

# Singapore Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market and Forecast

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## Abstracts

The MICE industry is essentially a service industry that also encompasses trade, transportation, finance, and travel. Countries are vying with each other to promote themselves as a hot MICE destination in order to garner a major piece of this new industry pie. Singapore is one of the top MICE destinations in Asia. Singapore offers an excellent range of state-of-the-art convention centres, exhibition halls, and meeting venues for MICE that suit a variety of needs and budgets. Singapore's MICE appeal lies in its stable and conducive business environment, financial strength and highly-skilled, multi-cultural workforce. These factors tend to attract international organizations to base their regional offices in the city. To further enhance Singapore's competitiveness as a MICE destination, STB has partnered industry players to create events of outstanding quality and interesting original content. Singapore MICE tourism industry has great potential for future development and growth.

In terms of tourist arrivals to Singapore, Malaysia, China and Indonesia are the leading source market for Singapore MICE tourism. India and Thailand captured XX% and XX% share of the Singapore MICE tourist arrivals respectively. While, South Korea and Hong Kong accounted for XX% and XX% share of the Singapore MICE tourist arrivals respectively in 2015. Australia, Taiwan, Vietnam, United States and Philippines are the other leading source market for Singapore MICE tourism.

iGATE Research report titled Singapore Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market and Forecast is a 106 Page report with 92 Figures and 3 Tables. This report has been analyzed from 3 viewpoints:

1. Singapore MICE Tourists Arrival and Forecast - Country Wise Analysis (2010 - 2021)
2. Singapore MICE Tourists Spending and Forecast - Country Wise Analysis (2010 -

2021)

### 3. Singapore MICE Tourism Market - Driving Factors and Challenges

#### Singapore MICE Tourists Arrival, Spending and Forecast - 22 Countries Covered

1. Indonesia
2. Malaysia
3. Philippines
4. Thailand
5. Vietnam
6. China
7. Taiwan
8. Hong Kong
9. South Korea
10. India
11. France
12. Germany
13. Italy
14. Netherlands
15. Switzerland
16. United Kingdom
17. Canada
18. United States
19. New Zealand
20. Australia
21. South Africa
22. Others

#### Data Sources

iGATE RESEARCH employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports. This report is built by using data and information sourced from Proprietary Information Database, Primary and Secondary Research Methodologies, and In house analysis by iGATE Research dedicated team of qualified professionals with deep industry experience and expertise.

#### Research Methodologies

Primary Research Methodologies: Questionnaires, Surveys, Interviews with Individuals, Small Groups, Telephonic Interview, etc.

Secondary Research Methodologies: Printable and Non-printable sources, Newspaper, Magazine and Journal Content, Government and NGO Statistics, white Papers, Information on the Web, Information from Agencies Such as Industry Bodies, Companies Annual Report, Government Agencies, Libraries and Local Councils and a large number of Paid Databases.

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