

Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Meetings, Incentives, Conferences and Exhibitions (MICE) market size was valued at US\$ 466460 million in 2023. With growing demand in downstream market, the Meetings, Incentives, Conferences and Exhibitions (MICE) is forecast to a readjusted size of US\$ 529070 million by 2030 with a CAGR of 1.8% during review period.

The research report highlights the growth potential of the global Meetings, Incentives, Conferences and Exhibitions (MICE) market. Meetings, Incentives, Conferences and Exhibitions (MICE) are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Meetings, Incentives, Conferences and Exhibitions (MICE). Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Meetings, Incentives, Conferences and Exhibitions (MICE) market.

Meetings, incentives, conventions, and exhibitions or MICE represents a sector of tourism that includes business events and activities. Travelers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travelers. These business travelers are connected to different sectors of the tourism and hospitality industry through their MICE activities. In general, MICE events are events and activities that involve attendees who share a common interest and gather in a place. The place for the gathering needs to be a venue arranged beforehand. The venue will provide

space and facilities necessary to satisfy the needs of those who attend the gathering.

In 2022, the gradual relaxation of epidemic prevention and control measures around the world will have a positive impact on the rapid recovery of the tourism industry. According to data from the World Tourism Organization, the number of global travelers exceeded 900 million in 2022, a two-fold increase compared to 2021. In 2022, international tourism revenue returned to the US\$ 1 trillion, a real increase of 50% compared with 2021. According to data from the Ministry of Culture and Tourism of China, in 2022, the total number of domestic tourists was ? 2.53 billion, and the domestic tourism revenue (total tourism consumption) was ? 2 trillion.

Key Features:

The report on Meetings, Incentives, Conferences and Exhibitions (MICE) market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Meetings, Incentives, Conferences and Exhibitions (MICE) market. It may include historical data, market segmentation by Type (e.g., Meetings, Incentives), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Meetings, Incentives, Conferences and Exhibitions (MICE) market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Meetings, Incentives, Conferences and Exhibitions (MICE) market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Meetings, Incentives, Conferences and Exhibitions (MICE) industry. This include advancements in Meetings, Incentives, Conferences and Exhibitions (MICE) technology, Meetings, Incentives, Conferences and Exhibitions (MICE) new entrants, Meetings, Incentives, Conferences and Exhibitions (MICE) new investment, and other innovations that are shaping the future of Meetings, Incentives,

Conferences and Exhibitions (MICE).

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Meetings, Incentives, Conferences and Exhibitions (MICE) market. It includes factors influencing customer ' purchasing decisions, preferences for Meetings, Incentives, Conferences and Exhibitions (MICE) product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Meetings, Incentives, Conferences and Exhibitions (MICE) market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Meetings, Incentives, Conferences and Exhibitions (MICE) market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Meetings, Incentives, Conferences and Exhibitions (MICE) market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Meetings, Incentives, Conferences and Exhibitions (MICE) industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Meetings, Incentives, Conferences and Exhibitions (MICE) market.

Market Segmentation:

Meetings, Incentives, Conferences and Exhibitions (MICE) market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

Meetings

Incentives

Conventions

Exhibitions

Segmentation by application

Academic Field

Business Field

Political Field

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Questex

CWT Meetings & Events

IBTM Events

BCD Meetings and Events

Capital Travel and Events

CiEvents

Conference Care

The Freeman

ATPI

Interpublic Group of Companies

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2019-2030
 - 2.1.2 Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Meetings, Incentives, Conferences and Exhibitions (MICE) Segment by Type
 - 2.2.1 Meetings
 - 2.2.2 Incentives
 - 2.2.3 Conventions
 - 2.2.4 Exhibitions
- 2.3 Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type
 - 2.3.1 Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type (2019-2024)
- 2.4 Meetings, Incentives, Conferences and Exhibitions (MICE) Segment by Application
 - 2.4.1 Academic Field
 - 2.4.2 Business Field
 - 2.4.3 Political Field
 - 2.4.4 Others
- 2.5 Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application
 - 2.5.1 Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size CAGR by Application (2019 VS 2023 VS 2030)

2.5.2 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application (2019-2024)

3 MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE) MARKET SIZE BY PLAYER

3.1 Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Players

3.1.1 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue by Players (2019-2024)

3.1.2 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue Market Share by Players (2019-2024)

3.2 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE) BY REGIONS

4.1 Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Regions (2019-2024)

4.2 Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth (2019-2024)

4.3 APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth (2019-2024)

4.4 Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth (2019-2024)

4.5 Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth (2019-2024)

5 AMERICAS

5.1 Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Country (2019-2024)

5.2 Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by

Type (2019-2024)

5.3 Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Region (2019-2024)

6.2 APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type (2019-2024)

6.3 APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024)

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Meetings, Incentives, Conferences and Exhibitions (MICE) by Country (2019-2024)

7.2 Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type (2019-2024)

7.3 Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) by Region (2019-2024)

8.2 Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type (2019-2024)

8.3 Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE) MARKET FORECAST

10.1 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast by Regions (2025-2030)

10.1.1 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast by Regions (2025-2030)

10.1.2 Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast

10.1.3 APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast

10.1.4 Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast

10.1.5 Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast

10.2 Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast by Country (2025-2030)

10.2.1 United States Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.2.2 Canada Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.2.3 Mexico Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.2.4 Brazil Meetings, Incentives, Conferences and Exhibitions (MICE) Market

Forecast

10.3 APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast by Region (2025-2030)

10.3.1 China Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.3.2 Japan Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.3.3 Korea Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.3.4 Southeast Asia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.3.5 India Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.3.6 Australia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.4 Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast by Country (2025-2030)

10.4.1 Germany Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.4.2 France Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.4.3 UK Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.4.4 Italy Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.4.5 Russia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.5 Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast by Region (2025-2030)

10.5.1 Egypt Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.5.2 South Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.5.3 Israel Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.5.4 Turkey Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.5.5 GCC Countries Meetings, Incentives, Conferences and Exhibitions (MICE) Market Forecast

10.6 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast by

Type (2025-2030)

10.7 Global Meetings, Incentives, Conferences and Exhibitions (MICE) Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

11.1 Questex

11.1.1 Questex Company Information

11.1.2 Questex Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

11.1.3 Questex Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)

11.1.4 Questex Main Business Overview

11.1.5 Questex Latest Developments

11.2 CWT Meetings & Events

11.2.1 CWT Meetings & Events Company Information

11.2.2 CWT Meetings & Events Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

11.2.3 CWT Meetings & Events Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)

11.2.4 CWT Meetings & Events Main Business Overview

11.2.5 CWT Meetings & Events Latest Developments

11.3 IBTM Events

11.3.1 IBTM Events Company Information

11.3.2 IBTM Events Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

11.3.3 IBTM Events Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)

11.3.4 IBTM Events Main Business Overview

11.3.5 IBTM Events Latest Developments

11.4 BCD Meetings and Events

11.4.1 BCD Meetings and Events Company Information

11.4.2 BCD Meetings and Events Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

11.4.3 BCD Meetings and Events Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)

11.4.4 BCD Meetings and Events Main Business Overview

11.4.5 BCD Meetings and Events Latest Developments

11.5 Capital Travel and Events

- 11.5.1 Capital Travel and Events Company Information
- 11.5.2 Capital Travel and Events Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered
- 11.5.3 Capital Travel and Events Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)
- 11.5.4 Capital Travel and Events Main Business Overview
- 11.5.5 Capital Travel and Events Latest Developments
- 11.6 CiEvents
 - 11.6.1 CiEvents Company Information
 - 11.6.2 CiEvents Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered
 - 11.6.3 CiEvents Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.6.4 CiEvents Main Business Overview
 - 11.6.5 CiEvents Latest Developments
- 11.7 Conference Care
 - 11.7.1 Conference Care Company Information
 - 11.7.2 Conference Care Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered
 - 11.7.3 Conference Care Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.7.4 Conference Care Main Business Overview
 - 11.7.5 Conference Care Latest Developments
- 11.8 The Freeman
 - 11.8.1 The Freeman Company Information
 - 11.8.2 The Freeman Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered
 - 11.8.3 The Freeman Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.8.4 The Freeman Main Business Overview
 - 11.8.5 The Freeman Latest Developments
- 11.9 ATPI
 - 11.9.1 ATPI Company Information
 - 11.9.2 ATPI Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered
 - 11.9.3 ATPI Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.9.4 ATPI Main Business Overview
 - 11.9.5 ATPI Latest Developments

11.10 Interpublic Group of Companies

11.10.1 Interpublic Group of Companies Company Information

11.10.2 Interpublic Group of Companies Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

11.10.3 Interpublic Group of Companies Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue, Gross Margin and Market Share (2019-2024)

11.10.4 Interpublic Group of Companies Main Business Overview

11.10.5 Interpublic Group of Companies Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Meetings

Table 3. Major Players of Incentives

Table 4. Major Players of Conventions

Table 5. Major Players of Exhibitions

Table 6. Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 7. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type (2019-2024) & (\$ Millions)

Table 8. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type (2019-2024)

Table 9. Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 10. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024) & (\$ Millions)

Table 11. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application (2019-2024)

Table 12. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue by Players (2019-2024) & (\$ Millions)

Table 13. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue Market Share by Player (2019-2024)

Table 14. Meetings, Incentives, Conferences and Exhibitions (MICE) Key Players Head office and Products Offered

Table 15. Meetings, Incentives, Conferences and Exhibitions (MICE) Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 16. New Products and Potential Entrants

Table 17. Mergers & Acquisitions, Expansion

Table 18. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Regions 2019-2024 & (\$ Millions)

Table 19. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Regions (2019-2024)

Table 20. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue by Country/Region (2019-2024) & (\$ millions)

Table 21. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue

Market Share by Country/Region (2019-2024)

Table 22. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Country (2019-2024) & (\$ Millions)

Table 23. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Country (2019-2024)

Table 24. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type (2019-2024) & (\$ Millions)

Table 25. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type (2019-2024)

Table 26. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024) & (\$ Millions)

Table 27. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application (2019-2024)

Table 28. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Region (2019-2024) & (\$ Millions)

Table 29. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Region (2019-2024)

Table 30. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type (2019-2024) & (\$ Millions)

Table 31. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type (2019-2024)

Table 32. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024) & (\$ Millions)

Table 33. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application (2019-2024)

Table 34. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Country (2019-2024) & (\$ Millions)

Table 35. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Country (2019-2024)

Table 36. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type (2019-2024) & (\$ Millions)

Table 37. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type (2019-2024)

Table 38. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024) & (\$ Millions)

Table 39. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application (2019-2024)

Table 40. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Region (2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Region (2019-2024)

Table 42. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Type (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type (2019-2024)

Table 44. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size by Application (2019-2024) & (\$ Millions)

Table 45. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application (2019-2024)

Table 46. Key Market Drivers & Growth Opportunities of Meetings, Incentives, Conferences and Exhibitions (MICE)

Table 47. Key Market Challenges & Risks of Meetings, Incentives, Conferences and Exhibitions (MICE)

Table 48. Key Industry Trends of Meetings, Incentives, Conferences and Exhibitions (MICE)

Table 49. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 50. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share Forecast by Regions (2025-2030)

Table 51. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 52. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 53. Questex Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 54. Questex Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 55. Questex Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 56. Questex Main Business

Table 57. Questex Latest Developments

Table 58. CWT Meetings & Events Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 59. CWT Meetings & Events Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 60. CWT Meetings & Events Main Business

Table 61. CWT Meetings & Events Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 62. CWT Meetings & Events Latest Developments

Table 63. IBTM Events Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 64. IBTM Events Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 65. IBTM Events Main Business

Table 66. IBTM Events Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 67. IBTM Events Latest Developments

Table 68. BCD Meetings and Events Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 69. BCD Meetings and Events Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 70. BCD Meetings and Events Main Business

Table 71. BCD Meetings and Events Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 72. BCD Meetings and Events Latest Developments

Table 73. Capital Travel and Events Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 74. Capital Travel and Events Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 75. Capital Travel and Events Main Business

Table 76. Capital Travel and Events Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 77. Capital Travel and Events Latest Developments

Table 78. CiEvents Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 79. CiEvents Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 80. CiEvents Main Business

Table 81. CiEvents Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 82. CiEvents Latest Developments

Table 83. Conference Care Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 84. Conference Care Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 85. Conference Care Main Business

Table 86. Conference Care Meetings, Incentives, Conferences and Exhibitions (MICE)

Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 87. Conference Care Latest Developments

Table 88. The Freeman Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 89. The Freeman Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 90. The Freeman Main Business

Table 91. The Freeman Meetings, Incentives, Conferences and Exhibitions (MICE)

Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 92. The Freeman Latest Developments

Table 93. ATPI Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 94. ATPI Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 95. ATPI Main Business

Table 96. ATPI Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 97. ATPI Latest Developments

Table 98. Interpublic Group of Companies Details, Company Type, Meetings, Incentives, Conferences and Exhibitions (MICE) Area Served and Its Competitors

Table 99. Interpublic Group of Companies Meetings, Incentives, Conferences and Exhibitions (MICE) Product Offered

Table 100. Interpublic Group of Companies Main Business

Table 101. Interpublic Group of Companies Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 102. Interpublic Group of Companies Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Meetings, Incentives, Conferences and Exhibitions (MICE) Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth Rate 2019-2030 (\$ Millions)

Figure 6. Meetings, Incentives, Conferences and Exhibitions (MICE) Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Figure 7. Meetings, Incentives, Conferences and Exhibitions (MICE) Sales Market Share by Country/Region (2023)

Figure 8. Meetings, Incentives, Conferences and Exhibitions (MICE) Sales Market Share by Country/Region (2019, 2023 & 2030)

Figure 9. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type in 2023

Figure 10. Meetings, Incentives, Conferences and Exhibitions (MICE) in Academic Field

Figure 11. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market: Academic Field (2019-2024) & (\$ Millions)

Figure 12. Meetings, Incentives, Conferences and Exhibitions (MICE) in Business Field

Figure 13. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market: Business Field (2019-2024) & (\$ Millions)

Figure 14. Meetings, Incentives, Conferences and Exhibitions (MICE) in Political Field

Figure 15. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market: Political Field (2019-2024) & (\$ Millions)

Figure 16. Meetings, Incentives, Conferences and Exhibitions (MICE) in Others

Figure 17. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market: Others (2019-2024) & (\$ Millions)

Figure 18. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application in 2023

Figure 19. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Revenue Market Share by Player in 2023

Figure 20. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Regions (2019-2024)

Figure 21. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2019-2024 (\$ Millions)

Figure 22. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2019-2024 (\$ Millions)

Figure 23. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2019-2024 (\$ Millions)

Figure 24. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2019-2024 (\$ Millions)

Figure 25. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Value Market Share by Country in 2023

Figure 26. United States Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 27. Canada Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 28. Mexico Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 29. Brazil Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 30. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Region in 2023

Figure 31. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type in 2023

Figure 32. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application in 2023

Figure 33. China Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Japan Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 35. Korea Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 36. Southeast Asia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 37. India Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 38. Australia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 39. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Country in 2023

Figure 40. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type (2019-2024)

Figure 41. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market

Size Market Share by Application (2019-2024)

Figure 42. Germany Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 43. France Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 44. UK Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 45. Italy Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 46. Russia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 47. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Region (2019-2024)

Figure 48. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Type (2019-2024)

Figure 49. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Market Share by Application (2019-2024)

Figure 50. Egypt Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 51. South Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 52. Israel Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 53. Turkey Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 54. GCC Country Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size Growth 2019-2024 (\$ Millions)

Figure 55. Americas Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 56. APAC Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 57. Europe Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 58. Middle East & Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 59. United States Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 60. Canada Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 61. Mexico Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 62. Brazil Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 63. China Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 64. Japan Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 65. Korea Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 66. Southeast Asia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 67. India Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 68. Australia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 69. Germany Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 70. France Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 71. UK Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 72. Italy Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 73. Russia Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 74. Spain Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 75. Egypt Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 76. South Africa Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 77. Israel Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 78. Turkey Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 79. GCC Countries Meetings, Incentives, Conferences and Exhibitions (MICE) Market Size 2025-2030 (\$ Millions)

Figure 80. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market

Size Market Share Forecast by Type (2025-2030)

Figure 81. Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market

Size Market Share Forecast by Application (2025-2030)

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