

AMEX GBT

# Meetings & Events

## 2024 Global Meetings and Events Forecast



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# Contributors

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# Optimism reigns, automation gains appeal

Dear Readers,

**Welcome to the 13th annual Global Meetings and Events Forecast.** I eagerly await this report each year as it serves as a definitive signpost for the vibrant growth of our industry and offers a glimpse into the potential challenges we may face. It allows us to witness the dynamic evolution of trends and observe how meeting professionals are adeptly embracing new modes of work. This year is certainly no different.

Alongside the enduring emphasis on the value of in-person meetings, we're closely monitoring several other key trends. These include the widespread adoption of technology and excitement surrounding automation, artificial intelligence (AI) and robotics, a heightened commitment to sustainability, a renewed focus on small and simple meetings, and the fortification of partnerships within our industry. According to our survey respondents, the categories of internal meetings and client advisory boards are continuously growing and expected to be the most common types of meetings in 2024, with small and simple meetings closely following in popularity.

In addition to global inflation, planners are confronted with a myriad of intricate challenges, such as ongoing staffing shortages, elevated attendee expectations, and the growing imperative to demonstrate sustainability. Furthermore, venue contracting has evolved into a time-consuming and formidable task. We strongly believe that meeting planners must harness the available tools effectively, which include leveraging technology for task automation, revising meeting program policies to accelerate budget approvals, integrating business and meetings travel, and working more closely with their partners and agencies.

Emerging technologies, geared towards streamlining and automating event planning, are taking center stage as planners recognize that time saved from administrative tasks can be channeled into more strategic and creative endeavors. We anticipate a surge in the adoption of robotics, AI, and data analysis systems among meeting planners. Additionally, technology is poised to aid planners in tracking and managing sustainability goals to align with corporate targets.

All signs point to 2024 being a dynamic year, characterized by substantial growth and next-generation technology adoption. Our team looks forward to helping meeting planners achieve their objectives while enabling businesses to maintain their momentum in terms of innovation and growth. Indeed, within this intricacy lies not only immense reward but also a potent driver for profound transformation.

Saludos,

Gerardo Tejado



**GERARDO TEJADO**

Senior vice president,  
 professional services,  
 American Express GBT



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# Global Activity



# Positive momentum continues

The 2024 Forecast is based on a survey of more than 500 meetings and events professionals from around the world as well as in-depth interviews with over a dozen industry leaders. The survey launched in June 2023 and extended through to mid-July. Survey and interview respondents represent corporations, associations, buyers, and suppliers from five continents and 26 countries. The result is a statistically and globally representative picture of the 2024 meetings and events industry.

## Meeting activity

As in the past few years, the mood among meeting professionals is very positive. Survey respondents were asked how optimistic they are about the health of the meetings and events industry: 82% chose 8 or higher on a scale of 1 to 10 (compared to 77% last year and 71% the year before). And in an industry that historically has high turnover rates, only one-quarter of respondents said they were likely or very likely to look for a new job within 2024; of those, more than 65% plan to stay in the industry, but with a different employer – further evidence that meeting professionals remain bullish about the future of the industry.

Meeting professionals have been clear, and corporate actions have demonstrated, that people want to meet in person. As expected, our survey shows that the number of in-person events continues to grow. Respondents globally said that more than three-quarters of their meetings and events next year will be either entirely in-person (59%) or hybrid (20%), with the remaining 21% virtual. North America and Europe lead the way in face-to-face meetings, at 63%.

The overall number of attendees also continues to recover, even in the face of uncertainty over inflation and extreme weather – 28% of respondents said their programs have already met or exceeded pre-pandemic attendee levels and 42% of respondents expect to reach that goal in 2024. Those whose numbers have not fully recovered yet said cost (47%), attendee health concerns (41%), and attendee safety concerns (40%) are the top three reasons attendee levels are lagging.

Lead times in 2024 are expected to be slightly longer than in 2023, but our interview panel believes they are still too short and unpredictable. Almost three-quarters of survey respondents said their lead times are either the same as (45%) or shorter than (27%) last year. One of the main causes cited for shortened lead times is a delay in securing budget approvals – meaning clients may be losing out on favorable rates, dates, and sometimes venues.

## Global Activity

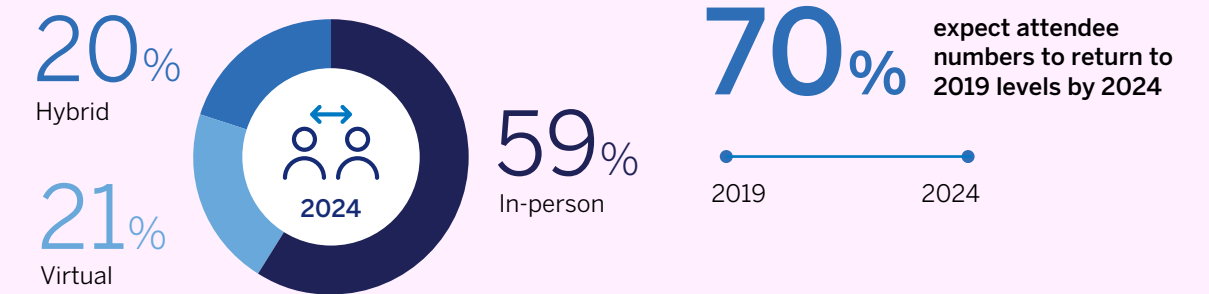


### Picking up the pace!

Meeting professionals see activity (and spending!) accelerating in 2024. Attendee numbers continue to rebound and companies are using external experts to make the most of their events.

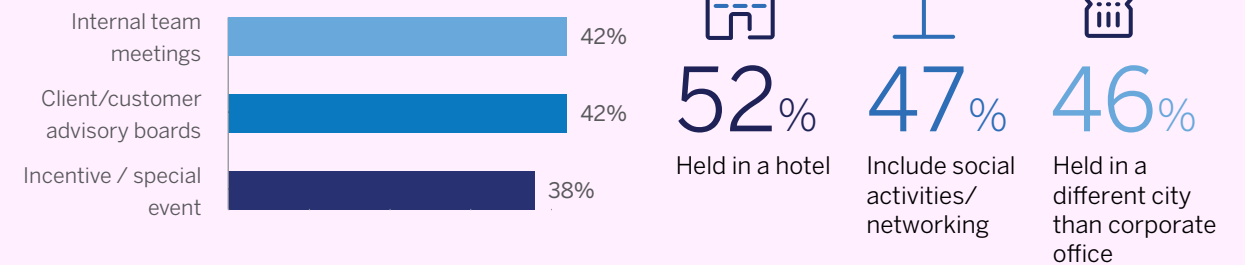
The majority of meetings will be in-person...

with even stronger attendee numbers



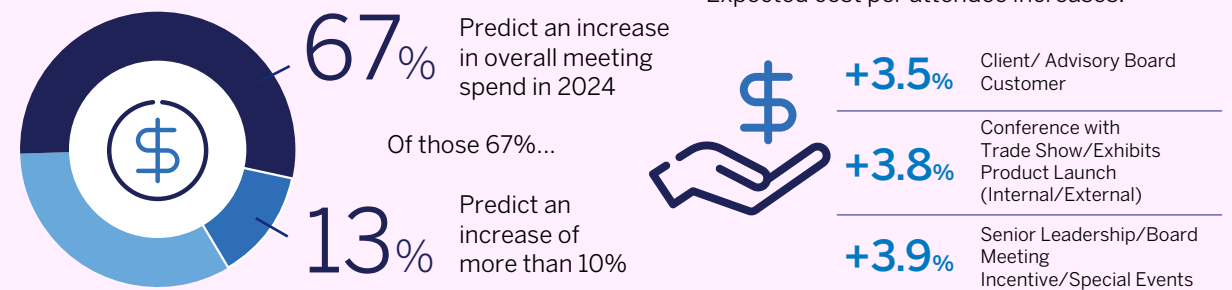
### Internal meetings continue to grow and they require support from meeting professionals too

Percent of respondents who expect to hold more of these meeting types:



Budgets are up...

and so are costs



## Meeting prevalence

All meeting types are expected to see growth in 2024, although respondents predict certain types will be more robust than others. Survey respondents were also asked whether they expected to have more, less or the same of each type of meeting in 2024: internal meetings and client/customer advisory boards are on track to see the biggest increase, with 42% of respondents saying there will be more of both next year, followed by incentives (38%), small and simple meetings, product launches, and senior leadership meetings (37% each), conferences with tradeshow (35%), and conferences without tradeshow (30%).

Internal meetings are expected to see the strongest growth in attendee numbers – 48% of respondents predict more attendees for that meeting type in 2024. Only 33% of respondents say they expect more attendees in 2024 at conferences without tradeshow, which is the lowest predicted increase of all meeting types.

On location choice, non-stop flights are preferred whenever possible – respondents chose “ease of travel and transportation to location for attendees” as the top factor influencing meeting location selection. While global resort destinations are once again the most popular for incentives, smaller events are more likely to be held within domestic borders. As a cost-saving measure, and to make use of empty offices for companies with dispersed workforces, locations for internal meetings are increasingly dictated by a company’s available office space – the percentage of internal meetings being held on corporate properties is expected to be higher in 2024 than in 2023 (36% vs. 32%).

## Meeting policies

Meeting policy adoption is maturing, with policies becoming more integrated into corporate strategic objectives. Just two years ago, in the 2022 Global Meetings and Events Forecast, no more than a third of respondents globally said their organizations had adopted basic meeting policy components such as food and beverage suppliers. Compare that to today, when 80% of respondents say they have well-defined policies accepted across multiple areas. Within that group, one-third say they are going

further and optimizing their policies, using holistic strategies aligned to their business objectives and integrated into their corporate culture. When asked which areas of their meeting programs they are focused on improving, the top three selections were technology updates (38%), simplified data collection and using preferred suppliers (18% each).

The component most likely to be explicitly included in respondents’ meeting policies is still safety and security (57%), while the use of meeting planning technology was close behind at 52% and approval processes at 51%.

## Meeting spend

Our interview panel believes budgets are increasing but not necessarily enough to match inflation, and our respondents appear to agree – 67% said their budgets are increasing, but only 13% said they are increasing by more than 10%. In its July 2023 World Economic Outlook, the International Monetary Fund advised that while global inflation is expected to ease from its high of 8.7% in 2022, the global forecast for 2024 is still a robust 5.2%. In a new question in this year’s survey, respondents were asked whether they had seen any changes in their meeting programs due to markers of economic uncertainty, such as inflation and budget changes – 44% said more virtual meetings, 37% said changes in destinations or lodgings, and 31% said fewer events in general. Notably, 13% said they had not seen any changes at all.

Incentives are the meeting type expected to cost the most per attendee per day, at a predicted \$865 (USD) per person. Note that these figures do not include airfare. Small and simple meetings are expected to cost the least, at \$538 per attendee, followed by internal meetings and product launches, at \$646 per attendee.

When faced with reduced budgets, meeting planners said the top most area they would cut is number of nights (22%), then off-site optional activities (14%), and food and beverage and sustainability initiatives (10% each). If their budgets were increased by 10% in 2024, 25% of meeting planners said they would use the funds to improve the onsite experience and 19% would increase the use of technology.

## Hotels and meeting space

The good news is that hotel room rate increases are expected to moderate, in part due to an expected reduction in leisure demand in 2024. However, supply is still an issue in many locations, due to permanent closures, ongoing staffing shortages and labor issues. According to the Amex GBT Hotel Monitor 2024, ongoing hotel staffing shortages mean that rates and occupancy are no longer always linked:

“Traditionally, low occupancy acted as a trigger for hotels to lower rates. Today, hotels are happy with lower occupancy so long as they can raise their rates. This is especially the case in destinations where hotels cannot deploy their full inventory because of staff shortages.” ([Hotel Monitor 2024](#))

Almost half of survey respondents (44%) expect room availability in 2024 to be the same as 2023, and 40% expect room availability to increase by 2025. The majority expect meeting space to also hold steady in 2024 and increase in 2025. Nearly one-half of respondents expect group rates for hotels to increase by more than 6% in 2024.

Hoteliers interviewed said they are still in the process of working out where meetings and events in general have landed.

Pre-pandemic, companies were fairly consistent, and suppliers understood what to expect for the most part. As meetings and events have returned, they are not necessarily coming back in the same way across the board. “I think in this year and the next, we will be trying to get a sense of what is the new normal in the pattern of when our customers want to have meetings and how we need to be deployed for them, and also how they want to meet,” explained Gerilyn Horan, vice president group sales and strategic accounts for Hilton. “What are their expectations and how do we make sure that we’re providing in our hotels the experience that they want?”



That may mean more business travelers booking mid-tier accommodations going forward. As Simon Fishman, vice president of global hotel, Amex GBT, explains, “I think we’re seeing a reassessment of what good service looks like on a hotel-by-hotel basis. Going back 10 or 15 years, every traveler would expect to have their towels changed daily as well as the other standard services and amenities such as room service. Now, for many business travelers, that general expectation is replaced with something far more personal and nuanced. Some fret about the carbon impact of having towels replaced during a short stay and order food on delivery apps, while for others having all the bells and whistles of a luxury hotel may still be important.”

### Looking for more detailed analysis about rates and trends in the hotel and ground sectors?

[Hotel Monitor 2024](#), from Amex GBT Consulting, offers rate forecasts for more than 50 cities around the world and insights into how meeting planners can strengthen their hotel programs. [Ground Monitor 2023-2024](#), also from Amex GBT Consulting, looks at global car rental forecasts, as well as the future of corporate rail travel and other hot topics for ground transportation program owners.

And keep an eye out for the release later in 2023 of the Air Monitor 2024.



### Ground transportation

As noted in the Amex GBT Consulting Ground Monitor 2023-2024, ground transportation is the meetings program component that is the most likely to lack strategic management, including a shortage of centralized booking and standardized management processes. But as meetings travel continues to ramp up, ground transportation plays an important role. Creating a seamless travel experience from door-to-door is within the reach of savvy meeting planners.

Ground transportation rates are expected to rise in 2024, partially due to inflation, and partially due to competition from leisure travellers. Industry leaders advise meeting owners to consider implementing a more strategic approach to ground. Using a centralized booking platform where possible and creating a network of approved and trusted suppliers will save meeting professionals time and money.

### Group air

Air travel has stabilized in 2023, compared to the challenges of 2022, but that doesn't mean all issues brought on by the pandemic have been resolved or are expected to be resolved anytime soon. The worldwide pilot shortage continues – one estimate is that there will be 11,000 fewer pilots than needed in 2025. As a result, airlines are feeling squeezed on maintaining the ideal number of routes. "We are constantly evaluating where the demand is and how we can most efficiently meet it," says Leon Goldberg, managing director of Eastern corporate sales for United Airlines. "Whether that means up-gauging a route – changing from multiple small flights per day to fewer flights on bigger planes – or partnering with other airlines to enable us to amplify our footprint in strong, high demand destinations."

Survey respondents expect group air rates to continue to rise, by more than 5% in 2024. Meeting professionals book group air most frequently through travel management companies and online booking tools (51% each); 39% said they book through direct arrangements with airlines. The group air provider attributes that respondents most value are favorable rates, online booking tools, and crisis management.

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# From relationships to robotics:

## A new era for meeting professionals



Now that a reinvigorated view of meetings is upon us, meeting professionals are settling in to adapt to a changing industry. The spotlight on meetings and events remains bright – whether it's for team building, product launches, board meetings or conferences, organizations have renewed their commitment to in-person events. Companies understand that in a world of dispersed workforces, with its many disruptions to traditional office culture, the value of bringing people together is incontrovertible.

Our interview panel for this year's Forecast included suppliers, program owners, planners, and clients – all experts in their fields and all with a lot to say on what they're seeing in the meetings and events industry. Over the course of our interviews, through June and July of 2023, certain trends came up repeatedly.

### Strong partnerships create better events

There's no question that meeting planning has become more complex. Meeting professionals told us they are being asked to contend with increased competition for event and meeting space, continuing staff shortages, more fees popping up in every contract, attendees who have a plethora of options to choose from, and tight lead times and budgets. No wonder they say that sometimes it feels like they're being asked to be miracle workers. Building strong partnerships with travel management companies (TMC), meeting management agencies, hotels, airlines, destination management companies (DMC), and ground transportation suppliers is helping to reduce the burden on planners.

What makes a strong partnership? Effective communication is the foundation. Both sides of the relationship must have confidence in one another and build trust. "To be successful in 2024," says

Linda McNairy, global vice president – strategic meetings at Amex GBT Meetings & Events (M&E), "Within the context of our environment, all parties should reframe the typical 'buyer-supplier' or 'planner-client' relationship mentality and instead look at the relationship as 'we're in this together to deliver results.'" With collaborative working strategies, a partnership grows stronger, more resilient, and more mutually beneficial. The net result is a better experience for all stakeholders.

Suppliers we spoke with agree that a strong partnership is not solely focused on making a transaction – it's also about making sure that both sides have shared goals and objectives. Why not take advantage of each other's expertise? McNairy shared a recent conversation with the general manager of a luxury-brand property:

He said, "I recently sat down with a group that was doing a site inspection and it was the most refreshing conversation. Usually, the discussion is only about money and the agenda and the

## Global Trends

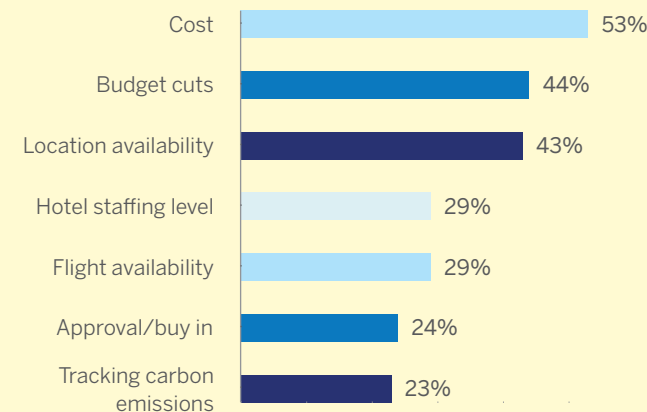


### Meeting professionals are adapting to the new normal

With inflation, travel disruptions, increased competition for limited space, and dispersed workforces, it's more important than ever that meeting planners work smarter, not harder. Especially when 27% expect lead times to shrink in 2024.

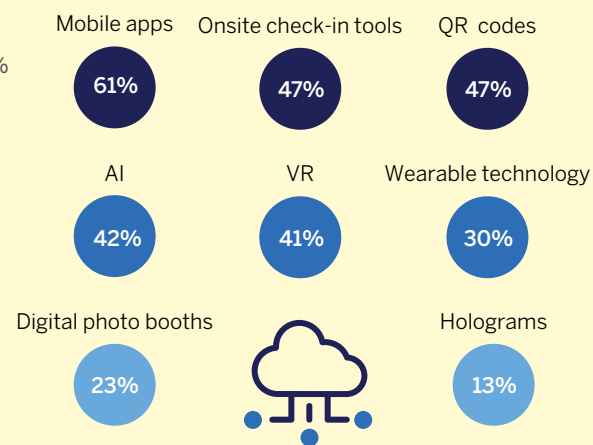
#### Meetings professionals have a range of variables to navigate

Biggest challenges expected in 2024

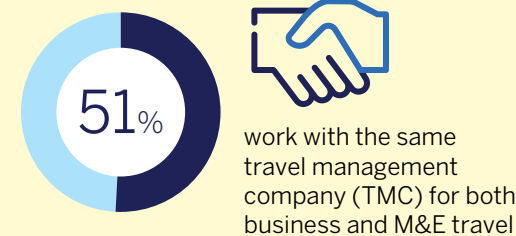


#### They leverage technology

Technologies on the rise:



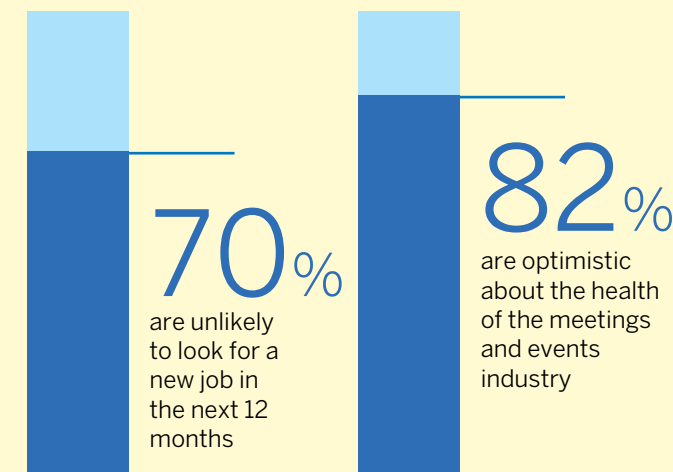
#### They are efficient...



#### and strategic



#### They are optimistic about the industry and their role



constraints, but this time they also said, 'We haven't had our people together in two years, so we want to make sure it's a great experience. You have a beautiful property. Tell us what we need to do to deliver a high impact experience for our attendees.' That had never happened before."

Shawn Cole, vice president of global sales at Delta Air Lines, says their technology platform is helping them build stronger partnerships. "Our number one goal is providing the best care possible for our customers, and having a common language in conjunction with effective technology helps us accomplish that. The future for our meetings and events partners includes accountability, tracking, budgeting, and most importantly – acting upon customer feedback every step of the way."

#### Small meetings are more important than ever

With distributed workforces now the norm, small meetings account for a substantial proportion of budget. But just because they're small doesn't mean they shouldn't include the components of larger meetings: attendees still want to see sustainability, engagement, diversity, equity and inclusion (DE&I), wellbeing, mobile apps, great content, and all the other features they're accustomed to.

"The importance of creating inspirational and engaging content for small meetings can be easily overlooked by organizations"

"The importance of creating inspirational and engaging content for small meetings can be easily overlooked by organizations," says Patrick Rush, senior director of strategic meetings operations, Europe & Asia Pacific, at Amex GBT M&E. "Organizations invest significantly in small meetings – to maximize return on investment, content needs to be compelling and highly engaging for delegates."

#### Technology is bridging the gap

The adoption of new technologies has accelerated dramatically in the past few years, and meeting professionals are making the most of it. Industry leaders said they are regularly getting requests to

help implement new programs and systems to help the end-to-end event planning cycle. From gathering destination information to streamlining event communications to automating the registration process, planners are embracing technology that enhances productivity so they can focus on the big stuff that is more meaningful for the event.

Using AI to tailor communications with attendees, at a large scale, is becoming more common; 42% of survey respondents say they expect to use AI in 2024. "Registration is an opportunity to make sure communications are in the tone of voice of the client, the hosting company, or even the attendees," says Ariana Reed, director of global strategic partnerships at Amex GBT M&E. "AI can help make those communications more personable, incorporating preferences in registration that you wouldn't necessarily know without asking. That could be the way you describe a certain field, a pronoun, or a surname, or it could automatically pick up if you are registering an attendee from the Middle East versus Europe, and what types of fields of information would resonate more with them to ensure you get accurate information about the attendees that are coming to your event."

Virtual reality is also starting to go mainstream – 41% of respondents expect to use it in 2024, particularly for site visits. Mobile apps are expected to be used in 61% of meetings and events in 2024 (that includes all meeting types, internal and external).

Another benefit of technology lies in the vast amount of data it collects, which can be used to measure return on investment in meeting programs. The meetings and events industry has long grappled with the most effective ways to measure ROI, and gathering data has always been a sticking point. "It was very difficult to attach outcomes to events for a long time," explained Chad Blaise, chief revenue officer at Stova. "But because everything was online during Covid, we got a sense of exactly what it looks like to track every data point in an event." Now that the majority of events are again in person, those same virtual data points can't necessarily be tracked in a physical space. But as more meeting stakeholders and marketing leaders understand the value of events, they want more data to support their programs.

Technology is expected to lead to major changes in the way meeting professionals do their jobs but there is no agreement on what that will look like in five years. What new products will be created that will provide a service no one knew they even needed? Will there be a consolidated solution, or will every function still be siloed?

“There are too many tools and not enough consistency [for the attendee experience] right now,” says Kristen Koenig, head of channel sales & partnerships, events for RingCentral. “As we look to the future, that’s something that all event and marketing professionals should keep top of mind: how can you connect and communicate with your audience to engage and collaborate year-round. That way, the community does not need or want to delete the application [after the one-off event is over]. A product that is simple, lightweight, and stays on the user’s device throughout the year regardless of the meeting size or type, whether it’s a webinar, virtual event, onsite event – products that can do that long-term are going to win out.”

### Simplification gains traction

The meetings and events industry is in the midst of an exciting transformation: while it has taken the industry time to embrace digital advances, the trend to simplification and automation is gaining momentum. In an industry that is still experiencing shortages of experienced planners, streamlining administration tasks helps planners focus where they’re most needed. Automation of registration and other simple

logistics, while not fully in place yet, is expected to progress substantially. Small and simple meetings in particular need

streamlined automation to make it easier to book smaller events with a single click. Planners need tools in place that allow them to do more with less.

Meeting planners have historically offered “white glove service” to their clients, ensuring a high level of personalized care for every aspect of an attendee’s travel needs, but the reality is that people are used to being able to self-serve in their personal lives and they are able and willing – and may even prefer – to do that for their business travel needs as well. Simple registration, hotel, and air booking tools can track spend, ensure compliance with meeting policies, and make a seamless process for attendees. This frees up planners to focus their attention on the creative and strategic sides of their events.

Another example of the simplification trend is the growing consolidation of business and meetings and events travel. In our survey, 55% of respondents said they work with the same travel management company to book both types of travel. Working with one partner can offer myriad benefits, including better visibility into overall spend, increased efficiency when contracting with suppliers, combined program reporting to simplify spend analysis, better access to diverse and global suppliers, and stronger duty of care support, among other advantages.

Industry leaders we spoke to agree. “I think there needs to be much more in-depth alignment because a lot of the suppliers are the same, and yet in many organizations it’s kept very separate,” says Karen Hutchings, global head of travel, meetings & events at Ernst & Young. “There are synergies to be had there, and then you can leverage resources across both groups.”

Consolidation can also help planners deal with the reality of short lead times. “Our business moves really quickly. We’ll always have a certain percentage of activities that come in under lead time, because it’s just the nature of what we do in a pharmaceutical,” explains Laura Trybula, senior director, meetings and congresses at Eli Lilly and Company. “We actually do all of our sourcing centrally...we made that adjustment two years ago. It helps to have that centralized.”



### Enhancing attendee experience and wellbeing

Multiple industry leaders told us they are hearing that it’s harder to attract attendees to register for meetings and events as people are now more selective about their time away from their home or office. Meetings and events owners should make sure their events are impactful and engaging, facilitating human interaction in a way that achieves their goals while satisfying the needs of attendees.

Meaningful high-quality content is the most important requirement for attendees. The “wow factor” is nice, but people want to leave meetings and events feeling like they got something valuable in exchange for giving their time and attention, whether that’s education, networking contacts, sales leads, a stronger team, or another tangible benefit. Personalizing contact with attendees, from the initial outreach to the registration process to the event to the post-event follow-up, helps to make them feel welcome and valued.

Attendee wellbeing continues to be a top priority. Our interview panel told us they are seeing programming trends such as longer breaks between sessions, more self-care activities available at events, thoughtful room design, food and beverage options that offer more selection to people with restrictions, as well as more streamlined travel for attendees to make sure they arrive and depart energized rather than drained.

### A wellness lounge for the future

At a recent event in Paris, the global hotel group Accor offered a wellness lounge that would put some spas to shame. Knowing that people who travel for meetings want to return home feeling as energized as when they left, the company’s Wellbeing Team created a space for attendees to help them to revive, rejuvenate, and focus on self-care during the event’s downtimes.

Mimicking the look of the gardens at Versailles, the lounge had an array of stations to choose from. There were massage, meditation, and power-nap chairs available; CBD gummies and tinctures for focus and sleep; assorted massage therapy devices; hydro-facials, eye masks and makeup application bars; and an oxygen bar that offered “forest air” breathing.

The lounge was a resounding success and inspired some attendees to incorporate similar ideas into their own events in the future. As Meenaz Diamond, Accor’s senior vice president global meetings & events and trade marketing, explains, “While an inspiring program of education, compelling speakers, industry updates and networking opportunities are core to the reason why delegates attend our business event, a place to relax, rejuvenate and discover new ways to recharge are just as important to ensure the time you are spending with us also nourishes you.”



## The evolution of sustainable meetings

According to our survey, 78% of respondents say their organizations are planning to have net zero goals by the end of 2024. Respondents indicate that while it's not the main decision-driver, sustainability plays a key role in their choice of location (with 13% ranking it among their top two influential factors).

Meeting professionals are looking for help to implement sustainable practices. When asked what their biggest challenge was to incorporate sustainability into their M&E program, 28% said identifying locations with minimal travel, 39% said identifying certified suppliers, 32% said measuring event impact and post-event CO2 calculation, 23% said lack of skills/resources/knowledge, and 35% said budget (among other options).

Embracing sustainability in your meetings doesn't mean breaking the bank. There are ways to make a big impact without a big budget. Planners can mitigate costs, including eliminating gift bags, choosing off-site locations that are within walking distance, reducing food waste by offering curated menus and working with companies that will collect and donate leftover food.

Industry leaders point out that the sustainability lens needs to be applied to all meetings, not just the big ones. Large sustainable meetings are great, but if your company also has multiple smaller meetings every year and none of those are sustainable, that's going to add up. Planners are encouraged to take advantage of the knowledge and resources of their meeting partners to ensure sustainable practices are scalable and replicable throughout their entire meeting program.

## Advocating for the industry

As the industry progresses, the meeting planner's role is trending towards more consultative and less administrative. In addition to event planning, planners are also responsible for incorporating corporate objectives and facilitating initiatives. Several interviewees on our industry panel emphasized that they see a need for more leaders in the industry to advocate to the next generation what the role of a meeting planner entails. One event planner remarked, "There are a lot of people, I think, that don't even understand what this industry is all about and how complex and rewarding it is. They don't understand that it is a professional field."

Interviewees also highlighted the need for more college and university programs that focus on meetings and events to further professionalize the role. "Joining the meeting and events industry means more than just planning gatherings; it's about shaping corporate success," explains Barbara Feds, director, strategic meetings operations, Americas at M&E. "As this dynamic field evolves, meeting planners are increasingly becoming strategic consultants, integrating objectives, and fostering innovation. The challenge? Enlightening the world about our profession's depth and impact."

“Joining the meeting and events industry means more than just planning gatherings; it's about shaping corporate success”

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# Regional Trends



Meeting professionals around the world are experiencing heightened activity in 2024, accompanied by challenges in budgets and locations. Within global competition for venues and attendees, our survey respondents are looking forward to taking advantage of technology to help them with faster and easier sourcing and attendee engagement. Sustainability has transitioned from a mere buzzword to an imperative consideration — and is only expected to grow in importance.

## Regional Trends

### Sustainability comes into focus

All regions are taking tangible actions to implement sustainable practices into their meeting programs. Here's what stands out.

#### North America

**Robust policies:** North Americans are most likely to have explicit language about sustainability in their meeting policies

NA	58%
LATAM	51%
EUR	45%
APAC	31%

#### Europe

**Certified suppliers:** Planners in Europe are least likely to have difficulty identifying sustainably certified suppliers

EUR	35%
NA	36%
LATAM	41%
APAC	54%

Identifying suppliers with a sustainable certification or relevant sustainable practices

#### Latin America

**Mindful planning:** Latin American planners lead in considering sustainability when planning events

LATAM	76%
APAC	74%
NA	69%
EUR	62%

#### Asia Pacific

**Net zero goals:** More planners in Asia Pacific say their organization has a defined net zero journey with measurable emission reduction goals

APAC	63%
NA	45%
LATAM	40%
EUR	37%

Very or extremely important

# North America

Meeting professionals in North America say they are heading into 2024 feeling busy, engaged, and excited about new technologies. They believe their profession is in good shape: 84% said they would rank themselves as 8 or higher on a scale of 1 to 10 when asked how optimistic they were about the health of the industry. They're also feeling positive about their work – a new survey question asked whether they will be looking for a new job in the next 12 months, and 56% said they were unlikely or very unlikely to do so (only 25% said they were likely or very likely). Respondents who said they were likely to change jobs were asked what their primary motivation was: in North America, 26% said it was because they want to change industries, and 35% said they are not happy with their compensation or workload, among other reasons.

The region had the second highest percentage of respondents who said their offices were fully remote, at 12%; it also had the second highest percentage of respondents who said their offices were fully open, at 49%.

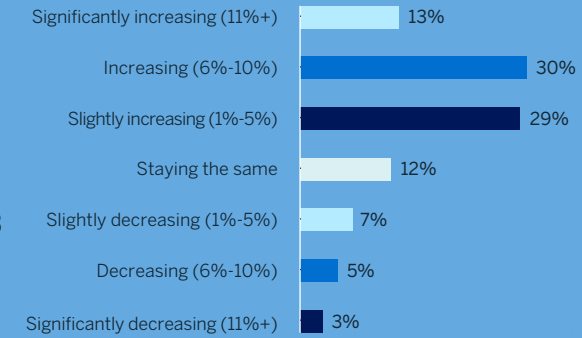


## North America – Key Indicators for 2024



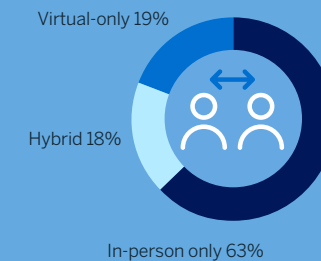
### 1. Overall meeting spend

72% expect their meeting spend to increase, compared to 65% in 2023



### 2. Meetings by format

81% of meetings will have an in-person component in 2024



### Top 5 destinations

We created the Top 5 destinations list for each region by asking 131 American Express GBT meetings professionals to select their top meetings and events destinations based on the following criteria: accessibility, cost-effectiveness, safety and security, local attractions, distinctive amenities, and commitment to ESG (environmental, social, and governance) principles. Their recommendations were aligned with our clients' actual meeting data.

Las Vegas remains a top destination in North America along with new additions; Los Angeles, Chicago, and Toronto.



1. Las Vegas
2. New York
3. Los Angeles
4. Chicago
5. Toronto

Source: Top North America city destinations based on Aug. 2023 internal survey and sales of event services by Amex GBT Meetings & Events, Aug. 2022–July 2023.



## Activity

North American respondents expect 63% of their meetings and events in 2024 to be fully in person, with the remaining split fairly evenly between virtual (19%) and hybrid (18%) formats. Internal team meetings and small and simple meetings will be the two most common meeting types. All types of meetings are expected to increase in 2024, in particular for client/customer advisory boards, where 45% of respondents predict more.

More than three-quarters of respondents (77%) say their attendee numbers have already returned to 2019 levels or they expect them to do so in 2024. The factors they believe are most likely to impact attendee numbers are cost and health and safety concerns.

Lead times continue to be a pain point for many planners as 27% of respondents predict they will be shorter in 2024, and 45% say they will likely stay the same. Only 21% expect lead times to ease in 2024.

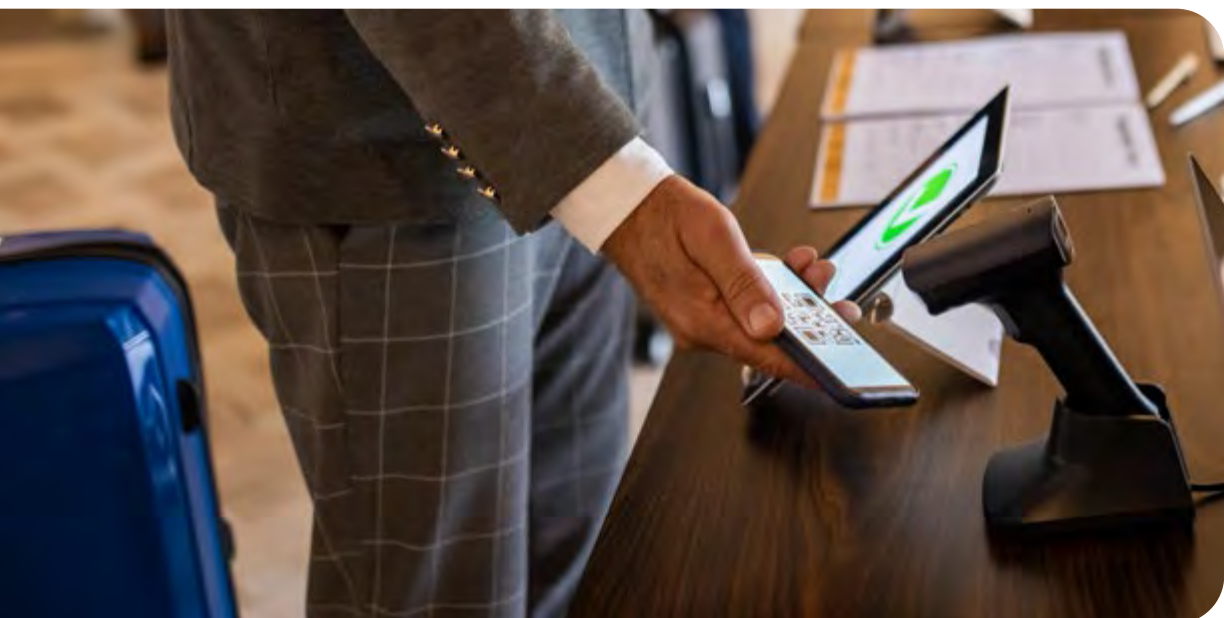
As more technology becomes available for meetings and events, planners in North America are expecting to maximize the associated opportunities. More than half say they will use mobile apps (65%) and onsite check-in tools (53%). Next most popular are QR codes (49%), artificial intelligence (42%), and virtual reality (40%).

## Locations

The top two factors North American planners say influence their location selection are ease of travel for attendees and whether a specific type of location, such as one near a customer's office or a training facility, is required. Economic uncertainty is affecting location choices, with 34% of respondents saying they are having to change destinations or lodgings, and 37% saying they are seeing more virtual meetings.

The majority of respondents in the region believe that room and meeting space will have the same availability in 2024 than in 2023, and also expect more to open up in 2025. Forty-four percent of respondents believe location availability will be one of their challenges in 2024.

Corporations continue to value internal meetings and expect to allocate substantial spend on travel and accommodation to bring their teams together. North American respondents said 56% of internal meetings will be held at a hotel and require overnight accommodations, and 48% will be held in a different city from the corporate office and require domestic air travel for attendees.



## Spend

Overall meeting spend is expected to be up by 4.2% in the region, an increase from 2023 (3.8%). Respondents in North America are also expecting an increase of 6.4% in group hotel rates, and a 5.4% increase in group air fares, both of which are smaller than last year.

If their event budget were reduced by 10%, the first area they would cut is the number of nights (19%), followed by off-site optional activities (14%), and food and beverage (11%). Conversely, if their budget were increased by 10%, they would focus on improvements in the onsite experience (25%), increasing the number of attendees at meetings (18%), and increasing the use of technology (17%).

Small and simple meetings are expected to have the lowest cost per attendee of all meeting types, at \$496 USD per day, per attendee (excluding air). Incentives are expected to have the highest cost per attendee, at \$872 USD.

## Management

Meeting programs are more strategic and focused, according to our survey. Just over half (51%) of North American respondents say their programs are well-defined and accepted across multiple areas of their organization; an additional 35% say their programs are further along, not just well-defined but also aligned to business objectives and integrated into the corporate culture.

The number one area respondents are most focused on improving is policies about technology updates. Safety and security requirements and the use of meeting planning technology are the top two components most likely to be explicitly mentioned in an organization's meeting policy. Fifty-eight percent say their meetings and events policy has explicit language about sustainability and 39% say the same about using diverse suppliers. North America leads the regions in those numbers.

## Sustainability and DE&I

Seventy percent of respondents say that sustainability has been strongly adopted in their meeting program; 69% say sustainability is very or extremely important for their organization. Corporate net zero goals have already been set according to 45% of North American respondents; another 32% say their organizations are planning to set them within the next 12 months.

Offering sustainable food and beverages and minimizing disposables and waste are the most commonly implemented sustainable practices; minimizing air and ground transportation and measuring CO2 emissions at the event level are strategies respondents either expect to implement in the near future or have already. Almost one-quarter (24%) of respondents say one of their biggest challenges to implementing sustainability into their events is a lack of knowledge, skills, and resources.

The top three ways organizations incorporate diversity, equity, and inclusion (DE&I) into their events are choosing diverse speakers, providing the option to attend an event virtually, and ensuring content topics or presentations reflect DE&I principles. In addition, almost one-third (31%) say they strive to choose diverse or minority-owned suppliers – catering, AV, ground transportation, florists, etc. – whenever possible.



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# The Sky's the Limit

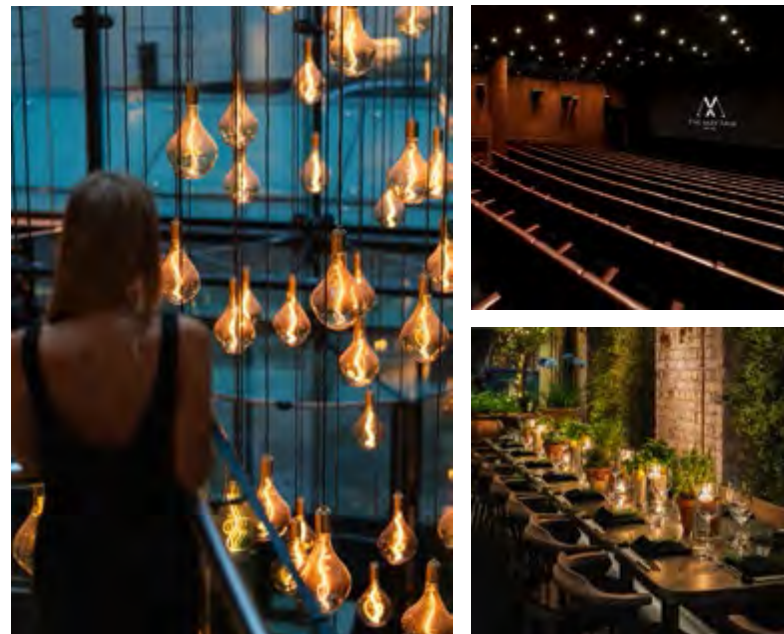
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# Europe

European meeting professionals expect modest increases in activity next year, compared to respondents in North America and Latin America, and have high levels of optimism about the health of the meetings and events industry: 79% said they would rank themselves as 8 or higher on a scale of 1 to 10. European respondents are the least likely to change jobs in the next 12 months, with only 22% likely or very likely to look for a new job. Of that 22%, one-quarter say unhappiness with workload or compensation is their primary motivation.

Europeans have the lowest percentage (31%) of respondents who said their offices were fully open; 54% of offices are partially open and 13% are fully remote.

## Activity

Respondents in Europe expect 63% of their meetings and events in 2024 to be fully in person, with the remaining split evenly between virtual (19%) and hybrid (18%) formats. Small and simple meetings and internal team meetings will be the two most common meeting types and no specific meeting type is expected to increase more than others. Forty percent say that economic uncertainty is leading to fewer events being planned in general.

Thirty percent of respondents say their attendee numbers have already returned to 2019 levels; a further 35% expect them to in 2024. Cost is by far (52%) the factor they believe is the most likely to dampen attendee numbers, followed by a reduced number of events (33%) and attendee safety concerns (32%).

Lead times are not expected to increase anytime soon: 35% of respondents predict they will be shorter in 2024 and 36% say they will likely stay the same.

The top three technologies European respondents expect to use in 2024 are mobile apps (60%), QR codes (46%), and onsite check-in tools (45%). One-third expect to use artificial intelligence and virtual reality.

## Locations

The top two factors influencing location selection for European planners are ease of travel for attendees and the specific type of location required. Only 4%, the lowest percentage of all regions, selected "perceptions around 'resort' destination for meetings" as influential.

The majority of respondents in Europe believe both hotel rooms and meeting space will be less available in both 2024 and 2025. Location availability (33%) and hotel staffing levels (31%) are both expected to be challenges in 2024.

Internal meetings will continue to play an important role in European meeting programs: respondents said 52% will be held at a hotel, 48% will require overnight accommodations, and 46% will be held in a different city from the corporate office. Perhaps not surprisingly, the region has the lowest percentage of expected domestic air travel for attendees, at 33%.

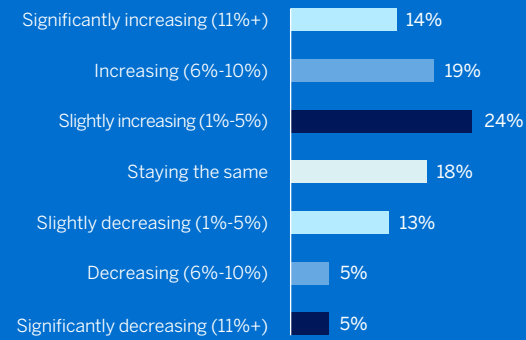
## Spend

Overall meeting spend is expected to rise by a modest 2.8% in the region, down from 3.2% in 2023, while respondents expect an increase of 4.9% in both group hotel and group air rates.

# Europe – Key Indicators for 2024

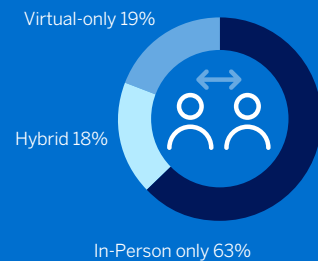
## 1. Overall meeting spend

57% expect their meeting spend to increase, down from 66% in 2023



## 2. Meetings by format

81% of meetings will have an in-person component in 2024



## Top 5 destinations

We created the Top 5 destinations list for each region by asking 131 American Express GBT meetings professionals to select their top meetings and events destinations based on the following criteria: accessibility, cost-effectiveness, safety and security, local attractions, distinctive amenities, and commitment to ESG (environmental, social, and governance) principles. Their recommendations were aligned with our clients' actual meeting data.

Our meeting professionals highly recommend Amsterdam as a top destination choice in Europe along with longstanding destinations London, Barcelona, Madrid, and Paris.

1. London
2. Barcelona
3. Madrid
4. Amsterdam
5. Paris



Source: Top Europe city destinations based on Aug. 2023 internal survey and sales of event services by Amex GBT Meetings & Events, Aug. 2022–July 2023.

If faced with a 10% budget reduction, 24% of respondents say the first area they would cut is the number of nights, followed by off-site optional activities (14%), and food and beverages (13%). If given a 10% budget increase, 29% say they would focus on improving the onsite experience while 17% would increase the use of technology.

European planners expect small and simple meetings to have the lowest cost per attendee of all meeting types, at \$514 USD per day, per attendee (note that these figures exclude air). Incentives are expected to have the highest cost per attendee, at \$876 USD per day.

## Management

Strategic meeting programs are becoming more common in Europe – 41% of respondents say their programs are well-defined and accepted across multiple areas of their organization; an additional 34% say their programs are not just accepted but also aligned to business objectives and integrated into the corporate culture.

Technology updates and using preferred suppliers are the areas respondents are most focused on improving, while safety and security is the component most likely to be explicitly mentioned in an organization's meeting policy (56% of respondents). Forty-five percent say their meetings and events policy has explicit language about sustainability and 33% say the same about using diverse suppliers.

## Sustainability and DE&I

Sixty percent of respondents say that sustainability has been strongly adopted in their meeting program; 62% say sustainability is very or extremely important for their organization. Corporate net zero goals have already been set by 37% of European respondents; another 33% say their organization plans to set them within the next 12 months.

Offering sustainable food and beverages, minimizing disposables and waste, and prioritizing certified sustainable suppliers are the most common sustainability practices. Forty percent of respondents said budget was one of the biggest challenges to incorporating sustainability into their events, followed by minimization of waste (38%), identifying alternative options (35%), and post-event impact measurements/calculations (34%). One-quarter of respondents said they lack the skills, knowledge, and resources necessary to implement sustainable practices.

The top three ways European organizations incorporate diversity, equity, and inclusion (DE&I) into their events are providing the option to attend an event virtually, ensuring content topics or presentations reflect DE&I principles, and choosing diverse speakers or entertainment.





# Latin America

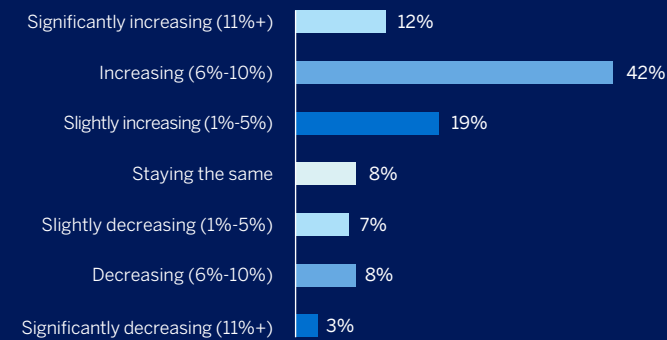
Meeting professionals in Latin America are looking forward to a busy year, with growth expected in almost every category surveyed. They have the highest levels of optimism of any region about the health of the meetings and events industry: 86% said they would rank themselves as 8 or higher on a 1–10 scale. Twenty-nine percent say they are likely or very likely to look for a new job in the next 12 months, but of that percentage, they are the least likely of all regions to be retiring (0%) or changing industries (21%). Their primary motivations for looking to change jobs are finding a company more in line with their values (31%) and being unhappy with their compensation (28%).

Latin Americans are the least likely to say their offices are fully remote, at only 4%; 43% say their offices are fully open, and 53% say they are partially open.

## Latin America – Key Indicators for 2024

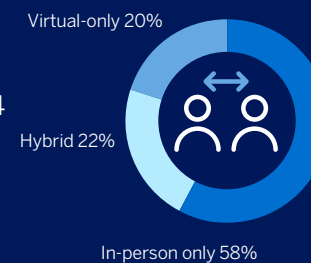
### 1. Overall meeting spend

73% expect their meeting spend to increase, a significant increase from 63% in 2023



### 2. Meetings by format

80% of meetings will have an in-person component in 2024

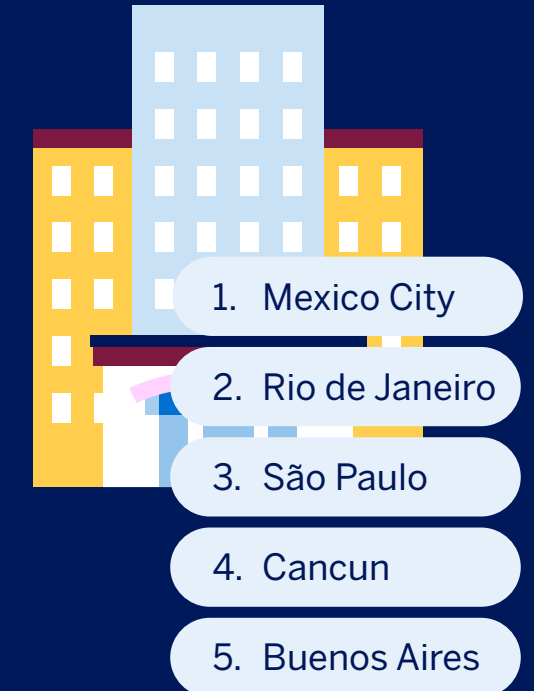


### Top 5 destinations



We created the Top 5 destinations list for each region by asking 131 American Express GBT meetings professionals to select their top meetings and events destinations based on the following criteria: accessibility, cost-effectiveness, safety and security, local attractions, distinctive amenities, and commitment to ESG (environmental, social, and governance) principles. Their recommendations were aligned with our clients' actual meeting data.

Two cities in Brazil are on Latin America's top destinations list this year, reflecting the return to travel in the region.



Source: Top Latin America city destinations based on Aug. 2023 internal survey and sales of event services by Amex GBT Meetings & Events, Aug. 2022–July 2023.



## Activity

Respondents in Latin America expect 58% of their meetings and events in 2024 to be in person, with the remaining split between virtual (20%) and hybrid (22%) formats. Internal team meetings, small and simple meetings and client/customer advisory boards will be the top three meeting types, and planners expect to see increases in all meeting types other than senior leadership/board meetings and conferences. Fifty-six percent say that economic uncertainty is leading to more virtual events being planned.

Almost one-quarter (24%) of respondents in Latin America say their attendee numbers have returned to 2019 levels; 52% expect to reach those numbers in 2024. Cost and fewer events overall are the two factors most likely to reduce attendee levels.

Planners in Latin America are the most likely to say that lead times will increase in 2024: 29% say they are getting longer, 20% say they are shortening, and 48% say they are staying the same.

The top three technologies that Latin American respondents expect to use in 2024 are mobile apps (62%), QR codes (50%) and virtual reality (50%). They are the most likely of all regions expected to use both virtual reality and holograms, both at 21%.



## Locations

Latin American planners say ease of travel for attendees is the top factor influencing location selection, at 28%, followed by a location's ability to host hybrid events, safety and health protocols, and sustainability, all at 19%. Planners in the region are the least likely to be influenced by client directives based on past experience or to repeat a destination.

Respondents expect hotel room availability to stay the same in 2024 and 2025, while expecting to see more meeting space availability than 2023 levels in both years. Location availability is a concern for almost half (48%) of respondents.

Internal meeting characteristics are expected to be similar to the previous year: 48% will be held at a hotel, 45% will require overnight accommodations and include domestic air travel for attendees, and 44% will be held on corporate property.

## Spend

Latin America has the highest predicted increase of all regions in overall meeting spend, with respondents expecting budgets to be up by 4.3%, much higher than the 2.6% increase predicted in 2023. Respondents expect an increase of 5.6% in group hotel rates and 6.4% in group air rates.

If faced with a 10% budget reduction, 26% of respondents say the first area they would cut is the number of nights, followed by off-site optional activities (17%), and sustainability initiatives (13%). Increasing technology would be their first priority if their budgets increased by 10%, according to 24% of respondents, while 22% say they would focus on improving the onsite experience.

Respondents in Latin America expect small and simple meetings to have the lowest cost per attendee of all meeting types, at \$578 USD per day, per attendee (excluding air). Conferences with trade shows are expected to have the highest cost per attendee, at \$919 USD per day.

## Management

Strategic meeting programs in Latin America are less likely to have been implemented than in other regions – 8% of respondents say they don't have a meetings program strategy in place, while 16% say they are beginning the process. However, for the three-quarters of respondents who say they do have strategic programs, 38% say their programs are well-defined and are accepted across multiple areas of their organization, and 35% say they are further optimizing their programs, aligning to business objectives, and integrating them into the corporate culture.

Latin American meeting planners say the area they are most focused on improving in their meeting program is technology updates. Safety and security is the component most likely to be explicitly mentioned in an organization's meeting policy, at 54%, followed by use of meeting planning technology (52%), sustainability (51%) and virtual and hybrid meetings policies (50%). Thirty-five percent say their meetings and events policy has explicit language about using diverse suppliers.

## Sustainability and DE&I

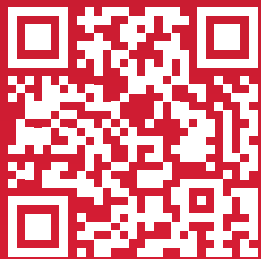
Seventy percent of respondents in Latin America say that sustainability has been strongly adopted in their meeting program; 76% say sustainability is very or extremely important for their organization. Forty percent of respondents say their organization has set corporate net zero goals; 43% say their organizations plan to in the next 12 months.

Planners in Latin America say minimizing disposables and prioritizing sustainably certified suppliers are the two sustainable practices they most commonly use. The biggest challenges they face are identifying suppliers with sustainable certification and minimizing waste by avoiding paper and plastic usage.

Respondents in this region are most likely to focus on accessibility, provide the option to attend virtually, and build in alternative forms of communication such as sign language and translation in order to improve the diversity, equity, and inclusion (DE&I) of their events.



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## Asia Pacific

Meeting professionals in Asia Pacific expect a steady increase in activity in 2024. They are optimistic about the health of the meetings and events industry: 75% said they would rank themselves 8 or higher on a scale of 1 to 10. However, 46% say they are likely or very likely to look for a new job in the next 12 months – 32% say they would like to change industries and 6% are planning to retire or take a sabbatical.

Sixty-one percent of respondents in Asia Pacific say their offices are fully open, while 37% say they're partially open, and 1% are fully remote.

### Activity

The Asia Pacific region lags the other regions when it comes to in-person meetings and events: respondents say 42% will be in person, 29% will be virtual and 29% will be hybrid in 2024. Internal team meetings and small and simple meetings will be the most common meeting types, and planners expect to see increases in all meeting types other than incentive and small and simple meetings. Economic uncertainty is affecting the region, with 64% expecting more virtual meetings and 60% expecting to see changes in destinations or lodging because of it.

Only 12% of respondents in Asia Pacific say their attendee numbers have returned to 2019 levels, but 43% expect to reach them in 2024. Attendee safety and health concerns are the top two reasons given, by a large margin, for reduced attendee numbers, at 70% and 67%, respectively, with cost, the third most chosen factor, at 51%.

Lead times are expected to ease in Asia Pacific more rapidly than in other regions. Sixty percent of respondents say they'll stay the same in 2024, while 27% say they're getting longer. Only 10% predict lead times will shorten.

Artificial intelligence is the top technology respondents in the region expect to use in 2024, at 57%, ahead of mobile apps (51%), virtual reality (49%) and onsite check-in tools (48%). At 40%, Asia Pacific planners are more likely than planners in other regions to say they will use wearable technology in 2024.

### Locations

The top factor – at 28% – that influences location selection in the region is safety and health protocols, followed by ease of travel for attendees (24%). Respondents in Asia Pacific are the most likely to cite safety concerns related to economic or political instability (18%) and perceptions around “resort” destinations (18%) as factors.

As in most other regions, Asia Pacific planners expect the same level of room space in 2024 and more in 2025. Conversely, they expect to see more meeting space available in 2024, and the same in 2025. Location availability is a concern to 55% of respondents.

Respondents said internal meetings will continue to require travel and accommodations: 48% will be held at a hotel, 46% will be in a different city than the corporate head office, 45% will require overnight accommodations, and 44% will include domestic air travel for attendees.

### Spend

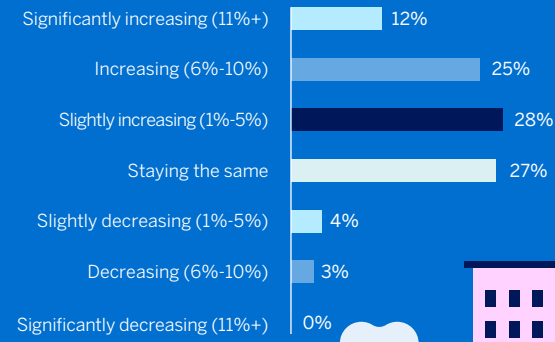
Overall meeting spend in Asia Pacific is expected to increase by 4.3% in 2024, compared to 2.7% in 2023. Respondents expect an increase of 4.9% in group hotel rates and 6% in group air rates.

When asked what they would cut first if budgets were reduced by 10%, respondents were split between reducing the number of nights and the

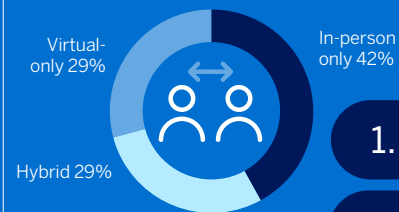
## Asia Pacific – Key indicators for 2024



**1. Overall meeting spend**  
57% expect their meeting spend to increase, down from 66% in 2023



**2. Meetings by format**  
71% of meetings will have an in-person component in 2024



**Top 5 destinations**

1. Singapore
2. Tokyo
3. Bangkok
4. Sydney
5. Hong Kong

We created the Top 5 destinations list for each region by asking 131 American Express GBT meetings professionals to select their top meetings and events destinations based on the following criteria: accessibility, cost-effectiveness, safety and security, local attractions, distinctive amenities, and commitment to ESG (environmental, social, and governance) principles. Their recommendations were aligned with our clients' actual meeting data.

Singapore is back on top of the Asia Pacific destinations list after enduring several years of Covid-related restrictions.

Source: Top Asia Pacific city destinations based on Aug. 2023 internal survey and sales of event services by Amex GBT Meetings & Events, Aug. 2022–July 2023.

use of a destination management company, both at 19%. Their priorities if budgets increased by 10% would be improving the onsite experience and increasing the use of technology, both at 22%.

The predicted cost per attendee per day (all excluding air) in Asia Pacific is the lowest for internal team meetings, small and simple meetings, and product launches, each coming in at \$647 USD. Client/customer advisory boards are expected to have the highest cost in the region, at \$919 USD – also the highest cost per attendee per day for any meeting type in any regions.

## Management

The importance of strategic meeting programs in Asia Pacific appears to be well understood. Almost half (49%) of respondents say their programs are well-defined and accepted across multiple areas of their organization, and 34% say they are now optimizing those programs, aligning to business objectives, and integrating them into the corporate culture.

Asia Pacific meeting planners say the area they are most focused on improving in their meeting program is technology updates, followed by simplifying the data collection process. Virtual and hybrid meetings policy is the component most likely to be explicitly mentioned in an organization's meeting policy, at 51%, followed by use of meeting planning technology

(48%) and safety and security (45%). Thirty-one percent say their meetings and events policy has explicit language about sustainability, and 22% say the same about using diverse suppliers.

## Sustainability and DE&I

Sixty-seven percent of respondents in Asia Pacific say that sustainability has been strongly adopted in their meeting program; 74% say sustainability is very or extremely important for their organization. The region leads in organizations that have already set corporate net zero goals, at 63%; 28% say their organizations plan to set them in the next 12 months.

Planners in Asia Pacific say that minimizing ground transportation emissions and minimizing disposables are their two most common sustainable practices. The biggest challenges they face are minimizing waste by avoiding paper and plastic usage and identifying suppliers with sustainability certification.

To improve diversity, equity, and inclusion (DE&I), respondents in Asia Pacific say they are most likely to provide the option to attend an event virtually, use diverse or minority-owned suppliers, and build in alternative forms of communication such as sign language and translations.



# Special Sections



# 7 actionable insights to elevate your meetings program

Now that you've read the Forecast, you're equipped with what the industry experts predict for 2024. You also have visibility of the key trends that will shape the ongoing evolution of meetings and events.

It's time to take action! So, to help you get started, we've put together some helpful takeaways that you can implement to kick start your program's evolution.



## 1. Cultivate **strong partnerships**

Planning meetings has evolved and become more complex, but cultivating robust relationships with your travel management companies, vendors and suppliers will make life easier. The more you nurture your relationships, the easier planning will be. Move away from the supplier or planner-client relationship mentality and look at these relationships through a 'we're in this together' lens.

Work as a team with everyone involved to build trust and confidence. Create safe spaces for your

suppliers to share their creative ideas – no matter how out of the box they might appear when you first hear them. Listen and trust that they're the experts and empower them to make your meeting a success.

Manage expectations and establish a communications cadence to make sure everyone is on the same page and following the same timelines. The more you communicate and make your suppliers and vendors feel appreciated, the easier the planning will be.



## 2. **Keep it simple** for attendees (and yourself)

People have adapted well to the self-serve and online environment for booking personal travel and events. As a result, they're likely to want a similar experience when organizing travel for meetings. Challenge yourself and your partners to incorporate consumer-type experiences for your meeting stakeholders by offering self booking and automated processes wherever possible. Not only will they enjoy an experience they're used to, but it'll also drive efficiencies for you and your planning team.

Utilize travel booking tools that can track spend and keep your attendees within travel policies without

adding any burden on them. These automated processes will relieve stress and allow planners the space to focus on the creative and strategic side of their meetings and events.

And to really streamline the process, you could consider partnering with a company who provides both travel and meetings and event planning. Using the same company will save you both time and effort while also providing things like reporting, savings, and a consistent travel experience.





### 3. Fully leverage **technology and automation**

Another key way to simplify processes and experiences for your attendees and yourself is to fully leverage technology. Although ideal tech solutions for registration and logistics aren't fully in place, there are still lots of ways you can make the most of existing solutions.

Use artificial intelligence (AI) to personalize communications. Unlike templated, mass emails, AI can adjust tone of voice, incorporate preferences set during registration and connect to your attendees on a personal level.

Tried and true mobile apps are a great way for your attendees to interact with meetings and events, as well as stay on top of agendas, sign up for workshops, ask questions and much more! They also allow attendees to stay in touch with each other post-event – making them an effective communication channel when attendees are engaged. Lastly,

mobile apps are also a great tool for supporting your sustainability goals, by reducing or even eliminating the need for paper agendas and other disposable print outs that contribute to event waste.

When meeting in person is not in the cards, virtual meetings and events can be effective. While offering a virtual attendance option can sometimes be a slippery slope for in-person attendance, it can increase your attendee list if done correctly by allowing those who normally wouldn't be able to make it to the site to attend remotely from the comfort of their own home or office.

And if you really want to demonstrate a tech forward approach, you can incorporate virtual reality (VR) and offer VR meetings that allow remote attendees to connect in a 3D space, or you can use it to provide life-like demos of products on site.



### 4. Make your meeting or event **unmissable**

Encouraging people to take time away from home to attend your meetings and events can be tricky. They need to know it's going to be worth the trade off. So, make sure their time will be well spent by understanding what they will value

such as high-quality content, networking opportunities, sales leads, and education. For

example, a sales rep is likely to go to an event if they know they're going to meet future clients and build new connections. Equally, a marketer will want to register if they know they'll come away with new strategies and creative ideas. Understand what

appeals to your audience and implement it into your meetings and events. Always remember to thoughtfully link the attendee experience to the objectives of your meeting.

And it isn't just the content that's important – consider the wellbeing of your attendees with sufficient breaks, self-care or mindfulness activities, plenty of good food and beverage options, and even consider the design of the room – is it comfortable? Will people feel at ease in the space? Always consider your attendees' needs for ADA compliance.

Adding a personal touch from the start with outreach emails, through to post event, can also go a long way to drive attendance and reiterate your event's value.



### 5. Prioritize **sustainability**

Sustainability is a top priority for most businesses these days, and meetings and events often come under scrutiny. You can be a step ahead by employing sustainable practices. And you don't need to worry about cost – going green can actually save money. For example, if you reduce food waste by streamlining menus, you'll be cutting costs, and if you decide against giving away free merchandise because a lot of it is made from plastic, you'll

again, save money – win win! You can even choose reasonably priced off-site locations that are walking distance from the hotel.

And don't forget the small meetings. Yes, large sustainable events are a win for your company, but they fall short if the rest of your smaller meetings and events don't quite make the sustainability grade.



### 6. Go big with strategy

And while we're on the subject of small meetings – let's talk strategy. As well as making sure they're sustainable, small and simple meetings need to include all the components big meetings do. Just because they're smaller, it doesn't mean they don't need as much consideration. So, make sure to include DE&I strategies, consider attendee

wellbeing, pack them full of worthy content and utilize helpful tech such as mobile apps or easy registration. A smaller group doesn't mean it can't inspire and engage as well as a big one can – in fact the more intimate in size, the more likely you are to connect with your attendees.



### 7. Educate and advocate for your profession

The role of the planner is extensive and complex, so think about ways you can advocate for your profession. Can you provide an internal course for colleagues? Could you offer external courses for potential applicants? Can you write about the industry? Blog about it or post on social media? The

more awareness there is around these roles, the easier it is to onboard new people. And think about ways you can shout about just how rewarding it is, to encourage a new generation of eager meetings and events planners.



# Event marketing trends: Are you ready to impress your marketing stakeholder?

How closely do you work with your marketing stakeholders when you're planning events? Do you know what's important to them? We wanted to help meeting professionals, like you, better understand event marketers and their strategies, so we surveyed more than 300 marketers and conducted an interview panel with marketing leaders. The results made it clear that marketers place a high value on events and are invested in their success.

Here are the key trends and insights into what matters to your marketing stakeholders, as well as questions and tips to help you better align with them.



## Marketers prioritize events, budgets reflect this

On average, **14% of a marketing budget goes toward event marketing.**

Event marketing is the second largest expenditure, after online advertising (19%), with other areas such as branding (13%), content marketing (12%), and offline advertising (11%) following closely.

The majority of marketers expect their **budgets to increase in 2024**, and when there is extra money marketers prioritize improving content delivery and increasing the use of technology.



*Are you including marketing early enough in your event planning cycle to ensure they can make the most of their event marketing budget?*

## Marketers focus on three main types of events

The top 3 most effective types of events for marketers are **product launches, internal team meetings, and client/customer advisory boards.**

Marketers say these are the events that are the most important for their organization's brand and marketing strategy.

The primary target audience for their most important event is **the end consumer.** This is followed by internal teams and business partners, media and influencers, and channel partners.

Your marketing stakeholders are responsible for more than product launches – they also own some internal team events.



*Do you talk to marketing about the internal events you're planning that might be owned by other stakeholders in your organization? This could be a good way to open the lines of communication.*

## Marketers have strong creative partners

**Almost half of marketers work with a marketing agency for their events** and more than two-thirds use an event planning agency.

The most important factor for marketers when they're working with an event planning agency is **the agency's creative capabilities.** Other important considerations include price, the agency's financial and staffing strength, and their familiarity with technology.

Meeting planners who work with marketers may have access to agencies with extensive knowledge and proven track records in planning and executing unique experiential events.



*Are you asking your marketing partners about the agencies they work with and asking to be involved?*

## Marketing channels are evolving

**Social media is the #1 most effective way** to reach their target audience.

Digital advertising and email are the second and third types of channels marketers say are the most effective. They expect to use social media and digital advertising more than ever in 2024 – multiple survey respondents said they would be investing more of their budgets in online marketing and away from traditional media.

Multiple interviewees told us that while they are still allocating some of their budgets to email marketing,

they are finding it is less effective as people's inboxes are oversubscribed and most emails end up unread.

One marketer told us, "Influencer marketing will continue to grow in importance. We will focus on identifying and collaborating with influential individuals who align with our brand values, enabling us to reach niche audiences and build authentic connections."



*Do you consider how your event theme will translate to social media? Does it pose any constraints?*

## Sustainability and DE&I are very important to marketers

Marketers say their organizations use a variety of options to **incorporate diversity, equity, and inclusion (DE&I) into their events**, including selecting diverse speakers, providing options to attend virtually, and focusing on accessibility.

More than half say **sustainability is very or extremely important** to their organization – budget and minimizing waste are two of the top challenges they face in implementing sustainable events.

As organizations incorporate both sustainability and DE&I goals into their corporate messaging, event marketing has to make sure that language is prominent in their outreach.



*Can you provide specific examples to your marketing stakeholders of how past events you've planned have aligned with overarching corporate goals?*

## Technology is opening up new methods of communication

Marketers are leveraging technologies to help with their event marketing programs: **mobile apps, QR codes, and onsite check-in tools** are the top 3 they expect to implement. In addition, virtual reality, digital photo booths and AI are high on their lists for 2024. They expect to use artificial intelligence (AI) to help personalize communications and tailor the event experience for attendees. Marketers are also excited about the possibility of using AI to create targeted messaging for their audiences.

Technology is enabling the creation of effective, high-quality content in multiple ways. In one example, a respondent shared that "user-generated content will play a more prominent role in our marketing strategy. We will encourage customers to share their experiences and create content, which will be leveraged to build trust and engage with our target audience."



*Have you started using AI? What other technology can you explore to enhance your expertise, which your marketing stakeholders will value?*

## What does success look like?

The most important measurement marketers look for to determine an event's success is **revenue or sales generation**, followed by lead generation, attendee satisfaction, and social media interest. With the explosion of data that's available to marketers – everything from measuring click rates on ads, to tracking time spent on web pages, to measuring how many attendees visit a booth – it has become easier than it's ever been to understand

what works and what doesn't. Events can be measured on a case-by-case basis for their return on investment, and in an era of tight budgets, every dollar counts.



*Do you gather data from your events to determine which ones are the most successful in meeting corporate objectives? Are you proactively sharing the data and analysis with your marketing stakeholders?*

The more meeting planners understand what their marketing stakeholders value, and event marketing trends, the more successful their meetings and events will be. Working together to ensure objectives are aligned will result in meetings and events that satisfy the needs of both the attendees and the organization.



**"You show who you are with your events."**

Marketing professional



**"We are in a highly competitive industry and our consumers have several options. Keeping at the forefront of our clients' minds is important, we can't afford to be forgotten."**

Marketing professional



**"Meetings are a critical part of communicating what goals we intend to achieve."**

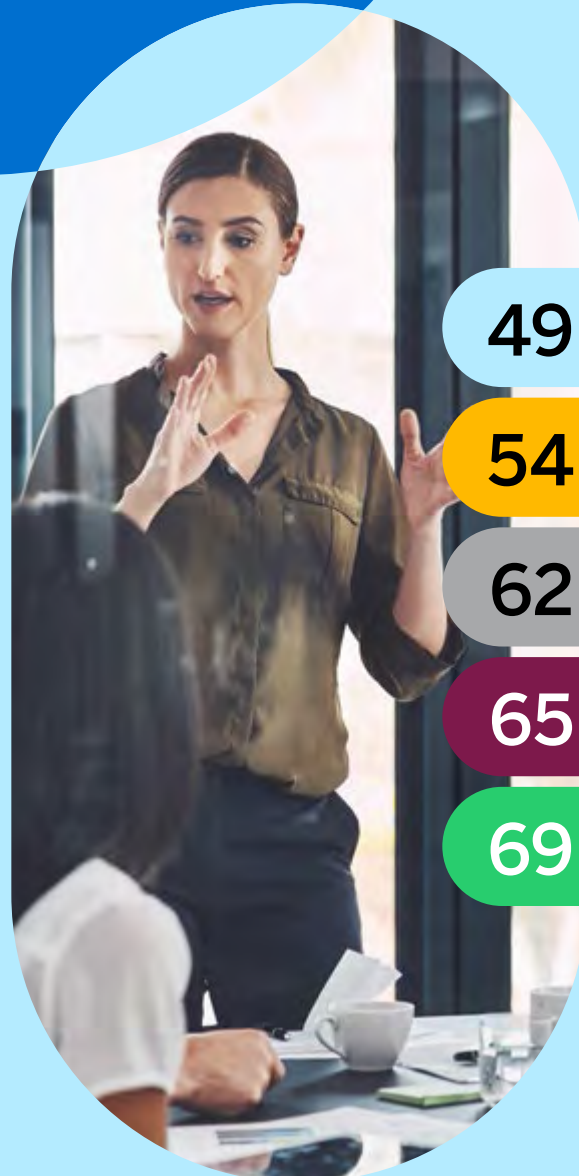
Marketing professional

# Data Tables

This year's data tables consist of global responses to 36 of the most timely and relevant survey questions.

## Methodology

To develop this 2024 Global Meetings and Events Forecast, a number of sources were used, including proprietary Amex GBT Meetings & Events (M&E) data sources, licensed third party data and industry information, as well as interviews with industry leaders. Information and data were gathered from actual and planned meetings activity of M&E globally. Proprietary surveys of meeting professionals were conducted to gather trends across North America, Europe, Asia Pacific, and Latin America. Interviews with leading hotel and airline suppliers were also used to inform the findings in this Forecast. All currency amounts presented throughout the Forecast and data tables were collected and are presented in US dollars.



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## Trends

### Level of optimism

Percent of respondents

Meeting professionals are feeling very positive about their profession – more than two-thirds in every region rated themselves an 8 or higher on a scale of 1 to 10.

*Overall, what is your level of optimism regarding the health of the meeting and events industry in 2024?*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
1 – Very discouraged	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
3	1%	0%	1%	1%	1%
4	1%	0%	4%	1%	0%
5 – Neither discouraged nor optimistic	3%	2%	3%	2%	7%
6	4%	6%	2%	3%	1%
7	9%	7%	11%	6%	15%
8	28%	27%	35%	21%	24%
9	16%	16%	14%	19%	15%
10 – Very optimistic	38%	41%	30%	46%	36%

### Turnover levels

Percent of respondents

Meeting professionals in North America are the least likely to consider looking for a new job in the next 12 months.

*How likely are you to look for a new job in the next 12 months?*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Very unlikely	21%	27%	21%	18%	9%
Unlikely	25%	29%	23%	26%	19%
Neither likely nor unlikely	24%	25%	26%	21%	21%
Likely	13%	7%	13%	15%	24%
Very likely	12%	9%	9%	14%	22%
Don't know	4%	3%	6%	5%	4%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Reasons for turnover

Percent of respondents

For respondents who said they were likely to look for a new job in 2024, finding an employer that shares their values was the #1 reason in every region.

What is the primary reason for why you are looking to change jobs in the next year?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
I would like to change industries	25%	26%	22%	21%	32%
I am retiring or taking a sabbatical	4%	3%	6%	0%	6%
I am not happy with my compensation	18%	19%	19%	28%	6%
I am not happy with my workload	13%	16%	8%	14%	16%
I would like to work for a company more in line with my values	33%	29%	33%	31%	39%
Other: please specify	5%	3%	8%	7%	0%
Don't know	2%	3%	3%	0%	0%

## Office status

Percent of respondents

Only 9% of respondents globally say their offices are fully remote.

Which of the following best describes your office's current status?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Fully open – staff expected to be in the office full time	44%	49%	31%	43%	61%
Partially open – hybrid set up for staff	44%	34%	54%	53%	37%
Closed – fully remote staff	9%	12%	13%	4%	1%
Other: please specify	3%	5%	2%	0%	0%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Lead times

Percent of respondents

Planning lead times are predicted to stay the same or shorten in 2024 for the majority of respondents.

Thinking back to previous years, which of the below best represents the current lead times for your meetings and events.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Shortening	27%	30%	35%	20%	10%
Staying the same	45%	45%	36%	48%	60%
Getting longer	23%	21%	22%	29%	27%
Don't know	4%	4%	6%	3%	1%
Not applicable	1%	1%	1%	0%	1%

## Economic impacts

Percent of respondents

Almost two-thirds of respondents in Asia Pacific say that economic uncertainty will lead to an increase in virtual meetings.

In regard to the impact of economic uncertainty (e.g. inflation, changes to travel and meetings budget), have you seen any of the following?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Fewer attendants	25%	26%	21%	26%	27%
Change in destination / lodging	37%	34%	34%	34%	60%
More virtual meetings	44%	37%	36%	56%	64%
Fewer events in general	31%	27%	40%	24%	33%
Fewer sessions during events	20%	15%	15%	21%	45%
Other: please specify	1%	1%	2%	1%	0%
None of the above	13%	19%	15%	4%	0%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Location selection factors

Percent of respondents

Ease of travel is the number one factor influencing location selection for all regions except Asia Pacific, where safety protocols remain the top priority.

Select the TOP TWO FACTORS influencing 2024 MEETING LOCATION selection:

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Size of meeting space to accommodate social distancing	13%	13%	13%	18%	7%
Food and beverage protocol	7%	8%	6%	6%	4%
Safety concerns related to economic / political instability	13%	12%	10%	14%	18%
Currency / exchange rate	6%	7%	6%	6%	3%
Online reviews	7%	6%	7%	8%	9%
Perceptions around "resort" destination for meetings	8%	7%	4%	8%	18%
Participation in company or organization's preferred supplier program	16%	15%	18%	12%	18%
Ease of travel and transportation to location for attendees	34%	35%	41%	28%	24%
Client directive based on past experience	16%	17%	16%	14%	15%
Repeat destination for meeting	8%	8%	9%	6%	9%
Specific location type needed – airport, near training facility, near customer location, etc.	24%	28%	25%	16%	16%
Ability to host hybrid meetings (e.g., Wi-Fi bandwidth, skilled A/V staff)	17%	16%	17%	19%	16%
Safety and health protocols (social distancing, guest temperature and symptom screening)	16%	12%	14%	19%	28%
Sustainability	13%	11%	13%	19%	12%
Other: please specify	3%	3%	3%	4%	1%
Don't know	0%	0%	0%	0%	0%
None of the above	0%	0%	0%	0%	0%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Technology usage

Percent of respondents

More than half of respondents in every region say they will use mobile apps in 2024.

What technologies do you expect to use in your 2024 meetings and events?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Artificial intelligence	42%	42%	34%	46%	57%
Virtual reality	41%	40%	33%	50%	49%
Mobile apps	61%	65%	60%	62%	51%
Onsite check-in tools	47%	53%	45%	37%	48%
Wearable technology	30%	30%	26%	30%	40%
QR codes	47%	49%	46%	50%	42%
Digital photo booths	23%	25%	18%	26%	27%
Holograms	13%	8%	14%	21%	16%
Other: please specify	1%	2%	1%	0%	0%
Don't know	4%	6%	6%	0%	0%
None of the above	1%	1%	1%	2%	1%

## Planning challenges

Percent of respondents

Financial considerations and location availability are expected to be among the top challenges for planners in 2024.

What areas do you see as challenges for meeting planning in 2024?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Hotel staffing levels	29%	26%	31%	28%	33%
Flight availability	29%	32%	21%	29%	39%
Tracking carbon emissions	23%	19%	24%	20%	37%
Cost	53%	54%	59%	51%	37%
Budget cuts	44%	39%	55%	31%	51%
Approval / buy in from higher ups	24%	25%	25%	23%	19%
Location availability	43%	44%	33%	48%	55%
Other: please specify	1%	1%	1%	0%	0%
Don't know	1%	1%	1%	1%	1%
Not applicable	2%	6%	0%	0%	0%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

# Meetings activity

## Attendee levels

Percent of respondents

North America leads in the return of in-person attendee numbers.

*When do you expect in-person meeting or event attendee numbers to revert back to pre-pandemic levels?*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Our attendee numbers already matched or exceeded pre-pandemic levels	28%	35%	30%	24%	12%
In 2024	42%	42%	35%	52%	43%
Within 2 years	18%	15%	18%	15%	30%
Within 3-5 years	6%	5%	7%	5%	10%
Not expected to return to pre-pandemic levels for the foreseeable future	4%	3%	8%	2%	1%
Other: please specify	0%	0%	0%	1%	1%
Don't know	1%	1%	3%	0%	1%

## Attendee level factors

Percent of respondents

Respondents whose attendee numbers have not fully rebounded are split on why – cost, health and safety concerns, and the number of events are all factors.

*Why do you think your meeting and event attendee numbers have not yet reverted back to pre-pandemic levels?*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
We are hosting fewer events for people to attend	34%	29%	33%	32%	49%
Cost	47%	42%	52%	44%	51%
Attendee health concerns	41%	44%	30%	30%	67%
Attendee safety concerns	40%	41%	32%	27%	70%
Other: please specify	6%	5%	10%	5%	2%
Don't know	3%	2%	5%	3%	0%

## Meeting format

Percent of respondents

In-person will be the most common format for meetings in 2024 in every region.

*What percentage of your 2024 meetings and events will be:*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
In-Person	59%	63%	63%	58%	42%
Virtual	21%	19%	19%	20%	29%
Hybrid (virtual attendees and in-person attendees)	20%	18%	18%	22%	29%

## Number of meetings

Percent of respondents

Respondents globally expect small and simple meetings to be the most common type of meeting in 2024.

*Please indicate the number of meetings or events you expect your company to operate in 2024 including in-person, virtual and hybrid formats, for each MEETING TYPE. Please use your best estimate.*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Internal Team Meeting or Training	25.66	23.72	28.85	26.09	23.11
Product Launch (Internal or External)	18.26	16.32	18.82	21.43	17.56
Conference with Trade Show / Exhibits	17.19	15.85	17.70	17.69	19.08
Conference without Trade Show / Exhibits	17.91	15.39	19.94	17.63	20.79
Senior Leadership Meeting / Board Meeting	18.66	16.58	19.87	20.48	19.28
Client / Customer Advisory Board	19.95	17.71	20.89	23.44	19.25
Incentive / Special Event	17.60	16.11	17.83	18.48	19.94
Small / Simple meeting	25.73	22.62	31.06	25.65	22.48

## Meeting types

Percent of respondents

Respondents expect to see more or the same of every type of meeting this year, compared to last year.

Please indicate how the TYPES OF MEETINGS you are expecting to hold in 2024 (in-person, virtual and hybrid formats) are changing over 2023.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
<b>Internal Team Meeting or Training</b>					
More	42%	44%	38%	47%	40%
Less	11%	9%	12%	8%	19%
The Same	40%	42%	38%	41%	36%
Don't Know/Not Applicable	7%	6%	11%	4%	4%
<b>Product Launch (Internal or External)</b>					
More	37%	37%	31%	43%	42%
Less	12%	11%	11%	10%	18%
The Same	39%	41%	39%	41%	30%
Don't Know/Not Applicable	12%	11%	18%	6%	10%
<b>Conference with Trade Show / Exhibits</b>					
More	35%	38%	26%	32%	51%
Less	14%	13%	13%	16%	16%
The Same	38%	39%	43%	38%	25%
Don't Know/Not Applicable	13%	10%	18%	14%	7%
<b>Conference without Trade Show / Exhibits</b>					
More	30%	31%	25%	34%	36%
Less	17%	12%	15%	17%	33%
The Same	41%	49%	41%	37%	25%
Don't Know/Not Applicable	12%	8%	20%	12%	6%
<b>Senior Leadership Meeting / Board Meeting</b>					
More	37%	44%	30%	35%	40%
Less	11%	6%	12%	15%	21%
The Same	41%	42%	43%	41%	34%
Don't Know/Not Applicable	11%	8%	15%	9%	4%
<b>Client / Customer Advisory Board</b>					
More	42%	45%	29%	54%	42%
Less	11%	9%	11%	9%	19%
The Same	37%	36%	44%	31%	31%
Don't Know/Not Applicable	10%	10%	17%	6%	7%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Meeting types

Percent of respondents

Respondents expect to see more or the same of every type of meeting this year, compared to last year.

Please indicate how the TYPES OF MEETINGS you are expecting to hold in 2024 (in-person, virtual and hybrid formats) are changing over 2023.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
<b>Incentive / Special Event</b>					
More	38%	43%	33%	41%	31%
Less	13%	10%	10%	18%	22%
The Same	38%	36%	42%	34%	39%
Don't Know/Not Applicable	11%	12%	15%	7%	7%
<b>Small / Simple meeting</b>					
More	37%	42%	32%	43%	30
Less	16%	11%	16%	19%	25
The Same	40%	41%	42%	36%	37
Don't Know/Not Applicable	7%	7%	10%	2%	7

## Internal meeting components

Percent of respondents

More than half of internal meetings in North America and Europe will be held at a hotel.

What percentage of your internal meetings in 2024 will:

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Be held on your corporate property	36%	35%	30%	44%	43%
Be held in a different city than your corporate office	46%	48%	46%	39%	46%
Be held at a hotel	52%	56%	52%	48%	48%
Be held at a non-hotel venue	36%	34%	32%	39%	46%
Include overnight accommodations for attendees	50%	56%	48%	45%	45%
Include domestic air travel for attendees	43%	48%	33%	45%	44%
Include international air travel for attendees	35%	35%	32%	35%	43%
Include social activities or networking	47%	50%	44%	46%	49%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Expected attendees

Percent of respondents

Internal meetings are predicted to have the biggest increase in number of attendees in 2024.

Please indicate how you expect the average NUMBER OF EXPECTED ATTENDEES for in-person, virtual and hybrid formats, by meeting type, to change for 2024. Please use your best estimate.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
<b>Internal Team Meeting or Training</b>					
More	48%	54%	42%	48%	48%
Less	7%	5%	7%	7%	13%
The Same	39%	37%	42%	42%	36%
Don't Know/Not Applicable	6%	4%	9%	3%	3%
<b>Product Launch (Internal or External)</b>					
More	40%	41%	32%	52%	37%
Less	15%	13%	17%	12%	19%
The Same	35%	35%	36%	32%	37%
Don't Know/Not Applicable	10%	12%	15%	4%	5%
<b>Conference with Trade Show / Exhibits</b>					
More	36%	40%	28%	39%	42%
Less	15%	13%	12%	17%	21%
The Same	38%	38%	43%	37%	30%
Don't Know/Not Applicable	11%	9%	17%	7%	7%
<b>Conference without Trade Show / Exhibits</b>					
More	33%	33%	28%	31%	48%
Less	13%	10%	14%	15%	16%
The Same	43%	47%	42%	46%	27%
Don't Know/Not Applicable	11%	10%	16%	8%	8%
<b>Senior Leadership Meeting / Board Meeting</b>					
More	39%	46%	29%	38%	45%
Less	10%	7%	9%	12%	19%
The Same	43%	40%	50%	45%	33%
Don't Know/Not Applicable	8%	7%	12%	5%	3%
<b>Client / Customer Advisory Board</b>					
More	42%	49%	30%	51%	39%
Less	11%	6%	14%	8%	21%
The Same	36%	36%	42%	32%	34%
Don't Know/Not Applicable	11%	9%	15%	9%	5%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Expected attendees

Percent of respondents

Internal meetings are predicted to have the biggest increase in number of attendees in 2024.

Please indicate how you expect the average NUMBER OF EXPECTED ATTENDEES for in-person, virtual and hybrid formats, by meeting type, to change for 2024. Please use your best estimate.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
<b>Incentive / Special Event</b>					
More	40%	45%	34%	43%	36%
Less	15%	11%	17%	14%	19%
The Same	36%	37%	36%	35%	33%
Don't Know/Not Applicable	9%	7%	13%	8%	12%
<b>Small / Simple meeting</b>					
More	40%	45%	38%	42%	27%
Less	14%	7%	14%	15%	31%
The Same	39%	42%	35%	39%	36%
Don't Know/Not Applicable	7%	6%	12%	4%	6%

## Meeting spend

Percent of respondents

More than 70% of respondents in North America and Latin America and more than 50% of respondents in Europe and Asia Pacific expect their spend to increase.

Please indicate whether OVERALL SPEND for MEETINGS & EVENTS within your organization is increasing or decreasing for 2024.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Significantly Decreasing (-11%+)	3%	3%	5%	3%	0%
Decreasing (-6%-10%)	6%	5%	5%	8%	3%
Slightly Decreasing (-1%-5%)	9%	7%	13%	7%	4%
Staying the same	15%	12%	18%	8%	27%
Slightly Increasing (1%-5%)	25%	29%	24%	19%	28%
Increasing (6%-10%)	29%	30%	19%	42%	25%
Significantly Increasing (11%+)	13%	13%	14%	12%	12%
Slightly increasing / increasing / significantly increasing	67%	72%	57%	73%	65%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Cost per attendee

Percent of respondents

Small and simple meetings are expected to have the lowest cost per attendee per day in 2024.

Please indicate the TOTAL COST PER ATTENDEE for each of the following in-person, virtual or hybrid meeting types budgeted for 2024. Please use your best estimate, based on total meeting budget divided by total planned attendees EXCLUDING air costs. Please include all non-air related costs, including virtual or hybrid events technology, food & beverage, room nights, ground transportation, activities, etc.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Internal Team Meeting / Training	\$646.06	\$638.24	\$606.06	\$717.39	\$646.83
Product Launch (Internal / External)	\$646.06	\$638.24	\$606.06	\$717.39	\$646.83
Conference with Trade Show / Exhibits	\$830.19	\$833.33	\$800.42	\$918.60	\$757.94
Conference without Trade Show / Exhibits	\$769.05	\$785.03	\$762.82	\$785.29	\$717.21
Senior Leadership Meeting / Board Meeting	\$838.30	\$814.02	\$831.97	\$866.28	\$875.00
Client / Customer Advisory Board	\$747.67	\$725.00	\$683.33	\$755.75	\$919.35
Incentive / Special Event	\$864.77	\$871.88	\$875.98	\$870.88	\$814.52
Small / Simple Meetings	\$538.12	\$495.51	\$513.57	\$577.59	\$646.83

## Budget reductions

Percent of respondents

Reducing the number of nights is the first area planners would cut if facing a budget reduction.

When you need to reduce your meeting budget, what area do you cut FIRST to still maintain the attendee experience?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Room drops	5%	5%	6%	4%	1%
Food & beverage	10%	11%	13%	10%	1%
Onsite travel staff	5%	3%	8%	4%	6%
Off-site evening events	9%	10%	8%	6%	10%
Communication	3%	3%	1%	2%	4%
Use of Destination Management Company (DMC)	9%	9%	4%	7%	19%
Ground transportation	3%	3%	3%	1%	3%
Off-site option activities	14%	14%	14%	17%	12%
Number of nights	22%	19%	24%	26%	19%
Onsite support	7%	5%	8%	8%	6%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Budget reductions

Percent of respondents

Reducing the number of nights is the first area planners would cut if facing a budget reduction.

When you need to reduce your meeting budget, what area do you cut FIRST to still maintain the attendee experience?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Sustainability initiatives	10%	9%	7%	13%	15%
Other: please specify	1%	1%	1%	1%	0%
Don't know	2%	2%	3%	0%	0%
None of the above	3%	5%	2%	0%	1%

## Budget increases

Percent of respondents

Respondents favor improving the onsite experience and increasing technology use if budgets are increased.

If your overall meetings budget increased 10% in 2024, where would you MOST PREFER to use those funds? Assume you are able to make any logistical changes you would like.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Increase number of meetings	9%	8%	11%	7%	9%
Increase number of attendees at meetings	13%	18%	6%	18%	6%
Increase number of days for meetings	8%	8%	9%	6%	7%
Improve onsite experience	25%	25%	29%	22%	22%
Improve content delivery	7%	7%	8%	8%	6%
Increase use of technology	19%	17%	17%	24%	22%
Look at more luxurious locations	7%	5%	8%	7%	7%
Increase sustainability components / CSR engagement activities	10%	9%	9%	6%	19%
Other: please specify	1%	2%	0%	0%	0%
Don't know	2%	3%	3%	0%	0%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

# Meetings management

## Program strategy

Percent of respondents

The majority of respondents say their meeting program strategy is well defined or optimized.

Where do you currently see your meetings program in the strategic meetings management journey?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
We don't have a meetings program strategy in place	5%	4%	5%	8%	1%
We are beginners: we have some consolidated strategies and basic policies for overall meetings in place	10%	7%	10%	16%	13%
We are being strategic: our policies are well defined and accepted across multiple areas	45%	51%	41%	38%	49%
We are now looking for optimization: our holistic strategy is well defined, aligned to our business objectives and integrated into our culture	35%	35%	34%	35%	34%
Don't know	5%	4%	10%	3%	1%

## Program improvements

Percent of respondents

Respondents in every region say they most want to update their policies about technology.

Which of the following areas of your meeting program, if any, are you most focused on improving?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Technology updates	38%	42%	28%	49%	37%
Simplified data collection process	18%	16%	21%	14%	22%
Shortened approval process	8%	9%	9%	4%	7%
Enhanced stakeholder adoption	13%	14%	13%	7%	19%
Utilization of preferred suppliers	18%	14%	23%	20%	13%
Other: please specify	1%	2%	1%	2%	0%
Don't know	3%	4%	4%	3%	0%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Program adoption

Percent of respondents

Respondents report strong adoption (at least 60%) of all meeting policy components.

How would you assess the level of ADOPTION of the following foundational blocks (or management components) currently in place in your organization?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Centralized staff to support meeting planning and execution	71%	72%	67%	74%	72%
Approval process for meetings	75%	78%	72%	73%	71%
Specific technology or software for managing meetings	72%	77%	69%	69%	69%
Centralized contracting with preferred vendors	71%	72%	70%	69%	69%
Inclusion of virtual and hybrid meetings	65%	63%	62%	69%	69%
Inclusion of small / simple meetings	66%	67%	64%	67%	64%
Sustainability	67%	70%	60%	70%	67%

## Policy components

Percent of respondents

Safety and security is the component most respondents say their meeting policies have.

Which of the following components are explicitly included in your organization's meetings and events policy?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Meetings ROI metrics	29%	34%	25%	27%	31%
Global expansion / standardization of meetings and events program	37%	43%	36%	30%	31%
Use of third-party meeting planning agencies	26%	31%	28%	15%	22%
Payment methods and processes associated with meeting / events goods and services	48%	53%	54%	41%	27%
Use of meeting planning technology	52%	60%	45%	52%	48%
Procurement of meetings / events goods and services	42%	52%	38%	36%	30%
Social media acceptable use	33%	36%	32%	33%	30%
Use of preferred hotel / air / transportation suppliers	50%	53%	52%	49%	37%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Policy components

Percent of respondents

Safety and security is the component most respondents say their meeting policies have.

Which of the following components are explicitly included in your organization's meetings and events policy?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Approval process	51%	58%	51%	49%	31%
Safety and security	57%	63%	56%	54%	45%
Health and wellness	42%	48%	36%	45%	33%
Use of Sharing Economy Suppliers (e.g. Airbnb, Uber, Lyft)	21%	23%	13%	24%	28%
Virtual and hybrid meetings specific policies	47%	51%	38%	50%	51%
Small / simple meetings	34%	37%	35%	33%	24%
Sustainability	49%	58%	45%	51%	31%
Utilization of diverse suppliers	34%	39%	33%	35%	22%
Other: please specify	0%	0%	0%	0%	0%
Don't know	2%	2%	3%	1%	1%
None of the above	0%	1%	0%	0%	0%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Air and hotel

### Group rates

Percent of respondents

Both hotel and air rates are expected to increase by 5% in 2024.

Are you finding AVERAGE GROUP RATES in your region to be increasing or decreasing for 2024. Please use your best estimate.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Average Group Rate for Hotels	5.61%	6.41%	4.95%	5.56%	4.93%
Average Group Rate for Air	5.53%	5.41%	4.86%	6.37%	6.03%

### Group air online tool

Percent of respondents

More than half of group air will be booked using an online booking tool in 2024.

What percentage of your 2024 meetings that include GROUP AIR will be booked via an Online tool vs. an Offline booking process?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Group air online booking	55%	57%	54%	54%	56%

### Group air bookings

Percent of respondents

Only 7% of respondents globally do not expect to use group air bookings for their meetings.

What percentage of your 2024 meetings will include GROUP AIR MANAGEMENT / BOOKING?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
0%	4%	4%	5%	2%	3%
1-25%	23%	22%	30%	22%	12%
26-50%	28%	24%	30%	28%	36%
51-75%	26%	23%	21%	30%	46%
76-100%	13%	18%	9%	17%	0%
Don't know	3%	5%	3%	1%	0%
Not applicable	3%	4%	3%	0%	3%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Group air resources

Percent of respondents

Only one-third of respondents globally have an internal group air specialist.

When booking group air, please indicate which RESOURCES you use most frequently.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Direct arrangements with airline	39%	42%	31%	39%	47%
Internal group air specialist	35%	33%	31%	36%	45%
Meetings management supplier	37%	39%	29%	32%	53%
Travel management company	51%	55%	45%	52%	53%
Online booking tool	51%	57%	41%	52%	49%
Other: please specify	1%	0%	4%	1%	0%
Not applicable	3%	5%	3%	0%	2%

## Value of group air provider

Percent of respondents

Respondents say favorable rates and an online booking tool are what they value most from group air providers.

What do you MOST VALUE from your group air provider?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Favorable group air rates	24%	25%	18%	33%	22%
Duty of care	7%	8%	9%	1%	9%
Manifest management – (e.g., flexible on name changes)	13%	12%	8%	17%	19%
Crisis management – (e.g., managing delegates during flight cancellation, closure of air space, etc.)	18%	17%	19%	21%	15%
Mitigation of cancellation / change fees	6%	3%	9%	7%	6%
Online booking tool	20%	21%	19%	14%	25%
Other: please specify	1%	1%	1%	1%	0%
Don't know	3%	5%	5%	1%	0%
Not applicable	8%	8%	12%	4%	3%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Consolidated travel booking

Percent of respondents

The majority of respondents in every region except Asia Pacific work with the same TMC for booking business and meeting travel.

Does your organization work with the same Travel Management Company for both managed business travel as well as Meetings & Events?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
We work with the same Travel Management Company for both managed travel and meetings and events	55%	61%	55%	54%	39%
We work with two separate companies for managed travel and meetings and events	28%	26%	23%	32%	42%
We work with three or more companies for managed travel and meetings and events	8%	5%	6%	9%	15%
Other: please specify	2%	1%	3%	2%	0%
Don't know	7%	6%	13%	3%	4%

## Room availability

Percent of respondents

Room and meeting space is predicted to be tight again in 2024, easing somewhat in 2025.

What is your prediction for hotel room and meeting space availability in 2024 and 2025?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
<b>2024 room availability</b>					
More	32%	32%	28%	39%	33%
Less	44%	40%	45%	42%	54%
The Same	20%	24%	21%	17%	10%
Don't Know	4%	4%	6%	2%	3%
<b>2025 room availability</b>					
More	40%	41%	31%	45%	51%
Less	35%	35%	38%	34%	31%
The Same	17%	18%	17%	18%	10%
Don't Know	8%	7%	14%	3%	7%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Room availability

Percent of respondents

Room and meeting space is predicted to be tight again in 2024, easing somewhat in 2025.

What is your prediction for hotel room and meeting space availability in 2024 and 2025?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
<b>2024 meeting space availability</b>					
More	36%	34%	29%	43%	46%
Less	41%	42%	40%	41%	40%
The Same	19%	21%	25%	14%	10%
Don't Know	4%	3%	7%	2%	3%
<b>2025 meeting space availability</b>					
More	42%	44%	35%	48%	39%
Less	35%	30%	36%	35%	43%
The Same	15%	18%	14%	14%	12%
Don't Know	8%	7%	15%	3%	6%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Sustainability and DE&I

### Incorporating DE&I

Percent of respondents

Providing the option to attend an event virtually and choosing diverse speakers are the top two ways respondents say they incorporate DE&I.

How does your organization or client actively strive to incorporate diversity, equity, and inclusion into its meetings and events? Please select your organizations top 3 focus areas.

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Providing an option to attend the meeting or event virtually	40%	40%	43%	38%	37%
Focusing on accessibility (wheelchair-friendly venue and activities)	33%	32%	31%	40%	28%
Building in alternative forms of communication (e.g., sign language, sub-titles, translator, etc.)	32%	29%	30%	38%	34%
Using diverse / minority-owned suppliers (hotel, F&B, DMC, ground transportation, audiovisual (AV) / production)	31%	31%	28%	35%	36%
Choosing diverse / minority speakers, emcees, or entertainment	37%	44%	35%	31%	34%
Within meeting or event content (topics and presentations)	34%	36%	39%	27%	30%
Through a charitable giving element of the meeting or event	21%	23%	21%	13%	27%
Including gender pronoun preferences in meeting registration sites and virtual/physical name badges (e.g., she / her, he / him / his, they / them etc.)	26%	26%	23%	28%	28%
Support accessibility needs (e.g. close captioning)	24%	20%	24%	30%	28%
Nursing / lactation rooms	11%	9%	11%	15%	7%
Prayer / multi-faith rooms	9%	6%	14%	6%	7%
My organization does not actively strive to incorporate diversity, equity, and inclusion into its meetings and events	0%	0%	0%	0%	0%
Other: please specify	2%	3%	1%	1%	1%
Don't know	0%	0%	0%	0%	0%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Importance of sustainability

Percent of respondents

More than two-thirds of respondents globally say that sustainability is very or extremely important.

*When planning meetings and events, how important is sustainability for your organization?*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Direct arrangements with airline	39%	42%	31%	39%	47%
Internal group air specialist	35%	33%	31%	36%	45%
Meetings management supplier	37%	39%	29%	32%	53%
Travel management company	51%	55%	45%	52%	53%
Online booking tool	51%	57%	41%	52%	49%
Other: please specify	1%	0%	4%	1%	0%
Not applicable	3%	5%	3%	0%	2%

## Sustainability challenges

Percent of respondents

Minimizing waste and identifying certified sustainable suppliers are the top two challenges respondents face globally.

*What is the biggest challenge to implementing sustainability elements into your meetings and events program?*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Identifying locations with minimal amounts of travel for attendees	28%	27%	27%	22%	40%
Identifying suppliers with a sustainable certification or relevant sustainable practices	39%	36%	35%	41%	54%
Sustainable food and beverage options	31%	33%	29%	33%	31%
Minimizing waste (e.g. avoid paper and plastic usage)	40%	36%	38%	39%	55%
Measuring the impact and post event CO2 calculation	32%	29%	34%	30%	37%
Leadership buy in	14%	14%	16%	11%	12%
Meeting owners' sustainable practices adoption	28%	26%	24%	32%	39%
Budget	35%	35%	40%	35%	24%
Lack of resources, skills, and knowledge	23%	24%	24%	18%	27%
Other: please specify	0%	0%	1%	0%	0%
Don't know	3%	5%	1%	3%	0%
My organization does not implement sustainability elements to our meeting and events program	2%	2%	2%	0%	1%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Net zero goals

Percent of respondents

More than 90% of organizations in Asia Pacific expect to have a corporate net zero goal set within the next 12 months.

*Has your organization set a corporate net zero journey with defined sustainability goals? (i.e.: reduce 50% emissions by 2030).*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Yes	44%	45%	37%	40%	63%
No, but planning to in the next 12 months	34%	32%	33%	43%	28%
No, and we have no implementation plans	6%	8%	6%	3%	3%
Don't know	16%	15%	24%	14%	6%

## Reducing emissions

Percent of respondents

More than half of respondents globally are reducing their event emissions by reducing waste and prioritizing recyclables.

*Has your organization implemented any of the following event emission reduction best practices?*

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
<b>Air travel minimization (e.g. destination choice with minimal amount of travel)</b>					
Already implemented	39%	37%	38%	40%	46%
Plan to implement in the near future	38%	35%	36%	38%	51%
Don't Know/Not Applicable	23%	27%	26%	22%	3%
<b>Minimizing ground transportation emissions</b>					
Already implemented	40%	40%	36%	40%	54%
Plan to implement in the near future	38%	36%	43%	37%	36%
Don't Know/Not Applicable	22%	24%	20%	23%	10%
<b>Prioritizing sustainably certified suppliers</b>					
Already implemented	45%	48%	42%	48%	40%
Plan to implement in the near future	38%	33%	40%	36%	52%
Don't Know/Not Applicable	17%	19%	19%	16%	7%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

## Reducing emissions

Percent of respondents

More than half of respondents globally are reducing their event emissions by reducing waste and prioritizing recyclables.

Has your organization implemented any of the following event emission reduction best practices?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
<b>Choosing venues with emission reduction practices</b>					
Already implemented	40%	45%	33%	38%	46%
Plan to implement in the near future	41%	34%	44%	47%	46%
Don't Know/Not Applicable	19%	22%	22%	15%	7%
<b>Offering sustainable Food &amp; Beverage (e.g. local, seasonal, more plant based)</b>					
Already implemented	47%	54%	48%	40%	37%
Plan to implement in the near future	36%	28%	33%	42%	55%
Don't Know/Not Applicable	17%	18%	19%	18%	7%
<b>Minimizing disposables and prioritize recycled materials and production</b>					
Already implemented	53%	54%	48%	59%	52%
Plan to implement in the near future	33%	29%	34%	31%	43%
Don't Know/Not Applicable	14%	17%	18%	10%	4%
<b>Waste management practices (e.g. food donation)</b>					
Already implemented	44%	51%	35%	45%	45%
Plan to implement in the near future	35%	27%	39%	37%	46%
Don't Know/Not Applicable	21%	22%	27%	18%	9%
<b>Measuring the CO2 emissions of events</b>					
Already implemented	36%	34%	35%	39%	43%
Plan to implement in the near future	42%	37%	44%	40%	52%
Don't Know/Not Applicable	22%	29%	21%	21%	4%



## MAKING MEETING AND EVENT PLANNING EASY

Whether you're planning a convention, a sporting event or a destination wedding, our Meetings and Events program features discounted fares, the flexibility to travel up to seven days prior to and after the event, plus more valuable benefits. Available for groups of 10 or more traveling from multiple points of origin to the same destination, we make planning your next event easy.

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For more information, please contact [meetings.events@aircanada.ca](mailto:meetings.events@aircanada.ca)



**GLOBAL  
BUSINESS  
TRAVEL**

# We know meetings

**Meetings are a part of life, but great meetings can change lives.**

We know how to make meetings work for your company, your attendees, and your brand. Whether virtual, hybrid or face to face, we design experiences that matter. And we have the team, technology, and supplier network to deliver them. We'll help you make the most of your meetings based on your goals, then help you measure and talk about the value delivered whether for a single meeting or your full meetings portfolio.

Responsible for more than 1.6M room nights and 68,000 experiential events, meetings, and incentives annually, we can assist you end-to-end, or at any point in the meetings and events process.<sup>1</sup>

[amexglobalbusinesstravel.com/meetings-events/](https://amexglobalbusinesstravel.com/meetings-events/)

<sup>1</sup> Meetings Insights, Meetings & Events Reporting Platform. Figures are for full year 2022.

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