

# Israel Meetings, Incentives, Conferences and Exhibitions Market Projected to Surge to \$3.25 Billion by 2031

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/EINPresswire.com/ -- Market  
Overview:

The Israel Meetings, Incentives, Conferences and Exhibitions (MICE) market comprise of association meetings, corporate event, exhibition events, and incentives travel. MICE events are organized to carry out various business and corporate activities.



## Market Dynamics:

The Israel MICE market is witnessing high growth owing to the growth of tourism industry in Israel. The number of tourist arrivals in Israel has grown considerably over the past few years. Additionally, the government is promoting MICE tourism through various initiatives which is further propelling the market growth. Some of the initiatives by the government include formulating MICE promotion policies, developing world-class infrastructure for MICE events, and providing financial support for large-scale international conferences and exhibitions. These factors are expected to drive the growth of Israel MICE market over the forecast period.

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Opportunity: Growing popularity of hybrid and virtual MICE experiences

The COVID-19 pandemic accelerated the adoption of virtual conferencing tools and hybrid event models combining in-person and online participation. While physical distancing restrictions have eased in Israel, many event organizers and participants have grown accustomed to the flexibility, cost savings and environmental benefits of virtual attendance options. There is now increased client demand for MICE experiences that effectively leverage both in-person and digital programming. This provides an opportunity for Israeli suppliers to develop hybrid planning and

technology solutions positioning the country as a leader in the post-pandemic event market. By offering cutting-edge streaming, networking and gamification features integrated into physical venues and programs, they can attract a wider global audience and overcome some challenges around access and security concerns for certain international delegates.

Top Companies Covered In This Report:

Kenes Group, RMC, Kuoni DMC, ISSTA, Diesenhaus Unitours, Talent, SMG, BCD Travel, CWT, Access Israel.

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Growing number of company conferences and employee training seminars in Israel

Israel has a growing knowledge-based economy with strong sectors in technology, life sciences and finance. As companies in these industries continue to expand and innovate, there is an increasing need for regular conferences and training events to bring employees up to speed with the latest developments, share best practices across departments and teams, and promote collaboration. Many Israeli companies now host annual conferences either in the country or abroad to unite staff from different global offices. The rise of digital technologies has also made it easier to live stream or record conferences, allowing more people to participate virtually. This trend of companies investing more in continuous learning and internal communication through conferences is driving greater demand for MICE services and facilities in Israel.

Increasing focus on wellness and outdoor activities boosting incentive travel

With a focus on health, sustainability and work-life balance rising among both employers and employees, incentive travel is evolving beyond the traditional city breaks. Travel companies in Israel have recognized an opportunity to design hybrid trips bringing together outdoor experiences like hiking, cycling or water sports with elements of wellness like yoga, meditation retreats or nutrition workshops. Israel's diverse landscapes ranging from the beaches by the Mediterranean to mountains in the north offer plenty of locations ideal for activities-based incentive programs. By combining incentives with opportunities for staff to unwind through wellness and nature, travel organizers are tapping into important lifestyle trends that are boosting the popularity of "wellness incentives" originating from Israel.

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The report answers a number of crucial questions, including:

Which companies dominate the global Israel Meetings, Incentives, Conferences and Exhibitions

market?

What current trends will influence the market over the next few years?

What are the market's opportunities, obstacles, and driving forces?

What predictions for the future can help with strategic decision-making?

What advantages does market research offer businesses?

Which particular market segments should industry players focus on in order to take advantage of the most recent technical advancements?

What is the anticipated growth rate for the Israel Meetings, Incentives, Conferences and Exhibitions market economy globally?

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Mr. Shah

Coherent Market Insights Pvt Ltd

+1 206-701-6702

[sujata@coherentmarketinsights.com](mailto:sujata@coherentmarketinsights.com)

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