

2020-2025 Global MICE Tourism 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.

This report elaborates the market size, market characteristics, and market growth of the MICE Tourism industry, and breaks down according to the type, application, and consumption area of MICE Tourism. 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 Tourism 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 Tourism market covered in Chapter 13:

Maritz

BI Worldwide

The Freeman Company

Cievents

LLC

ITA Group

IBTM

360 Destination Group

Carlson Wagonlit Travel

The Interpublic Group of Companies, Inc

One10

Meetings and Incentives Worldwide (M&IW)

Conference Care Ltd
CSI DMC
Creative Group, Inc
ACCESS Destination Service
BCD Group
ATPI Ltd

In Chapter 6, on the basis of types, the MICE Tourism market from 2015 to 2025 is primarily split into:

Meetings
Incentives
Conventions
Exhibitions

In Chapter 7, on the basis of applications, the MICE Tourism market from 2015 to 2025 covers:

Hospitality
Transportation
Retail
Entertainment

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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