

MEETINGS + CONVENTIONS + INCENTIVE TRAVEL | TRAVEL ECONOMY SERIES

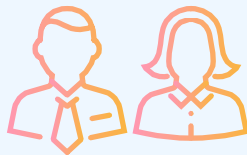
Meetings mean business!

It's not just the name of our sector's meetings and events advocacy organization – it's a statement that showcases just how important conventions, meetings, trade shows and other large-scale events are to the travel economy. Without the meetings segment of the travel sector, a lot of other important industries would not be able to grow, and with economic spinoffs in so many areas, it is vitally important to Canada.



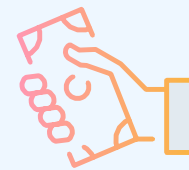
\$33.1 BILLION

The estimated contribution to the Canadian economy from the meetings sector in 2017¹



229,000

The number of people directly employed by business in the Canadian meetings industry²



4X THE SPENDING

Someone travelling for business and meetings will spend 4X more than the average leisure traveller

DID YOU KNOW?

Canada attracts meetings with a **purpose!** Business Events Canada attracts international conventions and corporate meetings that **leverage Canada's most important knowledge sectors**³. Growth in aerospace, advanced manufacturing, agriculture, cleantech, ICT, Life Sciences, and Natural Resources depends upon a strong travel economy.

GLOBAL MEETINGS INDUSTRY DAY



Global Meetings Industry Day (GMID) is becoming an **internationally recognized day of importance** celebrating the meetings industry and its support of the global economy. Now in over 41 countries, GMID was started right here in Canada – a testament to the strength and support of the meetings industry in our home and native land!

GMID 2019 is celebrated on April 4th.⁴

¹<https://insights.eventscouncil.org/Portals/0/OE-EIC%20Global%20Meetings%20Significance%20%28FINAL%29%202018-11-09-2018.pdf>

²ibid.
³<https://www.businesseventscanada.ca/economic-sectors>

⁴<https://www.meetingsmeanbusiness.ca/gmid>