

# **Global Meetings, Incentives, Conferences and Exhibitions (MICE)? Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Meetings, incentives, conventions, and exhibitions or MICE represents a sector of tourism that includes business events and activities. Travelers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travelers. These business travelers are connected to different sectors of the tourism and hospitality industry through their MICE activities. In general, MICE events are events and activities that involve attendees who share a common interest and gather in a place. The place for the gathering needs to be a venue arranged beforehand. The venue will provide space and facilities necessary to satisfy the needs of those who attend the gathering.

### **SCOPE OF THE REPORT:**

Asia-Pacific is expected to be the fastest growing segment during the forecast period, owing to the rapid growth in the business travel sector in recent decades. Furthermore, economic growth, regional cooperation, intellectual development, and high penetration of internet & technology in the densely populated countries are expected to boost the market growth in the region. Penetration of IoT supports both travelers and travel operators in managing different operations related to business travel such as planning, booking, and being updated with the current status of their travel program.

The global Meetings, Incentives, Conferences and Exhibitions (MICE) market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Meetings, Incentives, Conferences and Exhibitions (MICE) .

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Meetings, Incentives, Conferences and Exhibitions (MICE) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Meetings, Incentives, Conferences and Exhibitions (MICE) market by product type and applications/end industries.

Market Segment by Companies, this report covers

Questex

CWT Meetings & Events

IBTM Events

BCD Meetings and Events

Capital Travel and Events

CiEvents

Conference Care

The Freeman

ATPI

Interpublic Group of Companies

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Meetings

Incentives

Conventions

Exhibitions

Market Segment by Applications, can be divided into

Academic Field

Business Field

Political Field

Others

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