

THE BIG WINNERS IN POLITICS

The 2016 presidential election is right around the corner – and with that, comes the Democratic and Republican National Conventions.

LOOKING BACK AT THE PAST DECADE AND THE SIX CONVENTIONS THAT TOOK PLACE, IT'S CLEAR THAT WHETHER DEMOCRAT OR REPUBLICAN, LOCAL HOST COMMUNITIES

ARE THE BIG WINNERS.



98% hotel occupancy rate during convention

1,427 FULL-TIME EQUIVALENT JOBS

\$163.6 MILLION TOTAL ECONOMIC IMPACT

CHARLOTTE, NC

35,000 visitors¹

1.4 million guests served at Tampa International Airport

92% HOTEL OCCUPANCY RATE; 60% INCREASE FROM PRIOR YEAR

\$404 MILLION TOTAL ECONOMIC IMPACT

TAMPA, FL

50,000 visitors²

2012

\$2.7 million in local tax revenues

\$180/NIGHT AVERAGE ROOM RATE, COMPARED TO \$151, AS A RESULT OF THE SURGE IN DEMAND

\$266.1 MILLION TOTAL ECONOMIC IMPACT

DENVER, CO

50,000 visitors³

2,800 jobs created and \$100 million in wages generated

90-95% HOTEL OCCUPANCY RATES—UP FROM 50-60% THE PREVIOUS YEAR

\$170 MILLION IN TOTAL ECONOMIC IMPACT

SAINT PAUL, MN

45,000 visitors⁴

2008

\$2 million in additional tax revenue for the City of Boston

95% HOTEL OCCUPANCY RATE—MORE THAN 50% INCREASE COMPARED TO THE WEEK AFTER THE CONVENTION

\$154.2 MILLION TOTAL ECONOMIC IMPACT

BOSTON, MA

35,000 visitors⁵

Nearly \$400/day spent on hotel rooms, dining, entertainment and shopping

\$98 MILLION IN GUEST SPENDING ALONE

\$212 MILLION TOTAL ECONOMIC IMPACT

NEW YORK CITY, NY

48,000 visitors⁶

2004

THESE CONVENTIONS UNDERSCORE THE INCREDIBLE VALUE AND IMPORTANCE OF BRINGING INDIVIDUALS TOGETHER, SHOWING HOW MEETINGS DRIVE GROWTH.

The political process is all about face-to-face meetings. From casting a vote in Congress to attending a national convention, our leaders know the critical role of in-person interactions when it comes to getting the job done.

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



www.MeetingsMeanBusiness.com/@MeetingsMeanBiz/Download our app.

Sources:
¹Tourism Economics, "Economic Impact of the 2012 Democratic National Convention in Charlotte, North Carolina"
²The 2012 Republican National Convention's Economic Impact on Tampa Bay
³2008 Democratic National Convention Impact Report
⁴2008 Republican National Convention Impact Report
⁵Economic and Fiscal Impact of the 2004 Democratic National Convention in Boston
⁶The Impact of the Republican National Convention on the New York City Economy