

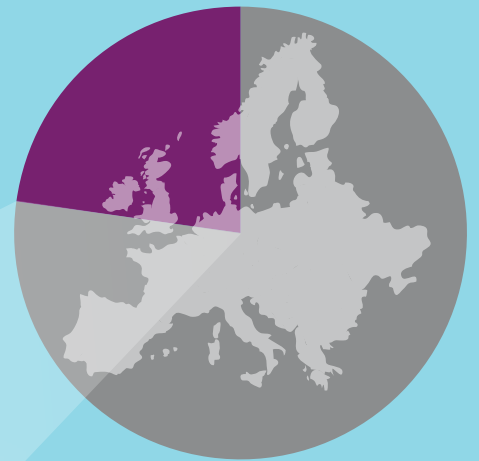
# The State of Meetings in 2018

Looking ahead to 2018, the meetings and events industry can be described as a thriving environment with steady and increasing investment, with meetings viewed as a growth enabler within organizations.

According to the Meetings Forecast 2018 Survey Respondents:

## PERCENTAGE OF PREDICTED TOTAL MEETINGS

Throughout **EUROPE**, in 2018, top meeting types will be:



**CONFERENCES & TRADESHOWS** will account for **ONE-FIFTH** of planned meetings activity.

## COST PER ATTENDEE EXCLUDING AIR COSTS

