

# **Middle East Event Management Market Size, Share & Trends Analysis Report By Event Type (MICE, Wedding, Social Events), By Service Type (Event planning & Coordination, Event Marketing & Promotion), By Delivery Mode, By Country, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

### Market Size & Trends

The Middle East event management market size was estimated at USD 34.47 billion in 2024 and is projected to reach USD 63.44 billion by 2033, growing at a CAGR of 7.1% from 2025 to 2033. The market is experiencing steady growth, driven primarily by the region's economic diversification strategies and increasing government investments in tourism and entertainment. Countries such as the UAE, Saudi Arabia, and Qatar are actively promoting themselves as global hubs for exhibitions, trade fairs, sports events, and cultural festivals. Large-scale projects such as Saudi Arabia's Vision 2030 and Dubai Expo 2020 (and its legacy impact) have significantly boosted the demand for professional event management services. Additionally, the rising disposable incomes of consumers, coupled with a growing interest in lifestyle, corporate, and social gatherings, have accelerated market development across both corporate and private segments.

Another key driver is the rapid expansion of the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector. The Middle East has positioned itself as a preferred business destination due to its world-class infrastructure, international connectivity, and strategic geographic location bridging Europe, Asia, and Africa. This has fueled an increase in corporate events, international summits, and large-scale exhibitions, generating consistent demand for advanced event planning, logistics, and

hospitality services. Furthermore, the surge in international tourism and mega sporting events such as the FIFA World Cup 2022 in Qatar highlights the region's growing prominence as a global events hotspot.

In the Middle East, with rising demand for immersive experiences, event organizers are incorporating technologies such as AR/VR, AI-driven engagement tools, and virtual platforms to cater to both physical and online audiences. In addition, sustainable event management practices are gaining traction as governments and corporations push for eco-friendly initiatives, opening space for green solutions in staging, waste management, and energy use. The increasing number of destination weddings and luxury social events also creates opportunities for niche service providers specializing in premium experiences.

Overall, the combination of government support, strong tourism inflows, business expansion, and technological innovation provides a fertile ground for event management companies to scale and diversify across the Middle East.

## Middle East Event Management Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Middle East event management market report by event types, service type, delivery mode, and country.

### Event Type Outlook (Revenue, USD Billion, 2021 - 2033)

MICE

Weddings

Social Events

Sports Events

Music & Entertainment Events

Art & Cultural Events

Political & Government Events

Festivals & Fairs

Service Type Outlook (Revenue, USD Billion, 2021 - 2033)

Event Planning & Coordination

Event Production & Technical Services

Event Marketing & Promotion

Venue Sourcing & Logistic Management

Registration, Ticketing, & Attendee Management

Others

Delivery Mode Outlook (Revenue, USD Billion, 2021 - 2033)

In-person

Virtual

Hybrid

Country Outlook (Revenue, USD Billion, 2021 - 2033)

UAE

Saudi Arabia

Qatar

Kuwait

Bahrain

**This report can be delivered to the clients within 3 Business Days**

*Middle East Event Management Market Size, Share & Trends Analysis Report By Event Type (MICE, Wedding, Social...*

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