MPI 2025 Meetings Outlook Reports

English Translation Compilation and Evaluation

A simplified English summary of the quarterly reports published throughout 2025 by MPI, interpreted from the Transgoo MICE perspective

Prepared by

This compilation brings together the key findings of the MPI 2025 Meetings Outlook series in clear language with practical commentary.

Introduction

The MICE sector has been reshaping itself in recent years not only through growth, but also through changing expectations, rising costs, more sensitive participation balances and increasing operational risks. One of the references closely followed by industry professionals to understand this shift is the Meetings Outlook series published by MPI.

MPI, or Meeting Professionals International, is a globally recognized professional organization in the world of meetings, congresses and events. The Meetings Outlook reports provide a periodic framework on the sector's business outlook, budget trends, expectations for live attendance, the balance of virtual participation and the key risks affecting planning processes.

This English compilation was prepared to bring together the key findings of the Q1, Q2, Q3 and Q4 reports published throughout 2025 in a simpler, clearer and more practical format. The aim here is not to present an official translation, but to create a readable evaluation framework for industry professionals while preserving the core messages.

Executive Summary

- 2025 began with strong expectations for live events, but confidence became more fragile as the year progressed.
- Although budgets increased in nominal terms, venue, F&B;, AV, labor and transportation costs rose faster.
- In Q2, economic and political uncertainty created the sharpest break in market sentiment.
- Partial recovery appeared in Q3 and Q4, yet international attendance, funding structures and cost pressure remained the main risks.
- In the new period, success is measured not only by attendee numbers, but by cost control, risk management and operational agility.

The Overall Story of 2025

The year's overall trajectory follows a line from a strong start to fragility, then to controlled recovery and cautious balance.

Period	Main theme	Key message
Q1	**Strong start**	Demand for live events is high, but cost pressure is clearly visible.
Q2	**Fragile period**	Confidence weakens sharply; budget and business outlook narrow.
Q3	**Partial recovery**	Positive expectations improve, but pressure continues.
Q4	**Cautious balance**	There is a more balanced close, yet the market remains careful.

Q1 2025 - Strong Demand for Live Events, Rising Cost Pressure

The first quarter report of 2025 clearly shows that face-to-face events continue to hold their strength. The outlook for live attendance is strong and the mood around business conditions is relatively optimistic; however, the same level of comfort is not seen on the budget side.

The strongest message of this period is the widening gap between demand and cost. Event owners still want to bring people together, but increases in food and beverage, audiovisual production, accommodation, transportation and labor costs are making planning more sensitive.

The summary of Q1 is this: the sector believes in live events, but has to deliver them under more difficult financial conditions. It is no longer only large budgets that matter; the right venue choice, a more balanced supplier structure and a smarter purchasing approach are becoming decisive.

Transgoo MICE comment

From the Transgoo MICE perspective, destinations such as Türkiye and Antalya with strong price-performance balance may become more visible in this landscape. Decision-makers are now looking for both quality and cost advantage at the same time.

Q2 2025 - Uncertainty, Loss of Confidence and a Sense of Sharp Contraction

The second quarter report marks the most fragile period of the year. The relatively positive picture seen in the first quarter is shaken seriously in this period. Confidence in business conditions and the budget outlook declines, and a more cautious expectation begins to dominate on the live attendance side as well.

What makes Q2 distinctive is not only economic pressure, but also the direct impact of political and geopolitical uncertainty on industry sentiment. Organizations become more defensive, decisions are delayed and some events begin to consider downsizing or searching for alternative formats.

In this period, the issue is not that demand disappears completely, but that confidence weakens. For planners, flexible contract structures, alternative date and venue scenarios, room block management and a more controlled budget setup become more important than ever.

Transgoo MICE comment

Destinations now need to offer more than simple appeal; accessibility, operational reliability, contract flexibility and cost predictability are also moving to the forefront of the decision process.

Q3 2025 - Partial Recovery Appears, but Pressure Continues

The third quarter signals a limited recovery after the sharp break experienced in the second quarter. There is improvement in business conditions, budgets and live attendance; however, this does not mean that the sector has returned to a fully comfortable footing.

Even with recovery, cost increases, declining international attendance, cancellations, postponed events and slower reservation momentum continue to create pressure. For that reason, Q3 is a period of balance between improvement and caution.

At this stage, planners are acting more defensively. Registration flows, room blocks, contract details and venue choices are being handled more carefully. Some organizers are beginning to think about alternative venue structures because of high F&B; and AV costs.

Transgoo MICE comment

Being a good destination alone is no longer enough; being a strong operational partner is also essential. Transfer planning, venue fit, technical coordination and the ability to build alternative scenarios generate greater value in this period.

Q4 2025 - Cautious Closing, Signals of Controlled Improvement

The final quarter of the year shows not that the market is fully relaxed, but that it has settled into a more balanced reality. The business outlook remains cautious, yet the sharp negativity has softened somewhat. On the budget side, a relative recovery is being felt.

There is a controlled but limited improvement in live attendance. Even so, rising costs, declining international participation, funding losses, cancellations and slower future reservations remain the sector's main pressure points.

The main message of Q4 is this: it is still possible to organize events, but compared with the past it now requires greater attention, more creativity and tighter budget discipline. A hybrid mindset and a multi-channel participation logic are also becoming more permanent.

Transgoo MICE comment

As we move toward 2026, the structures that will stand out will not be only those with large budgets, but those that choose the right location, negotiate better and design the participant experience more intelligently.

2025 Overall Assessment

Looking at the full MPI 2025 Meetings Outlook series together, a very clear picture emerges: the sector has not given up on face-to-face events. On the contrary, the value of live gatherings is still being preserved. However, decision-making processes are slowing down, budget tolerance is narrowing, sponsorship and funding structures are becoming more sensitive, international participation is progressing more fragily and organizations' risk management capability is becoming more critical than ever.

In this new equation, cost control moves to the center not only for finance teams, but for the entire event design. Venue selection, contract terms, room block structure,

transportation planning, supplier distribution and registration strategy now have to be considered together.

For strong MICE destinations such as Türkiye and especially Antalya, this picture presents important opportunities. With high bed capacity, resort infrastructure, operational flexibility and a strong price-performance balance, destinations like these can stand out even more in periods of global uncertainty. However, this advantage still needs to be supported by the right planning on the ground.

Key takeaway

In the new period, success is measured not only by running events, but by using the budget intelligently, anticipating risks and keeping operations flexible.

Conclusion

The MPI Meetings Outlook reports published throughout 2025 show that the event sector is not moving within a one-direction growth story. Instead, it is trying to build a new balance between the desire to grow and cost pressure, between demand and uncertainty, and between the desire for live events and operational caution.

For anyone who wants to succeed today in the world of meetings and congresses, the basic reality is clear: planning an event is no longer just about finding a venue and writing a program. It requires more strategy, more foresight, more scenario planning and tighter financial discipline.

In short, the MICE sector continues to grow; but those who move in a smarter, more careful and more controlled way now gain the advantage.

Data Source and Methodology

This English compilation has been prepared based on the main data points and leading themes of the Meetings Outlook Q1, Q2, Q3 and Q4 reports published by MPI in 2025. The content has been restructured not to provide an official translation, but to create a simpler, more readable and more practical framework for industry professionals.

Legal Disclaimer and Source Note

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