

# 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.



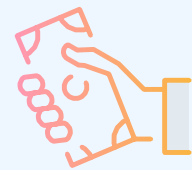
### \$33.1 BILLION

The estimated contribution to the Canadian economy from the meetings sector in 2017<sup>1</sup>



### 229,000

The number of people directly employed by business in the Canadian meetings industry<sup>2</sup>



### 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**<sup>3</sup>. 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 2020 is celebrated on April 14th.**<sup>4</sup>

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

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

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