

NORTH AMERICA



IF YOUR OVERALL MEETINGS BUDGET INCREASED 10% IN 2021, WHERE WOULD YOU MOST PREFER TO USE THOSE FUNDS?

Canada

1. Improve on-site experience



2. Increase number of meetings

56%

17%

US

1. Improve on-site experience



2. Increase use of technology

39%

27%

Source: North American Surveys from American Express Meetings & Events, 2020.

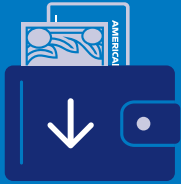


MEETINGS & EVENTS

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EUROPE



**WHEN YOU
NEED TO
REDUCE YOUR
MEETING
BUDGET, WHAT
AREA DO YOU
CUT FIRST?**

#1 answer by country:

Off-site option activities:

UK

42%

France

38%

Spain

30%

Room drops:

Germany

35%

Belgium/
Netherlands

43%

Poland

33%

Source: European Surveys from American Express Meetings & Events, 2020.

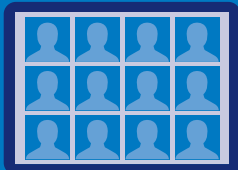


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CENTRAL AND SOUTH AMERICA



**WHAT WERE THE
TOP CHALLENGES
YOU FACED
CONDUCTING A
VIRTUAL MEETING
OR EVENT IN 2020?**
(region-wide)

**Technical
issues**

44%

**Lack of
experience**

42%

**Security
concerns**

29%

**Poor
attendance**

19%

Source: Central/South American Surveys from American Express Meetings & Events, 2020.

**AMERICAN
EXPRESS**

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ASIA PACIFIC



OTHER THAN COVID-19 RESTRICTIONS, WHAT ARE THE TOP FACTORS THAT WOULD INFLUENCE YOU TO PLAN FUTURE IN-PERSON EVENTS NOW?

Confidence in duty-of-care components for attendee health and safety

63%

Supplier flexibility to adapt to the customers' meetings and events requirements

48%

Favorable/flexible cancellation and attrition terms

43%

Source: Asian Pacific Surveys from American Express Meetings & Events, 2020.



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