Despite economic uncertainty, the global MICE industry looks healthy. BBT analyses the data.
LEADING THE WAY

Meeting planners across the world are feeling optimistic about their ability to incorporate technology. On a scale of one to ten, a large proportion rated themselves at eight or above.

MULLING IT OVER

Surprisingly, cost is not at the top of a list when it comes to considering sending an RFP to a venue.

- 41% consider a venue’s brand reputation
- 37% research reviews
- 36% look at cost

OF EUROPEAN MEETINGS TAKE PLACE IN MID-TIER PROPERTIES

- 82% Central/South America
- 59% North America
- 53% Europe
- 46% Asia-Pacific

BLUE SKY THINKING

Despite warnings of a potential economic downturn in 2020, planners in every region predict an increase in meeting activity levels.

- +2.54% North America
- +2.3% Central/South America
- +2.3% Asia-Pacific
- +1.8% Europe

74% of global attendees downloaded event apps in 2019.
LOOK ON THE BRIGHT SIDE

A survey of 1,300 event professionals found a number of company benefits resulting from incentive travel programmes, including:

- Increased sales and/or profit
- Increased individual productivity
- Improved engagement
- Improved retention
- Enhanced training or knowledge

**KEY**
- Least important
- Fairly important
- Moderately important
- Important
- Most important

**SAFETY FIRST**

The top factor European planners consider when selecting a destination:

**ECONOMIC/POLITICAL INSTABILITY CONCERNS**

- 88% of planners say the rise of “bleisure” has had a positive impact on their incentive travel programme

**EUROPE AND ASIA-PACIFIC ACCOUNTED FOR NEARLY 70.4%**

Market Share of the Global MICE Industry in 2017

Source: Research and Markets MICE Industry by Event Type: Global Opportunity Analysis and Industry Forecast, 2018-2025