

Global MICE Tourism Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global MICE Tourism Service market size is expected to reach \$ 8762 million by 2032, rising at a market growth of 8.2% CAGR during the forecast period (2026-2032).

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 studies the global MICE Tourism Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for MICE

Tourism Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of MICE Tourism Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global MICE Tourism Service total market, 2021-2032, (USD Million)

Global MICE Tourism Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: MICE Tourism Service total market, key domestic companies, and share, (USD Million)

Global MICE Tourism Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global MICE Tourism Service total market by Type, CAGR, 2021-2032, (USD Million)

Global MICE Tourism Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world MICE Tourism Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global MICE Tourism Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global MICE Tourism Service Market, Segmentation by Type:

Meetings (Board/Client/Team)

Incentives (Corporate Incentive Trips)

Conferences (Industry/Corporate)

Exhibitions (Trade Shows/Expos)

Global MICE Tourism Service Market, Segmentation by Core Service Scope:

Destination & MICE Event Planning

MICE Travel & On-Site Logistics

Destination Tourism & Experience Design

Global MICE Tourism Service Market, Segmentation by Application:

Bulk groups (10+ attendees)

Individual/Family/Small Groups (1–10)

Companies Profiled:

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

Key Questions Answered

1. How big is the global MICE Tourism Service market?
2. What is the demand of the global MICE Tourism Service market?
3. What is the year over year growth of the global MICE Tourism Service market?
4. What is the total value of the global MICE Tourism Service market?
5. Who are the Major Players in the global MICE Tourism Service market?
6. What are the growth factors driving the market demand?

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