

# Business Travel: Meetings, Incentives, Conferences and Exhibitions - US - 2023

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## This report looks at the following areas:

- Domestic business travel recovery and revenue forecast
- The types of employees that engage in MICE travel
- Characteristics of MICE events that attract and repel prospective attendees
- The kind of tech that MICE attendees want to engage with at events
- How MICE events affect the professional lives of attendees
- Where the event industry should be headed on accessibility and inclusion

The in-person corporate events industry continues its recovery; blended travel (or bleisure) has helped drive growth as business travelers with a strong leisure mindset have eagerly returned to travel to make business connections, gain industry knowledge and see new destinations. The evolving priorities of business travelers' have changed how event organizers approach MICE attendees, and planners now must think about ways to include more leisure activities in business conference agendas.

However, rising costs and signs of economic instability in 2023 are causing many companies to be cautious with spending, which can curtail budgets for MICE-related travel, slowing the strong recovery seen in 2022.

Ultimately, success for organizers means creating events that not only offer credible opportunities for professional development, but also provide a way for attendees to network in more leisure-style settings than conferences have typically provided.



"The MICE travel industry is on the brink of full recovery from the pandemic, but that isn't to say it the same. Remote working has further blurred the lines between work life and home life, and workers are now seeking the same fluidity in work and leisure in professional events."

- Mike Gallinari, Senior Travel & Leisure Analyst

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