



The 19th UN Tourism/PATA Forum on Tourism Trends and Outlook

Sep 18-20, 2025 | Shangri-La Hotel, Guilin, China

“Synergy in Motion: Charting New Frontiers for a Resilient, Sustainable, and Smart Tourism Ecosystem”

MICE Tourism: Catalyst for Innovation and Social Evolution!

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MICE Global Market Snapshot

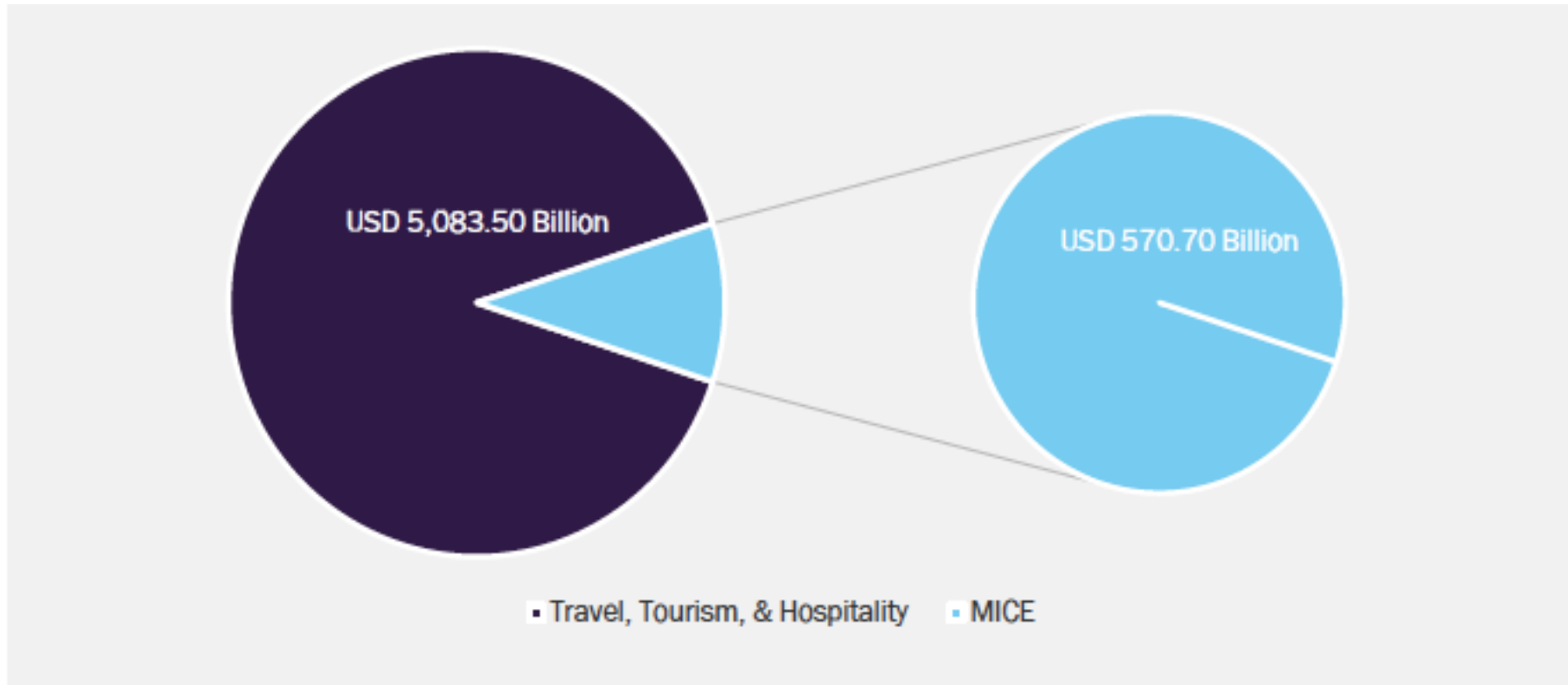


Worldwide Trends & Challenges

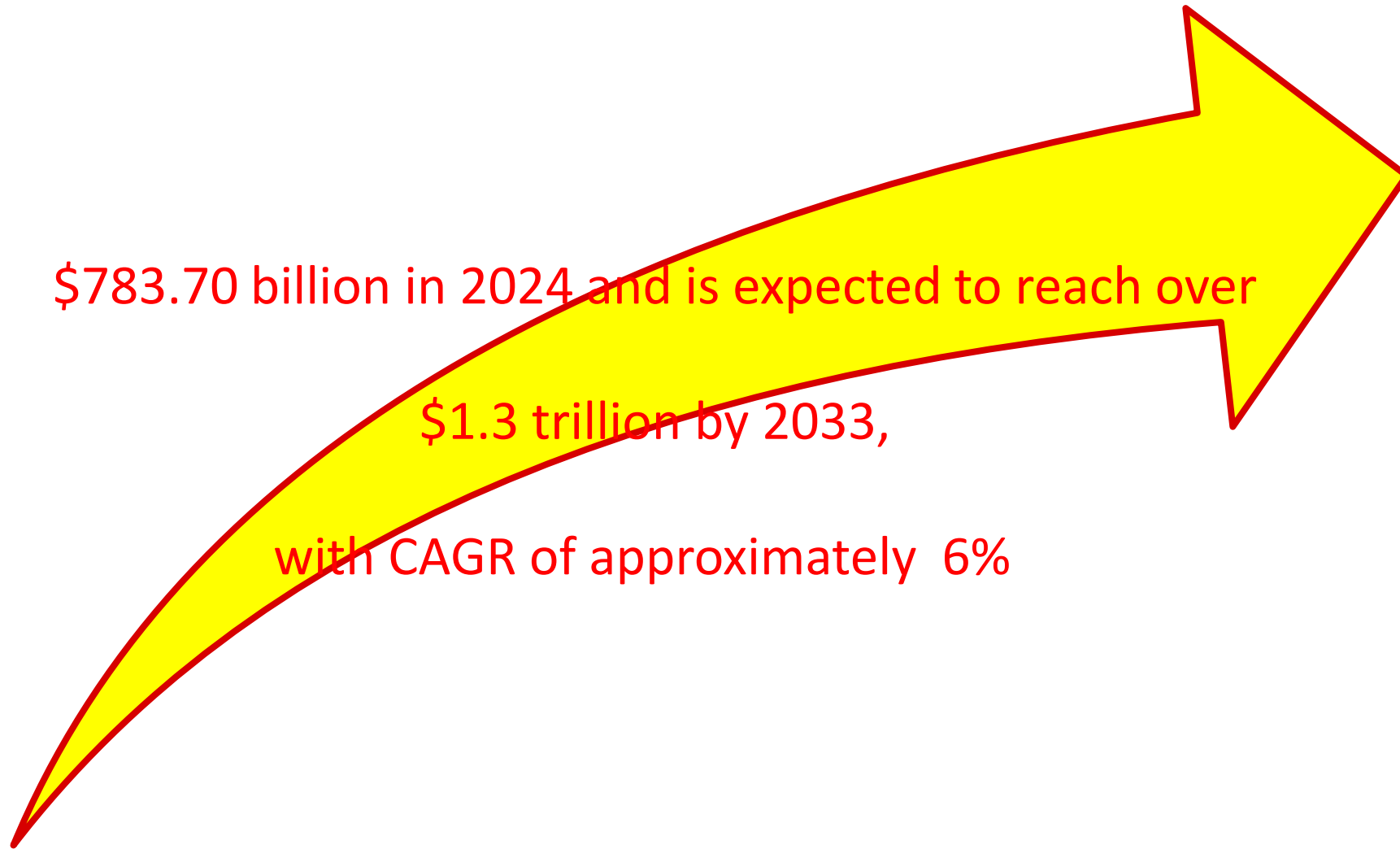


Innovation & Social Evolution

More than 10%



Source: D&B Hoovers, Pitchbook, Company Blogs & Reports, Primary Interviews, Grand View Research

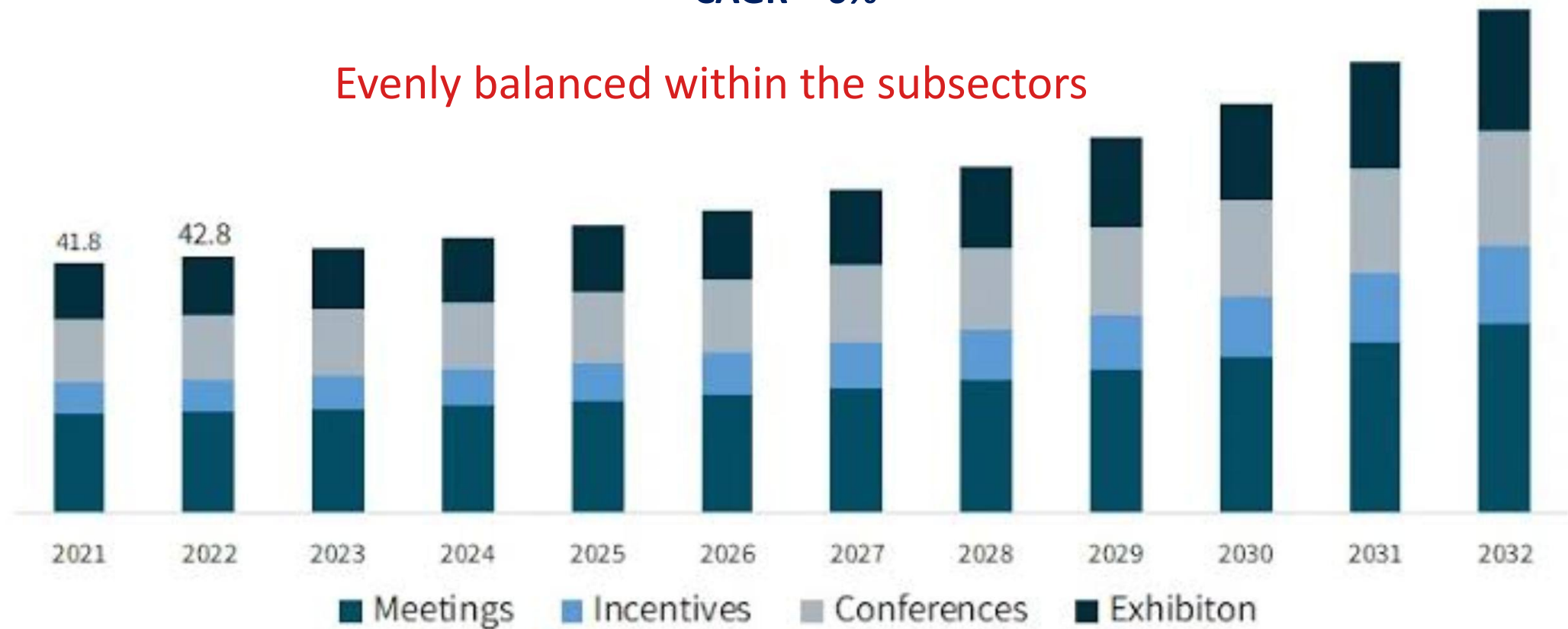


Source: Grand View Research

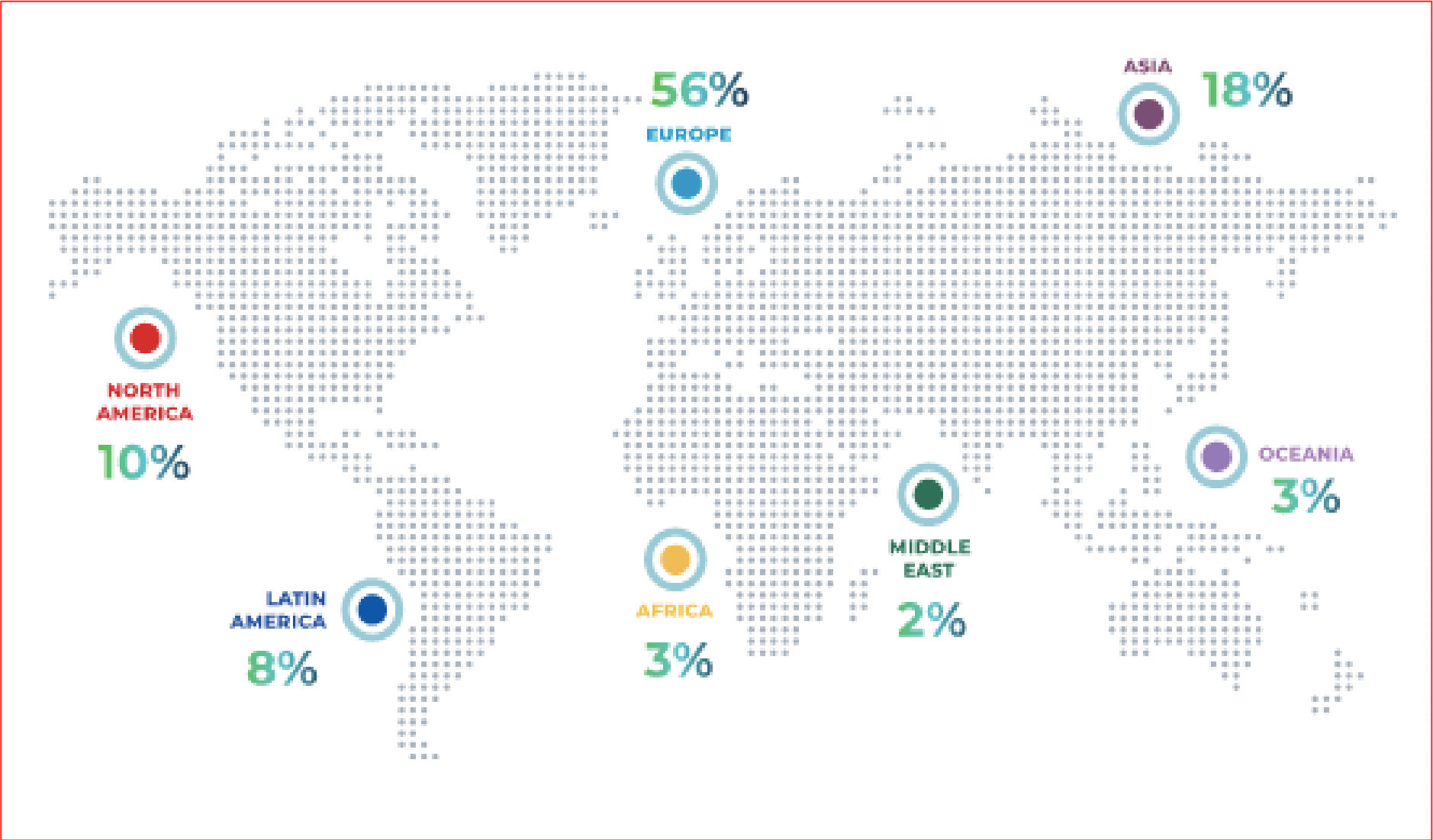
MICE Tourism Market Size, By Event Type, 2021 – 2032, (USD Billion)

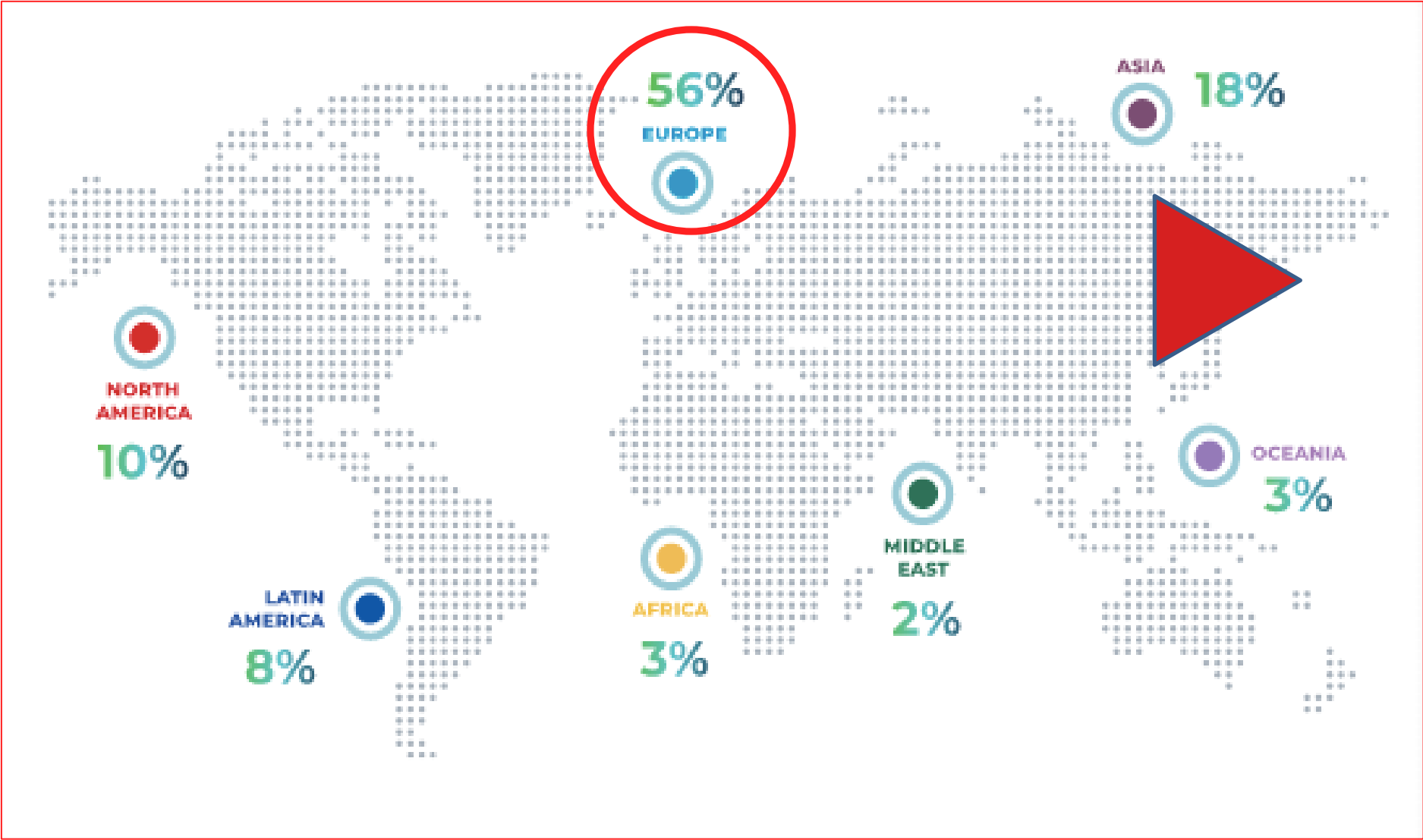
CAGR ≈ 6%

Evenly balanced within the subsectors



Source: www.gminsights.com





Top Countries

Rank	Country	No of Events
1	USA	709
2	ITALY	635
3	SPAIN	536
4	GERMANY	491
5	UNITED KINGDOM	481
6	FRANCE	432
7	JAPAN	428
8	NETHERLANDS	295
9	PORTUGAL	290
10	CANADA	252

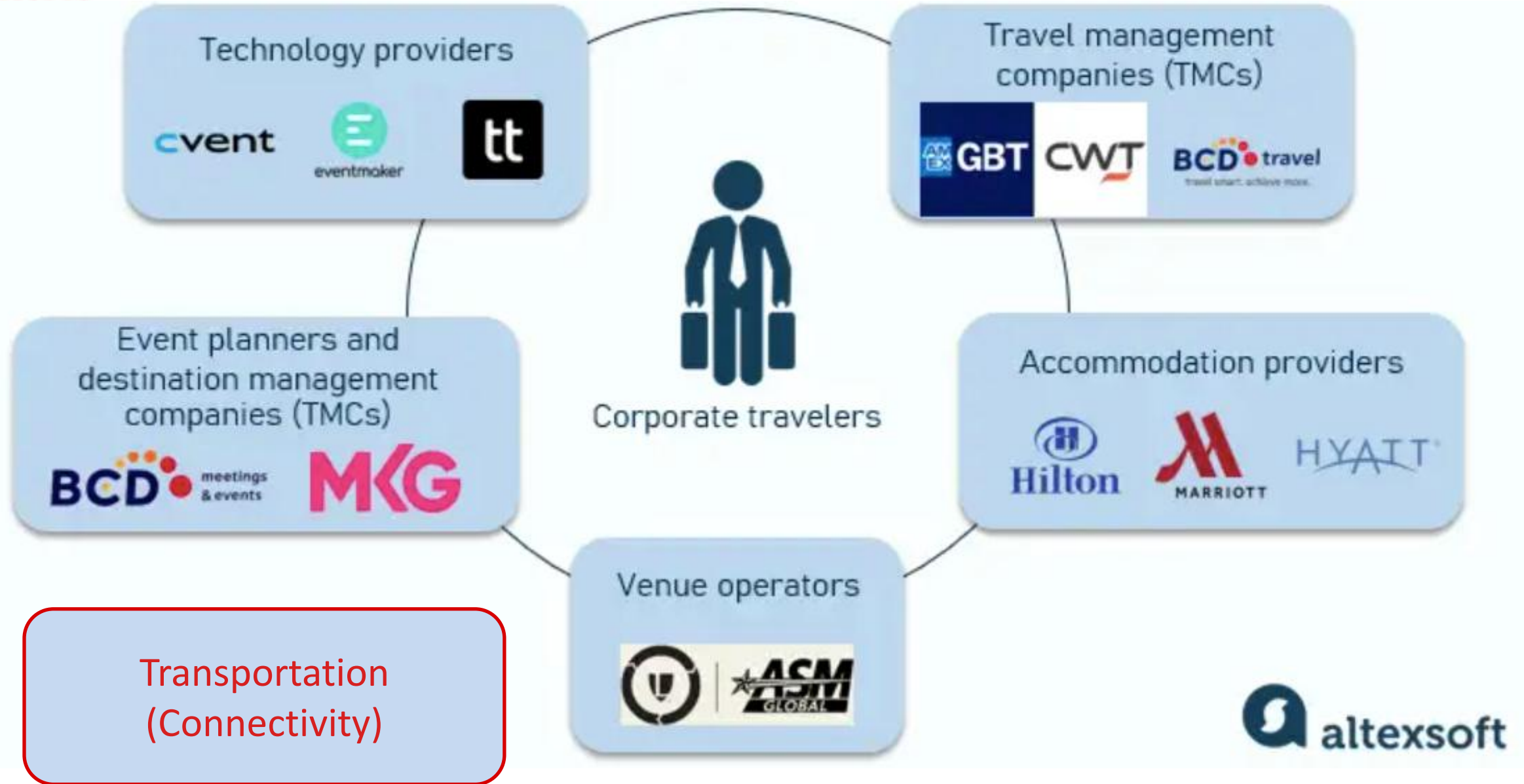


Rank	Country	No of Events
11	CHINA, PR	249
12	REPUBLIC OF KOREA	243
13	BELGIUM	238
14	SWEDEN	235
15	BRAZIL	234
16	AUSTRIA	233
17	AUSTRALIA	227
18	GREECE	211
19	POLAND	191
20	FINLAND	186



Rank	City	Country	No of Events
1	Vienna	AUSTRIA	154
2	Lisbon	PORTUGAL	153
3	Singapore	SINGAPORE	144
4	Barcelona	SPAIN	142
5	Prague	CZECH REPUBLIC	131
6	Paris	FRANCE	124
7	Seoul	REPUBLIC of KOREA	124
8	Bangkok	THAILAND	115
9	Rome	ITALY	114
10	Athens	GREECE	111



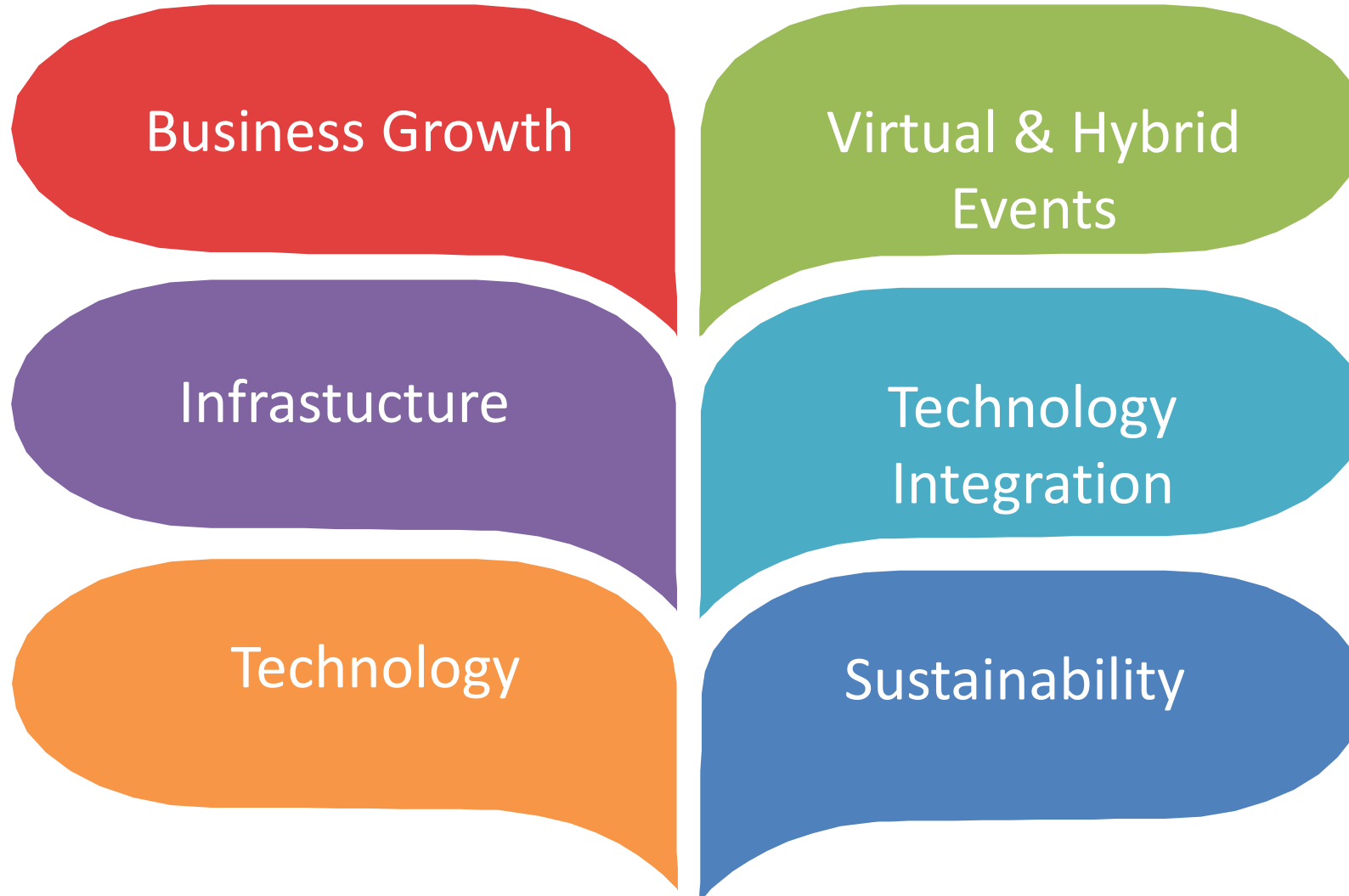


Business Growth

Infrastructure

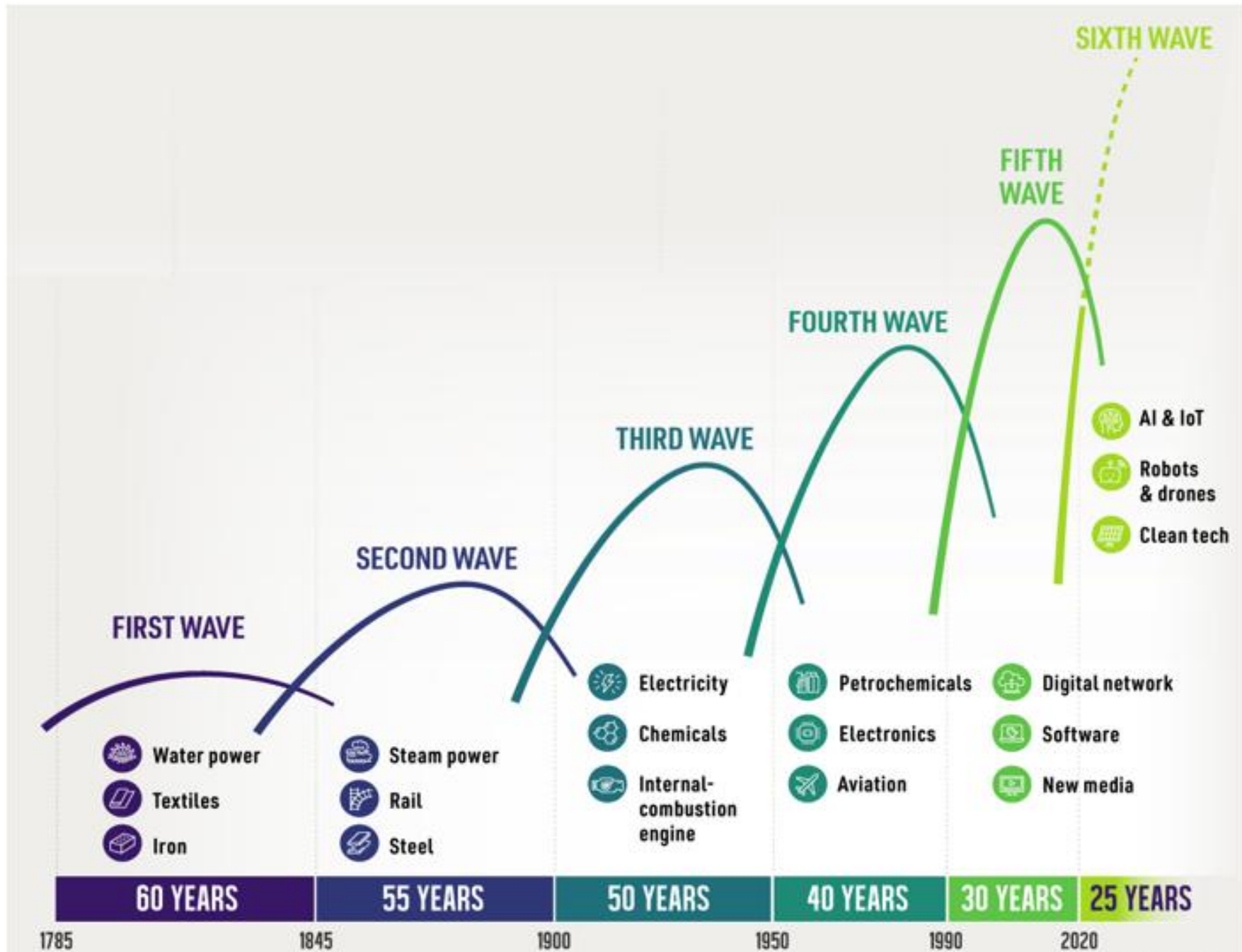
Technology

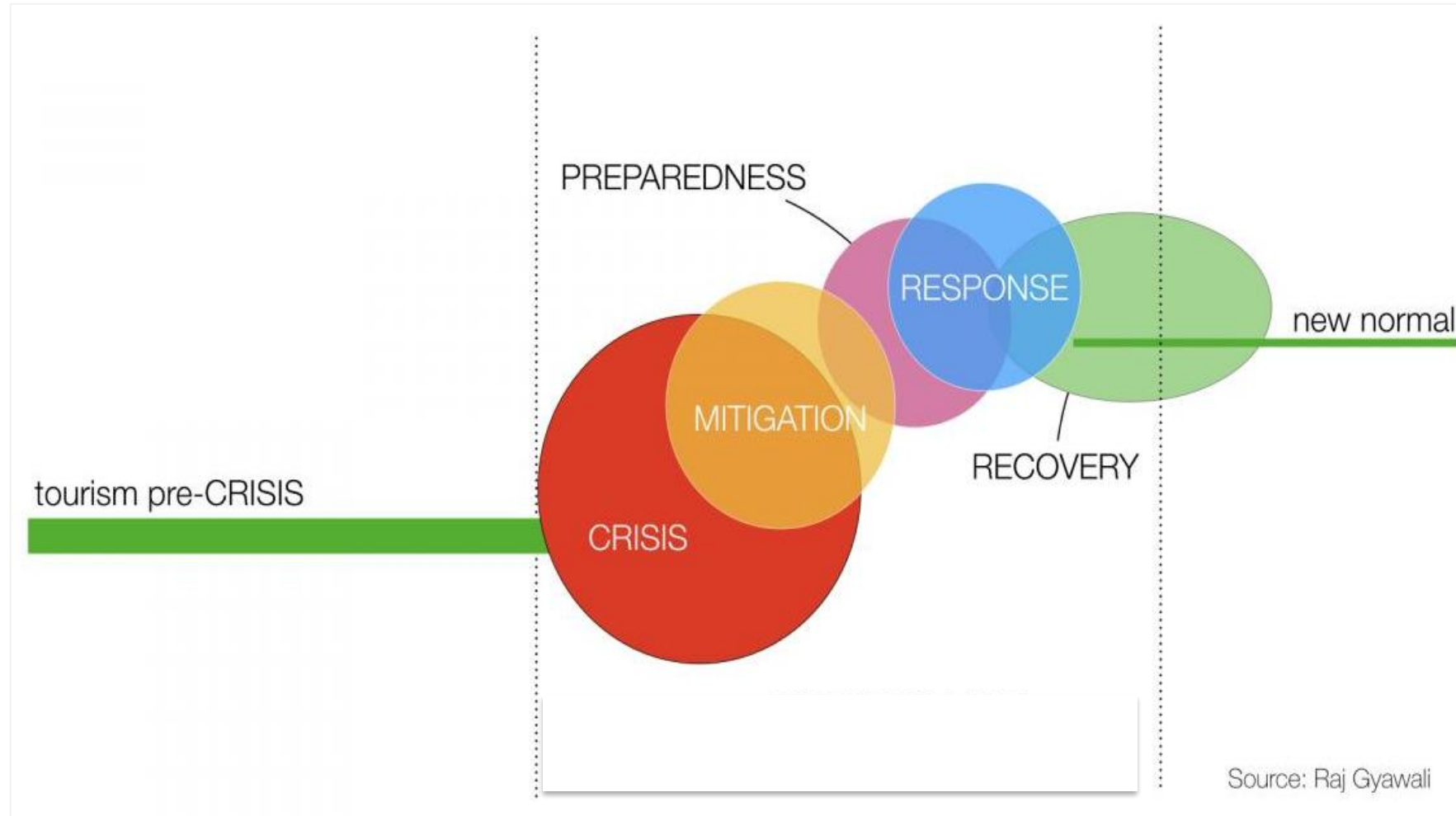




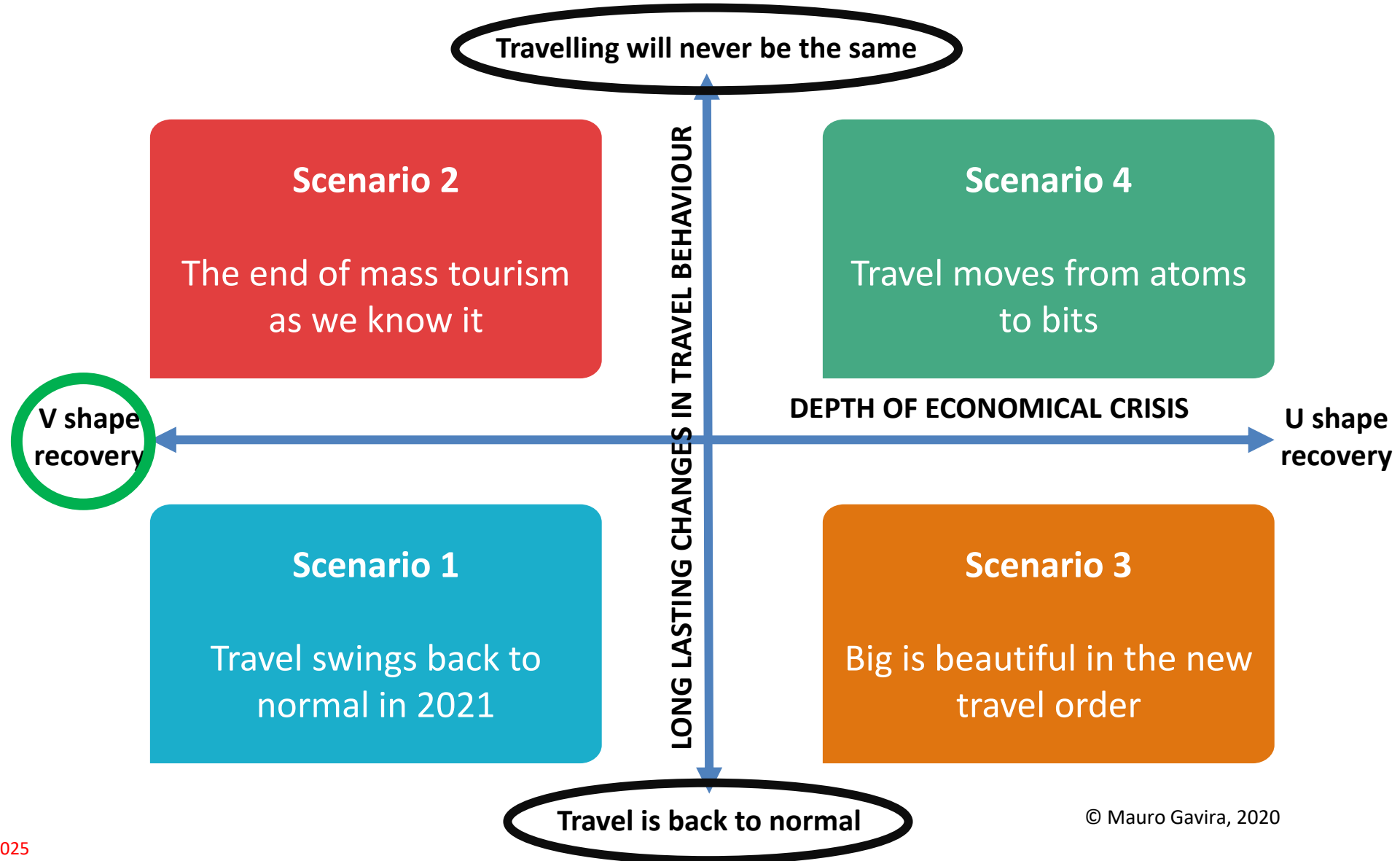


Pax	No of Events	%
50-149	4371	39
150-999	5832	53
1000+	896	8





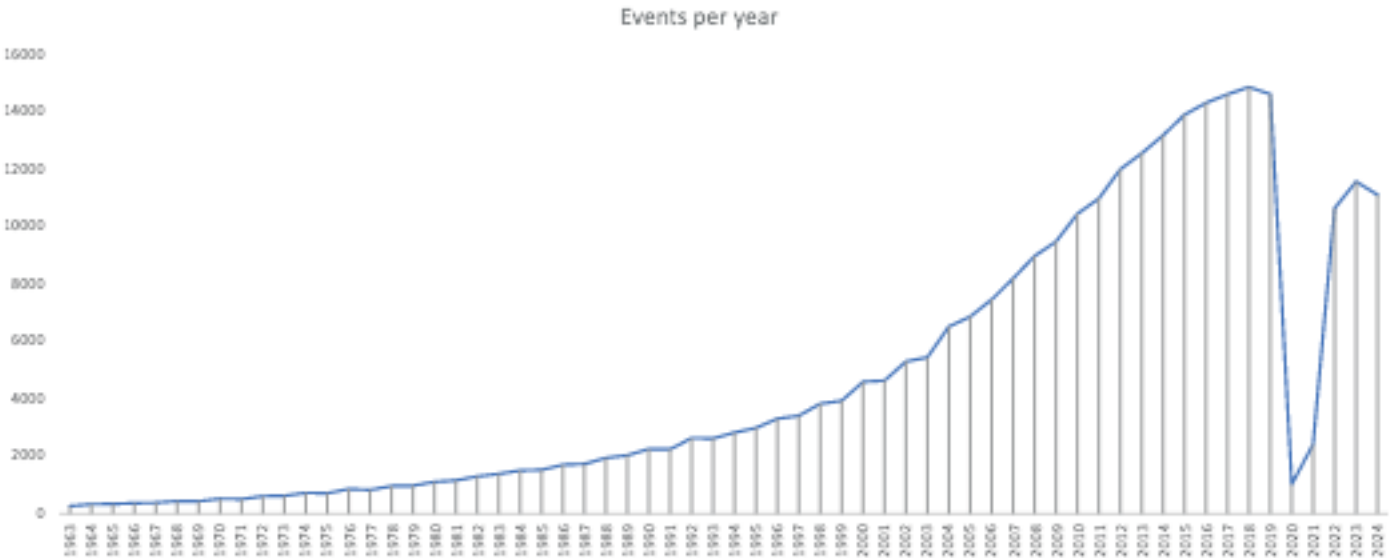
The travel industry post-Coronavirus





2024 SNAPSHOT: INTERNATIONAL ASSOCIATION MEETINGS AT A GLANCE

The 2024 ICCA meetings data highlights a continued recovery and upward trend in the association meetings sector.



Virtual as a complement to Physical





	No of Meetings	% of 2024
Medical Science	2463	17%
Technology	2051	14%
Science	1893	13%
Industry	905	6%
Education	896	6%





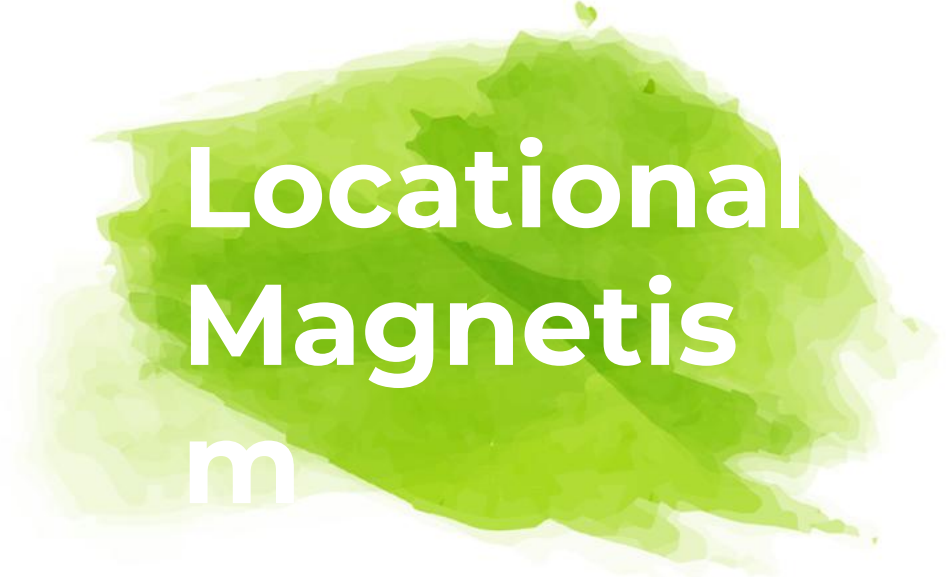
ACCELERATE
SCIENTIFIC
ADVANCEMENT

FUEL NEW
INDUSTRY
SECTORS

SUPPORT LOCAL
COMMUNITIES'
GROWTH





A green watercolor splash with a textured, painterly appearance, serving as a background for the text.

**Locational
Magnetis
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A blue watercolor splash with a textured, painterly appearance, serving as a background for the text.

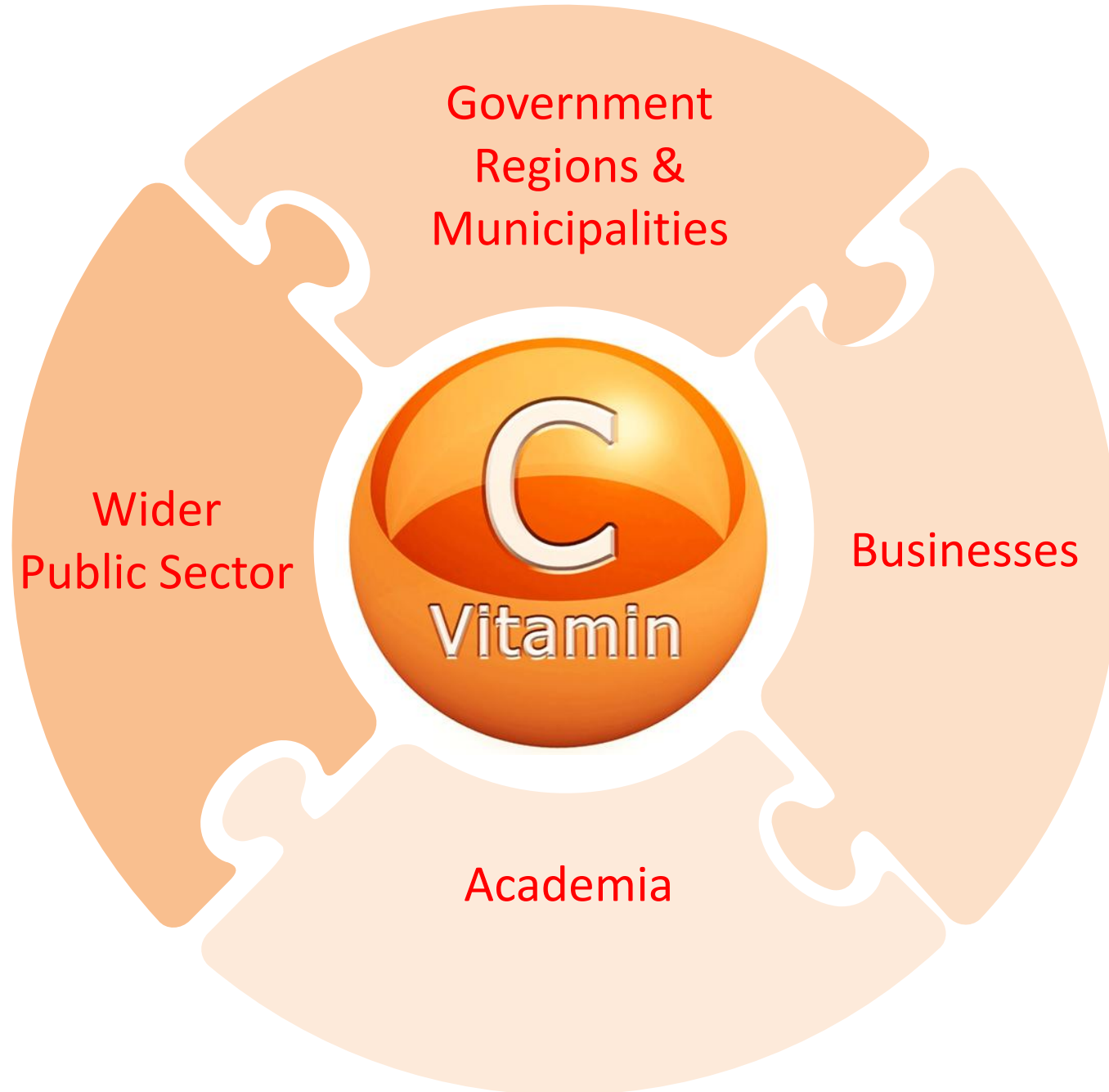
**Cultural
Inspiratio
n**



MORE MEETINGS = MORE IDEAS EXCHANGED

*MORE MEETINGS = MORE LIVELIHOOD
CHALLENGES ADDRESSED*





UNWTO suggests



Collaboration

Cooperation

Coordination



谢谢

Georgios Drakopoulos