

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

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Abstracts

The global MICE Travel 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 Travel Service is a specialized, end-to-end travel and event logistics solution tailored for MICE (Meetings, Incentives, Conferences, Exhibitions) activities—corporate, industry, or institutional gatherings that require organized, scalable, and customized travel, accommodation, and on-site support for groups of participants. It integrates travel management, event planning, and destination services, focusing on seamless coordination of all travel-related aspects of MICE events (from pre-event booking to post-event follow-up) to ensure the event's efficiency, professionalism, and attendee experience.

Distinct from regular leisure travel services (focused on individual/holiday travel) or basic corporate travel (for business trips), MICE Travel Service is designed for group-centric, event-aligned needs: it handles bulk travel arrangements, syncs with event timelines, and offers customizable solutions for large delegations (from tens to thousands of attendees), with a core focus on minimizing logistical disruptions and aligning travel services with the MICE event's objectives (e.g., a corporate incentive trip for top performers, an international industry conference, a large-scale trade exhibition).

MICE Travel Service is typically provided by specialized MICE travel agencies, full-service event management firms, or dedicated MICE divisions of major travel companies, and it is a core segment of the global business travel and event industry.

The MICE (Meetings, Incentives, Conferences, and Exhibitions) travel service market has been experiencing significant growth in recent years. This can be attributed to the

increasing globalization of businesses, growing corporate travel budgets, and the rising popularity of international events and conferences. The United States and Canada are the largest sales regions for MICE travel services. The region has a well-developed infrastructure, a large number of convention centers, and a high demand for corporate events and conferences. The MICE travel service market is highly competitive and fragmented. There are numerous players in the market, including travel agencies, event management companies, and destination management companies. However, a few large players dominate the market, especially in terms of handling major international events and conferences. These players have a strong network of suppliers, extensive industry knowledge, and the ability to offer comprehensive MICE travel solutions. The MICE travel service market is witnessing significant growth in emerging markets like China, India, and Southeast Asia. These markets offer immense opportunities for MICE travel service providers to tap into the growing demand for corporate events and conferences. The integration of technology in MICE travel services presents opportunities for innovation and improved customer experiences. Virtual and hybrid events, mobile apps for event management, and AI-powered chatbots for customer support are some examples of technology-driven opportunities in the market. The MICE travel service market has been severely impacted by the COVID-19 pandemic. Travel restrictions, event cancellations, and reduced corporate travel budgets have significantly affected the market's growth. Recovery will depend on the successful containment of the virus and the resumption of international travel. The MICE travel service market is facing increasing scrutiny regarding its environmental impact. The industry is under pressure to adopt sustainable practices, reduce carbon emissions, and promote responsible tourism. Meeting these expectations while maintaining profitability can be a challenge for MICE travel service providers.

This report studies the global MICE Travel Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for MICE Travel 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 Travel Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

This report profiles major players in the global MICE Travel 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 Travel 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 Travel Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global MICE Travel Service Market, Segmentation by Type:

Inbound Meetings

Incentives

Conferences

Exhibitions

Global MICE Travel Service Market, Segmentation by Service Scope:

Pre-Event Planning & Booking

On-Site Travel & Logistics Support

Post-Event Wrap-Up & Follow-Up

Global MICE Travel Service Market, Segmentation by Group Size:

Bulk groups (10+ attendees)

Individual/Family/Small Groups (1–10)

Global MICE Travel Service Market, Segmentation by Application:

Corporate Meetings

Association Meetings

Sports Events and Tournaments

Government and Non-Governmental Organization (NGO) Meetings

Other

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

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