

Global MICE Tourism Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global MICE Tourism Service market size is predicted to grow from US\$ 4826 million in 2025 to US\$ 8569 million in 2032; it is expected to grow at a CAGR of 8.7% from 2026 to 2032.

MICE Tourism Service is a comprehensive, destination-integrated tourism and event solution tailored for MICE (Meetings, Incentives, Conferences, Exhibitions) activities, combining specialized MICE event logistics with destination tourism services. It goes beyond pure travel/transport coordination (MICE Travel Service) to integrate on-site event support, local cultural/leisure experiences, and destination resource optimization for MICE groups, with the core goal of enhancing attendee experience, aligning MICE objectives with destination strengths, and driving economic value for the host destination.

As a core segment of business tourism, MICE Tourism Service is a cross-disciplinary solution that unites event management, travel logistics, and destination tourism. It is provided by specialized MICE tourism agencies, destination management companies (DMCs), or full-service event firms with local destination expertise, and caters to corporate, industry, and institutional clients hosting MICE events in domestic or international destinations—from small executive meetings to large-scale international exhibitions. Unlike MICE Travel Service (focused only on travel-related logistics), MICE Tourism Service owns the entire MICE experience lifecycle at a destination, from pre-event destination selection to post-event leisure tourism extensions for attendees.

United States market for MICE Tourism Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for MICE Tourism Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for MICE Tourism Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key MICE Tourism Service players cover Cashel Travel, InEvent, Viktor, Cvent, Ideal Travel Asia, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the “MICE Tourism Service Industry Forecast” looks at past sales and reviews total world MICE Tourism Service sales in 2025, providing a comprehensive analysis by region and market sector of projected MICE Tourism Service sales for 2026 through 2032. With MICE Tourism Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world MICE Tourism Service industry.

This Insight Report provides a comprehensive analysis of the global MICE Tourism Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on MICE Tourism Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global MICE Tourism Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for MICE Tourism Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global MICE Tourism Service.

This report presents a comprehensive overview, market shares, and growth opportunities of MICE Tourism Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

Meetings (Board/Client/Team)

Incentives (Corporate Incentive Trips)

Conferences (Industry/Corporate)

Exhibitions (Trade Shows/Expos)

Segmentation by Core Service Scope:

Destination & MICE Event Planning

MICE Travel & On-Site Logistics

Destination Tourism & Experience Design

Segmentation by Application:

Bulk groups (10+ attendees)

Individual/Family/Small Groups (1–10)

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.

Cashel Travel

InEvent

Viktor

Cvent

Ideal Travel Asia

Kintetsu

Protravel

Tourismtiger

Boutique Holland

Cathay Pacific

Executive Group Travel

JTB

Patterson Travel

Kenya Airways

Corporate Incentive Travel

Riya

Beijing Caesar International Travel Agency

China Tourism Group

CYTS Travel

Cievents

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