



FOR IMMEDIATE RELEASE
April 4, 2019

Contact: **Jenny Waldmann**
202.778.1055
jwaldmann@apcoworldwide.com

MEETINGS MEAN BUSINESS ANNOUNCES RECORD PARTICIPATION IN GLOBAL MEETINGS INDUSTRY DAY 2019

GMID highlights the substantial impact of face-to-face meetings on businesses and the economy

Washington, D.C. – Today marks the fourth annual [Global Meetings Industry Day \(GMID\)](#), where leaders from across the meetings and events industry come together to showcase the substantial impact that conferences, conventions, incentive travel, trade shows and exhibitions have on businesses and the economy. More than 230 GMID events spanning 42 countries will take place on this international day of advocacy, an increase from 2018.

New research from [Oxford Economics](#) affirms that face-to-face meetings across 180 countries contributed \$1.5 trillion of GDP in 2017 – more than the economies of Australia, Spain, Mexico, Indonesia and Saudi Arabia. The research also shows that meetings support 25.9 million jobs worldwide.

To shine a light on these results and others, GMID brings together thousands of industry professionals and third-party allies to host rallies, educational panels, networking sessions and more.

“GMID provides a platform for us to come together with leaders in business, government and the media to demonstrate the significant impact our industry provides,” said Julie Coker Graham, president and CEO of Philadelphia Convention & Visitors Bureau and co-chair of MMBC.

GMID was created in 2016 to raise the profile of the meetings and events industry, and last year, involved meeting professional organizations, association chapters, corporations, destinations, elected officials and business leaders. In 2018, events were held throughout North America, Latin America, South America, Europe, Africa, Asia and Australia along with robust conversations online and over 54 million social media impressions. Several proclamations of support were issued by policymakers including Prime Minister Justin Trudeau, governors of Minnesota and Colorado, along with the mayors and city officials of Seattle, Denver, Philadelphia, Chicago, San Diego, Austin, Jacksonville, Las Vegas, Edmonton, Ottawa, Toronto, Halifax and Genk, Belgium. For those with a view of the Big Apple, the Empire State Building was illuminated in blue in honor of GMID for the third consecutive year.



“When leaders outside of our industry join us in acknowledging, promoting and protecting its value, everyone benefits,” said Trina Camacho-London, vice president of global group sales at Hyatt Hotels Corporation and MMBC co-chair. “This year, we’re seeing outside participation at record levels – through GMID proclamations, events and statements of support. We couldn’t be more thrilled with the outpouring of stats and stories shared online, in the media and among third-party validators and supporters.”

The list of registered GMID events taking place today is available [here](#).

Future GMID celebrations are set for April 2 in 2020, April 8 in 2021 and April 7 in 2022.

To learn more about GMID, click [here](#) for information and resources. Participate in the digital conversation by following [@MeetingsMeanBiz](#) on Twitter and using #GMID19. Watch the live-stream of events throughout the day [here](#), courtesy of our partners at MPI.

###

About Meetings Mean Business

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit www.MeetingsMeanBusiness.com.