

An aerial photograph of a city, likely Amman, Jordan, showing a hillside densely packed with buildings and a large, ornate building in the foreground. The sky is clear and blue.

KNOWLAND
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Meetings Industry Trends Regional Update: Middle East

Q4 2025 RESULTS



Executive Summary

Consulting and Training/Education lead as Corporate remains stable; ME demand shows selective shifts.

The Middle East Q4 2025 MICE market remained strongly Corporate-led, with Corporate meetings accounting for ~76% of total events, holding essentially flat year-over-year. While overall concentration remained high, subtle shifts across other segments point to incremental diversification toward year-end.

Government meetings declined compared to Q4 2024, while SMERF remained stable. Wedding demand softened slightly, indicating more cautious social activity during the quarter. Overall, the market reflects stability rather than broad expansion, with change driven mainly at the industry level.

From an industry perspective, Consulting strengthened its lead as the top industry in Q4 2025, followed closely by Training/Education, which also gained share year-over-year. Travel and Pharmaceutical/Biotechnology declined, while Technology and Financial/Banking remained relatively stable, reinforcing a more skills-, knowledge-, and advisory-driven demand profile.

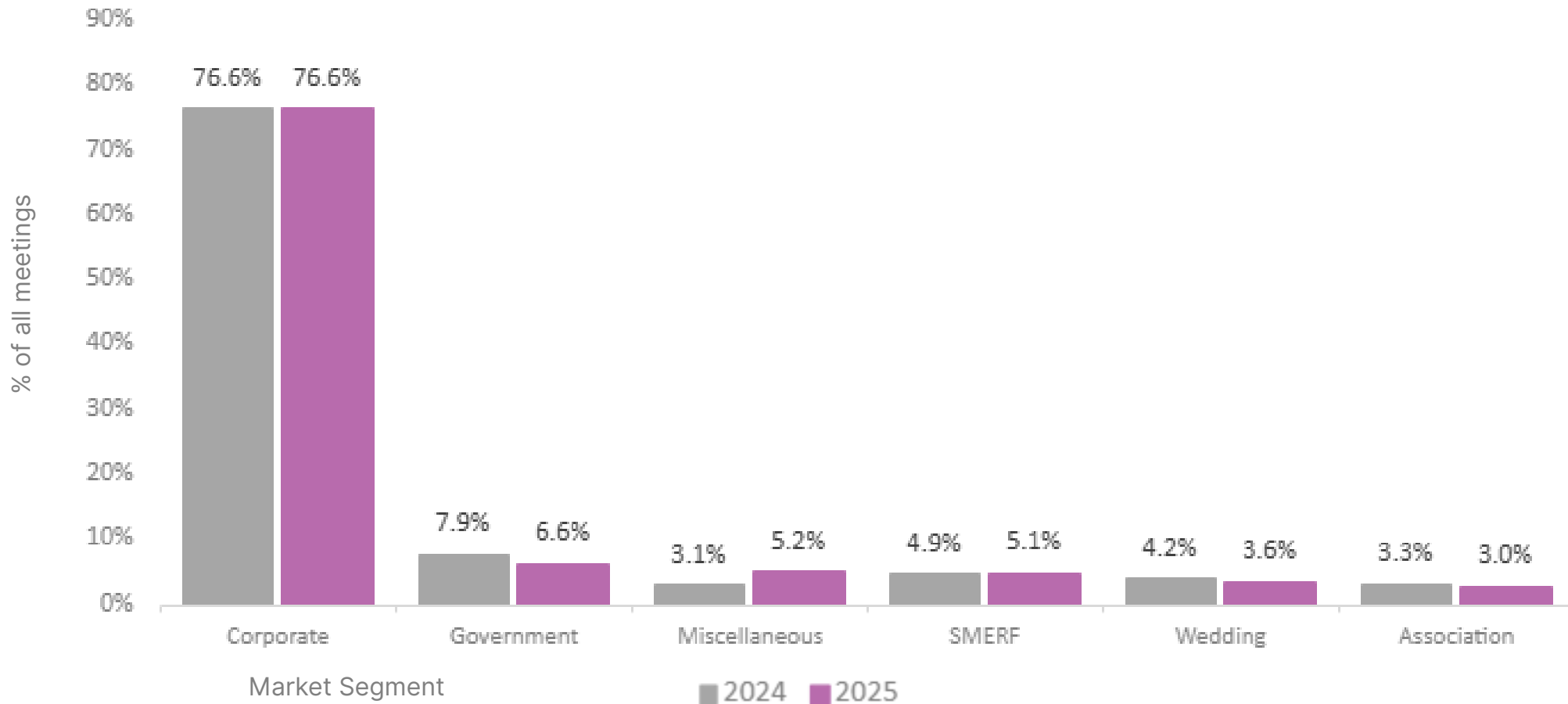
Overall, the Middle East meetings market remains resilient and Corporate-centric, with growth opportunities increasingly tied to Consulting- and Training-led demand as the region moves into 2026.

Key revelations for Q4 2025

- **Market Segment Distribution:** Corporate dominated (~76% share) and remained flat YoY. Government and Weddings declined, while SMERF held steady.
- **Top Industries:** Consulting led Q4 2025, followed by Training/Education. Technology and Financial/Banking remained stable contributors.
- **Biggest Changes:** Consulting and Training/Education strengthened their positions, while Travel and Pharma/Biotech softened.
- **Most Improved:** Direct Selling led YoY growth, followed by Arts & Performing Arts, Environmental Services, Aerospace, and Training/Education.



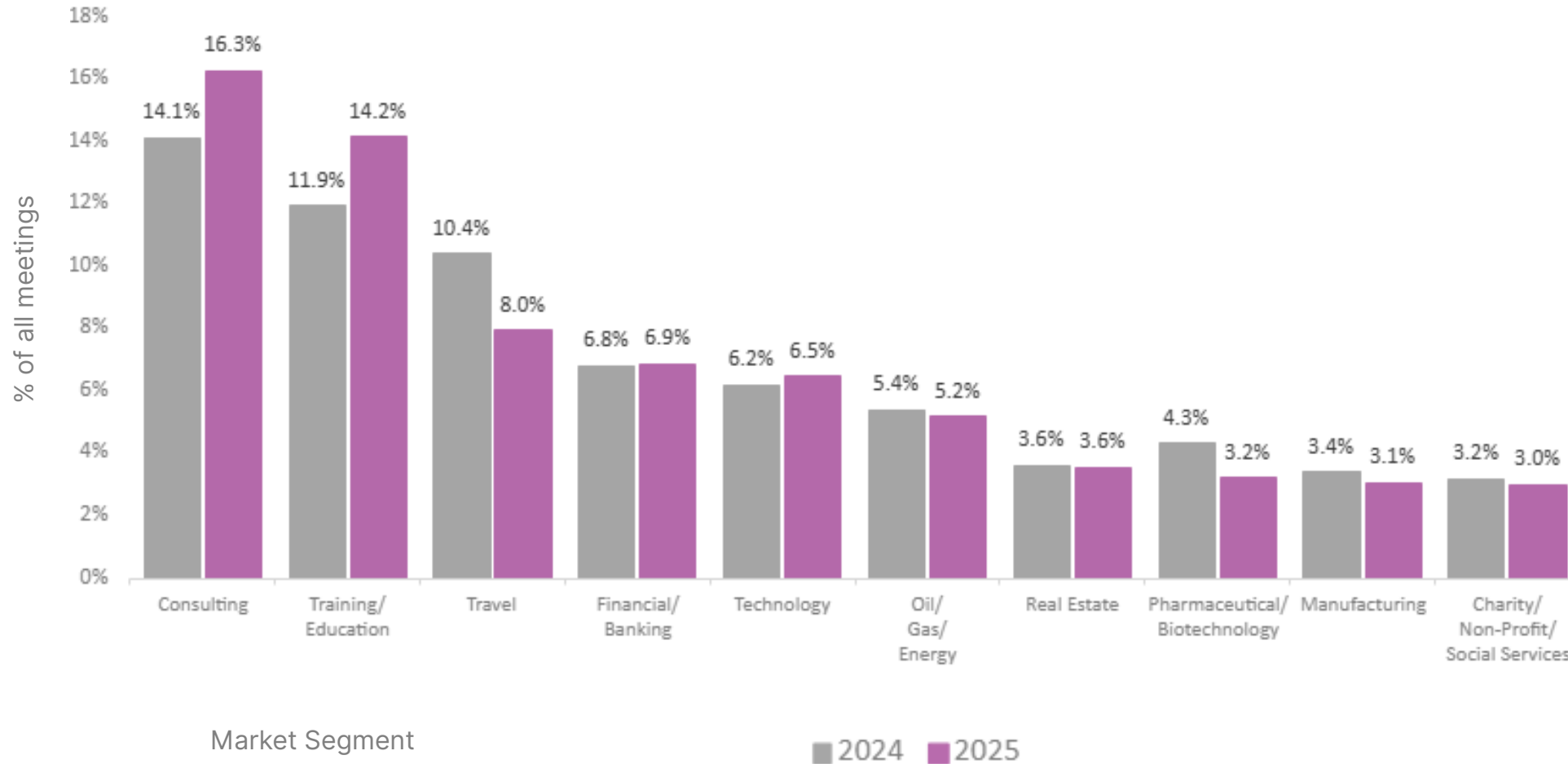
Market Segment Distribution (Q4 2025)



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



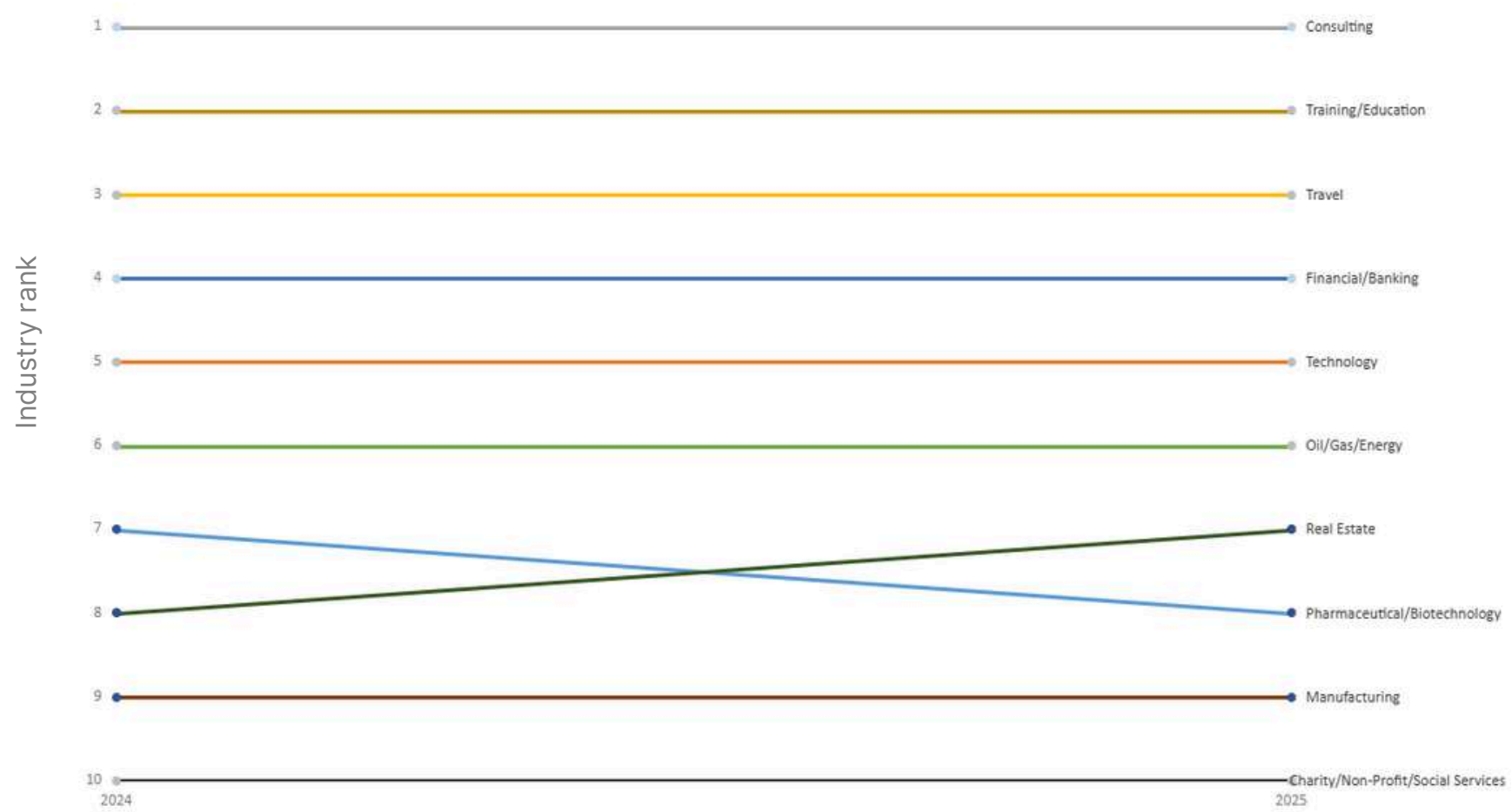
Top Industry Segments (Q4 2025)



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

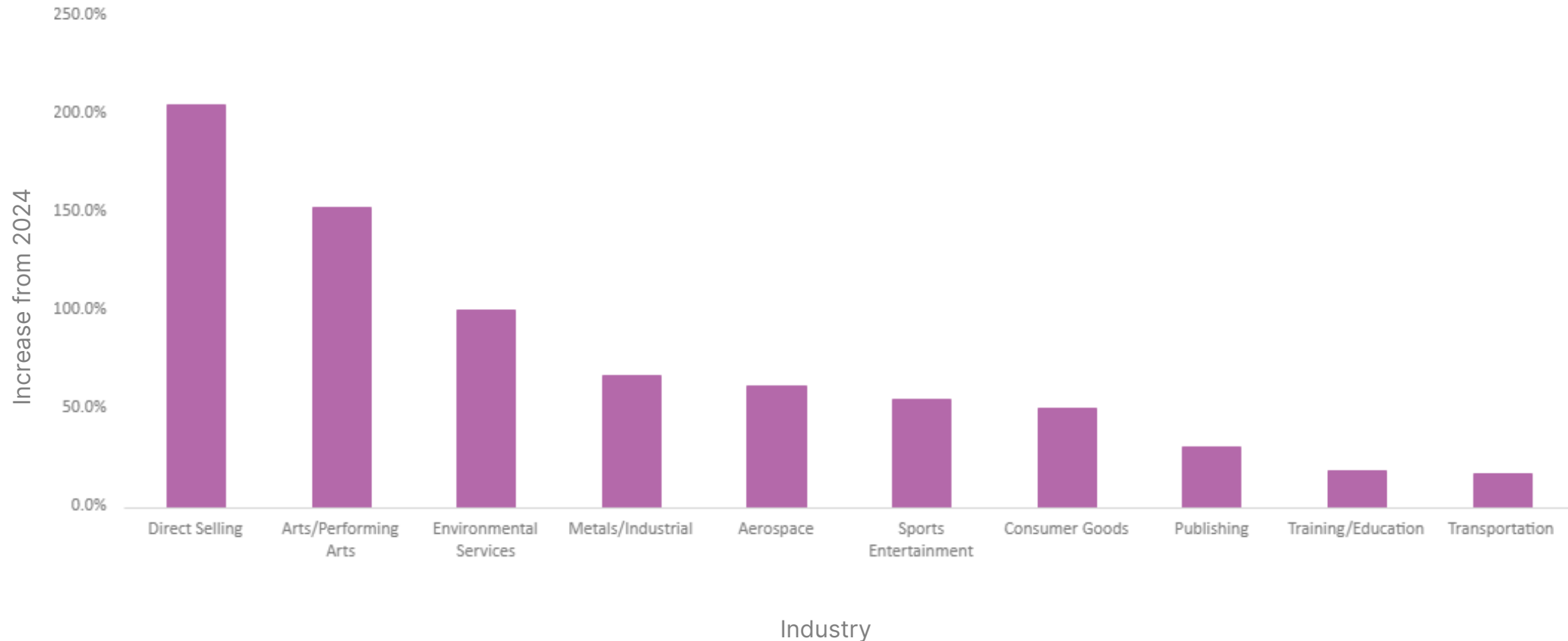


Top Industry Changes (2024-2025)





Most Improved Industry Segments 2024-2025



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