

# **Global MICE (Meetings, Incentives, Conferences, Exhibitions) Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect**

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## **Abstracts**

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the MICE (Meetings, Incentives, Conferences, Exhibitions) market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global MICE (Meetings, Incentives, Conferences, Exhibitions) market are covered in Chapter 9:

BCD Group

Maritz

MELALI MICE

ITA Group

### Debindo-ITE

The Hotel Week Indonesia

BI Worldwide, Ltd.

CWT Meetings & Events

Freeman Company

Asian Exhibition Services Ltd.

PT Pamerindo Indonesia

Philippine International Convention Center

In Chapter 5 and Chapter 7.3, based on types, the MICE (Meetings, Incentives, Conferences, Exhibitions) market from 2017 to 2027 is primarily split into:

Meetings

Incentives

Conferences

Exhibitions

In Chapter 6 and Chapter 7.4, based on applications, the MICE (Meetings, Incentives, Conferences, Exhibitions) market from 2017 to 2027 covers:

Academic Field

Business Field

Political Field

Exhibitions

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

### Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the MICE (Meetings, Incentives, Conferences, Exhibitions) market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the MICE (Meetings, Incentives, Conferences, Exhibitions) Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report. Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

## Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### **1 MICE (MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS) MARKET OVERVIEW**

1.1 Product Overview and Scope of MICE (Meetings, Incentives, Conferences, Exhibitions) Market

1.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Market Segment by Type

1.2.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)

1.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Segment by Application

1.3.1 MICE (Meetings, Incentives, Conferences, Exhibitions) Market Consumption (Sales Volume) Comparison by Application (2017-2027)

1.4 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market, Region Wise (2017-2027)

1.4.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)

1.4.2 United States MICE (Meetings, Incentives, Conferences, Exhibitions) Market Status and Prospect (2017-2027)

1.4.3 Europe MICE (Meetings, Incentives, Conferences, Exhibitions) Market Status and Prospect (2017-2027)

1.4.4 China MICE (Meetings, Incentives, Conferences, Exhibitions) Market Status and Prospect (2017-2027)

1.4.5 Japan MICE (Meetings, Incentives, Conferences, Exhibitions) Market Status and Prospect (2017-2027)

1.4.6 India MICE (Meetings, Incentives, Conferences, Exhibitions) Market Status and Prospect (2017-2027)

1.4.7 Southeast Asia MICE (Meetings, Incentives, Conferences, Exhibitions) Market Status and Prospect (2017-2027)

1.4.8 Latin America MICE (Meetings, Incentives, Conferences, Exhibitions) Market Status and Prospect (2017-2027)

1.4.9 Middle East and Africa MICE (Meetings, Incentives, Conferences, Exhibitions) Market Status and Prospect (2017-2027)

1.5 Global Market Size of MICE (Meetings, Incentives, Conferences, Exhibitions) (2017-2027)

1.5.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue Status and Outlook (2017-2027)

1.5.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales

## Volume Status and Outlook (2017-2027)

### 1.6 Global Macroeconomic Analysis

### 1.7 The impact of the Russia-Ukraine war on the MICE (Meetings, Incentives, Conferences, Exhibitions) Market

## **2 INDUSTRY OUTLOOK**

### 2.1 MICE (Meetings, Incentives, Conferences, Exhibitions) Industry Technology Status and Trends

#### 2.2 Industry Entry Barriers

##### 2.2.1 Analysis of Financial Barriers

##### 2.2.2 Analysis of Technical Barriers

##### 2.2.3 Analysis of Talent Barriers

##### 2.2.4 Analysis of Brand Barrier

### 2.3 MICE (Meetings, Incentives, Conferences, Exhibitions) Market Drivers Analysis

### 2.4 MICE (Meetings, Incentives, Conferences, Exhibitions) Market Challenges Analysis

### 2.5 Emerging Market Trends

### 2.6 Consumer Preference Analysis

### 2.7 MICE (Meetings, Incentives, Conferences, Exhibitions) Industry Development Trends under COVID-19 Outbreak

#### 2.7.1 Global COVID-19 Status Overview

#### 2.7.2 Influence of COVID-19 Outbreak on MICE (Meetings, Incentives, Conferences, Exhibitions) Industry Development

## **3 GLOBAL MICE (MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS) MARKET LANDSCAPE BY PLAYER**

### 3.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Share by Player (2017-2022)

### 3.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue and Market Share by Player (2017-2022)

### 3.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Average Price by Player (2017-2022)

### 3.4 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Gross Margin by Player (2017-2022)

### 3.5 MICE (Meetings, Incentives, Conferences, Exhibitions) Market Competitive Situation and Trends

#### 3.5.1 MICE (Meetings, Incentives, Conferences, Exhibitions) Market Concentration Rate

3.5.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Market Share of Top 3 and Top 6 Players

3.5.3 Mergers & Acquisitions, Expansion

## **4 GLOBAL MICE (MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS) SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

4.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Market Share, Region Wise (2017-2022)

4.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue and Market Share, Region Wise (2017-2022)

4.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4 United States MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4.1 United States MICE (Meetings, Incentives, Conferences, Exhibitions) Market Under COVID-19

4.5 Europe MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.5.1 Europe MICE (Meetings, Incentives, Conferences, Exhibitions) Market Under COVID-19

4.6 China MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.6.1 China MICE (Meetings, Incentives, Conferences, Exhibitions) Market Under COVID-19

4.7 Japan MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.7.1 Japan MICE (Meetings, Incentives, Conferences, Exhibitions) Market Under COVID-19

4.8 India MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.8.1 India MICE (Meetings, Incentives, Conferences, Exhibitions) Market Under COVID-19

4.9 Southeast Asia MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia MICE (Meetings, Incentives, Conferences, Exhibitions) Market Under COVID-19

4.10 Latin America MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)



4.10.1 Latin America MICE (Meetings, Incentives, Conferences, Exhibitions) Market Under COVID-19

4.11 Middle East and Africa MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.11.1 Middle East and Africa MICE (Meetings, Incentives, Conferences, Exhibitions) Market Under COVID-19

## **5 GLOBAL MICE (MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS) SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

5.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Market Share by Type (2017-2022)

5.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue and Market Share by Type (2017-2022)

5.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Price by Type (2017-2022)

5.4 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue and Growth Rate of Meetings (2017-2022)

5.4.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue and Growth Rate of Incentives (2017-2022)

5.4.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue and Growth Rate of Conferences (2017-2022)

5.4.4 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue and Growth Rate of Exhibitions (2017-2022)

## **6 GLOBAL MICE (MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS) MARKET ANALYSIS BY APPLICATION**

6.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Market Share by Application (2017-2022)

6.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Academic Field (2017-2022)

6.3.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and

Growth Rate of Business Field (2017-2022)

6.3.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Political Field (2017-2022)

6.3.4 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Exhibitions (2017-2022)

6.3.5 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Others (2017-2022)

## **7 GLOBAL MICE (MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS) MARKET FORECAST (2022-2027)**

7.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Price and Trend Forecast (2022-2027)

7.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Revenue Forecast (2022-2027)

7.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue and Growth Rate of Meetings (2022-2027)

7.3.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue and Growth Rate of Incentives (2022-2027)

7.3.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue and Growth Rate of Conferences (2022-2027)

7.3.4 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue and Growth Rate of Exhibitions (2022-2027)

7.4 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Forecast by Application (2022-2027)

7.4.1 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value and Growth Rate of Academic Field(2022-2027)

7.4.2 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value and Growth Rate of Business Field(2022-2027)

7.4.3 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value and Growth Rate of Political Field(2022-2027)

7.4.4 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value and Growth Rate of Exhibitions(2022-2027)

7.4.5 Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value and Growth Rate of Others(2022-2027)

7.5 MICE (Meetings, Incentives, Conferences, Exhibitions) Market Forecast Under COVID-19

## **8 MICE (MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS) MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 MICE (Meetings, Incentives, Conferences, Exhibitions) Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of MICE (Meetings, Incentives, Conferences, Exhibitions) Analysis

8.6 Major Downstream Buyers of MICE (Meetings, Incentives, Conferences, Exhibitions) Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the MICE (Meetings, Incentives, Conferences, Exhibitions) Industry

## 9 PLAYERS PROFILES

### 9.1 BCD Group

9.1.1 BCD Group Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification

9.1.3 BCD Group Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

### 9.2 Maritz

9.2.1 Maritz Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification

9.2.3 Maritz Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

### 9.3 MELALI MICE

9.3.1 MELALI MICE Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification

9.3.3 MELALI MICE Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

### 9.4 ITA Group

9.4.1 ITA Group Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification

9.4.3 ITA Group Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

### 9.5 Debindo-ITE

9.5.1 Debindo-ITE Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification

- 9.5.3 Debindo-ITE Market Performance (2017-2022)
- 9.5.4 Recent Development
- 9.5.5 SWOT Analysis
- 9.6 The Hotel Week Indonesia
  - 9.6.1 The Hotel Week Indonesia Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.6.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification
  - 9.6.3 The Hotel Week Indonesia Market Performance (2017-2022)
  - 9.6.4 Recent Development
  - 9.6.5 SWOT Analysis
- 9.7 BI Worldwide, Ltd.
  - 9.7.1 BI Worldwide, Ltd. Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.7.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification
  - 9.7.3 BI Worldwide, Ltd. Market Performance (2017-2022)
  - 9.7.4 Recent Development
  - 9.7.5 SWOT Analysis
- 9.8 CWT Meetings & Events
  - 9.8.1 CWT Meetings & Events Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.8.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification
  - 9.8.3 CWT Meetings & Events Market Performance (2017-2022)
  - 9.8.4 Recent Development
  - 9.8.5 SWOT Analysis
- 9.9 Freeman Company
  - 9.9.1 Freeman Company Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.9.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification
  - 9.9.3 Freeman Company Market Performance (2017-2022)
  - 9.9.4 Recent Development
  - 9.9.5 SWOT Analysis
- 9.10 Asian Exhibition Services Ltd.
  - 9.10.1 Asian Exhibition Services Ltd. Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.10.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles,

## Application and Specification

9.10.3 Asian Exhibition Services Ltd. Market Performance (2017-2022)

9.10.4 Recent Development

9.10.5 SWOT Analysis

## 9.11 PT Pamerindo Indonesia

9.11.1 PT Pamerindo Indonesia Basic Information, Manufacturing Base, Sales Region and Competitors

9.11.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification

9.11.3 PT Pamerindo Indonesia Market Performance (2017-2022)

9.11.4 Recent Development

9.11.5 SWOT Analysis

## 9.12 Philippine International Convention Center

9.12.1 Philippine International Convention Center Basic Information, Manufacturing Base, Sales Region and Competitors

9.12.2 MICE (Meetings, Incentives, Conferences, Exhibitions) Product Profiles, Application and Specification

9.12.3 Philippine International Convention Center Market Performance (2017-2022)

9.12.4 Recent Development

9.12.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure MICE (Meetings, Incentives, Conferences, Exhibitions) Product Picture

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and CAGR (%) Comparison by Type

Table MICE (Meetings, Incentives, Conferences, Exhibitions) Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on MICE (Meetings, Incentives, Conferences, Exhibitions) Industry Development

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume by Player (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume Share by Player (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume Share by Player in 2021

Table MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) by Player (2017-2022)

Table MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue Market Share by Player (2017-2022)

Table MICE (Meetings, Incentives, Conferences, Exhibitions) Price by Player (2017-2022)

Table MICE (Meetings, Incentives, Conferences, Exhibitions) Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Region Wise (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume Market Share, Region Wise (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume Market Share, Region Wise (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume Market Share, Region Wise in 2021

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD), Region Wise (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue Market Share, Region Wise (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue Market Share, Region Wise (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue Market Share, Region Wise in 2021

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)



Table Latin America MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume by Type (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume Market Share by Type (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume Market Share by Type in 2021

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) by Type (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue Market Share by Type (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue Market Share by Type in 2021

Table MICE (Meetings, Incentives, Conferences, Exhibitions) Price by Type (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate of Meetings (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Meetings (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate of Incentives (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Incentives (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate of Conferences (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Conferences (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate of Exhibitions (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Exhibitions (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption by Application (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Market Share by Application (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption

Revenue (Million USD) by Application (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption

Revenue Market Share by Application (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Academic Field (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Business Field (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Political Field (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Exhibitions (2017-2022)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption and Growth Rate of Others (2017-2022)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Price and Trend Forecast (2022-2027)

Figure USA MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Sales Volume Forecast, by Type

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume Market Share Forecast, by Type

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) Forecast, by Type

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue Market Share Forecast, by Type

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Price Forecast, by Type

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Meetings (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Meetings (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Incentives (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Incentives (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Conferences (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Conferences (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Exhibitions (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue (Million USD) and Growth Rate of Exhibitions (2022-2027)

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market

Consumption Forecast, by Application

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption

Market Share Forecast, by Application

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Market Revenue (Million USD) Forecast, by Application

Table Global MICE (Meetings, Incentives, Conferences, Exhibitions) Revenue Market Share Forecast, by Application

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value (Million USD) and Growth Rate of Academic Field (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value (Million USD) and Growth Rate of Business Field (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value (Million USD) and Growth Rate of Political Field (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value (Million USD) and Growth Rate of Exhibitions (2022-2027)

Figure Global MICE (Meetings, Incentives, Conferences, Exhibitions) Consumption Value (Million USD) and Growth Rate of Others (2022-2027)

Figure MICE (Meetings, Incentives, Conferences, Exhibitions) Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table BCD Group Profile

Table BCD Group MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure BCD Group MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate

Figure BCD Group Revenue (Million USD) Market Share 2017-2022

Table Maritz Profile

Table Maritz MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Maritz MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate

Figure Maritz Revenue (Million USD) Market Share 2017-2022

Table MELALI MICE Profile

Table MELALI MICE MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure MELALI MICE MICE (Meetings, Incentives, Conferences, Exhibitions) Sales

Volume and Growth Rate

Figure MELALI MICE Revenue (Million USD) Market Share 2017-2022

Table ITA Group Profile

Table ITA Group MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure ITA Group MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate

Figure ITA Group Revenue (Million USD) Market Share 2017-2022

Table Debindo-ITE Profile

Table Debindo-ITE MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Debindo-ITE MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate

Figure Debindo-ITE Revenue (Million USD) Market Share 2017-2022

Table The Hotel Week Indonesia Profile

Table The Hotel Week Indonesia MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure The Hotel Week Indonesia MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate

Figure The Hotel Week Indonesia Revenue (Million USD) Market Share 2017-2022

Table BI Worldwide, Ltd. Profile

Table BI Worldwide, Ltd. MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure BI Worldwide, Ltd. MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate

Figure BI Worldwide, Ltd. Revenue (Million USD) Market Share 2017-2022

Table CWT Meetings & Events Profile

Table CWT Meetings & Events MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure CWT Meetings & Events MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate

Figure CWT Meetings & Events Revenue (Million USD) Market Share 2017-2022

Table Freeman Company Profile

Table Freeman Company MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Freeman Company MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume and Growth Rate

Figure Freeman Company Revenue (Million USD) Market Share 2017-2022

Table Asian Exhibition Services Ltd. Profile

Table Asian Exhibition Services Ltd. MICE (Meetings, Incentives, Conferences, Exhibitions) Sales Volume, Reven

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