

Direct Booking MICE Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Event Type (Meeting, Incentives, Conferences), By Service Provider (Venue Owners, Catering Services, Travel & Hospitality Providers, Technology Providers), By Region, By Competition, 2020-2030F

<https://marketpublishers.com/r/DAD2C9A48F12EN.html>

Date: June 2025

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: DAD2C9A48F12EN

Abstracts

Market Overview

The Global Direct Booking MICE Market was valued at USD 300.89 Billion in 2024 and is projected to reach USD 519.62 Billion by 2030, growing at a CAGR of 9.37% during the forecast period. This market segment specializes in managing and facilitating professional gatherings such as meetings, incentives, conferences, and exhibitions directly between organizers and service providers, bypassing intermediaries. These events play a critical role in driving business development, knowledge exchange, brand promotion, and international collaboration. The Direct Booking MICE Market is integral to global economic activity, generating demand across various support services including venue booking, accommodation, transportation, audiovisual integration, catering, and logistics.

The market is experiencing strong momentum due to corporate globalization, increasing demand for immersive brand experiences, and the widespread implementation of digital tools that enhance planning efficiency and audience engagement. As companies emphasize strategic engagement and tailored experiences for clients and employees, direct MICE bookings are becoming a preferred approach due to their flexibility, cost control, and streamlined planning.

Key Market Drivers

Increasing Corporate Investments in Business Events and Conferences

Corporations are placing growing importance on in-person events to strengthen client relationships, unveil new products, and foster internal engagement, fueling increased investments in the MICE segment. The globalization of business, along with the necessity for cross-border collaborations and face-to-face interactions, is intensifying demand for meetings, conferences, and trade events.

This trend is particularly evident in sectors like pharmaceuticals, IT, finance, and manufacturing, where product demonstrations, global summits, and incentive travel are essential for competitive differentiation. Moreover, incentive programs that reward employees with travel experiences are gaining popularity as tools to enhance performance and morale.

The adoption of hybrid event formats is also driving this growth, allowing organizations to maximize participation and ROI through flexible, scalable engagement models. As corporate event spending continues to rise, the direct booking model is gaining traction for its efficiency and transparency.

Key Market Challenges

Impact of Technological Disruption and Virtual Events on Traditional MICE Industry

The emergence and widespread adoption of virtual communication platforms have disrupted traditional MICE structures. Digital tools now allow organizations to host full-scale events virtually—often with lower costs and fewer logistical constraints—posing a challenge to in-person formats.

The COVID-19 pandemic significantly accelerated this shift, forcing rapid adaptation to virtual and hybrid environments. While these formats enhance accessibility and continuity, they also reduce demand for physical venues, travel, and related services—core revenue components for traditional MICE stakeholders.

This disruption has created a paradigm shift where event organizers must balance virtual convenience with the value of face-to-face networking, requiring a strategic reassessment of event formats, audience engagement, and ROI metrics.

Key Market Trends

Digital Transformation and Hybrid Event Integration in the Direct Booking MICE Market

The MICE industry is undergoing a digital transformation with hybrid event formats at the forefront. Combining in-person gatherings with virtual participation, hybrid events are reshaping attendee engagement and accessibility.

The adoption of AI-based networking, immersive virtual reality experiences, real-time analytics, and virtual exhibitor spaces is becoming increasingly common. These innovations enable highly personalized attendee journeys and offer measurable insights for organizers. Additionally, they extend event lifecycles through on-demand content and post-event interactions, creating new value streams.

Hybrid models also align with sustainability goals by minimizing travel-related emissions, further driving their adoption. However, the success of this transformation hinges on overcoming challenges such as digital fatigue, cybersecurity risks, and seamless technical integration between physical and virtual components.

Organizers are responding by investing in integrated digital platforms, staff training, and creative engagement strategies to maintain the impact of hybrid events while delivering measurable results.

Key Market Players

Cvent, Inc.

Maritz Holdings, Inc.

Informa plc

Reed Exhibitions Limited

MCI Group SA

BCD Travel B.V. (BCD Meetings & Events)

American Express Global Business Travel Limited

Testronics International Limited

GL Events SA

Freeman Company

Report Scope:

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

Direct Booking MICE Market, By Event Type:

Meeting

Incentives

Conferences

Direct Booking MICE Market, By Service Provider:

Venue Owners

Catering Services

Travel & Hospitality Providers

Technology Providers

Direct Booking MICE Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Direct Booking MICE Market.

Available Customizations:

Global Direct Booking 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. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation

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 Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. GLOBAL DIRECT BOOKING MICE MARKET OUTLOOK

- 5.1. Market Size & Forecast

- 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Event Type (Meeting, Incentives, Conferences)
 - 5.2.2. By Service Provider (Event Planners, Venue Owners, Catering Services, Travel & Hospitality Providers, Technology Providers)
 - 5.2.3. By Region
- 5.3. By Company (2024)
- 5.4. Market Map

6. NORTH AMERICA DIRECT BOOKING MICE MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Event Type
 - 6.2.2. By Service Provider
 - 6.2.3. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Direct Booking MICE Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Event Type
 - 6.3.1.2.2. By Service Provider
 - 6.3.2. Canada Direct Booking MICE Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Event Type
 - 6.3.2.2.2. By Service Provider
 - 6.3.3. Mexico Direct Booking MICE Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Event Type
 - 6.3.3.2.2. By Service Provider

7. EUROPE DIRECT BOOKING MICE MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Event Type
 - 7.2.2. By Service Provider
 - 7.2.3. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Direct Booking MICE Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Event Type
 - 7.3.1.2.2. By Service Provider
 - 7.3.2. United Kingdom Direct Booking MICE Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Event Type
 - 7.3.2.2.2. By Service Provider
 - 7.3.3. Italy Direct Booking MICE Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Event Type
 - 7.3.3.2.2. By Service Provider
 - 7.3.4. France Direct Booking MICE Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Event Type
 - 7.3.4.2.2. By Service Provider
 - 7.3.5. Spain Direct Booking MICE Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Event Type
 - 7.3.5.2.2. By Service Provider

8. ASIA-PACIFIC DIRECT BOOKING MICE MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Event Type
 - 8.2.2. By Service Provider
 - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Direct Booking MICE Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Event Type
 - 8.3.1.2.2. By Service Provider
 - 8.3.2. India Direct Booking MICE Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Event Type
 - 8.3.2.2.2. By Service Provider
 - 8.3.3. Japan Direct Booking MICE Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Event Type
 - 8.3.3.2.2. By Service Provider
 - 8.3.4. South Korea Direct Booking MICE Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Event Type
 - 8.3.4.2.2. By Service Provider
 - 8.3.5. Australia Direct Booking MICE Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Event Type
 - 8.3.5.2.2. By Service Provider

9. SOUTH AMERICA DIRECT BOOKING MICE MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Event Type

9.2.2. By Service Provider

9.2.3. By Country

9.3. South America: Country Analysis

9.3.1. Brazil Direct Booking MICE Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Event Type

9.3.1.2.2. By Service Provider

9.3.2. Argentina Direct Booking MICE Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Event Type

9.3.2.2.2. By Service Provider

9.3.3. Colombia Direct Booking MICE Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Event Type

9.3.3.2.2. By Service Provider

10. MIDDLE EAST AND AFRICA DIRECT BOOKING MICE MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Event Type

10.2.2. By Service Provider

10.2.3. By Country

10.3. Middle East and Africa: Country Analysis

10.3.1. South Africa Direct Booking MICE Market Outlook

10.3.1.1. Market Size & Forecast

- 10.3.1.1.1. By Value
- 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Event Type
 - 10.3.1.2.2. By Service Provider
- 10.3.2. Saudi Arabia Direct Booking MICE Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Event Type
 - 10.3.2.2.2. By Service Provider
- 10.3.3. UAE Direct Booking MICE Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Event Type
 - 10.3.3.2.2. By Service Provider
- 10.3.4. Kuwait Direct Booking MICE Market Outlook
 - 10.3.4.1. Market Size & Forecast
 - 10.3.4.1.1. By Value
 - 10.3.4.2. Market Share & Forecast
 - 10.3.4.2.1. By Event Type
 - 10.3.4.2.2. By Service Provider
- 10.3.5. Turkey Direct Booking MICE Market Outlook
 - 10.3.5.1. Market Size & Forecast
 - 10.3.5.1.1. By Value
 - 10.3.5.2. Market Share & Forecast
 - 10.3.5.2.1. By Event Type
 - 10.3.5.2.2. By Service Provider

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. COMPANY PROFILES

13.1. Cvent, Inc.

- 13.1.1. Business Overview
- 13.1.2. Key Revenue and Financials
- 13.1.3. Recent Developments
- 13.1.4. Key Personnel/Key Contact Person
- 13.1.5. Key Product/Services Offered

13.2. Maritz Holdings, Inc.

13.3. Informa plc

13.4. Reed Exhibitions Limited

13.5. MCI Group SA

13.6. BCD Travel B.V. (BCD Meetings & Events)

13.7. American Express Global Business Travel Limited

13.8. Testronics International Limited

13.9. GL Events SA

13.10. Freeman Company

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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