

Asia Pacific MICE Market, By Event Type (Meetings, Incentives, Conferences, Events), By Country, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/A8D5E5B1AD9EEN.html>

Date: June 2025

Pages: 131

Price: US\$ 3,500.00 (Single User License)

ID: A8D5E5B1AD9EEN

Abstracts

Market Overview

The Asia Pacific MICE Market was valued at USD 191.83 billion in 2024 and is projected to reach USD 336.04 billion by 2030, growing at a CAGR of 9.85% during the forecast period. The region's MICE (Meetings, Incentives, Conferences, and Exhibitions) sector is playing a pivotal role in bolstering both tourism and corporate engagement. This growth is fueled by a surge in demand for business-related events and incentive travel, supported by expanding corporate budgets, infrastructure development, and improved international connectivity. Countries in Asia Pacific are investing in modern convention centers, hospitality upgrades, and transportation networks to attract global MICE activity. Additionally, economic development across emerging markets in the region is fostering increased corporate participation and event hosting. As organizations seek dynamic venues for networking, knowledge sharing, and strategic collaboration, the MICE industry is evolving into a key pillar of the region's business and tourism strategy.

Key Market Drivers

Economic Growth and Business Expansion

Rapid economic development across the Asia Pacific region continues to fuel demand for MICE events. Countries such as China, India, and those in Southeast Asia have emerged as economic powerhouses, encouraging regional and international business interactions. As companies pursue market expansion and regional integration, they are increasingly investing in conferences, exhibitions, and incentive programs to strengthen

partnerships and foster innovation.

The emergence of a growing middle class and rising business travel budgets are contributing to the increase in corporate events and networking functions. The demand for professional gatherings that facilitate collaboration, learning, and deal-making is rising in tandem with economic dynamism, making the MICE sector an important conduit for business expansion and market engagement across the region.

Key Market Challenges

Political Instability and Regulatory Barriers

A persistent challenge for the Asia Pacific MICE market lies in navigating political uncertainties and diverse regulatory frameworks across the region. Political unrest, shifts in government policies, and civil protests can abruptly disrupt planned events, especially those involving international participants.

In addition, regulatory inconsistencies such as complex visa requirements, restrictive business laws, and bureaucratic delays in event permits pose logistical and financial hurdles for organizers. These challenges are more acute in emerging markets where regulatory clarity and administrative efficiency are still evolving. Despite efforts to streamline cross-border business activities, such impediments can reduce investor confidence and deter international event participation, affecting the market's scalability and inclusivity.

Key Market Trends

Rise of Hybrid and Virtual Events

The adoption of hybrid and virtual event formats has become a transformative trend within the Asia Pacific MICE industry. Accelerated by the global pandemic, businesses now seek flexible solutions that combine in-person interaction with digital reach. Hybrid events are particularly effective in a geographically vast region like Asia Pacific, allowing hosts to engage local attendees while connecting with international participants virtually.

Platforms equipped with live streaming, real-time interaction, and immersive technologies such as AR and VR are redefining event experiences. These tools enable enhanced engagement, reduced logistical costs, and greater accessibility for global audiences. As digital infrastructure continues to improve, the hybrid model is expected

to become a permanent fixture, offering scalable, interactive, and cost-effective solutions for conferences, trade shows, and corporate events alike.

Key Market Players

Maritz Holdings Inc.

Conference Care

ITL World Company (MICEMINDS)

Creative Group, Inc.

Cvent Inc.

Capita plc

CWT Global B.V.

Meetings and Incentives Worldwide, Inc.

BCD Travel Services B.V.

One10, LLC

Report Scope:

In this report, the Asia Pacific MICE Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

· Asia Pacific MICE Market, By Event Type:

Meetings

Incentives

Conferences

Events

· Asia Pacific MICE Market, By Country:

China

Japan

India

South Korea

Australia

Singapore

Indonesia

Rest of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Asia Pacific MICE Market.

Available Customizations:

Asia Pacific MICE Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. ASIA PACIFIC MICE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Event Type (Meetings, Incentives, Conferences, Events)

5.2.2. By Country

5.2.3. By Company (2024)

5.3. Market Map

6. CHINA MICE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Event Type

7. JAPAN MICE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Event Type

8. INDIA MICE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Event Type

9. SOUTH KOREA MICE MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Event Type

10. AUSTRALIA MICE MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Event Type

11. SINGAPORE MICE MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Event Type

12. INDONESIA MICE MARKET OUTLOOK

12.1. Market Size & Forecast

12.1.1. By Value

12.2. Market Share & Forecast

12.2.1. By Event Type

13. MARKET DYNAMICS

13.1. Drivers

13.2. Challenges

14. MARKET TRENDS & DEVELOPMENTS

14.1. Merger & Acquisition (If Any)

14.2. Product Launches (If Any)

14.3. Recent Developments

15. PORTERS FIVE FORCES ANALYSIS

15.1. Competition in the Industry

15.2. Potential of New Entrants

15.3. Power of Suppliers

15.4. Power of Customers

15.5. Threat of Substitute Products

16. COMPETITIVE LANDSCAPE

16.1. Company Profiles

16.1.1. Maritz Holdings Inc.

- 16.1.1.1. Business Overview
- 16.1.1.2. Company Snapshot
- 16.1.1.3. Products & Services
- 16.1.1.4. Financials (As Per Availability)
- 16.1.1.5. Key Market Focus & Geographical Presence
- 16.1.1.6. Recent Developments
- 16.1.1.7. Key Management Personnel
- 16.1.2. Conference Care
- 16.1.3. ITL World Company (MICEMINDS)
- 16.1.4. Creative Group, Inc.
- 16.1.5. Cvent Inc.
- 16.1.6. Capita plc
- 16.1.7. CWT Global B.V.
- 16.1.8. Meetings and Incentives Worldwide, Inc.
- 16.1.9. BCD Travel Services B.V.
- 16.1.10. One10, LLC

17. STRATEGIC RECOMMENDATIONS

18. ABOUT US & DISCLAIMER

I would like to order

Product name: Asia Pacific MICE Market, By Event Type (Meetings, Incentives, Conferences, Events),
By Country, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/A8D5E5B1AD9EEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer
Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click
button on product page <https://marketpublishers.com/r/A8D5E5B1AD9EEN.html>