

## **Saudi Arabia MICE - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-02-09 | 120 pages | Mordor Intelligence

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### **Report description:**

Saudi Arabia MICE Market Analysis

The Saudi Arabia MICE Market was valued at USD 3.22 billion in 2025 and estimated to grow from USD 3.54 billion in 2026 to reach USD 5.65 billion by 2031, at a CAGR of 9.82% during the forecast period (2026-2031).

The robust trajectory is anchored in Vision 2030's USD 800 billion infrastructure pipeline, which is delivering giga-projects, next-generation airports, and hospitality capacity designed expressly for large-scale business events. Passenger traffic reached 128 million in 2024, and nonstop air links now span 170 cities, reducing travel friction for international delegates. Parallel advances in e-visa processing, stopover permits, and VAT refunds enhance "bleisure" appeal, lifting average stay lengths during peak conference seasons. Government investment funds are co-developing venues with global operators, while professional service shortages and extreme summer temperatures remain material headwinds. Overall, the Saudi Arabia MICE market is primed to capture regional share from legacy hubs facing capacity constraints and regulatory hurdles.

Saudi Arabia MICE Market Trends and Insights

Government-led Vision 2030 Investment in Business Tourism Infrastructure

Vision 2030 earmarks record public spending for airports, rail, and convention halls, enabling single-venue mega-events that older Gulf facilities cannot match. Riyadh Expo 2030 alone will deliver 6 km<sup>2</sup> of exhibition space integrated with hospitality towers,

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reducing delegate transfer times and boosting event throughput. King Salman International Airport layers a 100 million-passenger terminal with onsite meeting floors, embedding MICE within the travel journey. A SAR 3 billion (USD 798 million) incentive package from the Tourism Development Fund cuts hotel operating fees, accelerating the addition of 362,000 keys by 2030. Remote hubs such as AIUla now feature accredited venues, easing geographic concentration risk. Collectively, these measures enhance Saudi Arabia MICE market competitiveness by resolving historic capacity and quality gaps.

#### Surge in Giga-projects Adding World-Class Venues

NEOM's Oxagon, the world's largest floating structure, integrates conference halls with innovation labs powered by renewable energy, catering to ESG-minded corporates. Qiddiya merges esports arenas and flexible meeting pods, reflecting the convergence of entertainment and B2B networking. Sindalah Island offers private-jet access and luxury pavilions, shrinking door-to-door times for global C-suites. With combined capital outlays topping USD 500 billion, the giga-projects add venue capacity that eclipses current regional demand, positioning the Saudi Arabia MICE market to absorb overflow from saturated Dubai and Doha calendars. Early bookings for 2026-2028 suggest rising global confidence in the Kingdom's ability to deliver high-spec events year-round.

#### Shortage of Certified Meeting-Planning Professionals

Rapid venue rollouts have outstripped the local talent pool, leaving skill gaps in protocol, hybrid production, and multilingual guest services. Accor's Tamayaz program will train 256 Saudis by 2027, yet it meets only a fraction of the projected 1.6 million hospitality jobs by 2030. Reliance on expatriate contractors raises cost bases and can conflict with Saudization quotas. Emerging destinations like NEOM require CMP-level expertise to run high-spec international events but lack resident professionals, forcing companies to import teams on short visas. Nascent collaborations with global certification bodies are positive yet will require sustained funding and industry participation to close the gap. Until then, execution risk could temper the pace at which the Saudi Arabia MICE market capacity is monetized.

Other drivers and restraints analyzed in the detailed report include:

Expansion of national carrier Saudia and Riyadh Air is boosting connectivity  
Growing Corporate Demand for Incentive Travel Packages  
Seasonality Due to Extreme Summer Temperatures

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

#### Segment Analysis

Conferences commanded 39.05% of revenue in 2025, confirming Saudi Arabia's positioning as a convening ground for global thought leadership events such as the Future Investment Initiative. This share underscores how the Saudi Arabia MICE market leverages regulatory support and large-format venues to attract high-profile summits. Meetings, representing 38% of event count, service the swelling base of regional headquarters, while exhibitions hold a 12% slice through trade shows like Future Power Expo that drew 800 exhibitors and 80,000 trade visitors. The incentives segment, although smaller, will grow 14.83% CAGR as corporates tap giga-project backdrops for reward travel. Local supply chains increasingly bundle cultural excursions with conference itineraries, boosting delegate spend per trip.

Second-order effects favor incentives as giga-project openings proliferate. Unique product offerings such as night-time desert archaeological tours or Red Sea coral restoration dives differentiate Saudi Arabia from rival Gulf venues. Conferences will retain scale leadership given the Kingdom's diplomatic gravitas and neutral regional stance, yet incentives' faster CAGR diversifies revenue risk across the Saudi Arabian MICE industry. Continued exhibition growth hinges on sector-specific clusters such as fintech, EV supply chains, and gaming, each pulling distinct visitor profiles and sponsorship pools.

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The Saudi Arabia MICE Market Report is Segmented by Event Type (Meetings, Incentives, Conferences, Exhibitions), Industry Participant (Corporate, Government & Public Sector, Associations & NGOs), Source of Revenue (Tickets and Registration Fees, Accommodation, Food & Beverage, Advertising), and Geography (Central, Western, Eastern, Northern Region, Southern Region). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Marriott International Hilton Worldwide Accor InterContinental Hotels Group (IHG) Radisson Hotel Group Jumeirah Group Informa Markets dmg Events Messe Frankfurt Middle East RX Global Riyadh Front Exhibition & Conference Center Jeddah Superdome MCI Middle East Semark (Saudi Event Management & Marketing) Al Khaleejiah Advertising & PR Diriyah Company (event venues) NEOM Events Co. Qiddiya Investment Co. Arabian Adventures Meetings & Incentives Saudi Conventions & Exhibitions Authority (SCEA)

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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