

# Global Meetings, Incentives, Conferences and Exhibitions (MICE) Market Growth (Status and Outlook) 2018-2023

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#### **Abstracts**

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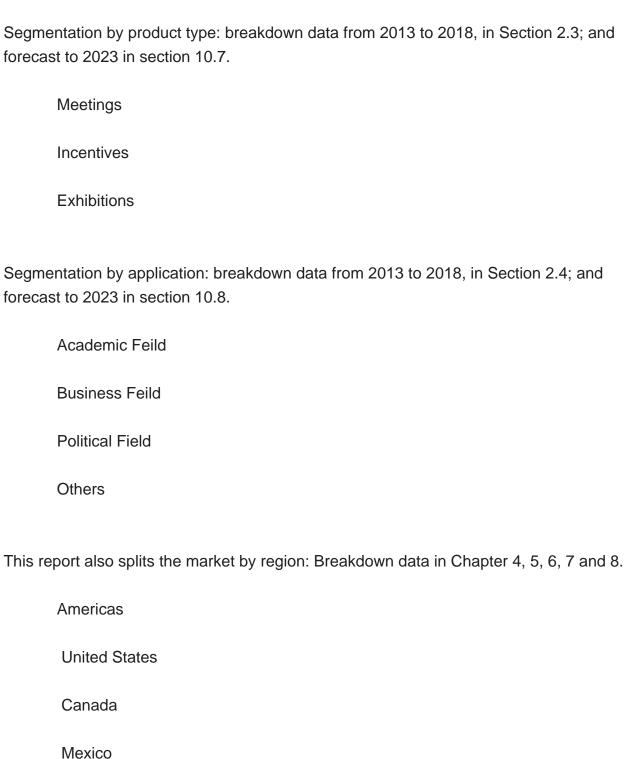
Meetings, incentives, conventions, and exhibitions or MICE represents a sector of tourism that includes business events and activities. Travelers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travelers. These business travelers are connected to different sectors 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. Asia-Pacific is expected to be the fastest growing segment during the forecast period, owing to the rapid growth in the business travel sector in recent decades. Furthermore, economic growth, regional cooperation, intellectual development, and high penetration of internet & technology in the densely populated countries are expected to boost the market growth in the region. Penetration of IoT supports both travelers and travel operators in managing different operations related to business travel such as planning, booking, and being updated with the current status of their travel program.

According to this study, over the next five years the Meetings, Incentives, Conferences and Exhibitions (MICE) market will register a xx% CAGR in terms of revenue, the global market size will reach US\$ xx million by 2023, from US\$ xx million in 2017. In particular, this report presents the global revenue market share of key companies in Meetings, Incentives, Conferences and Exhibitions (MICE) business, shared in Chapter 3.



This report presents a comprehensive overview, market shares and growth opportunities of Meetings, Incentives, Conferences and Exhibitions (MICE) market by product type, application, key companies and key regions.

This study considers the Meetings, Incentives, Conferences and Exhibitions (MICE) value generated from the sales of the following segments:



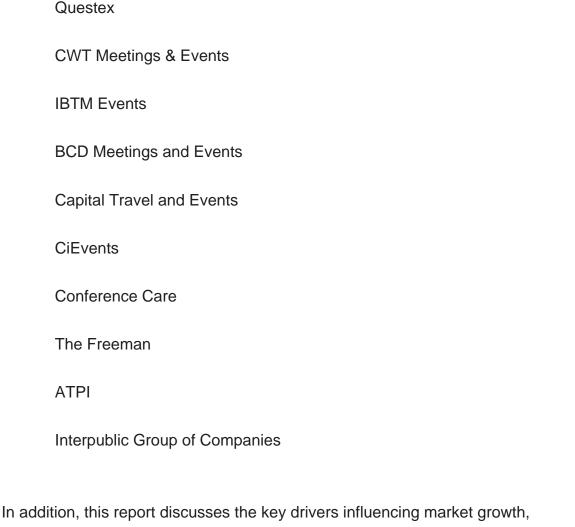


Brazil			
APAC			
China			
Japan			
Korea			
Southeast Asia			
India			
Australia			
Europe			
Germany			
France			
UK			
Italy			
Russia			
Spain			
Middle East & Africa			
Egypt			
South Africa			
Israel			
Turkey			



#### **GCC** Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.



In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Meetings, Incentives, Conferences and Exhibitions (MICE) market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.



To understand the structure of Meetings, Incentives, Conferences and Exhibitions (MICE) market by identifying its various subsegments.

Focuses on the key global Meetings, Incentives, Conferences and Exhibitions (MICE) players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Meetings, Incentives, Conferences and Exhibitions (MICE) with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Meetings, Incentives, Conferences and Exhibitions (MICE) submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.



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