

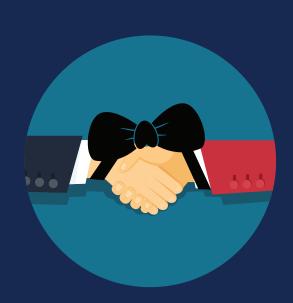
The summer season of conferences, conventions, business meetings, incentive travel, tradeshows and exhibitions is in full swing – and with it comes the positive impact to local businesses and economies. When meetings happen, economies grow, jobs are created and businesses achieve positive outcomes. Meetings and events help to build relationships, foster collaboration and facilitate deals and business success across industries.



Companies **depend on face-to-face meetings to win new customers**, close deals and develop high-performing talent.

Business travelers are **twice** as likely to convert prospects into customers with an in-person meeting than without one.





74% of frequent business travelers reported that in-person meetings with clients deliver a high impact on customer retention.

Business travel converts **every dollar spent into nearly \$10 in new revenue** for companies.



















Government travel contributes nearly \$33 billion to our economy and employs nearly 300,000 people.*

Nearly **445 million domestic** business trips were taken just last year.





In 2013, business travel added more than \$265 billion to the U.S. economy – employing 2.3 million Americans – provided \$42 billion in tax revenues, and generated \$67 billion in total payroll for the industry.**

Handshakes are good for business, our economy and communities.

Meetings Mean Business is a national communications and advocacy campaign to highlight the incredible value that business meetings, travel and events bring to the U.S. economy.

Learn more and download our app at MeetingsMeanBusiness.com



Source: Oxford Economics and U.S. Travel Association