

2020-2025 Global MICE (Meetings,Incentives,Conferences and Exhibitions) Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Meetings, incentives, conferences and exhibitions (MICE) is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose. Recently, there has been an industry trend towards using the term 'meetings industry' to avoid confusion from the acronym. Other industry educators are recommending the use of 'events industry' to be an umbrella term for the vast scope of the meeting and events profession.

This report elaborates the market size, market characteristics, and market growth of the MICE (Meetings,Incentives,Conferences and Exhibitions) industry, and breaks down according to the type, application, and consumption area of MICE (Meetings,Incentives,Conferences and Exhibitions). The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for MICE (Meetings,Incentives,Conferences and Exhibitions) in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global MICE (Meetings,Incentives,Conferences and Exhibitions) market covered in Chapter 13:

Interpublic Group of Companies, Inc.

IBTM Events

ATPI Ltd.

MICE

BCD Meetings and Events

Arabia Horizons

Questex, LLC

Capital Travel and Events

CWT Meetings & Events

HotelREZ

The Freeman Company

Conference Care Ltd.

CiEvents

In Chapter 6, on the basis of types, the MICE (Meetings, Incentives, Conferences and Exhibitions) market from 2015 to 2025 is primarily split into:

Meetings

Incentives

Conventions

Exhibitions

In Chapter 7, on the basis of applications, the MICE (Meetings, Incentives, Conferences and Exhibitions) market from 2015 to 2025 covers:

Academic Field

Business Field

Political Field

Exhibitions

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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