

China Outbound Meetings, Incentives, Conferences, Exhibitions (MICE) Tourism Market to Europe & Forecast

<https://marketpublishers.com/r/CF0AC6643AFEN.html>

Date: November 2015

Pages: 63

Price: US\$ 1,400.00 (Single User License)

ID: CF0AC6643AFEN

Abstracts

China Outbound MICE Tourism – Market Analysis

China has witnessed rapid expansion of the outbound MICE tourism market. Chinese MICE tourists market in European region, Russia accounts for the highest share. Germany is the second leading country in 2014 being followed by France in the same year. Italy and Switzerland are competing closely with each other to grab maximum share of the pie. United Kingdom stands at the last position in terms of MICE tourists spending.

This is 3rd edition on China Outbound Tourism by Renub Research. The report titled “China Outbound Meetings, Incentives, Conferences, Exhibitions (MICE) Tourism Market to Europe & Forecast” provides a comprehensive analysis of the China Outbound MICE tourism market in Europe covering in detail various aspects such as MICE tourists visits, MICE tourists spending, and market share of the Chinese Outbound MICE tourists spending.

This 62 page report with 30 Figures and 4 Tables provides a complete analysis of top 6 European countries visited by Chinese MICE Tourists. All the 6 countries in the report have been studied from 2 viewpoints.

- I. Chinese Outbound MICE Tourists Visit from the year 2010 – 2020
- II. Chinese Outbound MICE Tourists Spending(Market) from the year 2010 –2020

The Top 6 European Countries studied in the report are as follows

1. France
2. Italy
3. Germany
4. Switzerland
5. Russia
6. United Kingdom

Data Sources

This report is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by Renub Research team of industry experts.

Primary sources include industry surveys and telephone interviews with industry experts.

Secondary sources information and data has been collected from various printable and non-printable sources like search engines, News websites, Government Websites, Trade Journals, White papers, Government Agencies, Magazines, Newspapers, Trade associations, Books, Industry Portals, Industry Associations and access to more than 500 paid databases.

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