

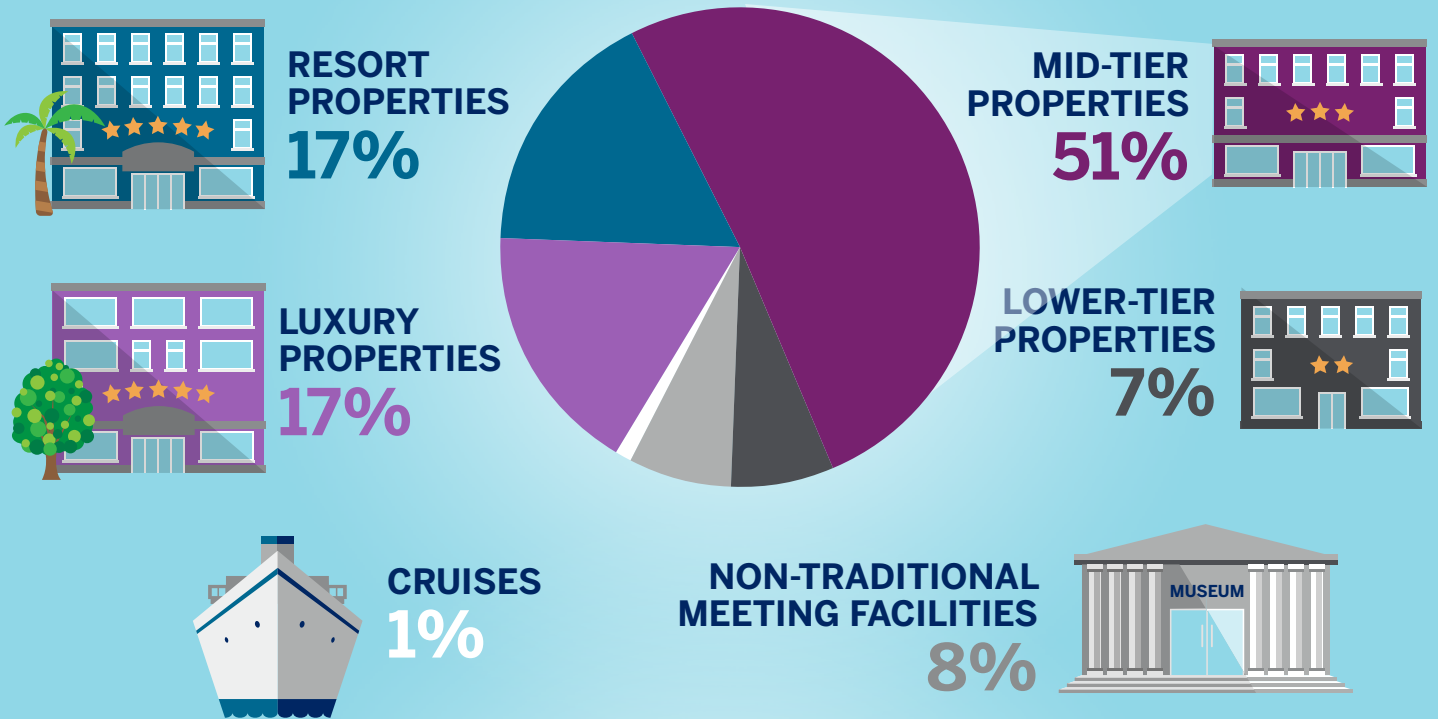
Finding the Right Event Space

Choosing a location and venue for your event sets the tone for the experience. Budget often dictates venue choice, particularly in specific industries. However, it's clear from our survey that planners and meeting owners are increasingly looking to infuse some creativity into their meetings and events.

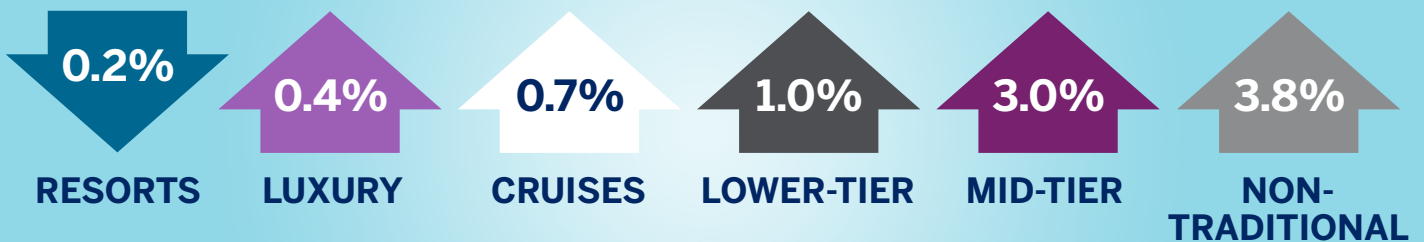
According to the Meetings Forecast 2018 Survey Respondents:

Within **NORTH AMERICA**, **MID-TIER PROPERTIES** host the highest percentage of meetings and, for the 7th year in a row, are expected to continue to rise.

PROPERTY TYPE USAGE AS A PERCENTAGE OF MEETINGS



PROPERTY TYPE DEMAND 2018 VS. 2017



The **NORTH AMERICAN** hotel market continues to become more and more saturated, but the demand for meetings continues to rise. With about the same amount of venues,

MEETING PLANNERS NEED MORE LEAD TIME

when booking a property.

With increasing demand for meetings, but around the same number of spaces, planners and organizers need to start considering tier 1, 2, and 3 cities for their event locations.



AMERICAN EXPRESS MEETINGS & EVENTS

Download the 2018 Global Meetings and Events Forecast