

# MEETINGS MEAN BUSINESS

## ECONOMIC IMPACT OF MEETINGS AND BUSINESS EVENTS

### WHY MEETINGS MATTER



**SPENDING**  
\$121.9 Billion



**PAYROLL**  
\$31.9 Billion



**JOBS**  
1 Million



**TAX RECEIPTS**  
\$19.9 Billion

### WHAT ARE MEETINGS AND EVENTS?

- Meetings and events include:

**Group Meetings** — group gatherings of associations, companies or professions;

**Conferences** — participatory meetings designed for discussion, fact-finding, problem solving and consultation; and

**Exhibitions** — events at which products and services are displayed and sold.

- Meetings and events are typically hosted by local hotels and convention centers.
- Meetings are a valuable tool for U.S. businesses — they drive business growth by fostering collaboration, idea-sharing, job creation and employee retention.
- Meetings and events take place in almost every congressional district in the country.

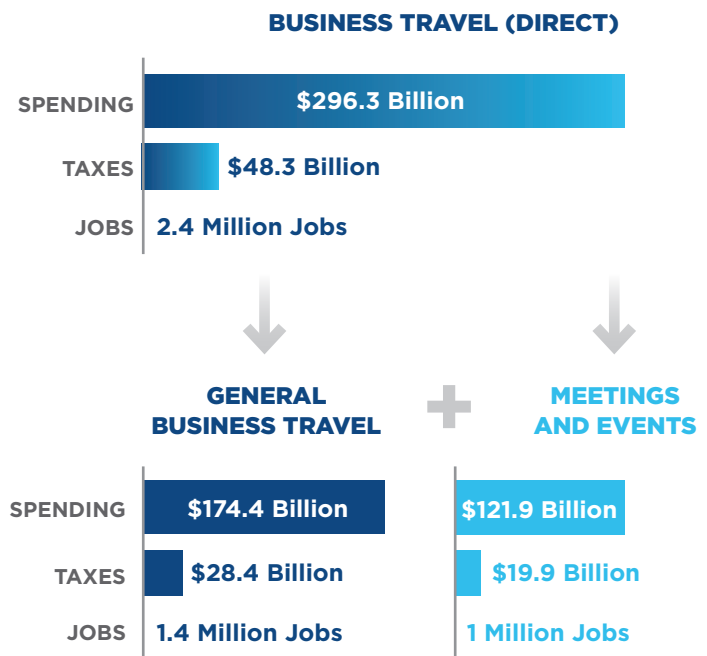
### MEETINGS ARE CRITICAL TO THE U.S. ECONOMY

One of the largest travel industry sectors accounting for:

- 12.9 percent of all travel spending
- \$121.9 billion in direct travel expenditures by meetings and events
- \$19.9 billion in tax revenue for local, state and federal governments generated by direct travel expenditures
- Four out of every 10 dollars spent on business travel in the U.S. can be attributed to meetings and events — proving its significant value to national, state and local economies.

One of the travel industry's largest employers, providing:

- 1 million travel-generated jobs
- \$31.9 billion in travel-generated payroll



2015 Data

\*Economic impact data for meetings, conferences and conventions includes trips of 50 miles or more one way from home or one or more nights in paid accommodations.

The Meetings Mean Business Coalition (MMBC) was created in 2009 by the U.S. Travel Association to showcase the incredible value that business meetings, travel and events bring to the U.S. economy. Its members span all facets of the face-to-face industry, which have come together behind a common goal: providing the resources, tools and information to show the real impact the industry has on businesses, economies and communities.

