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Sao Paulo Remains Top Destination for Meetings & Events in Latin America in 2020

Minneapolis, 04 September 2019: CWT M&E, the global meetings and events division of CWT, today unveiled its ranking of the top 10 cities for meetings and events in Latin America in 2020, with Sao Paulo retaining the prized top spot. The ranking is based on proprietary and industry data contained in CWT's 2020 Meetings & Events Future Trends report, to be published next week.

The top 10 cities for meetings and events in Latin America (versus 2019):

1. Sao Paulo, Brazil (1)
2. Bogota, Colombia (3)
3. Lima, Peru (6)
4. Rio de Janeiro, Brazil (4)
5. Mexico City, Mexico (2)
6. Curitiba, Brazil (9)
7. Medellin, Colombia (10)
8. Belo Horizonte, Brazil (-)
9. Buenos Aires, Argentina (-)
10. Cartagena, Colombia (-)

Apart from Sao Paulo, the 2020 rankings show Brazil's other top city hold on to its 2019 spot—Rio de Janeiro at #4. Additionally, Brazil snagged two more places—Curitiba, which went up three spots to #6, and Belo Horizonte, a new entry for the country.

Multiple cities in Colombia also made our 2020 list, including Bogota, Medellin and Cartagena. Mexico City, last year's #2, slipped a few places to #5. Since missing last year's list, the Argentinian capital of Buenos Aires made an appearance for 2020 at #9.

“The wait-and-see attitude that came with the 2018 presidential elections in Latin America's two biggest economies, Brazil and Mexico, have given way to expectations of explosive growth in 2020-21,” said Gustavo Elbaum, Senior Director, Latin America, CWT Meetings and Events. “The uncertainty has shifted to the region's third largest economy, Argentina, which is facing its own presidential elections this year amid a deteriorating economy.”

The ebb and flow of political and economic uncertainties in the region are impacting business decisions, leading to lead times that average only around 30-45 days.

A key trend in Latin America in 2020 is moving away from smaller, shorter meetings towards larger conventions as companies consolidate events regionally to achieve cost and logistics efficiencies. This allows more investments to flow into improving the content and extending convention days for maximum impact.

CWT's 2020 Meetings and Events Future Trends Report also names the destinations to watch in the region. They include: Guadalajara and Puebla in Mexico, Campinas and Porto Alegre in Brazil, and Quito in Ecuador. These destinations typically offer better values than the top-tier cities, along with an increasing number of competitive facilities that can host meetings and events of varying sizes.

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CWT Meetings & Events is CWT's meeting & events division.

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provide their employees with innovative technology and an efficient, safe and secure travel experience. Every single day, we look after enough travelers to fill more than 100,000 hotel rooms, while our meetings and events division handles more than 100 events every 24 hours.

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