

AMEX GBT

# Meetings & Events

## 2025 meetings and events trends

Highlights from the Global  
Meetings and Events Forecast



# Welcome

- This is our **14th Global Forecast**, launched as always at IMEX America.
- Produced by **Amex GBT Meetings & Events**.
- **2025 industry outlook:** optimism prevails, flexibility takes center stage, and a strong desire for human connection intensifies.



# 2025 global activity overview

Budgets are still up...



**66%**

Predict increase  
in overall meeting  
spend in 2025

...and so are costs-per-attendee, with  
incentive and special events expected  
to see the greatest rise:



Incentive and special events: **54%**

Product launches: **52%**

Senior leadership meetings: **52%**

Conference with trade show: **49%**

Meeting in person continues to be the  
number one choice for 2025:

**59%**  
In person



**21%**  
Virtual

**20%**  
Hybrid



Internal meetings will still lead the top  
3 meeting types in 2025.

**Internal team meetings 43%**

**Product launches 39%**

**Small, simple meetings 37%**

Meeting professionals expect internal meetings in 2025 to:

**43%**  
be held in a hotel



**43%**  
include overnight  
accommodations



**35%**  
include social  
activities/  
networking



**34%**  
be held in a  
different city



**33%**  
include domestic  
air travel



**29%**  
be held in  
corporate office



# 2025 top global trends



Strategic programs are **evolving** with increased need for flexibility, productivity, and data-driven approaches.



Meeting professionals are cementing their role as **connectors and key strategic advisors**.



Demand for human **connections** is **growing** as new technologies and artificial intelligence reshape our world.



Impactful content and venue selection rising as **key drivers of attendee experiences**.



Sustainability and diversity, equity, and inclusion (DE&I) remain as top priorities.





# Technology is the enabler

Enhancing productivity for meeting professionals and enabling a richer experience for attendees



I think there is going to be a premium on human in-person, fantastic experiences. I can see that becoming a very huge [job] category of something new that we do.

Sam Altman, CEO of OpenAI.  
[The Logan Bartlett Show Interview](#)



## Benefits of using technology



33%  
attendee  
experience.



19%  
enhance  
productivity.



18%  
centralized  
data.



14%  
consolidate  
sourcing.

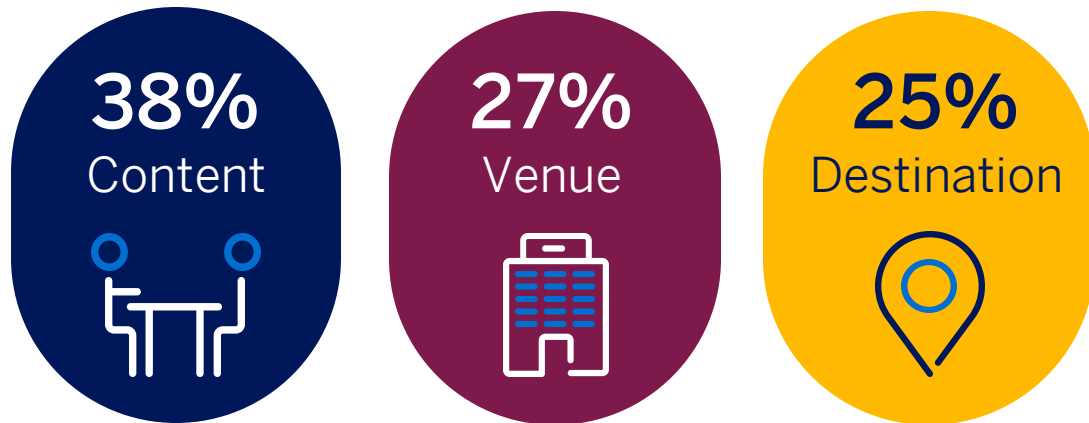


11%  
duty of  
care.

## Making it memorable

Attendee engagement is the key to a successful meeting or event, shaping the experience and leaving a lasting impression

### Starts with top three factors:



### Other factors:

- |  |                                   |
|--|-----------------------------------|
| 24% social and networking events.      | 15% offsite activities.           |
| 24% food and beverage.                 | 15% speaker lineup.               |
| 22% personalized event communications. | 14% free time and longer breaks.  |
| 19% sustainability.                    | 14% entertainment.                |
| 16% accessibility and DE&I.            | 13% health and wellness programs. |

# Sustainability and inclusion:

Core pillars of program success

**47%** Have defined sustainability goals and an action plan.

**23%** Have defined sustainability goals but no action plan.

**9%** Have an action plan but no defined sustainability goal.

**14%** Don't know.

**4%** Don't have sustainability goals or an action plan but are planning implementation in next 12 months.

**54%**

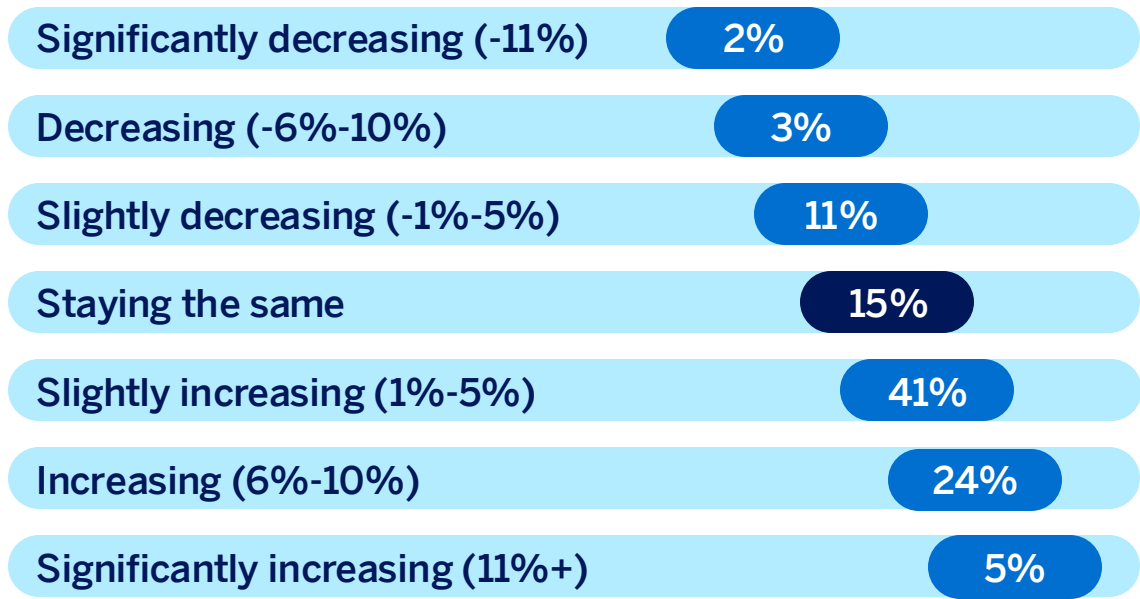
Agree sustainability is extremely or very important



Regional trends

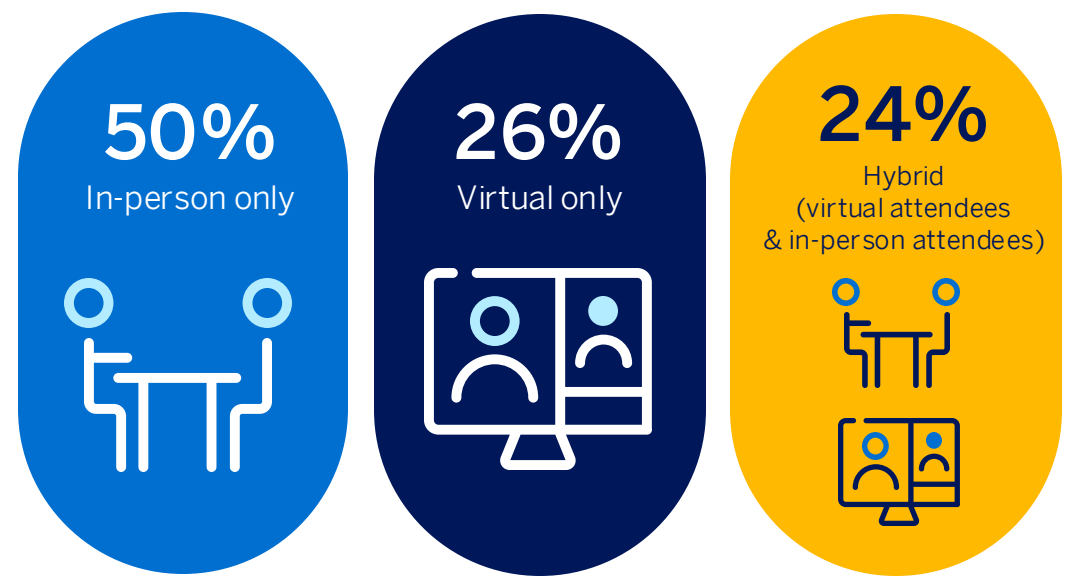
# Asia Pacific – key indicators

## 1 Overall meeting spend



**70%** expect their meeting spend to increase in 2025, compared to **57%** in 2024

## 2 Meeting by format



**74%** of meetings will have an **in-person component** in 2025 – up slightly from **71%** in 2024



# Five actions to unlock success in 2025

1

Champion the human connection with innovative technology.



2

Curate memorable attendee experiences.



3

Deliver value-aligned events.



4

Flex your strategic approach.



5

Elevate your role.  
Be the connector.



# Thanks for your participation

Access the 2025 Forecast:



Connect with us

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