

## GLOBAL ACTIVITY

# Blue Skies Ahead?

Even as some analysts are warning of a potential economic downturn in 2020, our survey respondents are predicting healthy growth.

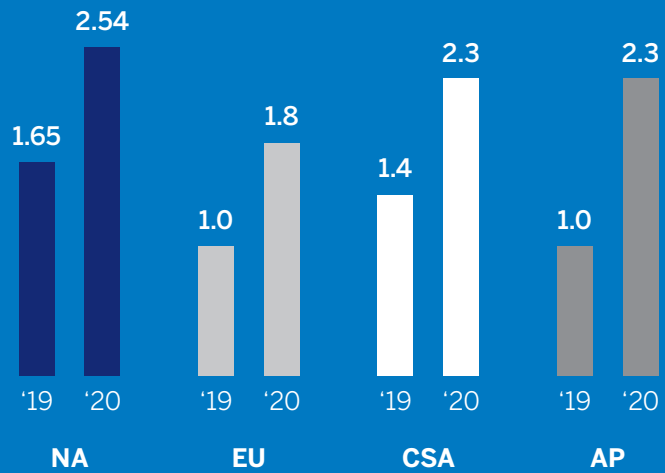
### OVERALL SPEND IS UP IN EVERY REGION

Overall meeting spend within organization

NORTH AMERICA	↑ 1.6%
EUROPE	↑ 2.1%
CENTRAL/SOUTH AMERICA	↑ 2.6%
ASIA PACIFIC	↑ 1.3%

### MEANING THERE WILL BE MORE MEETINGS

Percentage increase in meeting activity levels



### THOSE MEETINGS WILL BE LONGER



DAYS PER MEETING

**+0.5%–2.9%**

### AND MORE PEOPLE WILL BE ATTENDING



NUMBER OF ATTENDEES

**+1.1%–3.1%**



In fact, when asked how they felt about the health of the meetings and events industry on a scale of 1 being very discouraged to 10 being very optimistic

**70%**

Chose 8 or above

Source: North American, European, Asian Pacific, and Central/South American Surveys from American Express Meetings & Events, 2019.



MEETINGS & EVENTS

Download the 2020 Global Meetings and Events Forecast

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