

# The Juggling Act

Maintaining budgets through the highs and lows while keeping the attendee experience in central focus can require a delicate balance.

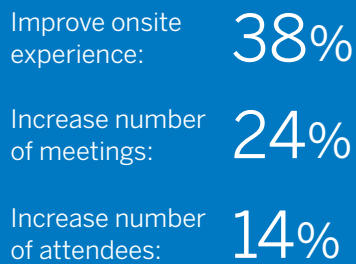
Meeting professionals in Asia Pacific are more varied than those in other regions in how they would handle changing budgets, preferring to spread out cuts across areas.

If budgets were decreased, where would you cut first?



## BUT THEIR FOCUS ON THE ATTENDEE EXPERIENCE IS JUST AS STRONG

If budgets were increased by 10%, where would you prefer to invest?



## MAKING PERSONAL CONNECTIONS IS OF UTMOST IMPORTANCE

Face-to-face meetings are the norm:

13%

don't use virtual or hybrid meetings at all

Attendees at incentive events may bring a family member:

14%

said YES (tied for highest percentage globally)

## MAKING SURE ATTENDEES ARE COMFORTABLE IN THE AIR IS VALUED MORE THAN MOST REGIONS



Meeting policies allow for class of service upgrades for flights:

28% said YES

Source: Asian Pacific Survey from American Express Meetings & Events, 2019.



MEETINGS & EVENTS

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