

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

<https://marketpublishers.com/r/G2BD26702116EN.html>

Date: April 2026

Pages: 137

Price: US\$ 3,660.00 (Single User License)

ID: G2BD26702116EN

Abstracts

The global MICE Travel 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 Travel Service is a specialized, end-to-end travel and event logistics solution tailored for MICE (Meetings, Incentives, Conferences, Exhibitions) activities—corporate, industry, or institutional gatherings that require organized, scalable, and customized travel, accommodation, and on-site support for groups of participants. It integrates travel management, event planning, and destination services, focusing on seamless coordination of all travel-related aspects of MICE events (from pre-event booking to post-event follow-up) to ensure the event's efficiency, professionalism, and attendee experience.

Distinct from regular leisure travel services (focused on individual/holiday travel) or basic corporate travel (for business trips), MICE Travel Service is designed for group-centric, event-aligned needs: it handles bulk travel arrangements, syncs with event timelines, and offers customizable solutions for large delegations (from tens to thousands of attendees), with a core focus on minimizing logistical disruptions and aligning travel services with the MICE event's objectives (e.g., a corporate incentive trip for top performers, an international industry conference, a large-scale trade exhibition).

MICE Travel Service is typically provided by specialized MICE travel agencies, full-service event management firms, or dedicated MICE divisions of major travel companies, and it is a core segment of the global business travel and event industry.

The MICE (Meetings, Incentives, Conferences, and Exhibitions) travel service market

has been experiencing significant growth in recent years. This can be attributed to the increasing globalization of businesses, growing corporate travel budgets, and the rising popularity of international events and conferences. The United States and Canada are the largest sales regions for MICE travel services. The region has a well-developed infrastructure, a large number of convention centers, and a high demand for corporate events and conferences. The MICE travel service market is highly competitive and fragmented. There are numerous players in the market, including travel agencies, event management companies, and destination management companies. However, a few large players dominate the market, especially in terms of handling major international events and conferences. These players have a strong network of suppliers, extensive industry knowledge, and the ability to offer comprehensive MICE travel solutions. The MICE travel service market is witnessing significant growth in emerging markets like China, India, and Southeast Asia. These markets offer immense opportunities for MICE travel service providers to tap into the growing demand for corporate events and conferences. The integration of technology in MICE travel services presents opportunities for innovation and improved customer experiences. Virtual and hybrid events, mobile apps for event management, and AI-powered chatbots for customer support are some examples of technology-driven opportunities in the market. The MICE travel service market has been severely impacted by the COVID-19 pandemic. Travel restrictions, event cancellations, and reduced corporate travel budgets have significantly affected the market's growth. Recovery will depend on the successful containment of the virus and the resumption of international travel. The MICE travel service market is facing increasing scrutiny regarding its environmental impact. The industry is under pressure to adopt sustainable practices, reduce carbon emissions, and promote responsible tourism. Meeting these expectations while maintaining profitability can be a challenge for MICE travel service providers.

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

This Insight Report provides a comprehensive analysis of the global MICE Travel 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 Travel Service portfolios and capabilities, market entry strategies, market positions, and

geographic footprints, to better understand these firms' unique position in an accelerating global MICE Travel Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for MICE Travel 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 Travel Service.

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

Segmentation by Type:

Inbound Meetings

Incentives

Conferences

Exhibitions

Segmentation by Service Scope:

Pre-Event Planning & Booking

On-Site Travel & Logistics Support

Post-Event Wrap-Up & Follow-Up

Segmentation by Group Size:

Bulk groups (10+ attendees)

Individual/Family/Small Groups (1–10)

Segmentation by Application:

Corporate Meetings

Association Meetings

Sports Events and Tournaments

Government and Non-Governmental Organization (NGO) Meetings

Other

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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