



The MICE sector in Türkiye

2026

Türkiye is establishing itself as an attractive, competitive, and increasingly upscale MICE (Meetings, Incentives, Conferences & Exhibitions) destination, driven by excellent connectivity, a dense network of hotels, and robust event infrastructure.

Its geographic location, excellent air connectivity, extensive hotel offerings, and high-quality event infrastructure make it a credible regional hub for industry players.

The post-COVID rebound in business travel, the resumption of conferences and trade shows, and the country's record-breaking tourism performance are further enhancing Türkiye's appeal in the MICE segment. With 63.9 million international visitors and \$65.2 billion in tourism revenue projected for 2025, the market is benefiting from a particularly promising environment. The MICE sector is estimated to have accounted for approximately 20% of tourism revenue nearly \$13 billion, while 142 international conferences were hosted in 2025.

The Turkish market is structured around a few major geographic hubs, and opportunities are concentrated within an ecosystem of public and private stakeholders: convention centers, hotel groups, MICE agencies, event organizers, and specialized service providers.

Key needs include EventTech, audiovisual equipment, digital solutions, technical services, event communications, and incentive tourism.

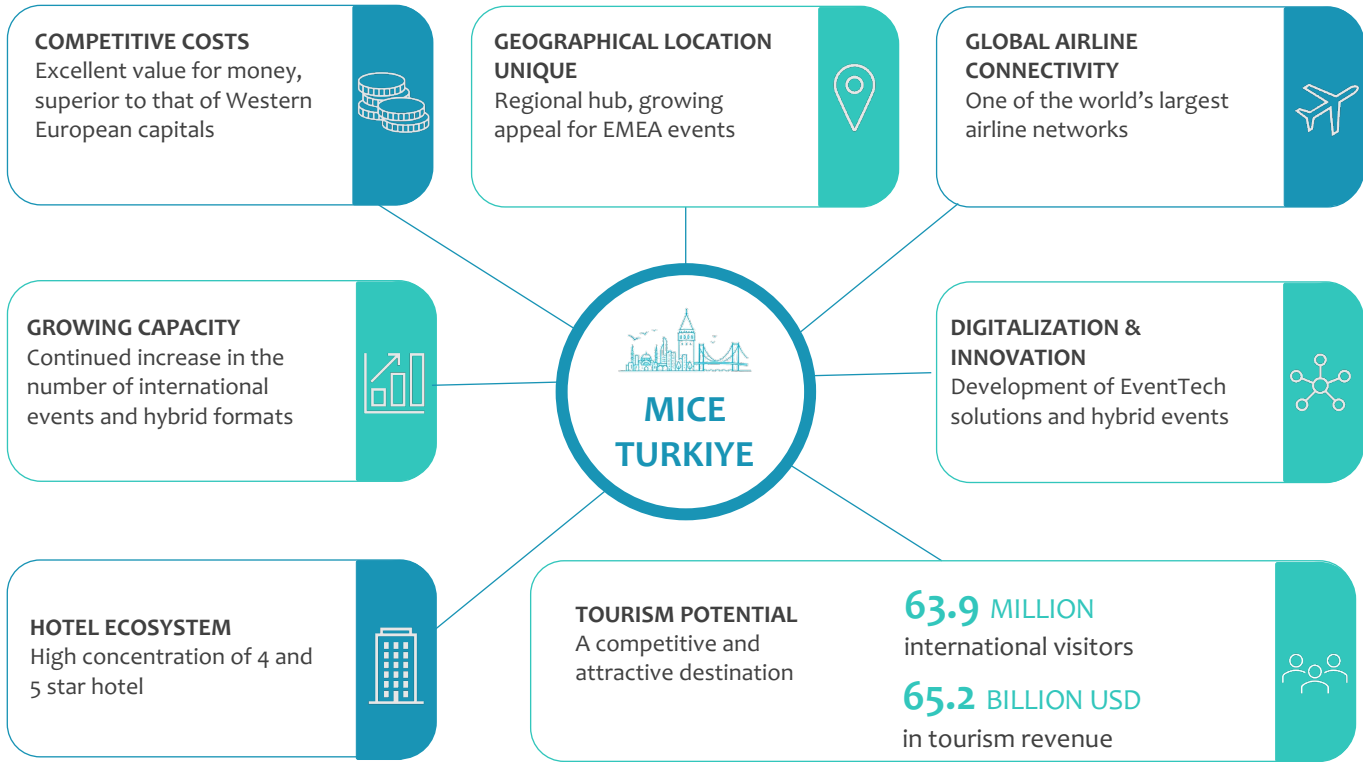
The potential is there, but it requires a targeted analysis of the right market segments, cities, and key contacts. A local approach makes it possible to identify the true market entry points, pinpoint the most relevant partners or buyers, and turn the market's appeal into concrete opportunities.

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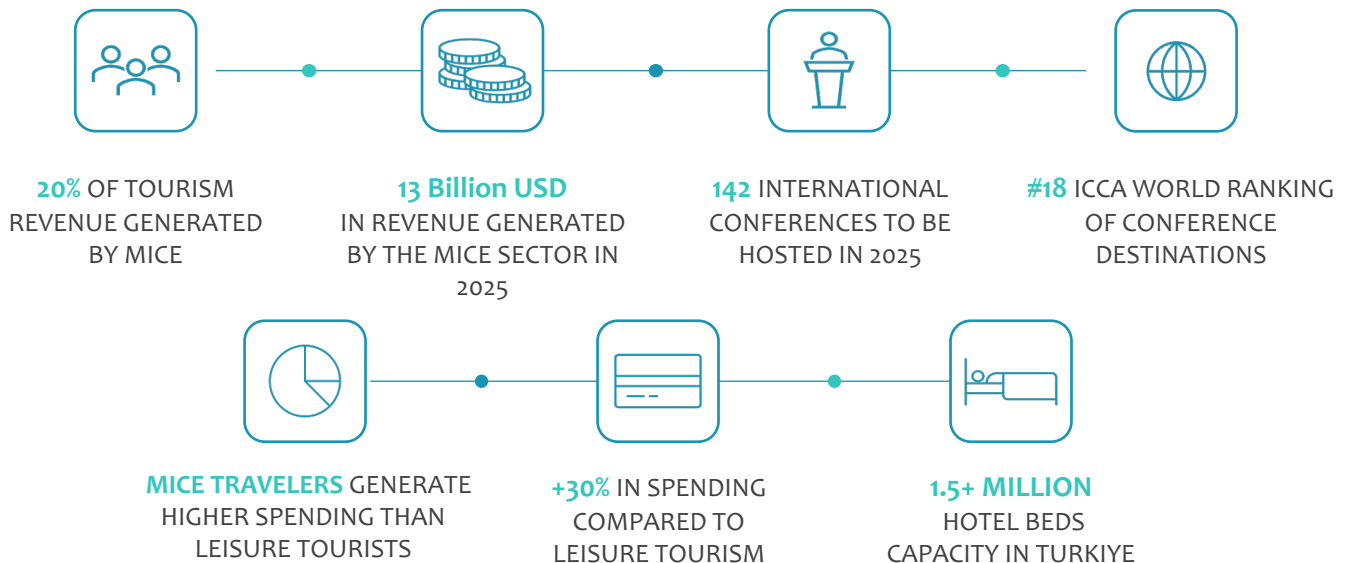
GROWTH DRIVERS AND KEY FIGURES

The MICE market in Turkiye is particularly attractive to international companies: it is a competitive, accessible, and increasingly upscale destination capable of hosting international conferences, trade shows, corporate events, and incentive programs alike.

Several structural factors are providing sustained support for the growth of the MICE sector in Turkiye.



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AREAS OF OPPORTUNITY & ECOSYSTEM

MAJOR MICE DESTINATIONS IN TURKIYE

The market is structured around a few specialized sectors with targeted opportunities



ISTANBUL

Istanbul hosts the vast majority of international conferences, trade shows, and corporate events.

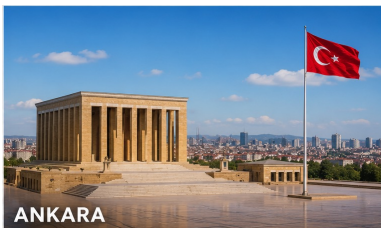
- The country's economic hub
- Exceptional air connectivity
- Ranked among the world's top 20 conference cities
- 95 international conferences in 2025: the best performance in a decade



ANTALYA

Antalya is strongly positioning itself in the incentive tourism and premium events sectors.

- Capital of Incentive Tourism
- High concentration of 5-star hotels and high-end resorts
- Goal: to make Antalya the regional leader in incentive tourism



ANKARA

Ankara continues to play a more institutional, scientific, and community-based role.

- Government and institutional conferences.
- Scientific and community events



IZMIR

Izmir has established itself as a major hub for trade shows focused on the food industry, agriculture, and manufacturing.

- Industrial and Trade Shows
- Proximity to European Markets
- A Growing Business Ecosystem

KEY PLAYERS

Opportunities are concentrated within a structured ecosystem of clients and local partners: hotel groups, convention centers, MICE agencies, event organizers, trade show operators, institutional players, and major corporate accounts.

Institutions	Convention centers & Exhibitions	MICE hospitality	Organizer & MICE agencies

INVESTMENT NEEDS & OPPORTUNITIES

This momentum benefits more than just tourism operators: it also fuels growing demand for equipment, digital solutions, specialized services, and high-value-added event expertise. The demand is concentrated in several high-value segments: EventTech, audiovisual equipment, digital solutions, logistics and technical services, event marketing and communications, venue design, MICE hospitality, and incentive tourism.

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OPPORTUNITIES HIGH DIRECT



EVENTTECH

- Management software
- Registration & ticketing solutions
- AI & digital networking



TECHNICAL SERVICES

- Sound & Lighting Stage
- LED & Digital Signage
- Simultaneous interpretation
- Security and Logistics



PRODUCTION AND BROADCASTING

- Audiovisual production
- Live broadcasting & streaming

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OPPORTUNITIES ON THE RISE



HOTELS & CONVENTION CENTERS

- Audiovisual equipment
- Convention center design
- Event furniture
- Digital signage
- Reservation solutions & CRM



DIGITALIZATION OF THE EVENT EXPERIENCE

- Digital communication
- Creation of immersive content (video, 3D, augmented reality)

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OPPORTUNITIES PREMIUM



MARKETING & EVENT COMMUNICATIONS

- Event marketing
- Event-based brand promotion initiatives



INCENTIVE TOURISM

- Incentive travel planning
- Team-building programs
- Reward trips
- Corporate & VIP events
- Premium experiential activities

Upcoming Event to Check Out



ISTANBUL Tourism Fair (ITF)

September 24-25, 2026



Yenikapi Eurasia Show and Art Center

One of Türkiye's leading tourism and MICE trade shows. Organized by Dream Project, it brings together industry professionals for B2B meetings, conferences, and networking opportunities.

Advantis offers customized operational solutions to secure and sustain your growth in Türkiye, whatever your needs may be



Analyze the market



Export



Source



Recruit



Establishing a Presence



Specific need

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