

# KNOWLAND

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## Meetings Industry Trends Regional Update: Middle East Q4 and Year-End 2024 Results



# Executive Summary

## *The Middle East MICE market experienced significant diversification and growth throughout 2024.*

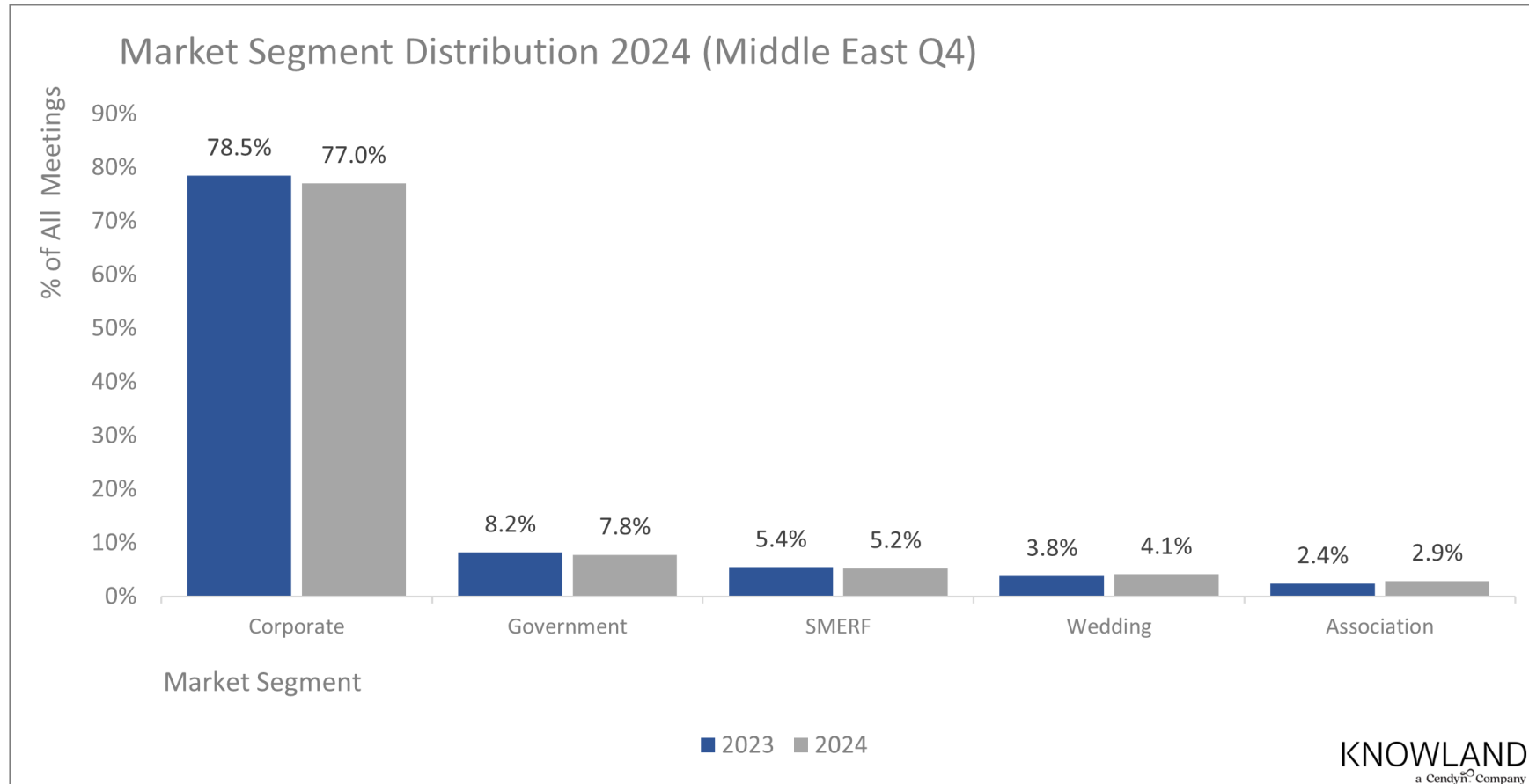
A key trend during Q4 2024 was the strong performance of the Technology and Financial & Banking sectors. These sectors drove considerable demand for meetings and events, reflecting a regional shift towards innovation and digital transformation. Compared to Q4 2023, these industries showed notable improvement, highlighting their growing influence in the market. Additionally, the Urban Infrastructure sector demonstrated significant advancement compared to Q4 2023, showcasing the extensive development occurring in the region.

For the full year of 2024, the Middle East's MICE market saw a broadening of its market segment distribution, with significant growth in the Consulting and Training/Education sectors. This indicates a strategic expansion as businesses and institutions increasingly value face-to-face interactions to foster collaboration and knowledge exchange. Compared to the previous year, the Staffing/Employment and Automotive sectors experienced notable improvements, highlighting the region's adaptability and forward-thinking approach in a competitive global landscape. Overall, the year was marked by a positive trajectory in market activity, driven by sector-specific advancements.

## Key Revelations for 2024

- **Market Segment Distribution:** The corporate segment captured nearly 77% of the market in both Q4 and 2024. Trailing behind were Government, SMERF, Weddings, and lastly, Associations.
- **Top Industries:** Consulting maintained its leader status between 2023 and 2024. While performance dropped YoY in Q4, the sector held strong overall. Travel and Training/Education competed for second place in the fourth quarter, with the former securing the win for the year.
- **Biggest Changes:** Real Estate emerged as a key player in 2024, securing its position in the Top 10. Meanwhile, Healthcare fell behind, being excluded from the Top 10 entirely.
- **Most Improved:** In 2024 the Staffing and Employment sector saw healthy growth, nearing 64%, and the Automotive industry increased by 53%. The fourth quarter varied significantly, with Urban Infrastructure increasing by nearly 304%, followed by Tobacco and Agriculture at 124% and 123%, respectively.

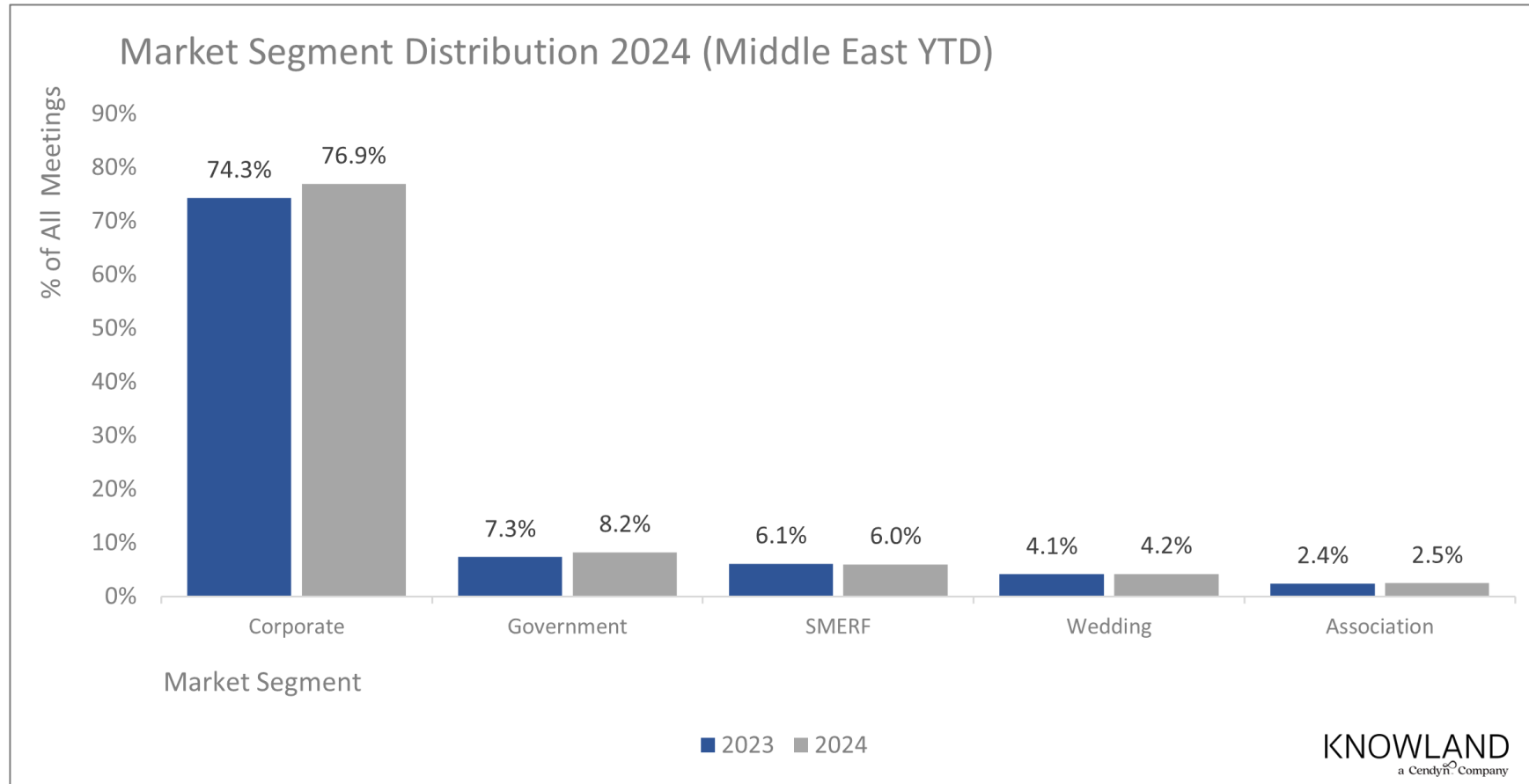
# Market Segment Distribution (Q4 2024)



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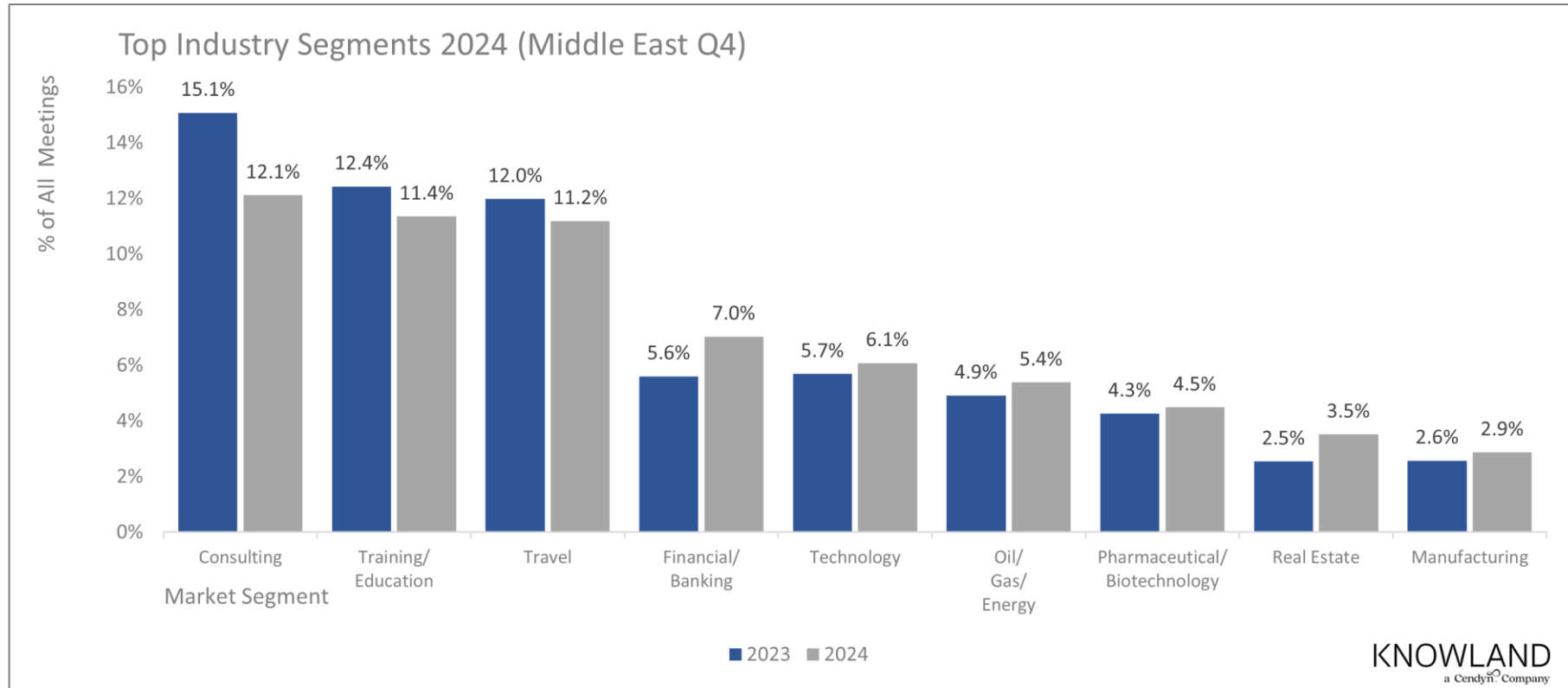


# Market Segment Distribution (FY 2024)

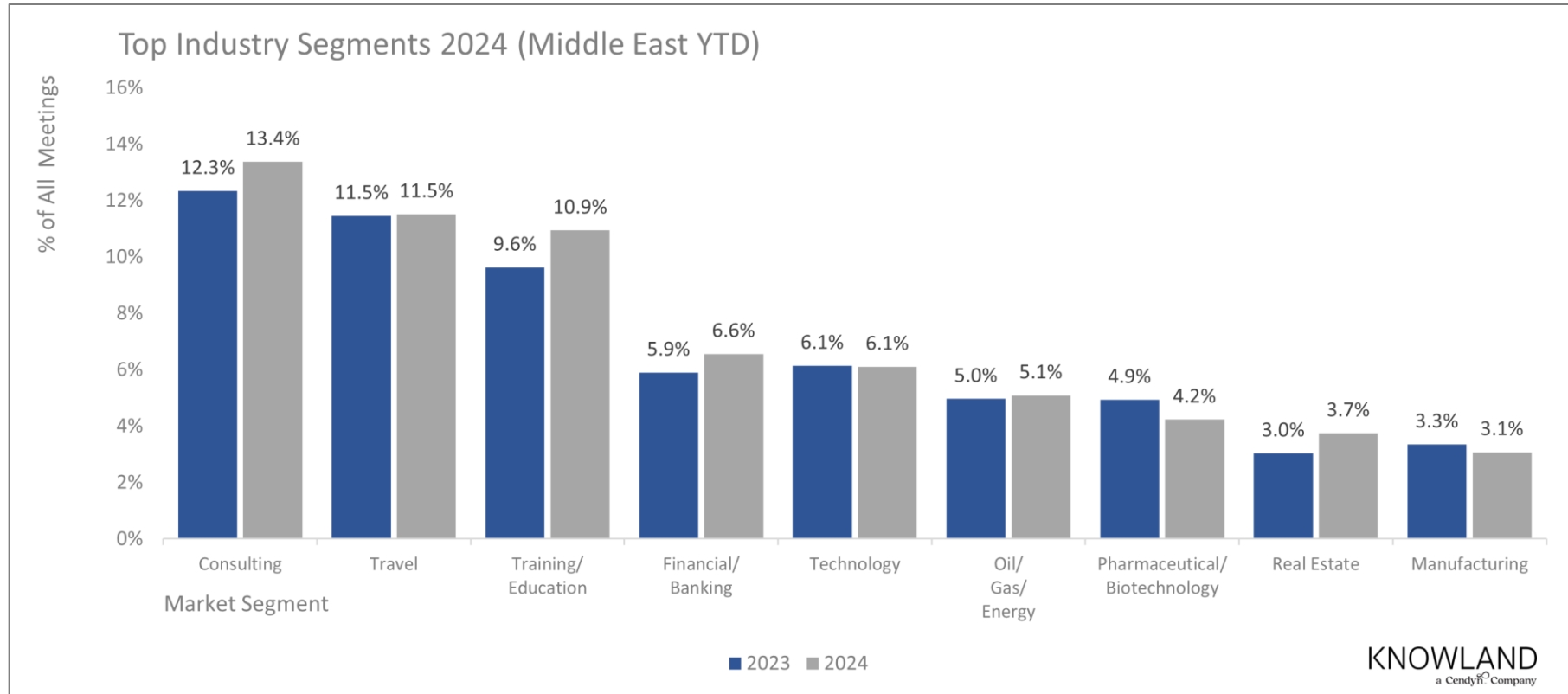


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# Top Industry Segments (Q4 2024)

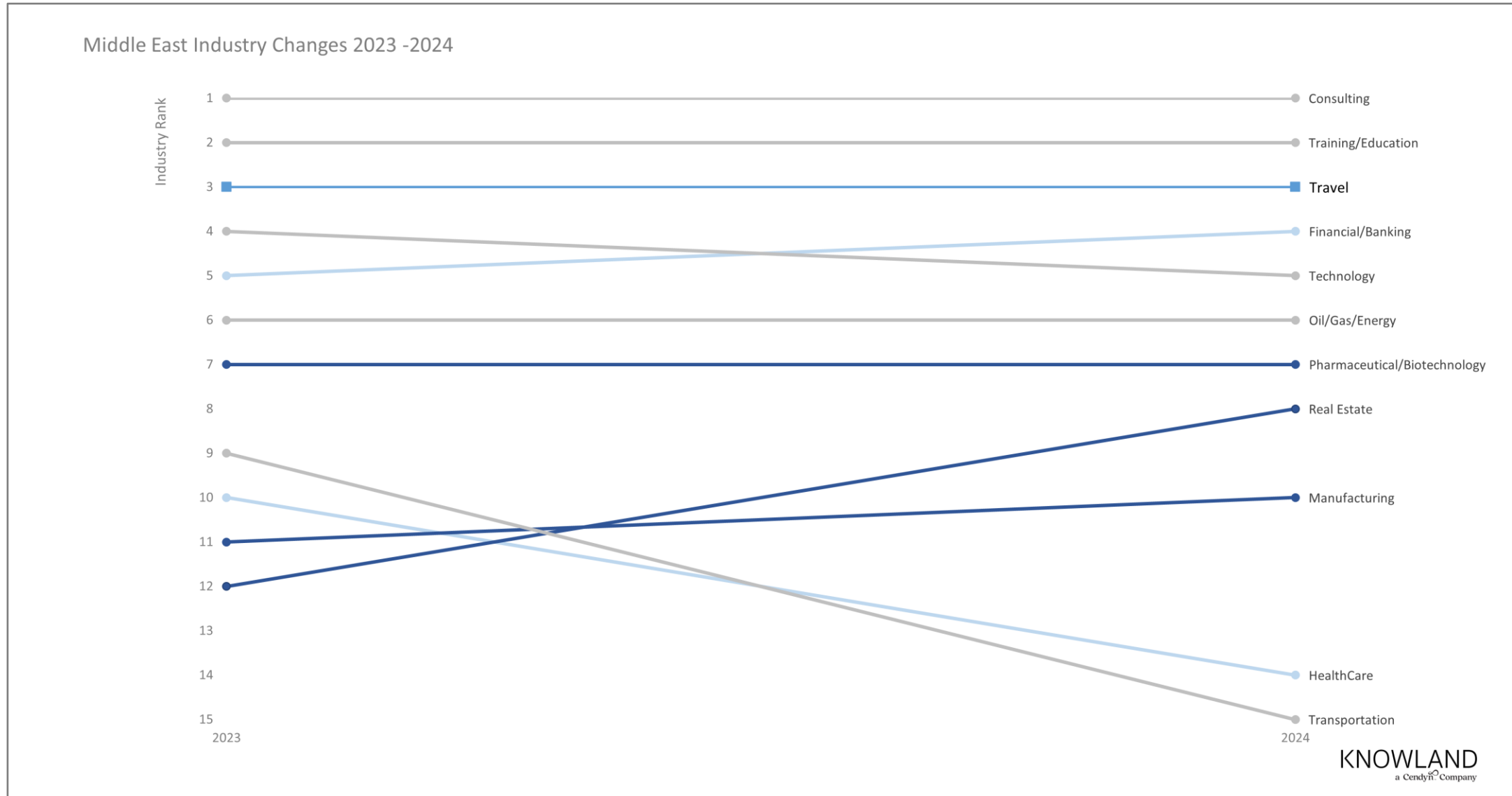


# Top Industry Segments (FY 2024)



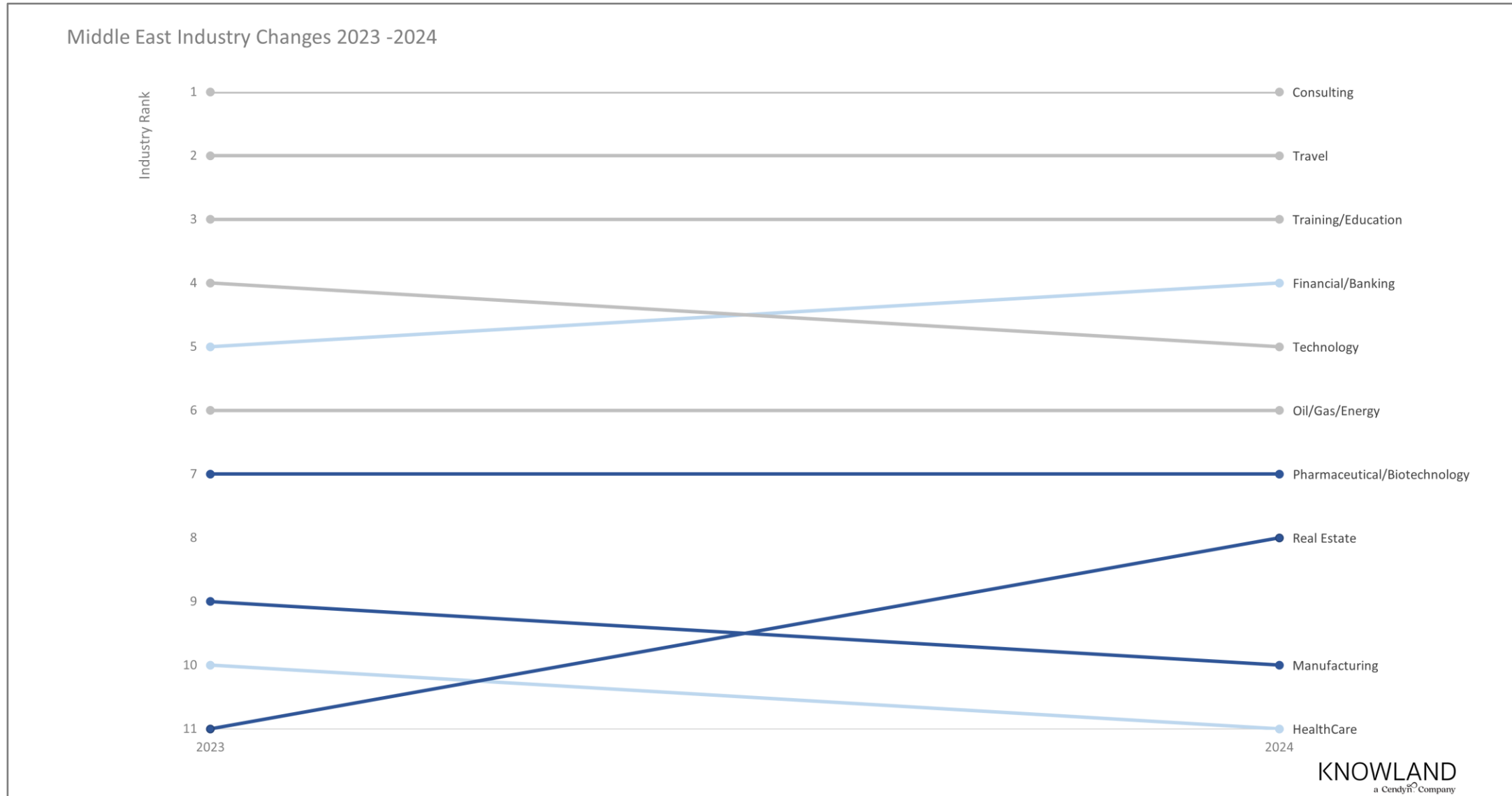
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# Top Industry Changes (Q4 2023 v Q4 2024)



Source: Knowland Platform as of 2024-Dec-31. Data is for informational purposes only.

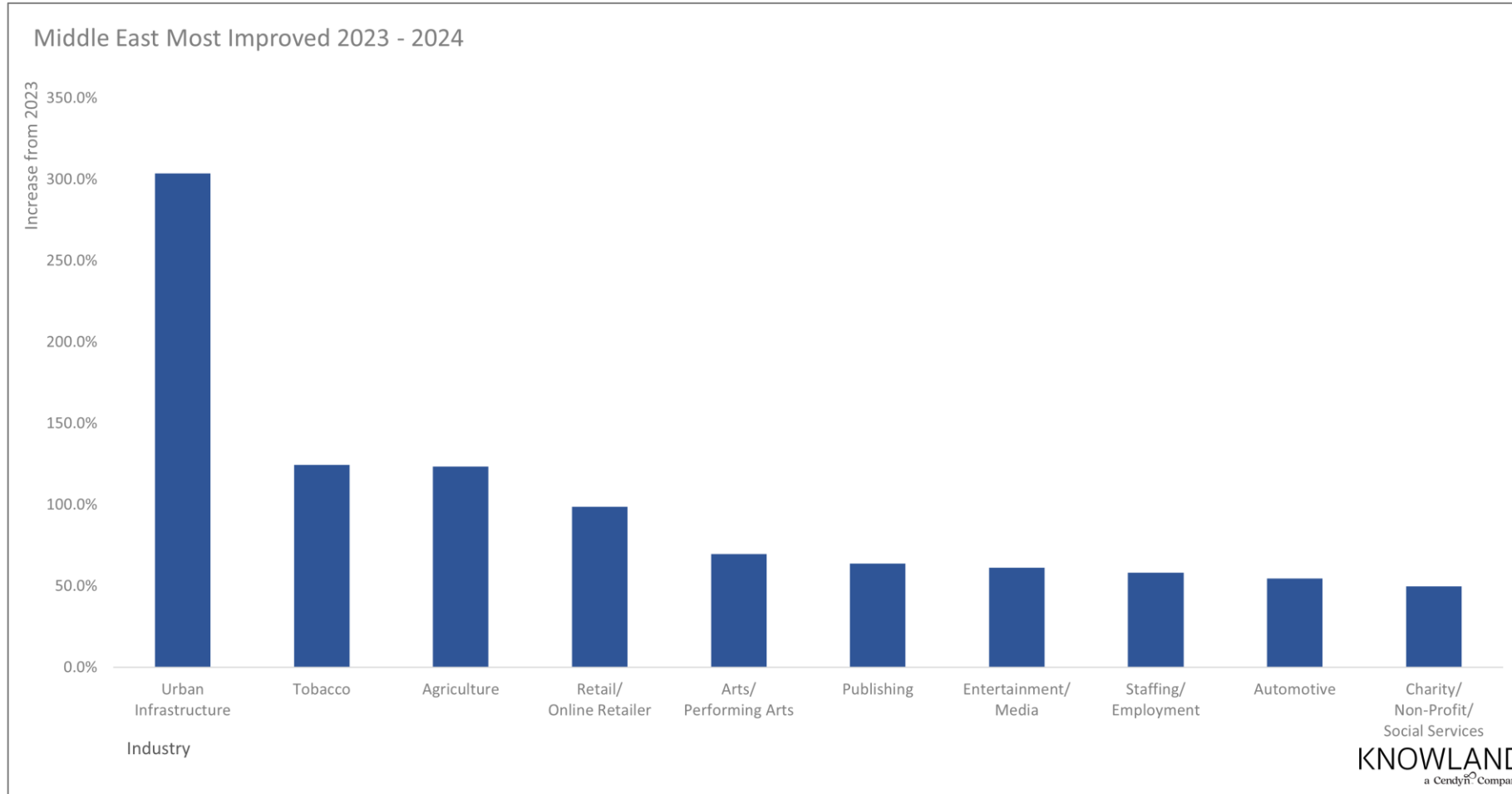
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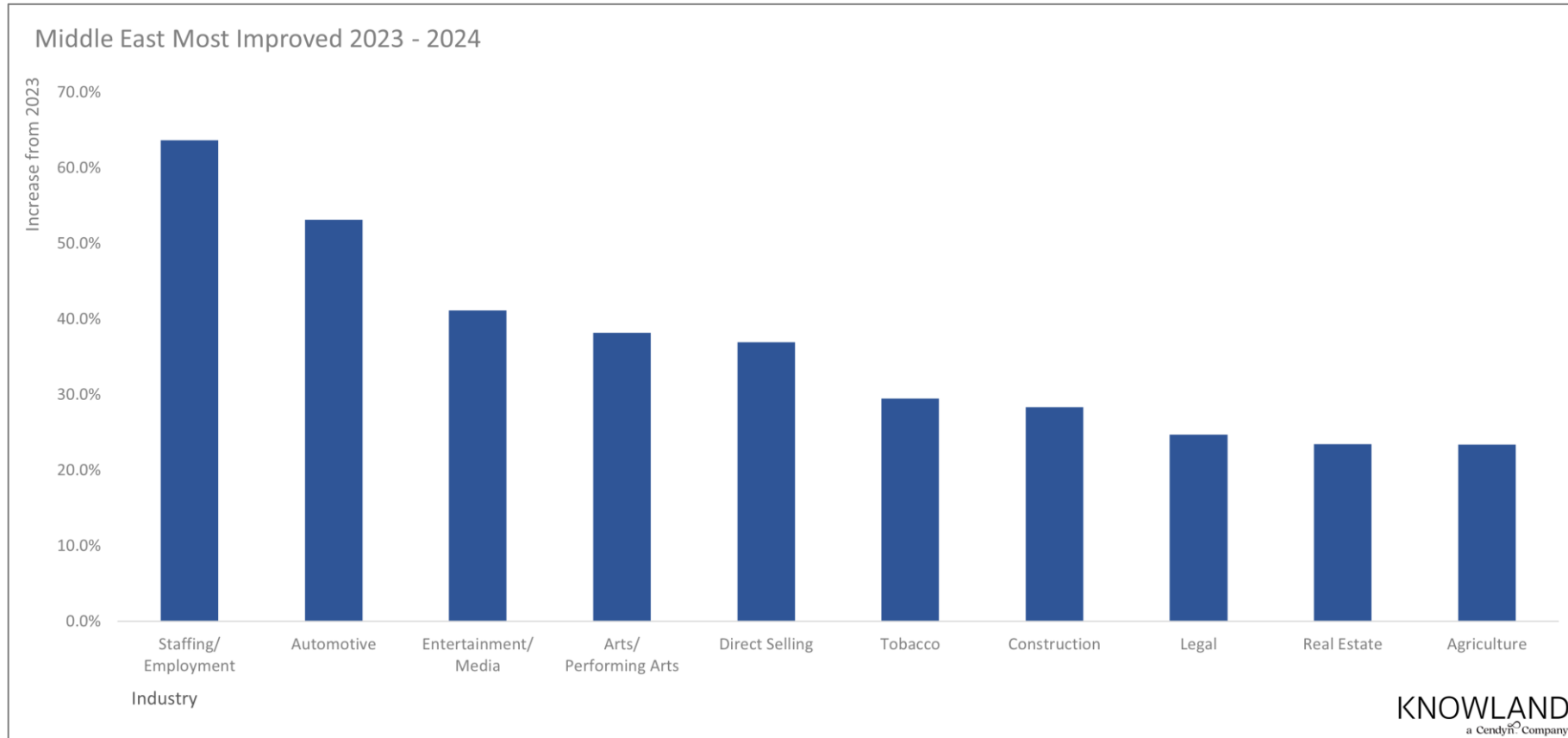


# Most Improved Industry Segments (Q4 2023 – Q4 2024)



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# Most Improved Industry Segments (FY 2023 – FY 2024)



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