

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

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## **Abstracts**

The report requires updating with new data and is sent in 48 hours after order is placed.

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:

Segmentation by product type: breakdown data from 2013 to 2018, in Section 2.3; and forecast to 2023 in section 10.7.

Meetings

Incentives

Exhibitions

Segmentation by application: breakdown data from 2013 to 2018, in Section 2.4; and forecast to 2023 in section 10.8.

Academic Field

Business Field

Political Field

Others

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

Americas

United States

Canada

Mexico

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.

Questex

CWT Meetings & Events

IBTM Events

BCD Meetings and Events

Capital Travel and Events

CiEvents

Conference Care

The Freeman

ATPI

Interpublic Group of Companies

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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