



THE NEW HORIZON OF MICE AND BLEISURE TOURISM IN ITALY

Competitive positioning, destination performance and 2025-2026 trends

IMEX FRANKFURT, MAY 19-21

GLOBAL
HISTORY
SUMMIT

Italy: Your Next Congress Superpower

Discover Italy's leadership in the MICE sector and its economic impact.

ICCA ANALYSIS AND ECONOMIC IMPACT

MICE Performance: Data and Economic Impact

Analysis of ICCA data confirming Italy in 1st place in Europe and 2nd worldwide for number of congresses.

Impact of MICE tourism on Italy's GDP and on foreign travelers' spending, with an emphasis on the higher daily per-capita expenditure of the business segment.



The Ranking of MICE Destinations in Italy

Presentation of the “Italy Model” — a polycentric system and the performance of its main cities

1

ROME (1°)

Global Top 10,
international appeal, and
infrastructure.

2

MILAN (2°)

Leader in corporate
congresses and
innovation.

3

BOLOGNA (3°)

European Top 30,
efficiency, and logistics.

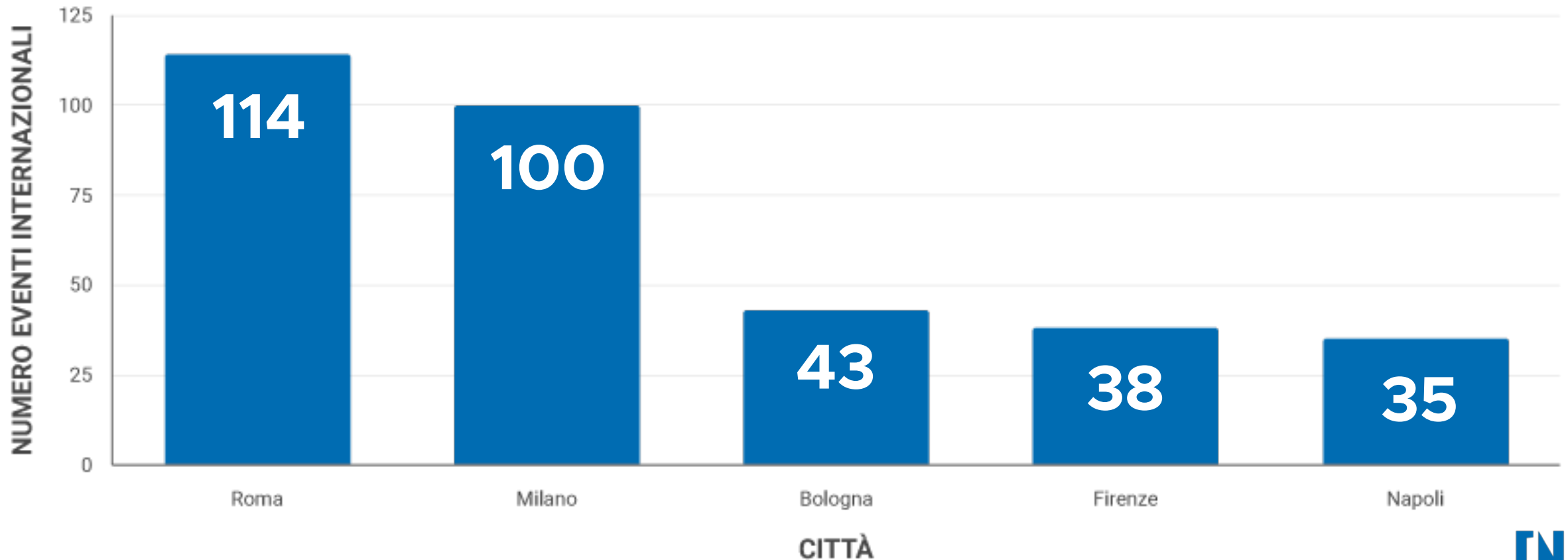
4

FLORENCE & NAPLES
(4°/5°)

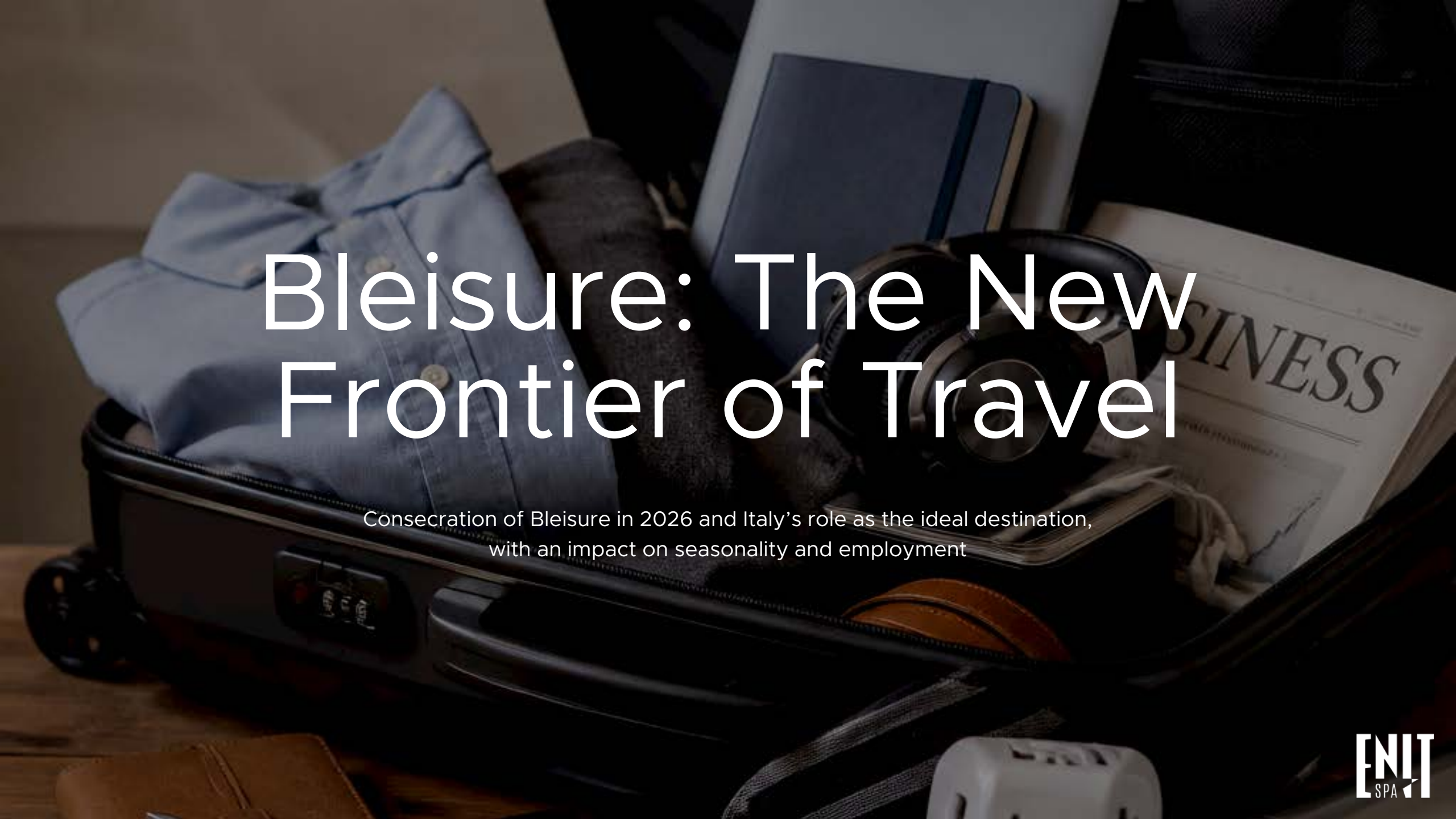
Growth in the
medical-scientific and
humanities sectors, with
a focus on experientiality.

Performance of the Top 5 Cities (Number of International Events)

Breakdown of the number of international events hosted by Italy's top five MICE cities.



(Source: ENIT Research Office based on ICCA data)



Bleisure: The New Frontier of Travel

Consecration of Bleisure in 2026 and Italy's role as the ideal destination,
with an impact on seasonality and employment

KEY DATA

Economic Impact of the Italian Meeting Industry

The MICE sector generated a direct economic contribution of €14.8 billion in 2024.

The main spending categories include accommodation, transportation, dining, and other expenses.

Analysis of average daily spending per participant and spending at conference venues



Strategic Pillars

Sustainability, Technology and Bleisure

THE THREE FUNDAMENTAL PILLARS SUPPORTING THE GROWTH OF THE MICE SECTOR:



SUSTAINABILITY

Mandatory ESG standards and investments in carbon-neutral certifications



IMMERSIVE TECHNOLOGY

Use of AR and AI to increase ROI



BLEISURE

Combination of business and leisure travel to extend length of stay

THESE PILLARS DRIVE INNOVATION AND GROWTH IN THE MICE SECTOR.

Italy: A Bridge Between Heritage and Global Innovation

Future challenges: strengthening rail connections and enhancing the polycentric model



THE THREE DIMENSIONS OF SUSTAINABILITY IN ITALIAN TOURISM :

Italy's "Tourism of the Future": Sustainability and Added Value

- Technological integration and carbon-neutral redevelopment.
- MICE as an antidote to overtourism and a stabiliser of visitor flows.
- Authentic experiences offered in unique cultural settings.

GEOGRAPHIC TRENDS

Analysis by Geographic Origin and Market Trends

- Resilience of European markets and the return of transatlantic and Asian markets
- Growth of the U.S. market driven by luxury incentive travel (food & wine and wellness)



ENIT Strategies for Strengthening MICE Leadership



PROMOTION OF SUSTAINABILITY
CERTIFICATIONS (ISO 20121)

ENIT Actions for the Global MICE Market



ENHANCEMENT OF EMERGING AREAS
AND “SECOND-TIER” DESTINATIONS

ENIT Actions for the Global MICE Market



DEFINING A NEW STANDARD FOR A
MORE HUMAN-CENTRIC,
TECHNOLOGICAL, AND SUSTAINABLE
MICE TOURISM

ENIT Actions for the Global MICE Market

