

Latin America – Key Indicators for 2023

Top Meeting Destinations

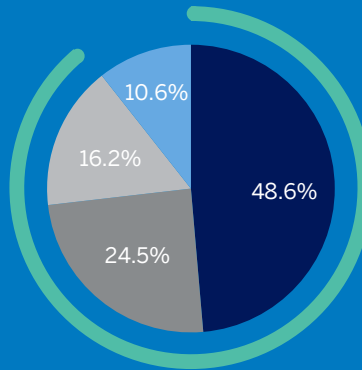


The top 5 meeting destinations in **Latin America**, based on client data from the American Express Meetings & Events Meetings Insight platform, include **three cities in Colombia**.

- 1 Cancun, Mexico
- 2 Cartagena, Colombia
- 3 Bogota, Colombia
- 4 San Juan, Puerto Rico
- 5 Santa Marta, Colombia

Meetings by Format

● **89%** of meetings will have an in-person component, compared to **76%** in 2022

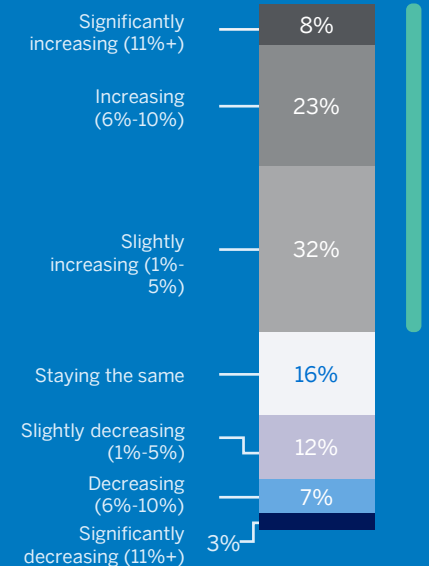


● In-Person only ● Hybrid Multi-Hub*
● Hybrid ● Virtual Only

* Hybrid multi-hub is two or more in-person meetings connected via a virtual platform.

Overall Meeting Spend

● **63%** expect their meeting spend to increase, compared to **66%** in 2022



Source: Latin American Survey from American Express Meetings and Events, 2022



MEETINGS & EVENTS

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