

The Economic Significance of Meetings to the U.S. Economy

DATA YEAR: 2012

MEETINGS MEAN ECONOMIC GROWTH

\$280.4

BILLION

IN DIRECT SPENDING IN 2012



225M

MEETING PARTICIPANTS

Face to face meetings move business forward by creating personal connections among people travelling near and far.

MEETINGS MEAN HANDSHAKES



57% DOMESTIC



40% LOCAL



3% INTERNATIONAL

MEETINGS MEAN JOBS



Meetings support more jobs than the computer, trucking or broadcast and telecommunications industries.

MEETINGS SECTOR IN RELATION TO TRAVEL/TOURISM

Travel & Tourism Meetings



15%
or \$130 billion of the \$865 billion of travel/tourism output in the U.S. is a result of meetings.

*Source: US Bureau of Economic Analysis

FULL & PART-TIME EMPLOYMENT (in millions)

MEETINGS	1.8
Computer systems design and related services	1.6
Truck transportation	1.4
Broadcasting and telecommunications	1.1
Legal services	1.1
Manufacturing motor vehicles, bodies and trailers, and parts	0.8

*Source: US Bureau of Economic Analysis

MEETINGS MEAN REVENUE

Hotel Room Nights Generated

275.2M

Total Room Nights

Top 3 Travel & Tourism Commodities

Accommodations	Food & Beverage	Air Transportation
\$39.3 B	\$29.8 B	\$23.8 B

MEETINGS MEAN KNOWLEDGE TRANSFER

Meetings provide a platform to educate, introduce new ideas and innovate to achieve results across every business sector. Of the 1.8M meetings held in the U.S. in 2012, the percentages of meetings by host type:

1.8

MILLION

Meetings were held in the U.S. in 2012



55% CORPORATE



24% NON-PROFIT*



17% ASSOCIATIONS + PROFESSIONAL SOCIETIES



4% GOVT - LOCAL, STATE + FEDERAL

*Foundations, Charities, Churches, Hospitals, Advocacy Groups

THE MEETINGS INDUSTRY: DIRECT IMPACTS 2012

	DIRECT SPENDING	EMPLOYMENT	PAYROLL	FEDERAL, STATE & LOCAL TAXES
	\$280.4 B	1.8 M	\$66.9 B	\$28.1 B
% INCREASE SINCE 2009	6.4%	8.3%	12.4%	9.6%

"Meeting" refers to a gathering of 10 or more participants for a minimum of four hours in a contracted venue.