

MICE Worldwide - June 2018

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“Conference attendees are no longer content to sit passively through endless lectures, presentations and roundtables. Especially with the rise of the Millennial cohort, participants demand to play a more active role in the events that they attend.”

- **Jessica Kelly, Senior Tourism Analyst**

This report looks at the following areas:

- What is the outlook for MICE events by industry?
- What is the outlook for MICE events by major country/region?
- How is technology impacting meetings?
- What is the potential for online booking of MICE events?
- What role do travel management companies (TMCs) play in the MICE sector?
- What are the trends concerning incentive travel?
- Which are the leading destinations for international association meetings?
- Where are the biggest exhibition halls located?

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IMPACT Muang Thong Thani

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More online booking

Who will win the race?

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