MICE trend briefing 2027

Six trends, the figures behind them and five budget lines for DMOs, convention bureaus and B2B event organisers. All figures checked at the source on 4 November 2026.

Key figures for 2027

Figure	What it means	Source (date)
93%	of meeting professionals are optimistic about 2027; only 45% are very optimistic, down from 62% a year earlier	Amex GBT 2027 Global Meetings and Events Forecast (Oct 2026), 500 respondents
91%	expect their meetings and events spend to rise in 2027; one in ten expects more than 11%	Amex GBT 2027 Forecast (Oct 2026)
5th	rank of cost among planning challenges for 2027 (first a year earlier), yet cost per attendee is expected to rise for every meeting type	Amex GBT 2027 Forecast (Oct 2026)
10.86%	forecast annual growth of the global MICE market to 2034; Europe held 51.71% of the market in 2025	Fortune Business Insights (updated Oct 2026)
$1.71tn	global business travel spend in 2026, up 7.2%; MICE is one part of it	GBTA BTI Outlook (Aug 2026)
690m	international tourist arrivals in the first half of 2026, up 0.4%; Europe up 3%, Middle East down 22%	UN Tourism World Tourism Barometer (Sep 2026)
12,438	international association meetings in the ICCA 2025 rankings; Lisbon top city, Germany third country	ICCA Country and City Rankings 2025 (May 2026)
27%	of exhibition companies expect revenue growth above 5% a year; 38% expect stable revenues	UFI Global Exhibition Barometer, 37th edition (Jul 2026)
96,000	scheduled meetings at IMEX America 2026, with more than 6,000 buyers, about 4,800 of them hosted	IMEX (Oct 2026)

Six trends and what to plan

Trend	Planning consequence
1. Cost becomes a value question	Price the outcome: report cost per qualified buyer seller meeting instead of defending the total invoice.
2. AI moves into personalisation	Ask every platform vendor why two people were matched. If nobody can explain it, your buyers will ask you.
3. Impact gets a common method	ICCA plans a validated impact framework by mid 2028. Reserve staff time now and collect data through registration.
4. The event map keeps moving	Build a bid pipeline for rotating congresses and keep a small reserve for short notice opportunities.
5. Attendees get selective	Make meetings per attendee a headline KPI and design registration, profiling and scheduling around it.
6. Green claims need proof	Since 27 September 2026 the EU bans unsubstantiated generic green claims. Budget for documentation, not adjectives.

Five budget lines for the 2027 draft

1. Outcome KPIs and meeting infrastructure: cost per qualified meeting as a headline number, plus the matchmaking and scheduling layer that produces it.

2. Cost buffer and sponsor mix: higher cost per attendee in every format; decide early which sponsor packages absorb it.

3. Measurement stack: registration, meeting log and follow up reporting connected before doors open.

4. Bid and opportunity reserve: a small flexible budget for rotation windows and relocating events.

5. Compliance evidence: green claims documentation and AI transparency notices.

2027 buyer calendar (dates from the organisers, checked 4 November 2026)

ITB Berlin: 16 to 18 March, Berlin. IMEX Frankfurt: 11 to 13 May, Frankfurt. IMEX America: 28 to 30 September, Las Vegas. ITB Americas: 9 to 11 November, Guadalajara. IBTM World, Barcelona: each November (2026: 17 to 19 November).

Market forecasts measure different scopes and are not directly comparable. This briefing is a summary for planning purposes; check the original sources before you quote them externally.