

Global MICE Tourism Service Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global MICE Tourism Service market size was valued at US\$ 5076 million in 2025 and is forecast to a readjusted size of US\$ 8762 million by 2032 with a CAGR of 8.2% during review period.

MICE Tourism Service is a comprehensive, destination-integrated tourism and event solution tailored for MICE (Meetings, Incentives, Conferences, Exhibitions) activities, combining specialized MICE event logistics with destination tourism services. It goes beyond pure travel/transport coordination (MICE Travel Service) to integrate on-site event support, local cultural/leisure experiences, and destination resource optimization for MICE groups, with the core goal of enhancing attendee experience, aligning MICE objectives with destination strengths, and driving economic value for the host destination.

As a core segment of business tourism, MICE Tourism Service is a cross-disciplinary solution that unites event management, travel logistics, and destination tourism. It is provided by specialized MICE tourism agencies, destination management companies (DMCs), or full-service event firms with local destination expertise, and caters to corporate, industry, and institutional clients hosting MICE events in domestic or international destinations—from small executive meetings to large-scale international exhibitions. Unlike MICE Travel Service (focused only on travel-related logistics), MICE Tourism Service owns the entire MICE experience lifecycle at a destination, from pre-event destination selection to post-event leisure tourism extensions for attendees.

This report is a detailed and comprehensive analysis for global MICE Tourism Service market. Both quantitative and qualitative analyses are presented by company, by region

& country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global MICE Tourism Service market size and forecasts, in consumption value (\$ Million), 2021-2032

Global MICE Tourism Service market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global MICE Tourism Service market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global MICE Tourism Service market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for MICE Tourism Service

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global MICE Tourism Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Cashel Travel, InEvent, Viktor, Cvent, Ideal Travel Asia, Kintetsu, Protravel, Tourismtiger, Boutique Holland, Cathay Pacific, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

MICE Tourism Service market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts

for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Meetings (Board/Client/Team)

Incentives (Corporate Incentive Trips)

Conferences (Industry/Corporate)

Exhibitions (Trade Shows/Expos)

Market segment by Core Service Scope

Destination & MICE Event Planning

MICE Travel & On-Site Logistics

Destination Tourism & Experience Design

Market segment by Application

Bulk groups (10+ attendees)

Individual/Family/Small Groups (1–10)

Market segment by players, this report covers

Cashel Travel

InEvent

Viktor

Cvent

Ideal Travel Asia

Kintetsu

Protravel

Tourismtiger

Boutique Holland

Cathay Pacific

Executive Group Travel

JTB

Patterson Travel

Kenya Airways

Corporate Incentive Travel

Riya

Beijing Caesar International Travel Agency

China Tourism Group

CYTS Travel

Cievents

Market segment by regions, regional analysis covers
North America (United States, Canada and Mexico)
Europe (Germany, France, UK, Russia, Italy and Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe MICE Tourism Service product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of MICE Tourism Service, with revenue, gross margin, and global market share of MICE Tourism Service from 2021 to 2026.

Chapter 3, the MICE Tourism Service competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and MICE Tourism Service market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of MICE Tourism Service.

Chapter 13, to describe MICE Tourism Service research findings and conclusion.

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