

MICE Worldwide - September 2014

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“The future development of incentives, conventions, conferences and exhibitions will be influenced by overall societal trends which include social networking and the explosion of user-generated content, as well as the widespread diffusion of specialist knowledge via the Internet.”

This report looks at the following areas:

- Will MICE activity track economic growth in the coming years?
- Will virtual meetings (such as videoconferencing and hybrid events) replace more traditional MICE activity?
- Will MICE activity in Europe continue to be centred in Germany?
- Will trade fairs enter into a permanent state of decline?
- Will the role of social networking at MICE events continue to grow in importance?

This report provides an overview and update of the worldwide 'MICE' sector, a distinct sub-segment of tourism. The acronym MICE stands for: 'meetings, incentives, conventions [or alternatively conferences] & exhibitions' [or alternatively 'events']. However, the line of demarcation between these terms is not clearly defined. Indeed, there is quite a bit of overlap between meetings, conferences, conventions and even exhibitions, so it is not easy to make a clear distinction between these terms. For instance, the EIBTM (European Incentive and Business Travel Meeting) is in reality better described as an exhibition or a trade fair. It can thus be concluded that the term meeting has a particularly broad application. In fact, currently, the trend is to call the MICE segment 'the meetings industry', according to Rob Davidson, managing director of MICE Knowledge, a UK-based consultancy.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Australasia/Asia

Australia

Brisbane

Sydney

China

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Lower the risk by enforcing compliance
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 30 Euston Square
 VolunTeaming

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