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 sectors³. 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 it’s 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 2020 is celebrated on April 14th.⁴

¹https://insights.eventscouncil.org/Portal/2/CF/IC%20Global%20Meetings%20Significance%202018-Final%202018-09-20#p
²https://www.businesseventscanada.ca/economic-sectors
³https://www.meetingsmeanbusiness.org/gmid