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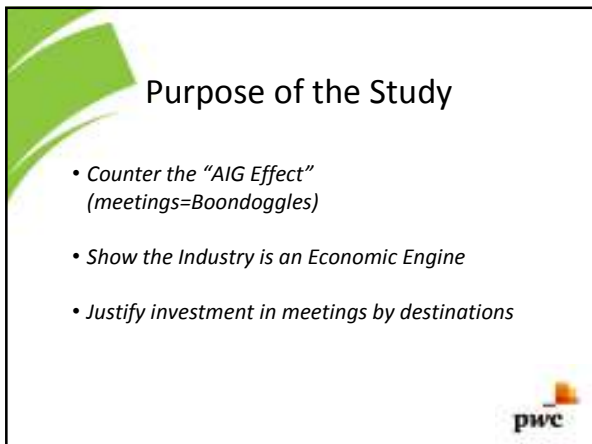
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**33,000 Unique Survey Contacts from 17 Associations:**

- American Hotel & Lodging Association – AH&LA
- ASAE
- Association of Collegiate Conference and Event Directors International
- Association of Destination Management Executives
- Council of Engineering and Scientific Society Executives
- Destination Marketing Association International - DMAI
- Financial and Insurance Conference Planners
- International Association of Conference Centers
- International Association of Exhibitions & Events
- International Association of Venue Managers
- International Special Events Society
- Meetings Professionals International - MPI
- National Coalition of Black Meeting Planners
- Professional Convention Management Association - PCMA
- Society of Government Meeting Professionals
- Site
- Trade Show Exhibitors Association




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**Survey Audience & Response Rates**

Audience	Sample	Completed	Rate
Meeting Organizers	20,000	2,700	14%
Venue Managers	6,000	440	7%
Destination Marketing Organizations	500	110	22%
Exhibitors	6,500	260	4%
	33,000	3,510	11%

*In addition, over 2,500 domestic and international delegates, bringing total completed surveys to over 6,000.*




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**U.S. Meetings Volume by Type**

Meeting Type	Events	
Corporate / Business	1,266,200	71%
Conventions / Conferences	269,800	15%
Incentive	66,000	4%
Trade Show	10,700	1%
Other	<u>178,100</u>	<u>10%</u>
	1,790,800	100%




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**U.S. Meetings Volume by Venue Type**

Venue Type	Events	
Lodging facility	1,518,100	85%
Purpose-built	130,100	7%
Other	<u>142,700</u>	<u>8%</u>
	1,790,800	100%




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**Room Nights Generated by U.S. Meetings**

Meeting Type	Room Nights	
Corporate / Business	138 million	55%
Conventions / Conferences	68 million	27%
Trade Show	23 million	9%
Incentive	13 million	5%
Other	<u>10 million</u>	<u>4%</u>
	250 million	100%




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### U.S. Participant Volume by Meeting Type

Meeting Type	Participants	
Corporate / Business	107 million	52%
Conventions /	51 million	25%
Incentive	25 million	12%
Trade Show	8 million	4%
Other	13 million	7%
	205 million	100%




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### Meetings Participants by Place of Origin

Meeting Type	Local	Domestic	Int'l	Total
Corporate / Business	48 million	56 million	3 million	107 million
Conventions /	16 million	34 million	1 million	51 million
Conferences				
Trade Show	9 million	15 million	620,000	25 million
Incentive	2 million	6 million	204,000	8 million
Other	8 million	5 million	337,000	13 million
	83 million	117 million	5 million	205 million
	41%	57%	2%	100%




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### U.S. Meetings Direct Expenditures

Category	Events	
Participants	\$145 billion	55%
Production	88 billion	34%
Other	31 billion	12%
	\$263 billion	100%




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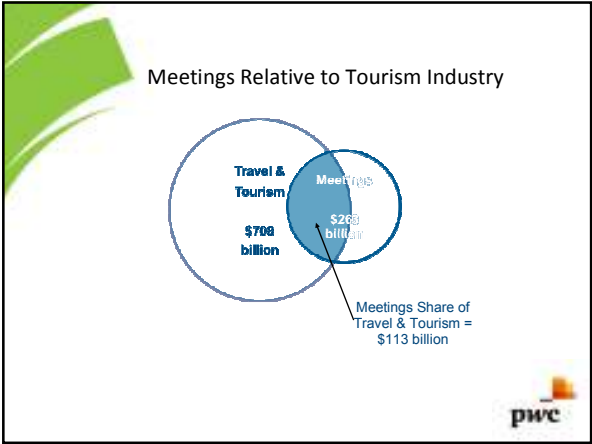
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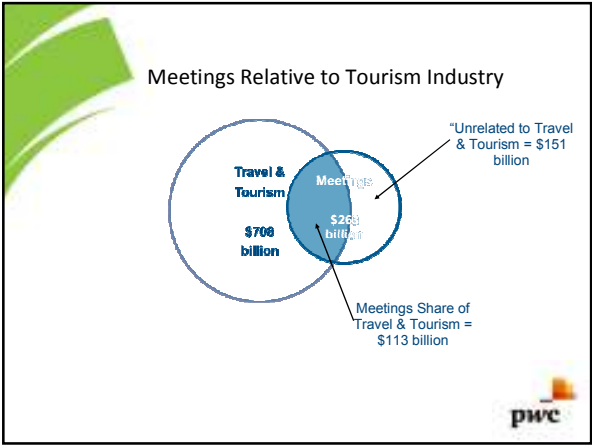
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### Meetings Direct Expenditures by Commodity

Commodities	Spending	Percent
<b>Travel &amp; Tourism</b>		
Accommodation	\$35 billion	13%
Food & Beverage	26 billion	10%
Air Transportation	18 billion	7%
Retail	7 billion	3%
Gasoline	7 billion	3%
Recreation/Entertainment	6 billion	2%
Car Rental	6 billion	2%
Other	8 billion	3%
<b>SUBTOTAL</b>	<b>\$113 billion</b>	<b>43%</b>
<b>Meetings &amp; Other</b>		
Planning & Production	\$109 billion	41%
Venue Rental	11 billion	4%
Other	31 billion	12%
<b>SUBTOTAL</b>	<b>\$151 billion</b>	<b>57%</b>
<b>Total Direct Spending</b>	<b>\$263 billion</b>	<b>100%</b>

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U.S. Meetings Economic Significance

Direct Economic Contribution:	
Industry Output	\$263 billion
Contribution to GDP	\$106 billion
Employment	1.7 million
Labor Income	\$60 billion




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U.S. Meetings Economic Significance

Total (Direct, Indirect, Induced) Economic Contribution:	
Industry Output	\$907 billion
Contribution to GDP	\$458 billion
Employment	6.3 million
Labor Income	\$271 billion




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U.S. Meetings Economic Significance

Direct Tax Revenue Generated:	
Federal	\$14.3 billion
State & Local	11.3 billion
Total	\$25.6 billion




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### U.S. Meetings Economic Significance

Total (Direct, Indirect, Induced) Tax Revenue Generated:	
Federal	\$63.9 billion
State & Local	45.9 billion
<b>Total</b>	<b>\$109.8 billion</b>




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### U.S. Meetings Economic Significance

Per Capita Direct Spending	
Conventions	\$1,430
Trade Shows	1,360
Incentive Meetings	1,620
Corporate Meetings	1,230
Other Meetings	850
<b>All Meetings</b>	<b>\$1,290</b>




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### Value Added to GDP: Meetings vs. Other U.S. Industries

Industry	Value Added to GDP	Full & Part-Time Jobs
Health care and social assistance	\$1.058 trillion	16.2 million
Broadcasting and telecommunications	356 billion	1.3 million
Food services and drinking places	277 billion	9.5 million
Legal services	219 billion	1.2 million
Computer systems design and related services	170 billion	1.4 million
Oil and gas extraction	142 billion	161,000
Manufacturing petroleum and coal products	120 billion	114,000
Truck transportation	113 billion	1.3 million
Accommodation	109 billion	1.8 million
<b>MEETINGS</b>	<b>106 billion</b>	<b>1.7 million</b>
Manufacturing motor vehicles, bodies & trailers and parts	78 billion	675,000
Information and data processing services	76 billion	309,000
Performing arts, spectator sports, museums	71 billion	545,000
Air transportation	62 billion	464,000
Motion picture and sound recording industries	60 billion	365,000
Amusements, gambling, and recreation industries	56 billion	1.4 million
Rail Transportation	31 billion	187,000

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## Next Steps

- *Economic Significance of Meetings at the State Level (relative to Gross State Product, etc.)*
- *Economic Significance of Meetings at the Local Level (e.g. Citywide or Convention Center meetings contribution to local economy)*
- *Economic Significance of Individual Events (Help Justify Destination Investments)*



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*Thank You*  
*robert.canton@us.pwc.com*  
*(813) 218-2917*



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