

Global MICE (Meetings,Incentives,Conferences and Exhibitions) Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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.

Based on the MICE (Meetings,Incentives,Conferences and Exhibitions) market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the

country-wise government.

Key players in the global MICE (Meetings, Incentives, Conferences and Exhibitions) market covered in Chapter 5:

HotelREZ
BCD Meetings and Events
IBTM Events
Questex, LLC
Capital Travel and Events
CWT Meetings & Events
MICE
ATPI Ltd.
Arabia Horizons
The Freeman Company
Interpublic Group of Companies, Inc.
CiEvents
Conference Care Ltd.

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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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