



Global **MICE** Trends 2026

Insights from a Global Meeting Planner



Kwan Juthamas

Founder & Chief Curator

CURATED PARTNER COMPANY LIMITED

- Hospitality & Tourism Industry Expert with over 25 years of experience
- Advisor, Marketing Committee
Thailand Incentive and Convention Association (TICA)
- Co-Chairperson, Marketing Committee
Thailand Incentive and Convention Association (TICA) | 2019–2025
- Task Force Member
Thailand Convention and Exhibition Bureau (TCEB) | 2020–2022
- Certified Incentive Specialist (CIS) by the Society for Incentive Travel Excellence (SITE)
- Certified Digital Event Strategist (DES) by the Professional Convention Management Association (PCMA)
- Contributor to MICE 101 Industry Textbook
- Guest Speaker on Hospitality and MICE Industry
Asian Institute of Technology (AIT), Assumption University (ABAC)
Chulalongkorn University, Mahidol University, Bangkok University





A bespoke boutique travel
company specialised in
Global Venue Sourcing, VIP Hotel
Booking Service and Curated
Experience in Thailand

Meeting

Incentive

Convention

Exhibition

Mega-Event

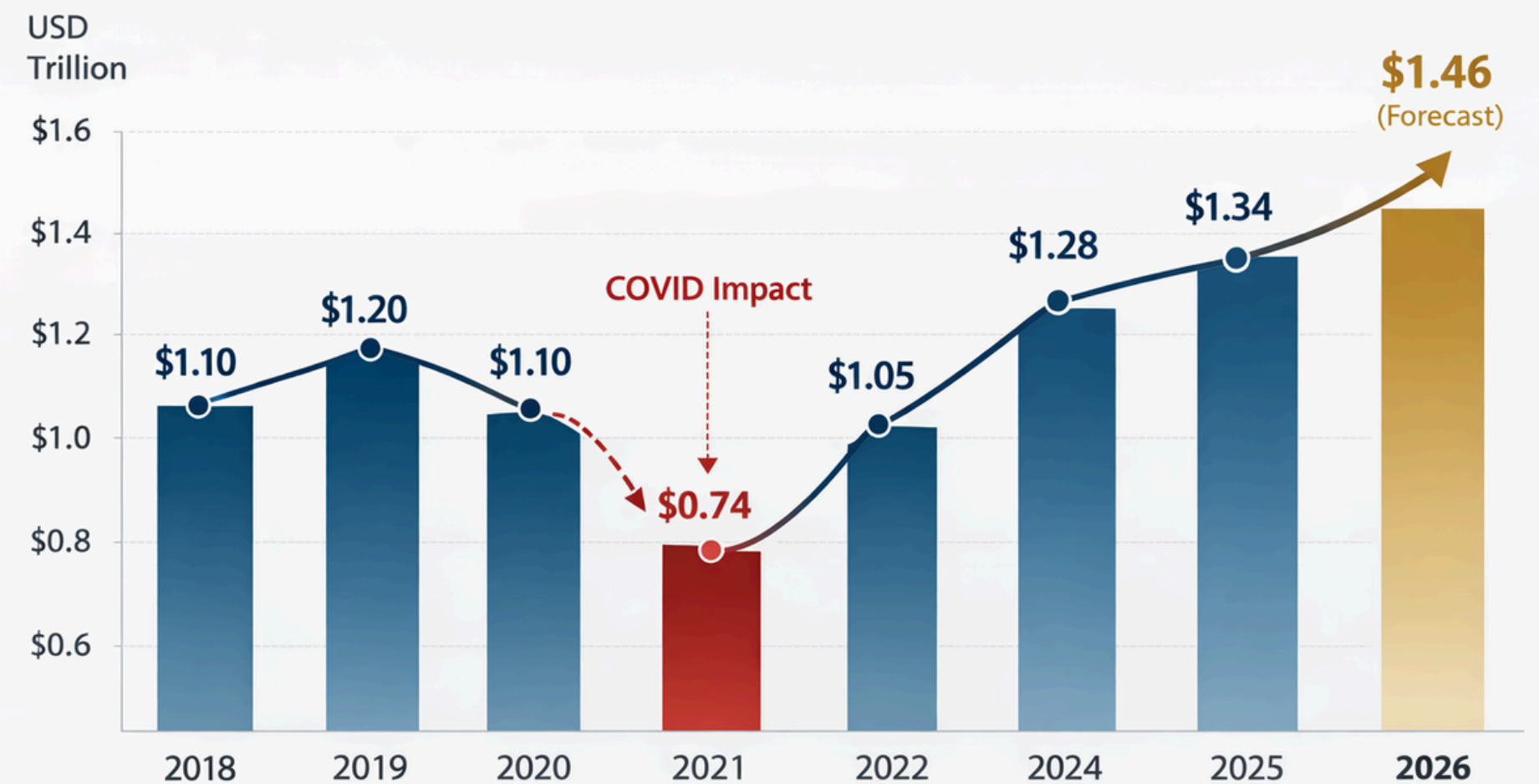
WHY MICE

MICE

INDUSTRY

“The global meetings and events industry is expected to reach \$1.46 trillion by 2026, putting it on the same scale as the global advertising industry, airline industry, and luxury goods market. This shows how significant meetings and events are to the global economy.”

Global Meetings & Events Industry Growth



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Source: Allied Market Research • Zion Market Research • The Business Research Company (Events Industry Market Reports)

MICE in Thailand 2025

A Thriving MICE Destination Driving Impact, Experience & Growth

Top International MICE Arrivals



China

Largest MICE Market



India

Highest Growth

64,000+ Visitors



Key Performance in 2025



Economic Impact

THB 338 Billion



Contribution to GDP

1.65%

(Approx. THB 310 Billion)



Thailand Ranking & Recognition

#1

Asia MICE Destination Index 2025

#2

Global Meetings Forecast 2026

#25

ICCA Country & City Rankings



Domestic MICE

THB 190 Billion

90% spent within Thailand



International MICE

THB 15 Billion

What Makes Thailand Stand Out?



Authentic Experiences



Wellness & Sustainability




Innovation



Food Security



Soft Power

A large conference room with a speaker on stage and an audience. The room has a high ceiling with recessed lighting and a large, ornate chandelier. The stage is lit with blue light, and the speaker is visible on a screen. The audience is seated in rows of chairs, facing the stage.

Business Events are Business Tools.

**It's not about how well you execute the event,
but how effectively you create **IMPACT**.**



#1 Demand is Shifting Globally

Planners are taking business outside US

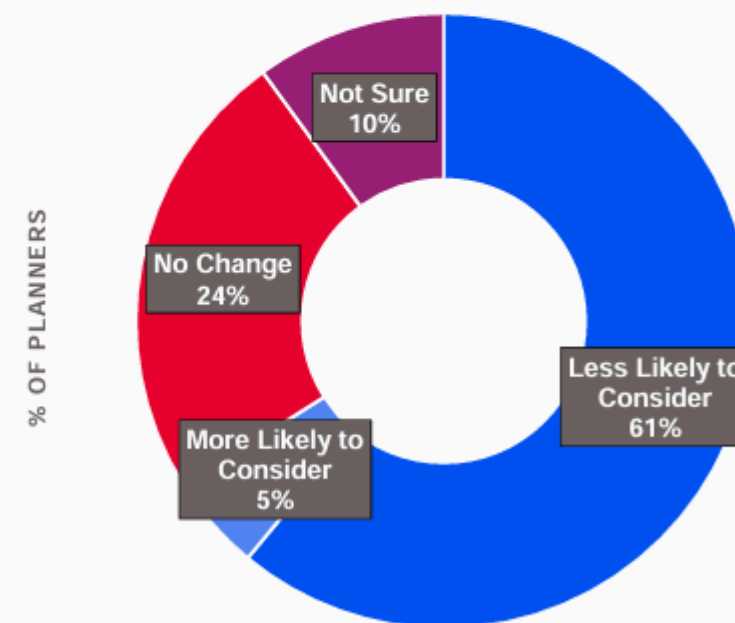
Northstar + cvent
MEETINGS GROUP

EUROPE, MIDDLE EAST
AFRICA REGION

Reluctance Toward Bringing Events to the U.S. Persists

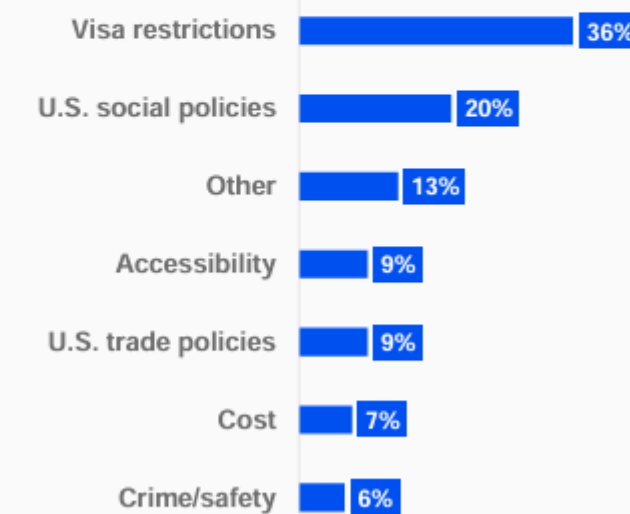
OPPOSITION REMAINS STRONG IN EMEA, WITH MINIMAL MOVEMENT TOWARD RECONSIDERATION.

We are now more than a year into the Trump Administration's second term of office. Which of the following statements best describes your attitude, or your clients' attitudes, to produce events in the United States?

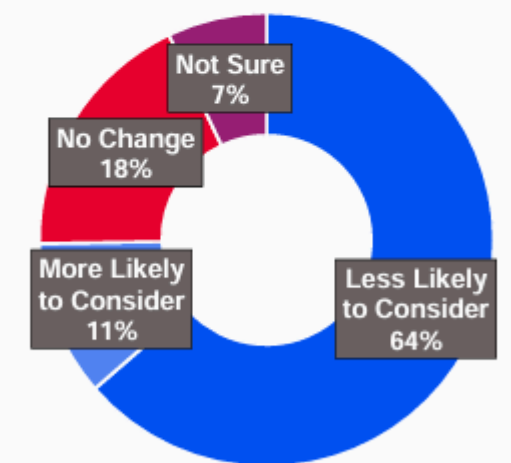


March 2026

What is the primary reason why you are less likely to consider producing events in the United States?



Following the U.S. presidential election, which of the following statements best describes your attitude, or your clients' attitude, to produce events in the U.S.A.?

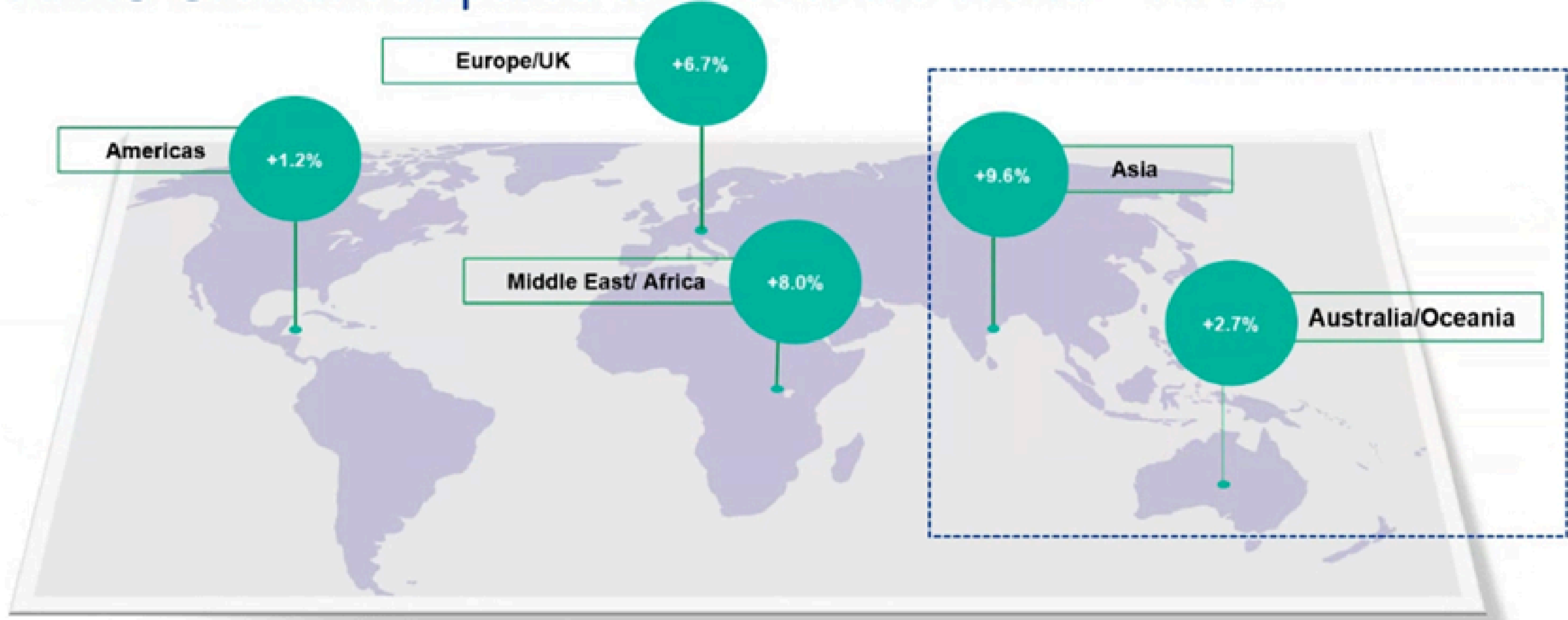


March 2025

Among 175 planners polled in the PULSE EMEA editions.

Venue Sourcing Growth 2025 vs 2024

APAC Growth compared to Rest of the World – RFPs



Source: Cvent Supply Network



#2 Experience-First Events

Experience is the new currency

- Shift from destination-led to experience-driven events
- Focus on ROX (Return on Experience) and ROE (Return on Engagement)
- Measured by impact, connection, and meaningful outcomes
- No longer where it takes place, but what it delivers

#3 Hyper-Personalisation

One event, many journeys

- Data-driven attendee profiling
- Tailored agendas, dining, networking
- VIP-style expectations even in groups

THE EVENT ATTENDEE JOURNEY



#4 AI-Driven:

What Hotels Must Adapt To

- AI is transforming how meetings are sourced and shortlisted
- Hotels must provide structured, complete data to be visible
- Speed of RFP response becomes a competitive advantage
- Pricing is transparent → **compete on value, not just rate**
- Demand for personalised, flexible solutions continues to rise





#5 The Rise of Micro Events

Smaller Scale, Greater Impact

“Micro events” typically ranging from 10 to 100 participants, are designed to foster genuine engagement, create trust, and deliver measurable value. Some are regional gatherings with shorter time commitments; others are invite-only retreats or focused summits.

#6 Regionalisation of Meetings:

Relevance drives content and location

Content is increasingly designed around regional audiences, priorities, and context. Meetings are moving closer to where participants are based, improving relevance, engagement, and overall outcomes.



#7 Generational expectations are diverging fast

One event, different expectations.

From Baby Boomers to Gen Z, preferences vary across format, technology, engagement, and purpose. Standardised event design no longer works. Planners must create flexible, multi-layered experiences that cater to diverse expectations while delivering a unified outcome.

WHY MEASURE THE CARBON IMPACT OF YOUR EVENTS?



MEETING CLIENT AND REGULATORY EXPECTATIONS



REDUCING COSTS AND OPERATIONAL WASTE



STRENGTHENING BRAND REPUTATION AND CREDIBILITY

#8 Sustainability & ESG as Standard

Not a trend. A requirement.

Across UK and Europe and increasingly globally: Companies are now required to disclose sustainability data (e.g. CSRD). ESG reporting must be measurable, comparable, and verifiable. ESG is used to assess risk, performance, and long-term value

Guides Business Tracking Dashboard Event Tracking Dashboard Search

Wednesday, 05 November
Good afternoon!

Your Events Dashboard

Review open/closed events, resume data entry, and export reports.

Open Events Closed Events Reporting Dashboard CREATE EVENT EDIT EVENT

In Person	21	In Person	10	400.22 tCO2e	306.76 tCO2e
Virtual	3	Virtual	2	Total carbon footprint	Total footprint open events
Hybrid	7	Hybrid	1	2.01 kgCO2e	93.46 kgCO2e
				Avg carbon footprint per attendee	Total footprint closed events

Tasks

Work through your event requests. Submit when complete.

Filter: All Due soon Changes requested Submitted

Task	Status	Due	Actions
Tech Expo London - Build & Production Client: JCEM	In progress	05/11/2025 17:00	Open
Tech Expo London - Logistics Client: JCEM	To do	06/11/2025 12:00	Open

Meeting Industry Pulse Survey

March 2026 Key Takeaways:

- Planner sentiment has softened, with pessimists now outnumbering optimists.
- Booking activity and sourcing timelines remain largely unchanged.
- Attendance expectations are moderating as planners adopt more cautious assumptions.
- Cost pressures persist, but planners are adapting to a sustained high-cost environment.
- The perceived value of face-to-face meetings remains strong.
- Events are expected to deliver broader business outcomes beyond education and networking.
- Regional and organisational approaches to DEI and sustainability are diverging.
- Planners are placing greater value on partners who help navigate complexity.

Source: Northstar/Cvent Meetings Industry PULSE Survey

HOW THE IRAN WAR IS IMPACTING GLOBAL EVENTS

MARCH 31, 2026
11AM ET



Barbara Scofidio
Meetings Industry Journalist | Business Ev...
SITE just held its annual conference in Abu Dhabi and attendees were very impressed. Would be interesting if they surveyed them about if they would consider returning once the conflict ends.

Barbara Scofidio
Meetings Industry Journalist | Business Ev...
Great quote from David Litteken, senior vice president, event solutions at BI Worldwide, who reported that his clients appear to be holding steady. "It feels intentional: a wait-and-see mindset shaped by Covid, where agility mattered — but so did avoiding overcorrection."

Barry Zidel • 2nd
Principal at MEETING CONNECTIONS, INC.
We are Florida based, with 96% global (outbound out of North America); we have an interesting mix of "normal" business in the Middle East, and High Risk in war zones in the Middle East. Obviously, the High Risk requires armed security (part of our package).

Chloe Richardson
Making events matter | ELX | Emcee | Mo...
We should probably take heed from the travel industry too - there are some large, and mainly European, airlines that have cancelled all flights into the region until October. (When I say the region, I'm mainly excluding Oman at this point!)

Ruud Janssen, DES, CMM
Designer of Time | Strategic Advisor | Facil...
Wars START with a single bullet but wars END in a conference. So we do have the power to end wars.

Dogan Altindag
Speaker Curation — AI-powered, human-...
From your perspective, are event cancellations likely to be managed on a rolling, month-by-month basis as the situation develops, or do you expect organizers to make longer-term decisions early on?


Andrew Ewings
Strategic Risk Management & Security Co...
Does Nicola think Organisers should be ramping up their contingency planning outside of events held within the middle east regions, the supply chain and economic ramifications are already having a detrimental affect within APAC and this is bound to have a long term global issues.

Chloe Richardson
Making events matter | ELX | Emcee | Mo...
Some airlines have said they'll have to pull completely due to fuel costs - including Vietnam Airlines cancelling 20% of their international flights

Ruud Janssen, DES, CMM • 2nd
Designer of Time | Strategic Advisor | Facil...
Great point **Mohamed Mezghani**, not business only decision. How does the governance of decisions change due to political landscape changes?

Christine Frye, MBA, CEM
Trade Show Pro, Business Events Leader, ...
This feels like the COVID times, so much uncertainty. But people/ companies appreciate decisions.

Ken Davidson
Technical Manager, Legends Global
Rachel Stephan ❄️ KSA is affected very little at this stage and will have an influx of new venues, hotels nd an expanded airport leading up to Expo and Football World Cup

A woman with curly hair, wearing a dark blazer, is seen from the back and side, looking out a large window at a city skyline during dusk. The sky is a mix of blue and orange, and the city lights are visible in the distance. The overall mood is contemplative and forward-looking.

The future belongs
to those who **see**
where it is going
and **act** on it.

Kwan Juthamas

Thank You



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