events Inc. (EEX) Meetings and Events Product Overview

Table 98. Emerald Expositions Events Inc. (EEX) Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 99. Emerald Expositions Events Inc. (EEX) Business Overview

Table 100. Emerald Expositions Events Inc. (EEX) Recent Developments

Table 101. Fiera Milano SpA Meetings and Events Basic Information

Table 102. Fiera Milano SpA Meetings and Events Product Overview

Table 103. Fiera Milano SpA Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 104. Fiera Milano SpA Business Overview

Table 105. Fiera Milano SpA Recent Developments

Table 106. Hyve Group plc Meetings and Events Basic Information

Table 107. Hyve Group plc Meetings and Events Product Overview

Table 108. Hyve Group plc Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 109. Hyve Group plc Business Overview

Table 110. Hyve Group plc Recent Developments

Table 111. Cievents Meetings and Events Basic Information

Table 112. Cievents Meetings and Events Product Overview

Table 113. Cievents Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 114. Cievents Business Overview

Table 115. Cievents Recent Developments

Table 116. Tarsus Group Meetings and Events Basic Information

Table 117. Tarsus Group Meetings and Events Product Overview

Table 118. Tarsus Group Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 119. Tarsus Group Business Overview

Table 120. Tarsus Group Recent Developments

Table 121. Questex LLC Meetings and Events Basic Information

Table 122. Questex LLC Meetings and Events Product Overview

Table 123. Questex LLC Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 124. Questex LLC Business Overview

Table 125. Questex LLC Recent Developments

Table 126. Global Sources Meetings and Events Basic Information

Table 127. Global Sources Meetings and Events Product Overview

Table 128. Global Sources Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 129. Global Sources Business Overview

Table 130. Global Sources Recent Developments

Table 131. Meorient Meetings and Events Basic Information

Table 132. Meorient Meetings and Events Product Overview

Table 133. Meorient Meetings and Events Revenue (M USD) and Gross Margin (2019-2024)

Table 134. Meorient Business Overview

Table 135. Meorient Recent Developments

Table 136. Global Meetings and Events Market Size Forecast by Region (2025-2030) & (M USD)

Table 137. North America Meetings and Events Market Size Forecast by Country (2025-2030) & (M USD)

Table 138. Europe Meetings and Events Market Size Forecast by Country (2025-2030) & (M USD)

Table 139. Asia Pacific Meetings and Events Market Size Forecast by Region (2025-2030) & (M USD)

Table 140. South America Meetings and Events Market Size Forecast by Country (2025-2030) & (M USD)

Table 141. Middle East and Africa Meetings and Events Market Size Forecast by Country (2025-2030) & (M USD)

Table 142. Global Meetings and Events Market Size Forecast by Type (2025-2030) & (M USD)

Table 143. Global Meetings and Events Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of Meetings and Events

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Meetings and Events Market Size (M USD), 2019-2030

Figure 5. Global Meetings and Events Market Size (M USD) (2019-2030)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Meetings and Events Market Size by Country (M USD)

Figure 10. Global Meetings and Events Revenue Share by Company in 2023

Figure 11. Meetings and Events Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Meetings and Events Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Meetings and Events Market Share by Type

Figure 15. Market Size Share of Meetings and Events by Type (2019-2024)

Figure 16. Market Size Market Share of Meetings and Events by Type in 2022

Figure 17. Global Meetings and Events Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Meetings and Events Market Share by Application

Figure 20. Global Meetings and Events Market Share by Application (2019-2024)

Figure 21. Global Meetings and Events Market Share by Application in 2022

Figure 22. Global Meetings and Events Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Meetings and Events Market Size Market Share by Region (2019-2024)

Figure 24. North America Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Meetings and Events Market Size Market Share by Country in 2023

Figure 26. U.S. Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Meetings and Events Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Meetings and Events Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Meetings and Events Market Size Market Share by Country in 2023

Figure 31. Germany Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Meetings and Events Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Meetings and Events Market Size Market Share by Region in 2023

Figure 38. China Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Meetings and Events Market Size and Growth Rate (M USD)

Figure 44. South America Meetings and Events Market Size Market Share by Country in 2023

Figure 45. Brazil Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Meetings and Events Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Meetings and Events Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Meetings and Events Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Meetings and Events Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Meetings and Events Market Share Forecast by Type (2025-2030)

Figure 57. Global Meetings and Events Market Share Forecast by Application (2025-2030)

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