

## **Event And Exhibition - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-02-09 | 130 pages | Mordor Intelligence

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### **Report description:**

Event And Exhibition Market Analysis

The Event And Exhibition Market was valued at USD 57.17 billion in 2025 and estimated to grow from USD 60.16 billion in 2026 to reach USD 77.62 billion by 2031, at a CAGR of 5.23% during the forecast period (2026-2031).

Corporate budgets, hybrid-format adoption, and sustainability mandates jointly sustain demand while reshaping business-event design. Live attendance rebounded in 2024 and early-2025, supported by rising travel spend and venue investments. Technology platforms, especially those embedding AI, now underpin nearly every stage of event planning. Infrastructural build-outs in the Gulf and ASEAN nations increase venue supply, pressuring established Western destinations to innovate. Consolidation among organizers and venue operators accelerates, signaling a shift toward scale-driven efficiencies and tighter supplier ecosystems.

Global Event And Exhibition Market Trends and Insights

Rapid Rebound of In-Person Business Travel Budgets

Corporate travel outlays rose sharply during 2024, and 42% of companies budgeted higher spending for 2025 compared with 2024. Conference attendance intentions also improved; 60% of business travelers planned at least one trade-show visit in 2024, reflecting renewed emphasis on face-to-face networking. Longer booking lead times-averaging 53 days for international trips-show planners locking in rates early to manage cost uncertainty. The revived spend broadened demand beyond primary

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hubs, lifting secondary cities where venue costs remain lower. Resulting volume uplift has already flowed into premium meeting spaces, AV services, and specialized logistics suppliers.

#### Technology-Enabled Hybrid Formats Expanding Attendee Reach

Organizers have shifted from emergency virtual solutions to implementing mature hybrid strategies. Virtual platforms are increasingly being adopted, driven by advancements in AI-powered matchmaking and content personalization, which significantly enhance attendee satisfaction. Features like real-time translation and AR/VR integrations are breaking down geographic and linguistic barriers, enabling broader audience engagement without substantial cost increases. Sponsors are showing greater interest in premium virtual booths due to their ability to generate valuable, data-driven leads. Hybrid event structures are proving effective in generating additional revenue while aligning with ESG goals and addressing travel budget constraints.

#### Volatile Air-Travel and Accommodation Pricing

Hotel room rates increased 4.5% per attendee for 2025, while trans-Atlantic business-class airfares rose 4% over 2024 levels. Regional disparities complicate planning: Indian metros posted 8.5-9% room-rate growth, whereas some Nordic cities rose 5.6%. Mega-events like Expo Osaka inflate local inventory costs by double-digit percentages, forcing planners to book earlier or compress program durations. These swings prompt higher contingency budgets and encourage hybrid participation models to offset travel spending unpredictability.

Other drivers and restraints analyzed in the detailed report include:

Corporate Sustainability Mandates Shifting Toward Carbon-Neutral Events  
Large-Scale Infrastructure Build-Outs in Gulf and ASEAN Markets  
Geopolitical Uncertainty and Visa Restrictions

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Meetings delivered 41.30% of 2025 revenue within the MICE market, affirming their central role in decision-making and relationship building. This segment's stability supports baseline venue occupancy and predictable service demand. Hybrid/Virtual Events, however, are forecast at a 6.55% CAGR through 2031, the fastest among formats. The incremental reach offered by hybrid structures attracts sponsors seeking global impressions without proportional travel costs. Organizers incorporate AI-assisted matchmaking and digital exhibit halls, blending physical engagement with robust data capture. Conferences continue to appeal for content-focused gatherings, while Incentives regain traction as employers emphasize retention. Exhibitions, once volume drivers for large venues, now integrate immersive tech and data-rich lead-gen to remain relevant. The MICE market size for meetings is poised to grow steadily even as hybrid models broaden the ecosystem.

Corporate buyers deploy outcome-based metrics that weigh engagement depth, sustainability performance, and ROI. Hybrid platforms mitigate carbon footprints and budget variability, positioning them as essential complements rather than substitutes. Suppliers that master synchronous physical and digital delivery stand to capture a larger probability-weighted share of upcoming program spend.

Event Planning and Management providers held 25.55% of 2025 MICE market size, reflecting planners' need for integrated expertise across venue logistics, compliance, and attendee engagement. Audio-Visual and Technology Services exhibit a 6.78% CAGR outlook to 2031, fueled by demand for high-fidelity streaming, XR experiences, and on-site bandwidth. Venue Rental remains indispensable but faces margin compression as new capacity comes online in emerging regions. Transportation and

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Logistics suppliers navigate rate volatility, requiring dynamic pricing tools.

Accommodation partners reposition through loyalty integrations and extended-stay packages that dovetail with "bleisure" trends. Food and Catering operators shift menus toward locally sourced and plant-forward offerings to satisfy ESG metrics. Technology overlays, including AI venue-sourcing and predictive analytics, now differentiate full-service agencies. Consequently, service portfolios evolve from siloed line items toward bundled, data-driven platforms optimized for end-to-end event life cycles.

The Event and Exhibition Market Report is Segmented by Event Type (Meetings, Incentives, and More), Service Type (Event Planning and Management, Venue Rental, and More), Venue Type (Convention Centers, Hotels and Resorts, and More), Industry Vertical (IT and Telecom, Healthcare and Pharmaceuticals, BFSI, Hospitality, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

### Geography Analysis

North America commanded 37.60% of global MICE market revenue in 2025, supported by mature infrastructure, headquarters concentration, and advanced hybrid adoption. U.S. business-travel spending reached USD 265.5 billion in 2024, or 87% of 2019 volume. Canada's hotel-construction pipeline expanded 54% year-over-year in 2024, enlarging event capacity. Mexico leveraged proximity and competitive cost structures to draw corporate meetings aimed at Latin-American audiences. Though growth rates are modest, the region retains scale and innovation leadership, offering high-bandwidth venues and seasoned service ecosystems.

Europe remained a pivotal destination derived from historical convention assets and rigorous regulatory frameworks. Sustainability criteria influenced 50% of 2024 planner venue decisions, and Germany topped European meeting-destination rankings. The pending ETIAS requirement adds complexity for non-EU attendees yet promises more secure movement flows. "Bleisure" behavior accelerated, with 60% of visitors extending trips for leisure. The MICE market will likely see stabilized demand across Tier 1 cities, with incremental programs shifting toward carbon-efficient secondary hubs.

The Middle East and Africa region showcased the fastest CAGR outlook at 6.42% to 2031. Dubai's USD 2.7 billion Expo City expansion and Saudi Arabia's Vision 2030 venue pipeline expand supply and stimulate competitive pricing. Regional hotel pipelines counted 607 projects and 147,088 rooms as of mid-2025. Incentives and meetings dominated 2024 program mix, yet Retail and Online-Retailer segments posted 145% growth, revealing diversification. Government-backed visa facilitation and destination-marketing funds further propel inbound program volume.

Asia-Pacific's ASEAN bloc demonstrated robust FDI inflows of USD 230 billion in 2024, reinforcing demand for cross-border corporate events. Marina Bay Sands' arena expansion promises new large-format capacity by 2029, reaffirming Singapore's status as a regional hub. China continued to build mega-centers such as Beijing's International Exhibition Centre Phase 2, yet geopolitical headwinds tempered outbound delegate flows. Overall, the region's long-term trajectory remains positive, driven by demographic growth and supply-chain diversification.

### List of Companies Covered in this Report:

ASM Global Informa PLC Messe Frankfurt GmbH Reed Exhibitions (RX Global) Maritz Global Events Inc. MCI Group Cvent Holding Corp. GL Events SA Comexposium Fiera Milano SpA Koelnmesse GmbH Tarsus Group SMG (merged into ASM Global) Clarion Events Ltd. Viad Corp (GES) Emerald Holding Inc. Hyve Group plc dmg events Freeman Company Itochu Corp (Congrex)

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<ul> The market estimate (ME) sheet in Excel format  
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