

An aerial photograph of a modern city skyline at sunset. The sky is filled with orange and yellow clouds, and the sun is low on the horizon, casting a golden glow over the buildings. In the foreground, a complex multi-level highway interchange is visible, with several overpasses and ramps. The city buildings are a mix of modern glass skyscrapers and older structures. The overall scene is a vibrant and dynamic representation of a major metropolitan area.

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## **Meetings Industry Trends** **Regional Update: Middle East** Q1 2024 – Jan/Feb Update

# Executive Summary

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## Key Revelations for Q1 2024

## Strong Middle East performance continues into 2024 with significant opportunity in key industry segments

Again, in the first two months of the year, the region shows extraordinary meetings and events growth. To help hospitality companies navigate this increasingly competitive environment, the Knowland regional update explains the MICE landscape and shows hoteliers where and how to focus their new business acquisition efforts.

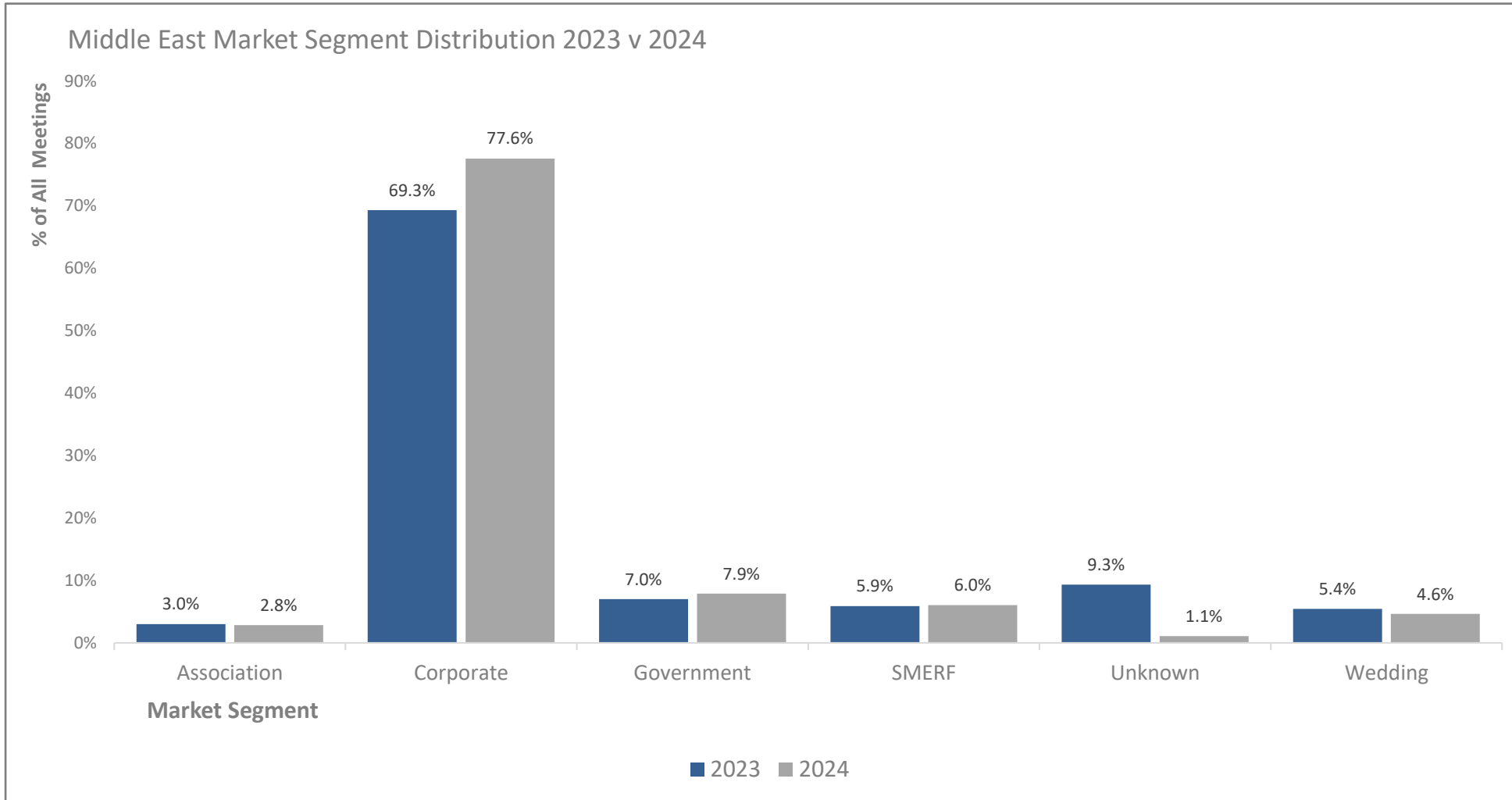
Rapid growth and competition in the Middle East hospitality sector requires robust data tools to increase productivity and better understand buyer behavior. Knowland is here to help hoteliers lean into these trends with account-based sales intelligence that boosts productivity and maximizes total account revenue.

- **Market Segment Distribution:** The corporate segment continues to dominate MICE activity increasing to 77.6% of event activity in January/February 2024.
- **Top Industries:** Consulting, Travel and Training/Education are the top MICE industries so far this year, each showing growth over the same period last year.
- **Biggest Changes:** The Entertainment/Media segment improved substantially this year moving from a rank of #24 to #10, while Marketing & Advertising dropped from a rank of #10 to #14.
- **Most Improved:** Sport Entertainment and Entertainment Media were the most improved industry segments over the same period in 2023, showing 318.6% and 306.5% increases in event volume, respectively.

# Market Segment Distribution (2023 v 2024)

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Q1 Jan/Feb Data

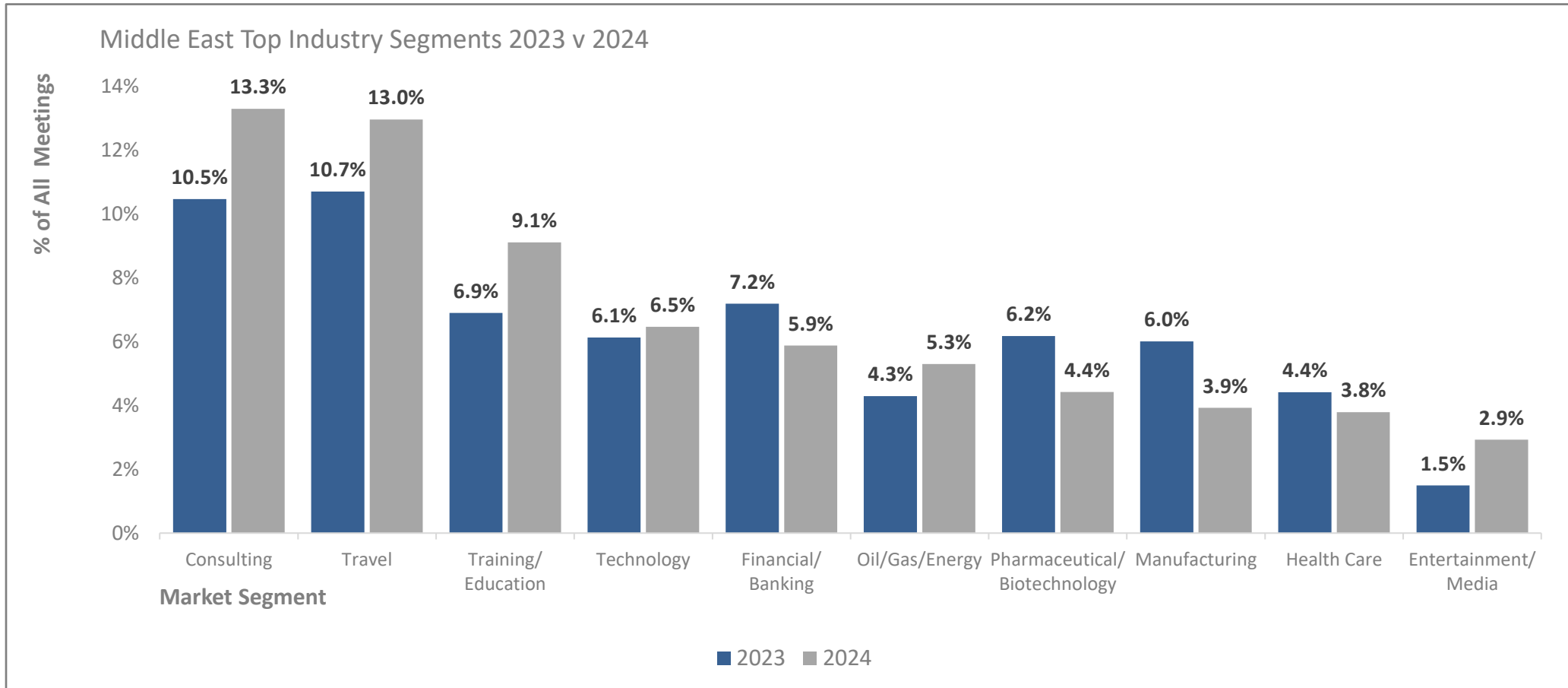


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# Top Industry Segments (2023 v 2024)

Q1 Jan/Feb Data

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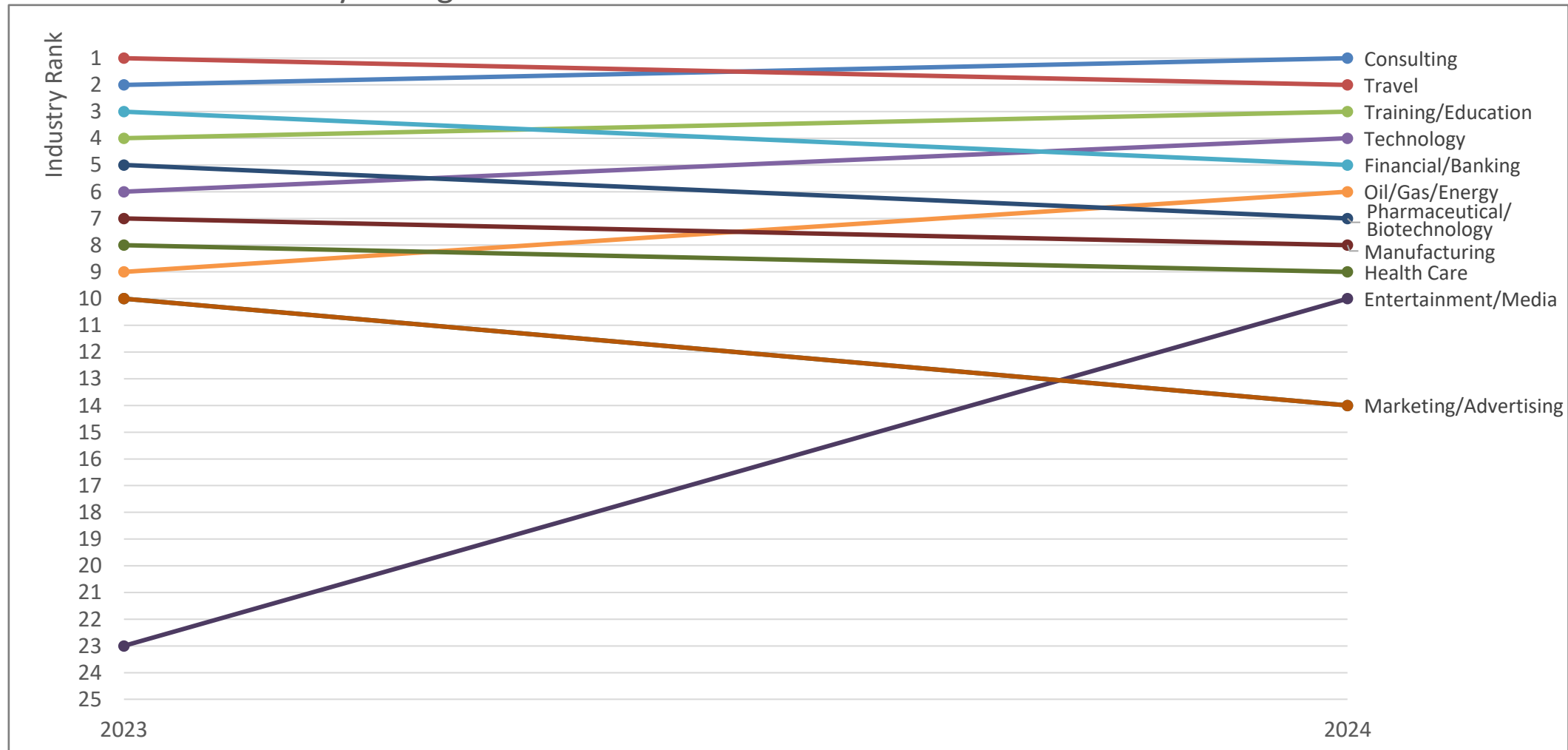


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# Top Industry Changes (2023 v 2024)

Q1 Jan/Feb Data

Middle East Industry Changes 2023 v 2024

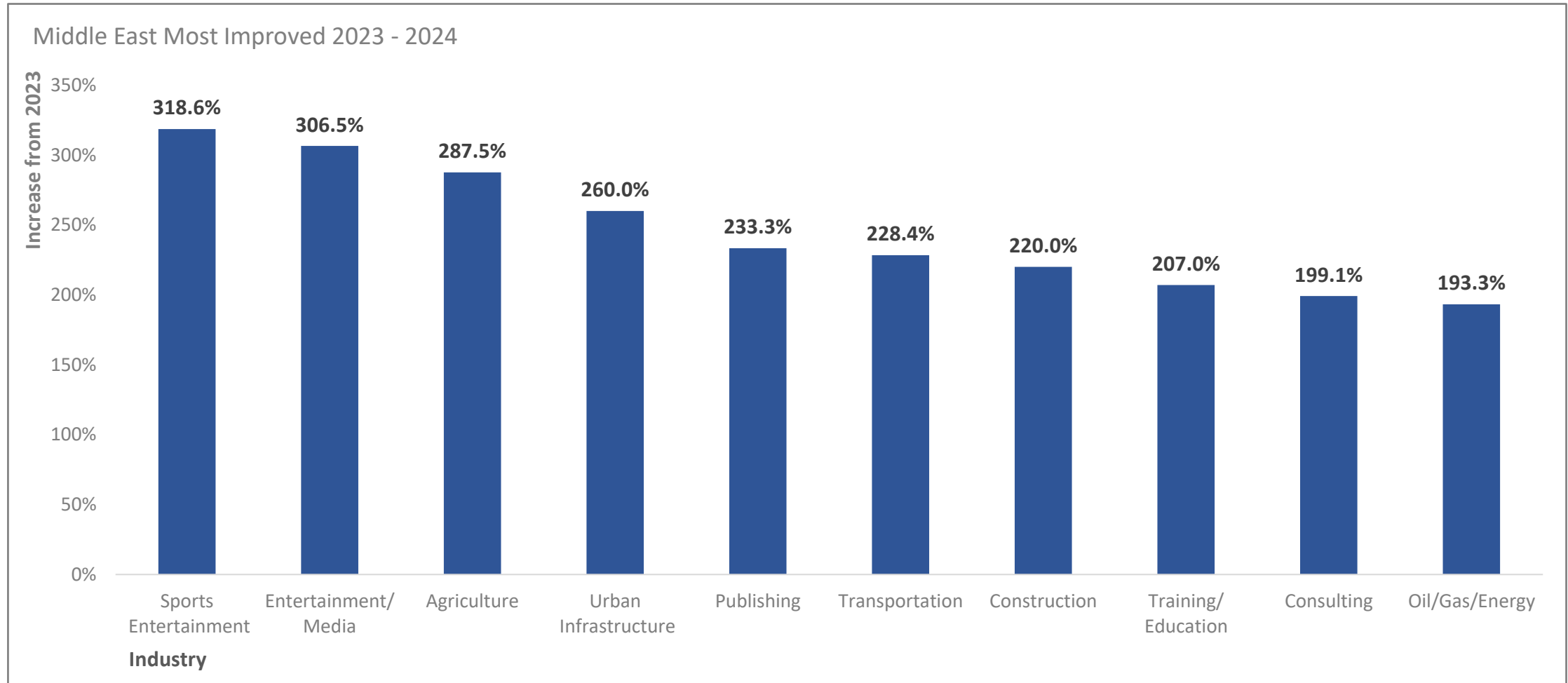


Source: Knowland Platform as of 2024-February-28. Data is for informational purposes only.

# Most Improved Industry Segments (2023 - 2024)

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Q1 Jan/Feb Data



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A panoramic view of the Dubai skyline at sunset, featuring numerous skyscrapers and the Ferris wheel in the distance. The sky is a mix of orange and blue, and the water in the foreground is calm.

Learn about the Knowland Platform for more insights.

**For more information visit:**

- [Knowland Middle East MICE Market](#)
- [Request a Knowland Demo](#)

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