

Europe – Key Indicators for 2023

Top Meeting Destinations

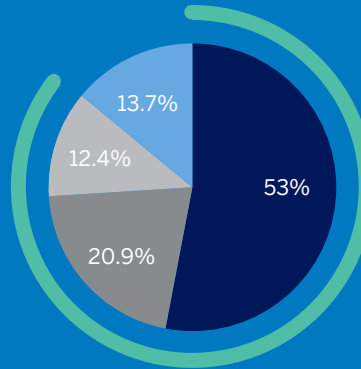


The top 5 meeting destinations in **Europe**, based on client data from the American Express Meetings & Events Meetings Insight platform, indicate that, with the exception of **Veldhoven**, meeting planners continue to prefer the traditional urban centers.

- 1 Veldhoven, Netherlands
- 2 Madrid, Spain
- 3 Barcelona, Spain
- 4 Paris, France
- 5 London, United Kingdom

Meetings by Format

- **86%** of meetings will have an in-person component, compared to **81%** in 2022

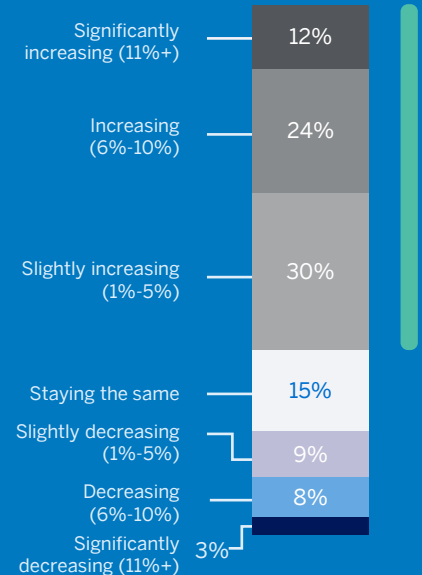


- In-Person only
- Hybrid Multi-Hub*
- Hybrid
- Virtual Only

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

Overall Meeting Spend

- **66%** expect their meeting spend to increase, compared to **64%** in 2022



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



MEETINGS & EVENTS

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