



KNOWLAND
by Cendyn™

Meetings Industry Trends Regional Update: APAC

Q4 2025 RESULTS



Executive Summary

Consulting and Technology lead as Corporate softens; APAC demand continues to diversify.

APAC's Q4 2025 MICE market shows continued diversification. Corporate meetings remained dominant at just over 63% share, but declined year-over-year, reducing overall concentration versus Q4 2024.

As Corporate eased, alternative and experience-led events expanded, supported by gains in Weddings and Associations, while Government and SMERF dipped slightly. This reflects a broader mix of demand entering year-end.

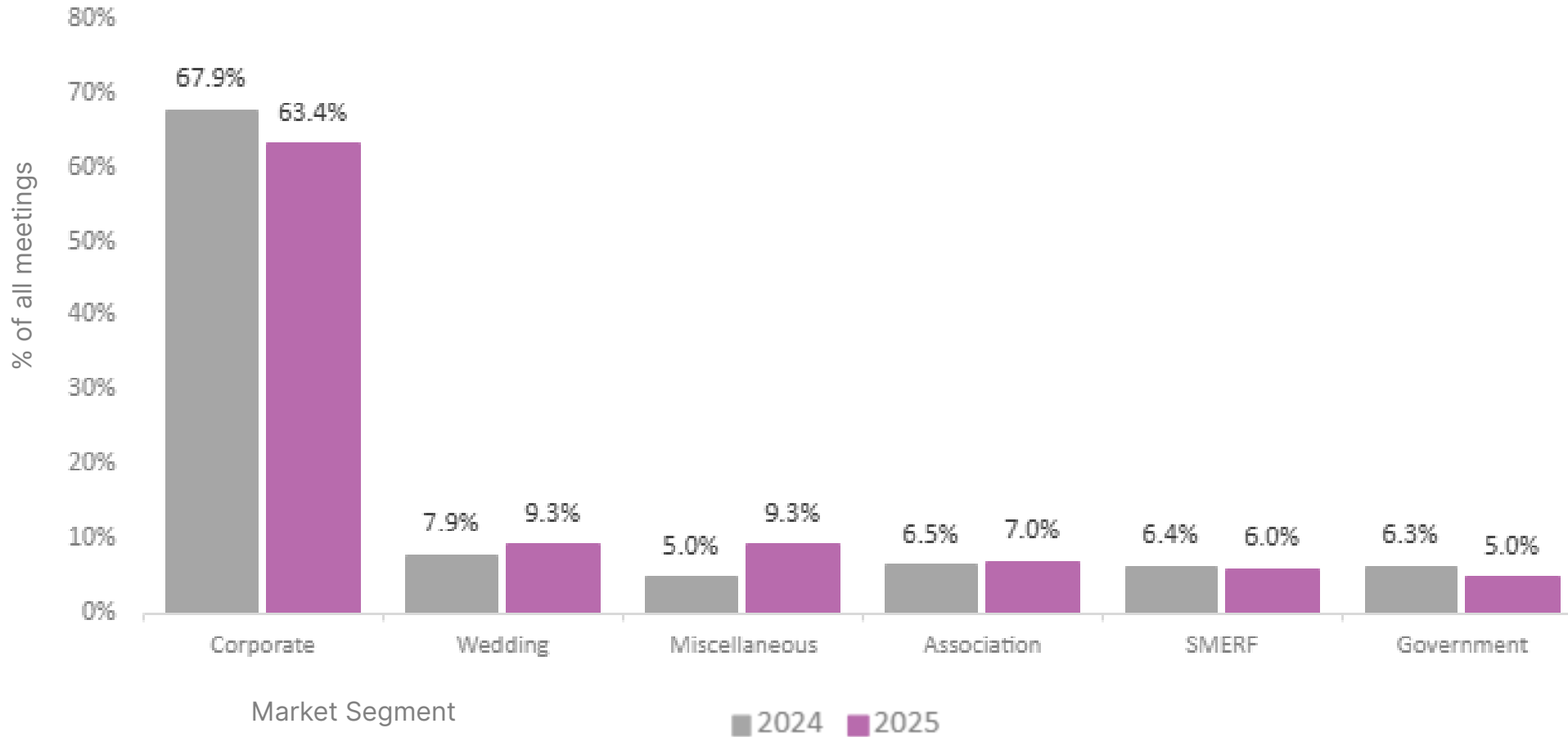
On the industry side, Consulting moved into the top position, overtaking Financial/Banking, which slipped to third. Technology strengthened into second, reinforcing momentum toward project-driven and innovation-led meetings. Several secondary industries also posted strong year-over-year gains, signaling broader-based growth.

Key revelations for Q4 2025

- **Market Segment Distribution:** Corporate held the top spot (~63% share) but declined YoY. Weddings and Associations gained, while Government and SMERF edged lower.
- **Top Industries:** Consulting led Q4 2025, followed by Technology and Financial/Banking.
- **Biggest Changes:** Consulting and Technology overtook Financial/Banking at the top, reshaping the industry mix.
- **Most Improved:** Urban Infrastructure led YoY growth, followed by Arts & Performing Arts, Direct Selling, Aerospace, and Healthcare.



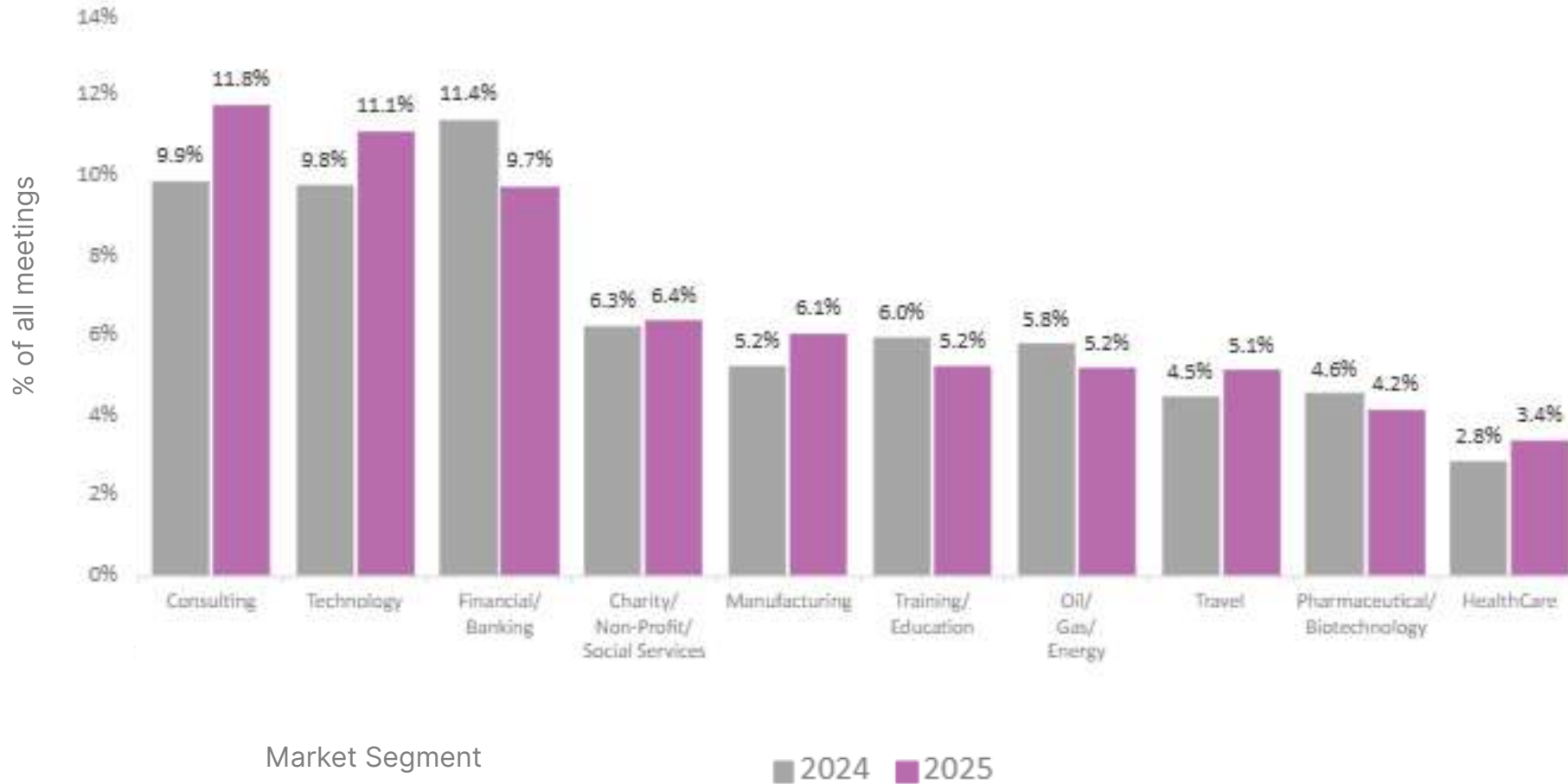
Market Segment Distribution (Q4 2025)



Source: Knowland Platform as of 2025-Dec-31. Data is for informational purposes only.



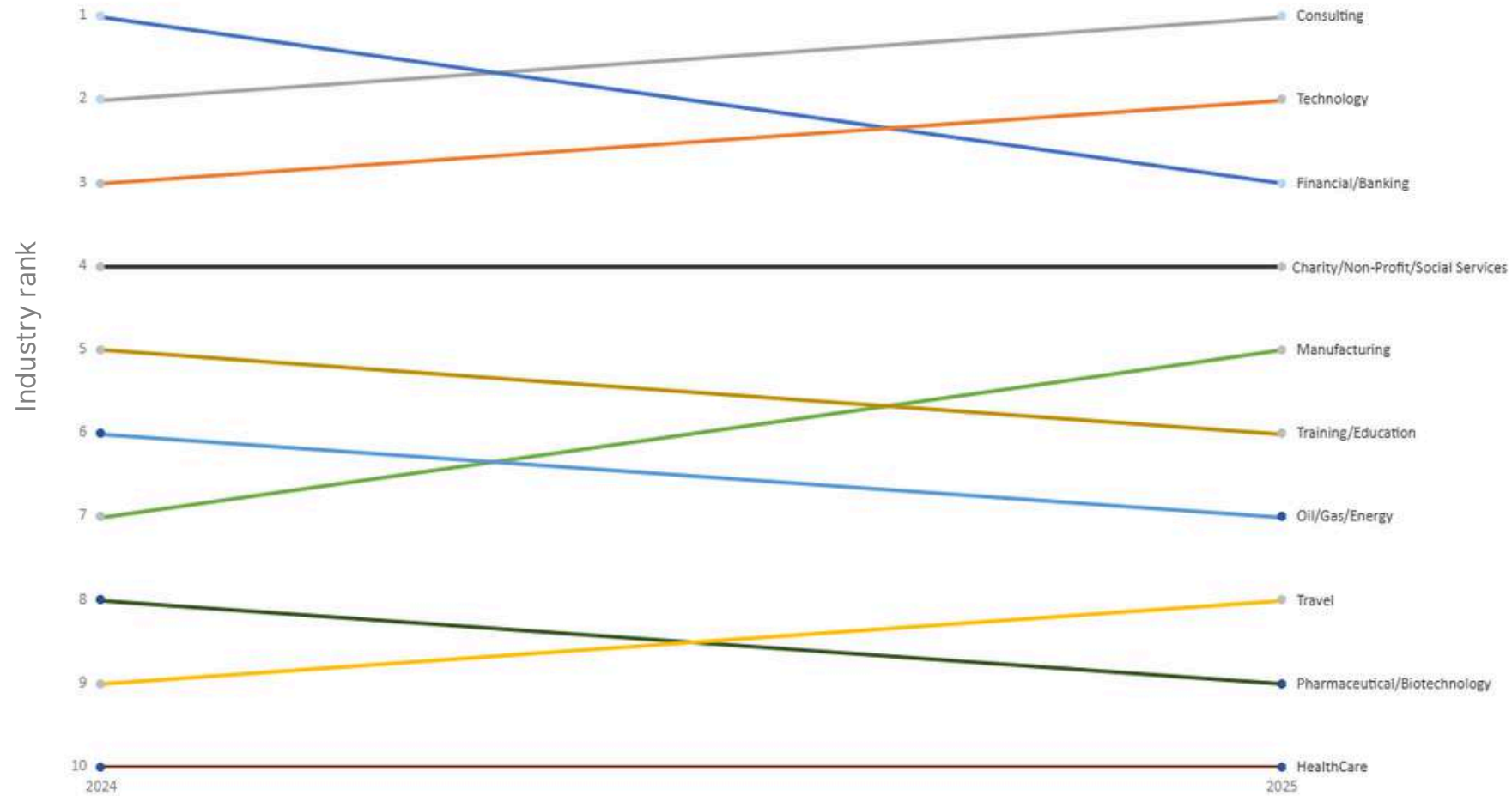
Top Industry Segments (Q4 2025)



Source: Knowland Platform as of 2025-Dec-31. Data is for informational purposes only.

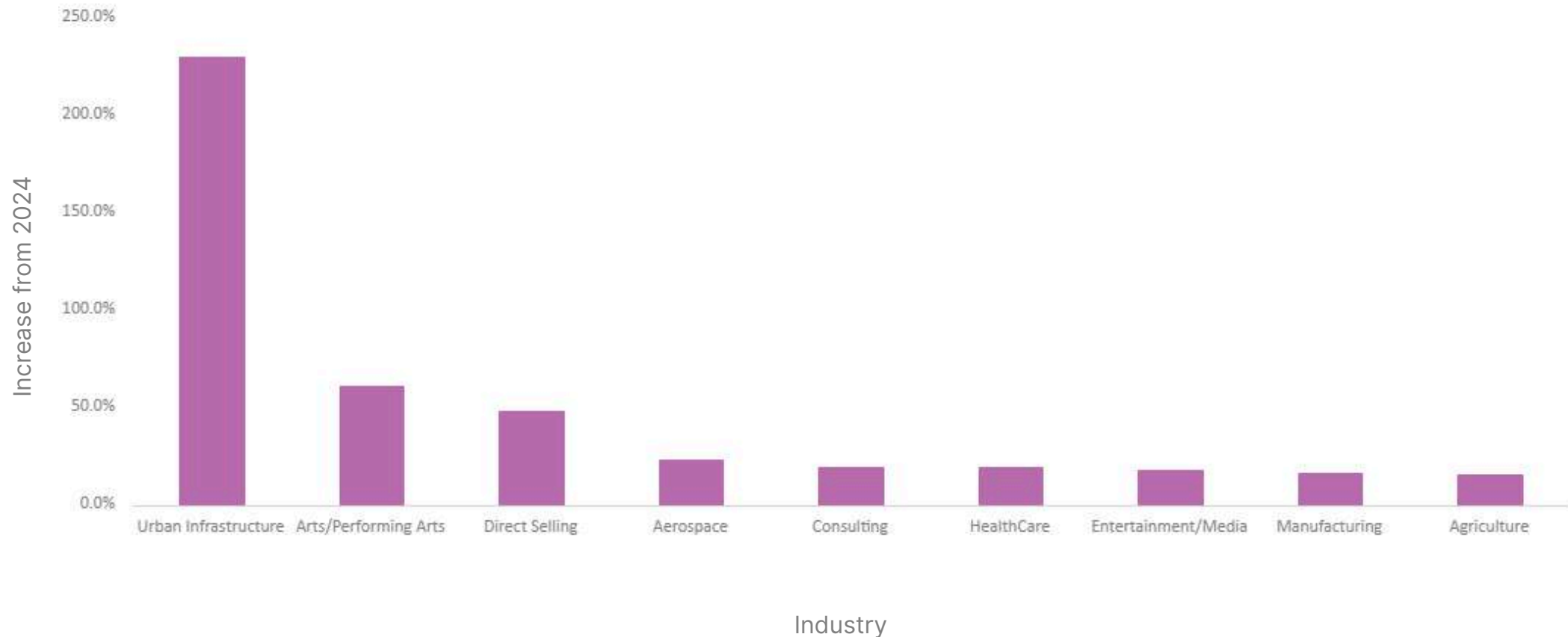


Top Industry Changes (2024-2025)





Most Improved Industry Segments 2024-2025



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An aerial photograph of a tropical landscape. In the foreground, there is a dense forest of palm trees and other tropical vegetation. A winding road or path is visible through the trees. In the middle ground, there are rolling hills and a small cluster of buildings. In the background, a large, dark mountain with a flat top, likely a volcano, is visible under a dramatic sky with soft, wispy clouds. The lighting suggests either dawn or dusk, with a warm glow on the horizon.

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for more MICE insights.**

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