Canadian Economic Impact Study
(CEIS) Update 2007-2008

Maritz Research

The Conference Board of Canada
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MPI Foundation Canada

Canadian Economic Impact Study
(CEIS) Update 2007-2008

Prepared for: Meeting Professionals International
Foundation Canada

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The Conference Board of Canada

For further information on the Canadian Economic Impact Study, please consult **www.mpiweb.org**

Foreword

The Meeting Professionals International Foundation (MPIF) was founded 25 years ago with a focused goal – to fund the vision of MPI. The MPI Foundation is committed to our mission: to fund research, thought-leadership and education in support of the strategic plan of MPI, advance the global meetings and events industry and enhance the effectiveness of meeting professionals.

On behalf of the MPIF Canadian Council, we are proud to release the 2007-2008 Canadian Economic Impact Update to the benchmark 2006 *Canadian Economic Impact Study* (CEIS). Released in Aug. 2008, it was the first research study ever to measure the contribution of meetings activity to the Canadian Economy. The MPI Foundation funded both the original study in 2006 as well as this update, continuing to demonstrate the value of this research on our industry.

Around the globe, countries and corporations are facing uncertain economic forecasts. By benchmarking the extensive economic contributions of our industry, we empower meeting professionals to make sound business decisions with the ability to reference a credible resource.

By benchmarking the extensive economic contributions of our industry, we empower meeting professionals

Canadian business meeting professionals need no longer struggle to demonstrate the value of their work as this validates the stability of our industry's economic contribution. We encourage professionals to share this critical, valuable data with business and government leaders in an effort to underscore the breadth of impact meetings have locally, nationally and globally.

On behalf of the MPIF Canadian Council, we wish to thank the sponsors whose generous contributions made this update a reality, the friends and colleagues in the Canadian industries whose detailed survey responses gave it substance, the consultants whose work brought it to life and the colleagues at MPI headquarters whose support made it possible. Thank you for your generous support of the MPI Foundation.

Joe Nishi, Chair
MPI Foundation, Canadian Council

Margaret Moynihan, CMP, Chairwoman
MPI Foundation Global Board of Trustees

Paula Hughes, Executive Director
MPI Foundation

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Executive Summary

The Meeting Professionals International Foundation Canada (MPIFC) Canadian Economic Impact Study (CEIS) Update 2007-2008 report is built on the ground-breaking CEIS benchmark study.

The CEIS reported on Meetings Activity and the Economic Contribution led by the Meetings Sector, for the base-year 2006.

The CEIS results were achieved through a combination of an ambitious data collection plan and economic analysis; utilizing first-of-its-kind survey research specifically tailored to capture meetings activity data from both the "demand-side" constituencies (delegates, exhibitors, and speakers) and the industry "supply-side" (meeting organizers and venue managers), and economic modeling that framed the results in a unique Accounting Framework – one based on how tourism data is officially reported: the Tourism Satellite Account. The economic contribution analysis revealed the direct contribution, and the indirect and induced impacts on the Canadian economy.

The CEIS Update 2007-2008 report was made possible by utilizing linkages between economic data, official tourism statistics, and the benchmark CEIS (2006) results (both the Accounting Framework and the economic modeling established in that Study); and to do so without the necessity of undertaking new survey research.

The picture of the economic contribution of Meetings Activity in Canada is a changing one: the Update extends the figures reported in the CEIS across a three year period. This period initially saw growth, followed by contraction, in both the activity levels and expenditures.

the Update extends the figures reported in the CEIS across a three year period.

MEETINGS ACTIVITIES	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
All Meetings	671,500	697,400	3.9%	673,400	-3.4%
Total Participants	70,255,500	71,732,800	2.1%	69,749,600	-2.8%
by Origin					
Local	40,360,900	41,625,100	3.1%	40,696,400	-2.2%
Other Intra-Province	16,574,000	17,036,000	2.8%	16,278,800	-4.4%
Other Canada	10,882,100	10,778,900	-0.9%	10,595,500	-1.7%
International	2,438,500	2,292,800	-6.0%	2,178,900	-5.0%
Total Expenditures	**$ 23,264,754,000**	**$ 23,839,782,800**	**2.5%**	**$ 23,827,643,100**	**-0.1%**

There were exceptions to the general trend of growth in 2007 – during this period the number of delegates traveling the greatest distance declined.

Of note, in the details behind these overall figures, is that only Consumer Shows, of all meetings types, showed a decline in 2007 (-1.5%). The largest percentage decline in meetings by type for 2008 was found in Incentive Meetings (-6.5%) as was the greatest decline in the dollars spent, by meeting type, during this period (-4.3% for a decline of over $103 million).

The resultant effect on the economic contribution generally followed the year-over-year pattern seen in activity levels, with the notable difference that employment contributions were in decline in 2007 – for most industries supported by Meetings Activity. In 2008 the decreases in Meetings activity lead to an accelerated loss of employment, tax revenue and contribution to the Gross Domestic Product.

The main Economic Contribution figures shown below reveal that changes in the direct contribution were mirrored by the indirect and induced impacts. The bottom-line of the Canadian economy is clearly affected by Meetings Activity.

TOTAL GDP ($ MILLIONS) GENERATED	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Direct Effects	$11,281	$11,469	1.7%	$11,330	-1.2%
Indirect Effects	$12,851	$13,066	1.7%	$12,908	-1.2%
Induced Effects	$ 9,563	$ 9,722	1.7%	$ 9,605	-1.2%
TOTAL	**$33,695**	**$34,257**	**1.7%**	**$33,843**	**-1.2%**
TOTAL EMPLOYMENT (THOUSANDS OF FULL-YEAR JOBS)	**BASE YEAR**	**2007**	**GROWTH: 2006 TO 2007**	**2008**	**GROWTH: 2007 TO 2008**
Direct Effects	235.5	231.7	-1.6%	222.9	-3.8%
Indirect Effects	195.8	192.7	-1.6%	185.4	-3.8%
Induced Effects	152.2	149.7	-1.6%	144	-3.8%
TOTAL	**583.5**	**574.1**	**-1.6%**	**552.3**	**-3.8%**
TOTAL EFFECTS ON TAXES ($ MILLIONS)	**BASE YEAR**	**2007**	**GROWTH: 2006 TO 2007**	**2008**	**GROWTH: 2007 TO 2008**
Direct Effects	5,685	5,703	0.3%	5,482	-3.9%
Indirect Effects	4,769	4,817	1.0%	4,698	-2.5%
Induced Effects	4,120	4,148	0.7%	4,017	-3.2%
TOTAL	**14,574**	**14,668**	**0.6%**	**14,196**	**-3.2%**
INDUSTRY OUTPUT ($ MILLIONS)	**BASE YEAR**	**2007**	**GROWTH: 2006 TO 2007**	**2008**	**GROWTH: 2007 TO 2008**
Direct Effects	$32,183	$32,548	1.1%	$32,077	-1.4%
Indirect Effects	$20,208	$20,545	1.7%	$20,297	-1.2%
Induced Effects	$18,697	$19,009	1.7%	$18,779	-1.2%
TOTAL	**$71,088**	**$72,101**	**1.4%**	**$71,153**	**-1.3%**

Indirect effects are the first "spin-off" – representing re-spending of the initial round of Meetings Activity dollars entering the economy (these speak to expenditures in the supply chain). Induced effects are those caused by spending outside of supporting Meetings Activity – they represent consumer spending made possible by wages and salaries of those benefiting from Meetings Activity.

A cascade effect felt across the economy was the result of declines led by the meetings and tourism industries in terms of employment – while 3,800 jobs (-1.6%) were directly lost in 2007 the total effect (direct, indirect and induced impacts combined) on the economy was the loss of 9,400 full-time equivalent jobs.

While changes, increases and decreases, were seen over the three-year period the overall picture shows that Meetings Activity and its Economic Contribution to the Canadian economy have been stable over the years 2006-2008: slight declines occurred in the number of participants at meetings, tax revenue, and more significantly in employment, however increases in participant spending, number of meetings held, GDP contributions and total Industry Output also occurred.

the overall picture shows that Meetings Activity and its Economic Contribution to the Canadian economy have been stable over the years 2006-2008

The Update Report

1.0 Introduction

1.1 The Canadian Economic Impact Study (CEIS)

The origins of the study

A principal promise made in the 2005-2006 capital campaign which led to the launch of Meeting Professionals International Foundation Canada (MPIFC), was the execution of the first ever "economic impact study" to measure the Meetings Sector in Canada – the release of the Canadian Economic Impact Study (CEIS) results in 2008 marked the fulfillment of that promise, and more.

The evolution of the proposed study from a simple estimate of the economic impact of meetings in Canada into a world-class study, finding its results and methodology being discussed at the United Nations World Tourism Organization's (UNWTO) 5th International Conference on Tourism Statistics in 2009, is an interesting one to follow.

Foundations of the approach

A number of independent national initiatives exploring the economic importance of Meetings Activity had surfaced in the years leading up to the MPIFC undertaking. Additionally a Global Meetings Initiative (GMI) came together to work with the UNWTO to produce first a report on how best to measure the Meetings Sector (2006) and later to issue three sets of guidelines for a "Pilot Countries" project (2008).

The MPIFC undertaking had the benefit of being informed by the 2006 UNWTO report. What was to become the CEIS would not merely report on the economic impact of Meetings Activity in Canada, but would build on the approach suggested by the UNWTO report and frame all analysis in an Accounting Framework that addressed the recommended "official" way that meetings could be reported on by governments: as an extension to the Tourism Satellite Account (TSA).

An average "demand-side" (expenditures) only economic impact model report was not what MPIFC would end up commissioning.

The CEIS in brief

The CEIS reported on Meetings Activity and the Economic Contribution lead by the meetings sector, for the base-year 2006.

The CEIS results were achieved through a combination of an ambitious data collection plan and economic analysis; utilizing first-of-its-kind survey research specifically tailored to capture meetings activity data from both the "demand-side" constituencies (delegates, exhibitors, and speakers) and the industry "supply-side" (meeting organizers and venue managers), and economic modeling that framed the results in a unique accounting framework – one based on how tourism data is officially reported (the TSA). The economic contribution analysis revealed the direct contributions and the indirect and induced impacts on the Canadian economy.

The CEIS results were achieved through a combination of an ambitious data collection plan and economic analysis

Significance of the study

The CEIS moved beyond measuring just business travelers' participation and expenditures at meetings, and looked at local demand for meetings activity. The CEIS was the first study to measure the "supply-side" of meetings activities – the industries themselves that organized meetings and provided the venue space for them. It was the first study to use the UNWTO definition of a "meeting" and create broad categories to effectively classify every type of possible meeting into six reasonable groups. It was the first study to isolate the benefits received by tourism industries due to meetings occurring.

In short the CEIS created a model of what was at the heart of the UNWTO recommended approach: a Meetings Extension of the Tourism Satellite Account.

The significance of this is still being felt: at the time of the writing of this report the Mexican Tourism Secretariat is reviewing the CEIS and considering the value to the Government of Mexico in conducting a similar study. Also a coalition "Task Force" of the Convention Industry Council in the United States has released an RFP for a similar study for the U.S., stressing the importance of the UNWTO approach and mentioning, as an example, the CEIS "a ground-breaking economic contribution study".

the CEIS created a model of what was at the heart of the UNWTO approach: a Meetings Extension of the Tourism Satellite Account.

Towards the Update

The wealth of information reported on in the CEIS, for the base-year 2006, included Meetings Activity by venue type, participant type, meeting type, participant origin (tourist and non-tourist) – with all these cross-referenced. The Economic Contribution reported in a manner allowing for comparisons to other industries on the measures: employment, tax revenue, and GDP contributions to the Canadian economy.

As early as late 2008 discussions on how to continue the "life" of the study, through an updating of the results began. As the CEIS was built with linkages to official economic and tourism statistical data the theory was that estimates for years subsequent to the base year could occur, as the official statistics were updated themselves.

With an update methodological approach in place, and the will on the part of MPIFC to build on their benchmark study, the following CEIS Update 2007-2008 report was possible.

1.2 Objectives

Updating the CEIS figures

The primary goal of the MPIFC CEIS Update project itself is to provide an aggregate update to the economic contribution component contained in the 2006 report. Additionally, the project is to provide estimates of Meetings Activity levels and participation figures for 2007 and 2008.

Making use of CEIS linkages

A further objective of this undertaking is to realize these goals through utilizing linkages between economic data, official tourism statistics, and the benchmark CEIS (2006) results (both the Accounting Framework and the economic modeling established in that Study); and to do so without the necessity of undertaking new survey research.

Furthering long-term goals

The broadest possible objective of the MPIFC CEIS Update project is to further facilitate the long-term strategic objective of the CEIS: the recognition of the Canadian Meeting Sector as leading a distinct and credible economic activity. The CEIS revealed that an important economic activity was currently not being officially reported – the Update is to extend the CEIS reported significance of Meetings Activity to the Canadian economy across a three year period.

With this strategic objective in mind, the final results of the CEIS, as well as the results of this Update project, can only mark a beginning to the process of obtaining official recognition through the evolution of government collected and reported statistical data.

1.3 Structure and Use of the Report

New data tables

The CEIS Update (2007-2008) report is based on a wealth of data, presented in tabular form, stemming from the economic modeling of the 2006 CEIS base year. The tabular data represents the base year figures and the modeled 2007 and 2008 estimates, also showing the growth (positive or negative) between the years under consideration (i.e. between 2006 and 2007, and between 2007 and 2008).

The original data tables in the CEIS final report, “The Economic Contribution of Meetings Activity in Canada”, compressed the already sizable amount of information into compound tables; data in a single table often contained multiple perspectives: type of meeting, type of venue, type of participant etc. For the Update the compound tables structure had to be broken into smaller reporting blocks – adding two years worth of data, and the growth figures, for every element would have made the tables unmanageable. This results in considerably more data tables being presented in the Update than in the original report – while essentially reporting on the same activity and contribution figures.

The key results of the Update are reported on the aggregate level – totals for meetings, all participants, and all venues type (it is noted in the key results where detailed breakouts differed from the overall picture). All detailed breakouts of the Update findings are presented in tabular form in Appendix three.

Layout of the report

The report is comprised of four sections:

1) Introduction (covering the background of the CEIS and the structure and use of the report)

2) Methodology (covering how the Update estimates were prepared from the CEIS)

3) Key Results (covering Meetings Activity and Economic Contribution figures)

4) Conclusion (covering the significance of the results)

Making use of the report

The Update report... is based on the CEIS methodology and results

The Update report, while written as a stand-alone document, is based on the CEIS methodology and results and makes reference to various portions of the CEIS report.

For ease of reference the calendar year described as the period between 2006 and 2007 will be referred to as “2007” and the period between 2007 and 2008 will be referred to as “2008”.

The Update report uses terminology from the Tourism Sector, the Meetings Sector, and the fields of applied research and economics.

The terminology of the Meetings Sector and definitions for the Update are those set in the CEIS.

The economic accounting terminology used in the Update (as in the CEIS) cover: “activity”, “industries”, “commodities”, and “Sectors”. In short: commodities (goods and services) are produced by industries, which are grouped together into Sectors, and which meet demand for an activity. Therefore, the activity of tourism results in tourists consuming goods and services provided by tourism industries, which make up the Tourism Sector.

A glossary of economic terminology is provided in Appendix One. Additionally the definitions set for the CEIS are included in Appendix Two.

2.0 Methodology

2.1 Methodological Overview

One essential objective of the benchmark Canadian Economic Impact Study (CEIS) was to provide a credible estimate of the Economic Contribution that Meetings Activity has on the Canadian economy. Another important objective of the CEIS was to ensure that the approach used would apply concepts and definitions that are comparable, wherever possible, to those used in the Canadian Tourism Satellite Account (CTSA).

In this respect, the objectives of the CEIS Update (2007-2008) were consistent with those of the benchmark study. The challenge, of course, was to perform an updated analysis without the benefit of new primary survey data that replicated the scope and detail of the CEIS. Fortunately, the wealth of primary data collected in the benchmark study allowed for the creation of meeting specific relationships (linkages) based on a variety of economic related metrics.

The ability to use those relationships was critical in our ability to estimate Meetings Activity and meetings related expenditures in Canada for 2007 and 2008. Another task in completing the CEIS Update (2007-2008) project was to update the Economic Contribution framework (economic model) used. Section 2.2 Economic Analysis discusses the methodology used to update the Economic Contribution framework while Section 2.3 The Updating Process discusses the process used to update Meeting Activity and associated meeting related spending.

2.2 Economic Analysis

The Economic Contribution framework that was used in the CEIS Update (2007-2008) makes extensive use of the input-output based model developed to assess the Economic Contribution of Meetings Activity in the benchmark study. That input-output based model was built using Statistics Canada's most detailed input-output tables at the national level. In addition, the process of calculating taxes associated with meetings activity in the CEIS was heavily influenced by the approach and concepts used by Statistics Canada to report the Government Revenues Attributable to Tourism. (For a more technical description regarding the input-output model construction please refer to Appendix 4 — Economic Impact Model Details - in the CEIS final report: "The Economic Contribution of Meetings Activity in Canada".)

{ the CEIS model was built using Statistics Canada's most detailed input-output tables

2.2.1 Linkages

There were two distinct sets of linkages established from the CEIS that were used in the update process. One set of linkages involved establishing the degree to which the overall supply of tourism goods and services were dependent upon Meetings Activity. Initial ratios were developed from the benchmark study by dividing the estimated meetings demand on tourism goods and services by the total supply of tourism commodities, as reported by Statistics Canada's National Tourism Indicators (NTI).

The objective of establishing these ratios was to be able to update meetings activity when new supply estimates from the National Tourism Indicators (NTI) were published. By maintaining the fixed relationships, a partial estimate of Meetings Activity in 2007 and 2008 could be generated based on the aggregate performance of the tourism sector.

To refine the analysis and to challenge the notion that Meetings Activity would follow the performance of the tourism sector, we utilized meetings specific linkages established from the CEIS involving the propensity of various industry segments to organize and send delegates to various meeting types, based on the prevailing economic environment.

Specifically, the benchmark study provided us with the propensity that corporate, government, association and non-for-profit organizations hosted and attended each of the six meeting types relative to their respective employment levels, value-added output (GDP), profits, revenues and overall expenditures.

Where secondary data existed, such as tourism activity surveys pertaining to attending certain types of meetings, we made it a point to integrate this data directly. Where secondary data did not exist, our analysis incorporated the meeting specific linkages tied to economic factors. For instance, the real estate industry was found to have one of the highest propensities to host incentive meetings (relative to a range of economic factors including employment, profits, etc.). In 2008, the economic performance of the real estate industry declined, particularly overall profits. The economic linkages developed from our benchmark study suggested that the number of delegates attending incentive meetings for real estate would decline.

2.2.2 Multipliers and Input-Output Tables

Updates were performed on the input-output model that was developed in the CEIS to address the 2007 and 2008 economic contribution analysis. Specifically, effective tax rates embedded in the model were adjusted to account for notable rate changes, by category of tax. One the most significant changes noted was to adjust the effective federal sales tax rate to account for the lowering of the GST from 7 per cent to 5 per cent. In addition, changes in average wages and labour productivity were integrated into the employment multipliers used by the model to ensure employment calculations incorporated the latest data available.

Further, all spending associated with Meetings Activity were deflated into 2004 dollars to account for any changes in relative prices (2004 being the Input-Output tables base year). Once the “impacts” were generated from the model, industry outputs from 2004 dollars were converted to either 2007 or 2008 dollars, depending on the year of analysis, using corresponding implicit price indices by industry. The specific deflators and price indices used for deflating commodities and inflating industry outputs are outlined in Appendix 4 —Economic Impact Model Details - in the CEIS final report: “The Economic Contribution of Meetings Activity in Canada”.

2.3 The Updating Process

The updating process relied on tapping into as many of the available reference points that exist from secondary sources together with the specific meeting related linkages developed from the benchmark study.

Of course, as was found in conducting the CEIS, there are very few available sources that align specifically with the UNWTO definition of meeting. Still, estimates were produced based on reference points deemed to be satisfactory proxies to various meeting related components comprising the UNWTO definition of meeting. In particular, with the overlap of Meetings Activity and tourism understood, the update process was able to incorporate the rate by which tourism activity and tourism spending on meeting related trips changed as a proxy. In particular, Statistics Canada’s Travel Survey of Residents of Canada produces estimates of intra and inter-provincial travel for specific meeting trip purposes (conference, convention and other non-routine business travel). Custom tabulations of Statistics Canada’s International Travel Survey provided similar reference points pertaining to international travel volume and spending associated with specific meeting trip purposes (meetings, convention, conferences, trade shows, seminars and other work).

The non-tourism related activity associated with meetings was estimated using specific Meetings Activity linkages developed from the CEIS. For instance, the number of locals that were estimated to attend business meetings was based on the propensity of various industry segments to send delegates to meetings adjusted to reflect the degree to which business conditions for the various

The non-tourism related activity... was estimated using specific Meetings Activity linkages developed from the CEIS.

industry segments changed between 2006 and 2008. A multivariate approach was established that considered the interaction between business conditions and meeting attendance so that activity was not solely influenced by any one factor. Ultimately, the multivariate approach identified that local attendance at business related meetings was based on a collective measure of performance including industry employment, profits, revenues, expenses and value-added output (GDP).

Government, association and not-for-profit local attendance was based on aggregate performance of the overall economy rather than specific industry segments. This was necessary as many of the performance metrics were not available for these segments. For non-business meetings, local attendance projections were based on the degree to which discretionary spending changed, including spending on recreation and entertainment.

The corresponding average expenditures associated with local activity at meetings were established based on the CEIS and adjusted based on specific price indicators. For instance, average spending in restaurants was adjusted by applying annual price deflators obtained from Statistics Canada's National Tourism Indicators for food and beverage services.

Changes in exhibitor related spending were based on changes in the level of activity by meeting type and adjusted based on price changes in exhibitor related spending commodities. Without additional primary data, a fixed relationship was assumed between the presence of exhibitors (booths) and the level of delegates, by meeting type and venue. Similarly, the volume of speakers at meetings was assumed to remain fixed with respect to the level of delegates, by meeting type and venue.

changes in the average conference/ registration fee paid were based on... Statistics Canada's National Tourism Indicators for convention fees.

The change in the number of meetings delegates, exhibitors and, potentially speakers paying registration fees were based on the corresponding change in participant attendance for each meeting type and type of venue. Meanwhile, changes in the average conference/registration fee paid were based on annual price deflators obtained in Statistics Canada's National Tourism Indicators for convention fees.

The expenses associated with meeting organization were generated based on ratios created from the benchmark study that show category expenses on a per participant basis, by type of meeting. These "per capita" meeting organization expense ratios were used to estimate the total meeting organization expenses associated with the volume of meeting participants in 2007 and 2008. In addition, expenditures by category were further adjusted to reflect price changes for each of the categories based on price indices deemed to closely align with those categories. A further adjustment was made to meeting organization expenses to reflect potential budget constraints facing meeting organizers in 2007 and 2008. This adjustment was based on the annual meetings and incentive travel survey data collected by, and reported in, Rogers Publishing Ltd.'s *Meetings & Incentive Travel* Magazine.

3.0 Key Update Results

The presentation of the key CEIS Update 2007-2008 results mirror the 2006 base-year report and are broken into two groups: Meetings Activity figures (the "who, what, where, and how much?") and the Economic Contribution (the placing of expenditures on meetings into the wider economic context of contributions to employment, tax revenue and the Gross Domestic Product (GDP)).

3.1 Meetings Activity in Canada 2007-2008

The measured activity reported on in the CEIS came from survey research specifically tailored to capture Meetings Activity data for the study. Research for both the "demand-side" constituencies (delegates, exhibitors, and speakers) and the industry "supply-side" (meeting organizers and venue managers) was undertaken.

The following Update 2007-2008 figures are estimates based on the 2006 benchmark figures from the CEIS.

Generally speaking both Meetings Activity levels and their associated expenditures increased in 2007, however by the end of 2008 they had receded to near 2006 levels.

(Note: all figures below are rounded.)

Meetings Activity levels... increased in 2007, however by the end of 2008 they had receded to near 2006 levels.

3.1.1 Meetings by Type and Venue

In 2007 the number of meetings occurring in Canada increased by nearly 4% - with the largest increase found in Incentive Meetings (5.1%), with one exception to the trend: negative growth being seen in Consumers Shows (- 3.0%).

The decrease in the number of meetings occurring in 2008 was close to the increase in the previous period – nearly a 4% decrease. As in 2007, Incentive meetings lead the activity. Here Incentive Meetings decreased the most (- 6.5%) while Consumer Shows, again going against the trend, showed virtually no change (0.0%).

Table 1

All Meeting Types

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences/ Conventions/ Congresses	126,200	127,800	1.3%	124,400	-2.7%
Consumer Shows/ Consumer Exhibitions	6,600	6,400	-3.0%	6,400	0.0%
Trade Shows/ Business Exhibitions	11,000	11,200	1.8%	11,000	-1.8%
Incentive Meetings	11,700	12,300	5.1%	11,500	-6.5%
Other Business Meetings	391,500	410,500	4.9%	395,600	-3.6%
Other Meetings	123,900	128,600	3.8%	123,000	-4.4%
Total	**670,900**	**696,800**	**3.9%**	**671,900**	**-3.6%**

The increase in meetings activity in 2007 was most noticeable in "other" venues (4.5%), and least noticeable in Purpose Built facilities (3.3%).

The decrease in the number of meetings in Canada in 2008 was more uniformly felt across the various types of venues, with all decreases falling between - 3.4% and - 3.8%.

Table 2

Total Meetings by Venue Type

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Purpose Built	24,000	24,800	3.3%	23,900	-3.6%
Hotels/Resort	476,900	495,300	3.9%	478,000	-3.5%
Special Event	147,600	153,300	3.9%	147,400	-3.8%
Other	22,400	23,400	4.5%	22,600	-3.4%
Total	**670,900**	**696,800**	**3.9%**	**671,900**	**-3.6%**

Of note is that most of the fluctuation in the number of meetings occurring, by venue type, over the entire three year period, was found outside of Purpose Built venues.

(For the detailed break out of meetings by venue type please see: Appendix 3, Tables: 21-24)

3.1.2 Participants by Meeting Type, Origin and Venue

The distribution of Participants (Delegates, Exhibitors, and Speakers) by meeting types remained consistent across the three years of data – with one exception. While Conferences/Conventions/Congresses remained in the first position, attracting the largest share (over 32% of all Participants) for all three years, the second position fluctuated between the years. The reported decline in the number of Consumer Shows taking place in 2007 reflects the lower attendance at these types of meetings. For both 2007 and 2008 "Other Business Meetings" moved into second place for the number of total Participants attending.

In the across the board decrease of Participants at meetings seen in 2008 the largest single percentage decrease was in Incentive Meetings (- 6.1%) with nearly 270,000 fewer Participants to this type of meeting, then in the year before.

Overall the number of Delegates attending meetings in 2007 increased, and this was seen across all venues, and as seen in other areas this positive growth was off-set in 2008 by a comparable decrease.

Of interest is that there was a change in the type of Delegates attending meetings in 2007. Considering the percentages, fewer international and domestic (from outside their home Province) and more local and home-Province Delegates attended meetings in 2007. Most significantly: there was a 6% decrease in international Delegates attending meetings in Canada in 2007 – an otherwise positive growth year. In real numbers this represents near 150,000 fewer international Delegates over the 2006 numbers.

there was a 6% decrease in international Delegates attending meetings in Canada in 2007

Table 3

Number of Delegates by Venue Type and Place of Origin (All Meetings)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Delegates	66,514,400	67,916,900	2.1%	66,039,400	-2.8%
by Venue					
Purpose Built	30,087,800	30,410,600	1.1%	29,831,800	-1.9%
Hotels/Resorts	30,395,500	31,252,400	2.8%	30,197,300	-3.4%
Special Events	4,709,300	4,890,500	3.8%	4,703,000	-3.8%
Other	1,311,100	1,363,300	4.0%	1,307,000	-4.1%
by Origin					
Local	37,242,800	38,438,900	3.2%	37,598,000	-2.2%
Other Intra-Province	16,088,400	16,541,000	2.8%	15,799,400	-4.5%
Other Canada	10,771,700	10,669,100	-1.0%	10,487,200	-1.7%
International	2,411,400	2,267,500	-6.0%	2,154,500	-5.0%

The noticeable decrease in Delegates from outside the home-Province of a meeting, starting in 2007, was generally also seen to be mirrored in a decrease of Exhibitors and Speakers of international or other-Canada origin. Overall total Participants from these areas decreased in 2007, again most noticeably in the international component. The decrease in total Participants across the board in 2008 was again led by fewer international Participants attending than the year before (- 5%). The decline in intra-Province attendees, while being a smaller percentage of that group (- 4.4%), represented a greater decline in real numbers: nearly 760,000 fewer travelers from within the Province attended a meeting. By the same "real number" measure, in 2008, the decline in local attendees was the greatest: nearly 930,000 fewer than the year before.

The decrease across the board in 2008 was again led by fewer international Participants

Table 4

Total Participants by Place of Origin

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Participants	70,255,500	71,732,700	2.1%	69,749,700	-2.8%
by Origin					
Local	40,360,900	41,625,200	3.1%	40,696,400	-2.2%
Other Intra-Province	16,574,000	17,035,900	2.8%	16,278,800	-4.4%
Other Canada	10,882,100	10,778,900	-0.9%	10,595,500	-1.7%
International	2,438,500	2,292,800	-6.0%	2,179,000	-5.0%

(For the detailed break out of Participants attendance by meeting type, venue and origin please see: Appendix 3, Tables: 25-30 for Delegates; Tables: 31-36 for Exhibitors; Tables: 37-43 for Speakers; Tables: 44-49 for all Participants.)

3.1.3 Participant Expenditures

One area of reporting that goes against the general trend seen with Meetings Activity over the three-year period of 2006-2008 is found in looking at the spending by Participants. On average individuals attending meetings actually spent more in 2008 than 2007, while in other areas of activity 2008 was a year of negative growth. Further going against the general trend, 2007 was mostly a year of growth – but the growth in average spending was slight, and even contained a very slight decline in spending in the Conferences/Conventions/Congresses meeting type.

individuals attending meetings actually spent more in 2008 than 2007

Table 5

Average Total of All Delegate Spending by Type of Meeting

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$341	$340	-0.3%	$351	3.2%
Consumer	$346	$351	1.4%	$359	2.3%
Trade	$742	$744	0.3%	$765	2.8%
Incentive	$555	$557	0.4%	$568	2.0%
Other Business	$212	$215	1.4%	$220	2.3%
Other Meetings	$154	$157	1.9%	$161	2.5%

(For the detailed break out of average expenditures for Delegates by their origin and meeting type please see: Appendix 3, Tables: 50-53)

Moving beyond averaged spending figures to the total dollars spent at meetings another interesting picture is presented. The differences in the growth rates are heavily dependent on the meeting type. The main types of larger meetings saw only small growth in 2007, while traditionally smaller meeting types generated a much greater percentage increase over the 2006 base year. This was somewhat reversed in 2008. While the larger meetings continued to show Participant expenditures grow incrementally as they had in 2007, for the smaller meeting types the more sizable growth in expenditures of 2007 were replaced by decreases in 2008.

The differences in the growth rates are heavily dependent on the meeting type.

Table 6

Total Expenditures by All Participants by Meeting Types

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$ 7,577,871,000	$ 7,662,066,000	1.1%	$ 7,712,505,000	0.7%
Consumer	$ 6,030,457,000	$ 6,086,552,000	0.9%	$ 6,181,126,000	1.6%
Trade	$ 2,876,467,000	$ 2,903,926,000	1.0%	$ 2,920,932,000	0.6%
Incentive	$ 2,273,660,000	$ 2,401,041,000	5.6%	$ 2,297,847,000	-4.3%
Other Business	$ 3,266,131,000	$ 3,476,557,000	6.4%	$ 3,428,287,000	-1.4%
Other Meetings	$ 1,240,171,000	$ 1,309,640,000	5.6%	$ 1,286,946,000	-1.7%
All Meeting Types	$23,264,757,000	$23,839,783,000	2.5%	$23,827,643,000	-0.1%

(For the detailed break out of total expenditures by Participant types (Delegates, Exhibitors, Speakers) by meeting type see: Appendix 3, Tables 54-56.)

(For the detailed break out of total expenditures by products/services purchased by Participant type and by meeting type see: Appendix 3, Tables 57-83.)

3.1.4 Expenditures Associated with Meeting Organization

The top ten expenditure categories, and their rank, associated with meeting organization did not change over the three-year period 2006-2008. Food and Beverage expenditures remained in the number one spot, at nearly 3 billion dollars for each year, representing nearly a quarter of all expenditures made for meeting organization. Fees charged by meeting organizers remained in the second position at nearly 2 billion dollars a year, and the amount spent on the combination of "Equipment/technical costs" and "Audio visual and staging" remained consistently at the 1.5 billion dollars a year level.

Table 7

Expenditures Associated with Meeting Organization (Top Ten categories)

TOP 10	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Food and Beverage	$ 2,935,629,000	$ 2,952,365,000	0.6%	$ 2,839,533,000	-3.8%
Meeting Planner fee income/management fees from clients	$ 1,942,845,000	$ 1,956,914,000	0.7%	$ 1,868,824,000	-4.5%
Equipment / production / technical costs	$ 959,301,000	$ 962,286,000	0.3%	$ 930,053,000	-3.3%
Other	$ 820,098,000	$ 825,315,000	0.6%	$ 791,286,000	-4.1%
Venue hire	$ 753,063,000	$ 754,269,000	0.2%	$ 730,120,000	-3.2%
Audio visual and staging	$ 644,259,000	$ 646,000,000	0.3%	$ 623,434,000	-3.5%
Administration	$ 629,436,000	$ 627,408,000	-0.3%	$ 611,805,000	-2.5%
Décor	$ 430,145,000	$ 426,653,000	-0.8%	$ 418,972,000	-1.8%
Keynote speaker and other sponsored attendees	$ 391,043,000	$ 391,234,000	0.0%	$ 379,626,000	-3.0%
Accommodation (organization purposes only - non-delegate)	$ 368,546,000	$ 370,542,000	0.5%	$ 356,877,000	-3.7%
Sub Total	$ 9,874,365,000	$ 9,912,986,000	0.4%	$ 9,550,530,000	-3.7%

Following the general trend seen in the Meetings Activity reporting for 2006-2008 total meeting organization expenditures increased in 2007, and decreased in 2008 – with a noticeable net overall decline for the full three-year period. This was caused by the fact that while total expenditures had increased in 2007, they did so to a lesser degree than seen in other measures of activity levels, and in some specific categories decreases in spending were seen in 2007.

total meeting organization expenditures... a noticeable net overall decline for the full three-year period.

Table 8

Expenditures Associated with Meeting Organization (remaining categories)

REMAINING EXPENSES	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Printing	$ 357,697,000	$ 356,494,000	-0.3%	$ 348,003,000	-2.4%
Advertising and promotion of meeting	$ 341,889,000	$ 339,966,000	-0.6%	$ 332,890,000	-2.1%
Transportation (organization purposes only - non-delegate)	$ 274,619,000	$ 276,283,000	0.6%	$ 265,562,000	-3.9%
Company staff (food & beverage, travel, accommodation)	$ 246,123,000	$ 249,846,000	1.5%	$ 237,340,000	-5.0%
Entertainment	$ 178,676,000	$ 178,941,000	0.1%	$ 172,784,000	-3.4%
Meeting Management Company/Destination Management Company (DMC)	$ 173,417,000	$ 173,821,000	0.2%	$ 167,688,000	-3.5%
Gifts and awards	$ 166,256,000	$ 165,909,000	-0.2%	$ 161,389,000	-2.7%
All Internet and online/ web-based services or promotions	$ 120,498,000	$ 120,994,000	0.4%	$ 116,773,000	-3.5%
Other facility costs	$ 112,953,000	$ 112,825,000	-0.1%	$ 109,628,000	-2.8%
Temporary staff agency	$ 87,437,000	$ 87,044,000	-0.4%	$ 85,020,000	-2.3%
Delegate materials (delegate bags, give-aways, etc.)	$ 84,811,000	$ 84,674,000	-0.2%	$ 82,273,000	-2.8%
Sponsor expenses	$ 48,415,000	$ 47,946,000	-1.0%	$ 47,179,000	-1.6%
Shipping	$ 23,961,000	$ 23,833,000	-0.5%	$ 23,276,000	-2.3%
Insurance	$ 12,949,000	$ 12,986,000	0.3%	$ 12,477,000	-3.9%
Sub Total	$ 2,229,701,000	$ 2,231,562,000	0.1%	$ 2,162,282,000	-3.1%
Total Spending	**$12,104,066,000**	**$12,144,548,000**	**0.3%**	**$11,712,812,000**	**-3.6%**

3.2 Canadian Meetings Activity Economic Contribution 2007-2008

Background: The CEIS Accounting Framework

The methodological design of the CEIS was based on the UNWTO recommended approach of reporting Meetings Activity expenditures on, and the supply of, commodities (goods and services) provided by various industries, using concepts and definitions found in the Canadian System of National Economic Accounts (CSNEA).

These National Accounts represent the official reporting on the state of the Canadian economy. Recognized industries, ones that could be described as "stand-alone" industries, provide specific goods and services (supply) to meet a specific given demand, and are identified in the National Accounts. Industries are classified and measured by official statistical agencies. For Canada recognized industries are those contained in the North American Industry Classification System (NAICS).

Meetings industries are either non-existent in the classification systems or narrowly defined

Meetings industries are either non-existent in the classification systems or narrowly defined, and data is currently not collected on their activities. This is the same position that industries that provide services to visitors (tourists), historically faced – there was no "tourism industry".

The activity of tourism touched many existing, already classified and measured industries, such as transportation, accommodation, and food and beverage. This fact made defining a "Tourism Sector" necessary. The "Tourism Sector", comprised of separate industries, entered the National Accounts through a newly created special account that allowed for grouping together the portions of recognized industries that provided commodities to tourists, and a listing of those goods and services as "tourism commodities". This account is called the Tourism Satellite Account (TSA).

The UNWTO recommended approach is that governments extend the TSA to include Meetings Activity – through expansions of the industries, commodities and demand covered and reported on in the TSA. This expansion to the TSA would allow for official reporting of the size, scope and contribution of the Meetings Sector.

No such TSA Meetings Extension currently exists. The CEIS sought to isolate and identify industries, products and services related to the occurrence of "meetings", using the classification systems, concepts and definitions of the CSNEA. The CEIS also measured the significance of a non-tourist demand group – Participants who were local to the location of a meeting. (This is an expansion of the demand base of the TSA – as these local individuals' spending on tourism and meetings commodities would not be included in the TSA.)

The final result was the creation of an Accounting Framework which presented total, non-tourist and tourist, demand for a supply of commodities (expenditures on goods and services), provided by industries, unique to Meetings Activity. This Accounting Framework was modeled on the TSA (i.e. including tourism industries) with a "Meetings Extension", as recommended by the UNWTO.

3.2.1 Using the Accounting Framework

Total Meetings Activity in Canada for the three-year period 2006-2008 is shown in Table 9. This represents the direct spending ("demand") from the CEIS for the base year, and the updated figures. The figures are presented in the tabular format of the CEIS Accounting Framework, representing a TSA Meetings Extension.

The demand generated by participants and non-participants (whom include meetings sponsors, clients of organizers, and other stakeholders) is presented as expenditures divided into seven broad categories that comprise tourism and other tourism-related commodities, as well as new categories associated with meeting commodities and other meeting-related commodities.

Table 9 shows that meeting expenditures totaled $32.2 billion in 2006, $32.5 billion in 2007 (+1.1% change), and $32.0 billion in 2008 (-1.5% change). These expenditures represent both Participant and non-participant (i.e. sponsors and other stakeholders) spending.

In 2006 meeting commodities accounted for $12.3 billion in meetings-related expenditures, the largest share of any category – this remained the largest category for both 2007 and 2008. In 2007, however, a noticeable decrease was seen in "other meeting fees and contributions" (-3.8%) (a category that includes sponsorship) which had grown even larger by the end of 2008 (-7.7%). In dollar terms, between 2006 and 2008 spending decreased by over $710 million. A reverse of this, though less dramatic, is found in the net increase in the dollar amounts spent on "Registration fees" – which grew between 2006 and 2008 by over $225 million.

meeting commodities remained the largest category for both 2007 and 2008.

Table 10 shows the total supply of tourism commodities – the absence of estimates of the meetings commodities in the supply table of the Accounting Framework is due to the fact that data is not presently collected, officially, for many meetings and meetings-related commodities.

The overlap between tourism and meetings demand is hidden in looking at the "Total Demand" figures. To place the significance of Meetings Activity into context additional detail tables are presented in Appendix 3, Tables 84 and 85, which show the share of the supply of tourism commodities that Meetings Activity accounts for, and in particular, a breakout of the unique demand for these commodities represented by "local" participants.

This is significant, though the relative percentages of the share are small, given that this represents non-tourist consumption of tourism commodities – this group represents the expansion of the demand base for the TSA. (All visitors who are part of the "Total Meetings Demand" are also counted in "Total Tourism Demand".) The "local" share of supply is demand for tourism commodities currently not accounted for by the TSA.

To illustrate the significance of this demand, while Table 85 shows that the unique (local Participant) meetings spending represents only 1.0% of the share of the total supply of the tourism commodity grouping "transportation" for 2006 and 2007, and decreased to 0.9% of the total share in 2008, when put into dollar figures (from Table 10) this relatively small percentage represents spending over $690 million in 2006, $750 million in 2007 and $750 million in 2008.

The subtlety of the impact of slight percentage changes in the share of the consumption of tourism commodities, that Meetings Activity is responsible for, is revealed by what the figures show in Table 10 – the dollar value of the supply of tourism commodities steadily increased over the period between 2006 and 2008. Because of this, even the decline of percentage share in 2008, attributed to local meeting Participants, from 1.0% to .09% represented a dollar value increase.

Table 9

Total Meetings Demand in Canada

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Meeting commodities					
Registration fees	$ 5,586,000,000	$5,775,000,000	3.3%	$ 5,812,000,000	0.6%
Other meeting fees and contributions	$ 6,706,000,000	$6,459,000,000	-3.8%	$ 5,995,000,000	-7.7%
Transportation	$ 3,644,000,000	$3,717,000,000	2.0%	$ 3,790,000,000	1.9%
Air	$ 1,462,000,000	$1,487,000,000	1.7%	$ 1,526,000,000	2.6%
Rail	$ 64,000,000	$ 63,000,000	-1.6%	$ 64,000,000	1.6%
Bus	$ 168,000,000	$ 168,000,000	0.0%	$ 171,000,000	1.8%
Rental	$ 132,000,000	$ 136,000,000	2.9%	$ 139,000,000	2.2%
Vehicle repairs and parts	$ 63,000,000	$ 64,000,000	1.6%	$ 65,000,000	1.5%
Vehicle fuel	$ 1,214,000,000	$1,241,000,000	2.2%	$ 1,265,000,000	1.9%
Other transportation	$ 541,000,000	$ 557,000,000	2.9%	$ 561,000,000	0.7%
Accommodation	$ 3,194,000,000	$3,271,000,000	2.4%	$ 3,258,000,000	-0.4%
Food & Beverage Services	$ 3,773,000,000	$3,909,000,000	3.5%	$ 3,909,000,000	0.0%
Other tourism commodities	$ 1,658,000,000	$1,701,000,000	2.5%	$ 1,691,000,000	-0.6%
Recreation and Entertainment	$ 1,153,000,000	$1,174,000,000	1.8%	$ 1,173,000,000	-0.1%
Travel Services	$ 505,000,000	$ 527,000,000	4.2%	$ 519,000,000	-1.5%
Total meeting and tourism commodities	$24,561,000,000	$24,832,000,000	1.1%	$24,455,000,000	-1.5%
Other commodities (tourism related)	$ 5,411,000,000	$ 5,467,000,000	1.0%	$ 5,368,000,000	-1.8%
Other commodities (meeting related)	$ 2,212,000,000	$ 2,249,000,000	1.6%	$ 2,254,000,000	0.2%
Meetings Expenditures	$32,183,000,000	$32,548,000,000	1.1%	$32,077,000,000	-1.5%

Table 10

Supply of Meetings and Tourism Commodities

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Meeting commodities					
Registration fees	N/A	N/A	N/A	N/A	N/A
Other meeting fees and contributions	N/A	N/A	N/A	N/A	N/A
Transportation	$69,469,000,000	$75,542,000,000	8.0%	$81,714,000,000	7.6%
Air	$13,486,000,000	$14,876,000,000	9.3%	$16,043,000,000	7.3%
Rail	$ 318,000,000	$ 325,000,000	2.2%	$ 340,000,000	4.4%
Bus	$ 1,053,000,000	$ 1,080,000,000	2.5%	$ 1,105,000,000	2.3%
Rental	$ 2,334,000,000	$ 2,470,000,000	5.5%	$ 2,440,000,000	-1.2%
Vehicle repairs and parts	$18,158,000,000	$19,347,000,000	6.1%	$20,021,000,000	3.4%
Vehicle fuel	$31,642,000,000	$34,911,000,000	9.4%	$39,042,000,000	10.6%
Other transportation	$ 2,478,000,000	$ 2,532,000,000	2.1%	$ 2,724,000,000	7.0%
Accommodation	$11,691,000,000	$12,201,000,000	4.2%	$12,751,000,000	4.3%
Food & Beverage Services	$49,657,000,000	$52,395,000,000	5.2%	$54,547,000,000	3.9%
Other tourism commodities	$27,406,000,000	$28,074,000,000	2.4%	$29,032,000,000	3.3%
Recreation and Entertainment	$21,668,000,000	$21,745,000,000	0.4%	$22,474,000,000	3.2%
Travel Services	$ 3,277,000,000	$ 3,428,000,000	4.4%	$ 3,634,000,000	5.7%
Total meeting and tourism commodities	NA	NA	NA	NA	NA
Other commodities (tourism related)	NA	NA	NA	NA	NA
Other commodities (meeting related)	NA	NA	NA	NA	NA
Total commodities	NA	NA	NA	NA	NA

3.2.2 Direct Contribution Results

The previous section (3.1) looked at the changes in the Meetings Activity levels from the CEIS base year 2006 through to 2008. Expenditures, number of Participants and the number of meetings all speak to the scope, or size, of the activity supported by the industries involved. Use of the CEIS Accounting Framework in this section (3.2.1) allowed for a combined presentation of the commodities provided by meetings and tourism industries, and reveals the contribution to tourism industries made by Meetings Activity (share of consumption of commodities by meeting participants). The role of the contribution, or "impact", analysis, and the results presented in this section, contextualizes Meetings Activity in the broader economy.

contribution analysis contextualizes Meetings Activity in the broader economy.

Direct economic contribution figures are those supported by the total "Demand" expenditures seen in Table 9, and relate to industries directly involved in providing goods and services to meeting participants. (Direct contributions to tax revenue are addressed separately in this section at 3.2.4.)

Direct Employment

The CEIS reported that for the base year 2006 direct employment in the meetings industries represented 31,900 full-year jobs; 2007 saw 1,000 jobs be shed from the 2006 high point, and by the end of 2008 another 2,100 jobs had left the meetings industries – a significant decrease (-10.8%). This decreasing employment across the three-year period runs counter to general trend observed in the Meetings Activity figures, which saw 2007 as a growth year.

The single largest percentage decline by individual industry was seen in "meeting organizers" (-7.7%).

The job loss was not confined to meetings industries – the tourism industries supported by Meetings Activity saw, at best, no growth and in most cases there were contractions of their workforces in 2007, although at smaller percentage declines.

In total, direct employment declined by 3,800 full-year jobs in 2007, in the industries identified as being supported by Meetings Activity (-1.6% from the 2006 base-year). 2008 saw an additional 8,700 jobs leave the combined meetings and tourisms industries (-3.8%); over the three-period under consideration, direct employment figures contracted by 12,500 jobs.

Table 11

Direct Employment Generated by Meetings Activity

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Meetings Industries					
Meeting Venues	16,000	15,400	-3.8%	14,500	-5.8%
Meeting Organizers	15,900	15,500	-2.5%	14,300	-7.7%
Total Meetings Industries	**31,900**	**30,900**	**-3.1%**	**28,800**	**-6.8%**
Tourism Industries					
Transportation	21,800	21,500	-1.4%	21,200	-1.4%
Air	5,100	5,000	-2.0%	5,000	0.0%
Rail	300	300	0.0%	300	0.0%
Other transportation	16,400	16,200	-1.2%	15,900	-1.9%
Accommodation	43,400	42,900	-1.2%	41,400	-3.5%
Food & Beverage Industries	53,000	53,000	0.0%	51,300	-3.2%
Other Tourism Industries	23,700	23,400	-1.3%	22,500	-3.8%
Recreation and Entertainment	17,800	17,500	-1.7%	16,900	-3.4%
Travel Services	5,900	5,900	0.0%	5,600	-5.1%
Total Tourism Industries	**141,800**	**140,800**	**-0.8%**	**136,500**	**-3.0%**
Total Meetings and Tourism Industries	173,700	171,600	-1.2%	165,300	-3.7%
Other industries	61,800	60,000	-2.9%	57,600	-4.0%
Direct employment generated from Meetings Activity	**235,500**	**231,700**	**-1.6%**	**222,900**	**-3.8%**

Direct Contribution to the Gross Domestic Product (GDP)

The basic definition of GDP is that it represents the total final market value of goods and services in the economy. The CEIS showed the extent to which Meetings Activity contributes to the Canadian economy, by estimating the activity's contribution to the GDP.

The combined industries in the Accounting Framework for the CEIS (a TSA Meetings Extension model) accounted for nearly $11.3 billion of Canada's GDP in 2006.

Following the positive growth in Meetings Activity levels, in 2007, that year the meetings GDP contribution increased by 1.7% ($188 million). Of the combined industries generating this contribution the largest increases were found in the tourism sector (2.7%); the meetings industries showed only a small increase (0.4%).

The contribution to the GDP in 2008 shrank from the 2007 level (-1.2%) with the meetings industries contracting the most (-3.8%), while tourism industries, in total, maintained a marginal positive growth (0.1%). The single largest decline, as with the employment figures, was seen in the industry "meeting organizers" (-4.5%), while the tourism industry, air transportation, saw the greatest growth in 2008 (2.6%).

Overall, the three-year period ended slightly ahead of the level that it started at – there is a balance or stability in the GDP contribution level over the full period of 2006 to 2008.

Overall, the three-year period ended slightly ahead of the level that it started at

Table 12

Direct GDP Generated by Meetings Activity

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Meetings Industries					
Meeting Venues	$ 1,398,038,000	$ 1,400,277,000	0.2%	$ 1,355,445,000	-3.2%
Meeting Organizers	$ 1,220,246,000	$ 1,229,083,000	0.7%	$ 1,173,755,000	-4.5%
Total Meetings Industries	**$2,618,284,000**	**$2,629,360,000**	**0.4%**	**$2,529,201,000**	**-3.8%**
Tourism Industries					
Transportation	$ 1,061,143,000	$ 1,082,086,000	2.0%	$ 1,102,417,000	1.9%
Air	$ 351,401,000	$ 357,504,000	1.7%	$ 366,715,000	2.6%
Rail	$ 38,112,000	$ 38,111,000	0.0%	$ 38,591,000	1.3%
Other transportation	$ 671,630,000	$ 686,471,000	2.2%	$ 697,111,000	1.5%
Accommodation	$ 1,885,013,000	$ 1,930,481,000	2.4%	$ 1,923,242,000	-0.4%
Food & Beverage Industries	$ 1,206,975,000	$ 1,250,543,000	3.6%	$ 1,250,582,000	0.0%
Other Tourism Industries	$ 798,511,000	$ 820,512,000	2.8%	$ 814,909,000	-0.7%
Recreation and Entertainment	$ 512,004,000	$ 521,409,000	1.8%	$ 520,764,000	-0.1%
Travel Services	$ 286,507,000	$ 299,103,000	4.4%	$ 294,144,000	-1.7%
Total Tourism Industries	**$4,951,642,000**	**$5,083,622,000**	**2.7%**	**$5,091,149,000**	**0.1%**
Total Meetings and Tourism Industries	$ 7,569,926,000	$ 7,712,982,000	1.9%	$ 7,620,350,000	-1.2%
Other industries	$ 3,710,865,000	$ 3,755,809,000	1.2%	$ 3,710,128,000	-1.2%
Direct GDP generated from Meetings Activity	**$11,280,791,000**	**$11,468,791,000**	**1.7%**	**$11,330,478,000**	**-1.2%**

3.2.3 Indirect & Induced Contribution Results

While the direct economic contribution figures are "Demand" expenditures, additional economic benefits are derived spin-off effects. Indirect and induced effects are secondary impacts, resulting from the continued flow of spending through the economy.

Indirect impacts relate to the supply-chain supporting the primary industries being analysed; these impacts are derived from the dollars spent by the meetings and tourism industries, allowing them to operate, on goods and services supplied by non-meetings related industries.

Induced impacts follow the flow of spending once it leaves both the meetings and tourism industries ("direct") and ancillary supplier industries ("indirect"), in the form of wages paid to employees, which in turn is spent on goods and services required by the employee-consumer.

These impacts, combined, are often larger than the effects derived solely from the initial expenditures.

Total Contribution to the Gross Domestic Product

The general trend in the update analyses holds for the total contributions to GDP of all impacts (direct, indirect and induced) – 2007 represented a period of positive growth, while 2008 saw negative growth.

Mirroring the results seen in the direct contributions to the GDP, for the three-year period, the 2008 indirect and induced impacts on the GDP were slightly above those in the base-year.

The total impact on the GDP was three times those of the direct effects alone, and this remained consistent over the three-year period.

total impact on the GDP was three times those of the direct effects alone... remaining consistent over the three-year period.

Table 13

Economic Contribution of Meetings Activity - GDP ($ millions)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Direct Effects	$ 11,281	$ 11,469	1.7%	$ 11,330	-1.2%
Indirect Effects	$ 12,851	$ 13,066	1.7%	$ 12,908	-1.2%
Induced Effects	$ 9,563	$ 9,722	1.7%	$ 9,605	-1.2%
Total Economic Contribution	**$ 33,695**	**$ 34,257**	**1.7%**	**$ 33,843**	**-1.2%**

Total Effects on Wages and Salaries

At the close of the three-year period under review the final level of the total effect on wages and salaries supported by Meetings Activity was close to that at the beginning.

Again, 2007 was seen to be a year of positive growth, followed by negative growth in 2008, with the period ending at a slightly higher total than it began at.

At the close of the three-year period... the total effect on wages and salaries... was close to that at the beginning.

Table 14

Economic Contribution of Meetings Activity - Wages & Salaries ($ millions)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Direct Effects	$ 7,344	$ 7,466	1.7%	$ 7,376	-1.2%
Indirect Effects	$ 7,476	$ 7,600	1.7%	$ 7,509	-1.2%
Induced Effects	$ 5,612	$ 5,706	1.7%	$ 5,637	-1.2%
Total Economic Contribution	**$ 20,432**	**$ 20,772**	**1.7%**	**$ 20,522**	**-1.2%**

Total Effects on Employment

The direct effects of a decline in employment figures for the 2006 to 2008 period extended through the economy as revealed by the indirect and induced impacts results. The spin-off of full-year jobs over this period reached 31,500. While the percentage change was virtually the same for all effects reported on, the single largest decline occurred in direct employment (in the combined meetings and tourism industries) – with 40% of the decline seen occurring here.

The rate of decline in 2007 (-1.6%) was more than doubled in 2008 (-3.8%).

Table 15

Economic Contribution of Meetings Activity - Employment (Thousands of full-year jobs)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Direct Effects	235.5	231.7	-1.6%	222.9	-3.8%
Indirect Effects	195.8	192.7	-1.6%	185.4	-3.8%
Induced Effects	152.2	149.7	-1.6%	144	-3.8%
Total Economic Contribution	**583.5**	**574.1**	**-1.6%**	**552.3**	**-3.8%**

3.2.4 Effects on Tax Revenue

$5.62 billion annually in tax revenues... is directly attributable to the activity led by the meetings industries.

All three levels of government in Canada find their tax revenues supported by Meetings Activity. An average of $5.62 billion annually in tax revenues between 2006 and 2008 is directly attributable to the activity led by the meetings industries.

The direct contribution to tax revenues followed the general trend seen throughout the update report – taxes increased in 2007 and decreased in 2008. Differing from most other areas examined in this update, by the end of the three-year period there was an overall decline, from the base year, in tax revenue, of $203 million.

The primary reason for the overall decline can be found in the dramatic decline in the Goods and Services Tax (GST) collected over this period. The reductions in the GST rate from 7% to 5% over this period saw a total of $224 million less being collected in 2008, than had been in 2006.

The off set of increases in direct tax revenue in 2007 (1.7%) by decreases in 2008 (-1.2%) for all other types of taxes, still would have resulted in a overall increase by the end of this period, had it not been for the significant 2007 (-6.2%) and more dramatic 2008 (-17.7%) decreases in GST revenue.

The further impact of the GST rate reduction resulted in the Federal government showing a negative growth in 2007, while both the Provincial and Municipal levels of government experienced positive growth.

The decline GST revenue was felt across all impact measures: direct, indirect, and induced.

Table 16

Economic Contribution of Meetings Activity - Direct Effects on Taxes ($ millions)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Income Tax	1,248	1,269	1.7%	1,253	-1.2%
Corporate Tax	320	325	1.7%	321	-1.2%
Social Security Contributions	732	744	1.7%	735	-1.2%
GST	985	924	-6.2%	761	-17.7%
PST	864	878	1.7%	868	-1.2%
Other Federal & Provincial Taxes	1,181	1,201	1.7%	1,186	-1.2%
Municipal Taxes	355	361	1.7%	357	-1.2%
Total	**5,685**	**5,703**	**0.3%**	**5,482**	**-3.9%**
Level of Government					
Federal	2,918	2,890	-1.0%	2,703	-6.5%
Provincial/Territorial	2,412	2,452	1.7%	2,423	-1.2%
Municipal	355	361	1.7%	357	-1.2%
Total	**5,685**	**5,703**	**0.3%**	**5,482**	**-3.9%**

The average total indirect effect on tax revenue between 2006 and 2008 was $4.76 billion annually.

Industries involved in the supply of goods and services to those directly involved in Meetings Activity (meetings and tourism industries) contributed more to the various Federal level taxes. The reduction of the GST for industries benefiting indirectly from Meetings Activity did not have the same impact as it did on those industries directly involved: only in the indirect effects is the Federal government showing 2007 as a positive growth year for tax revenues overall.

The continued flow of "meetings" dollars through the economy finds its way back to the Federal of government at this, the next immediate stage following the direct contribution.

only in the indirect effects is the Federal government showing 2007 as a positive growth year for tax revenues overall.

Table 17

Economic Contribution of Meetings Activity - Indirect Effects on Taxes ($ millions)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Income Tax	1,446	1,470	1.7%	1,452	-1.2%
Corporate Tax	460	468	1.7%	462	-1.2%
Social Security Contributions	815	829	1.7%	819	-1.2%
GST	399	374	-6.2%	308	-17.7%
PST	243	247	1.7%	244	-1.2%
Other Federal & Provincial Taxes	1,008	1,025	1.7%	1,012	-1.2%
Municipal Taxes	398	405	1.7%	400	-1.2%
Total	**4,769**	**4,817**	**1.0%**	**4,698**	**-2.5%**
Level of Government					
Federal	2,363	2,371	0.3%	2,281	-3.8%
Provincial/Territorial	2,008	2,041	1.7%	2,017	-1.2%
Municipal	398	405	1.7%	400	-1.2%
Total	**4,769**	**4,817**	**1.0%**	**4,698**	**-2.5%**

The average total induced effect on tax revenue between 2006 and 2008 was $4.09 billion annually.

While the Federal government's total tax revenue from the induced effects of Meetings Activity (e.g. employees engaged in consumer spending) in 2007 follows the pattern set in looking at the direct effects, there is negative growth, it is significantly smaller a decline from the base year ($4 million decline on $2.05 billion in tax revenue).

average total induced effect on tax revenue... was $4.09 billion annually.

Table 18

Economic Contribution of Meetings Activity - Induced Effects on Taxes ($ millions)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Income Tax	1,064	1,082	1.7%	1,069	-1.2%
Corporate Tax	341	347	1.7%	343	-1.2%
Social Security Contributions	550	559	1.7%	552	-1.2%
GST	524	492	-6.2%	405	-17.7%
PST	550	559	1.7%	552	-1.2%
Other Federal & Provincial Taxes	789	802	1.7%	792	-1.2%
Municipal Taxes	302	307	1.7%	303	-1.2%
Total	**4,120**	**4,148**	**0.7%**	**4,017**	**-3.2%**

Level of Government					
Federal	2,050	2,046	-0.2%	1,941	-5.2%
Provincial/Territorial	1,768	1,794	1.5%	1,773	-1.2%
Municipal	302	307	1.7%	303	-1.2%
Total	**4,120**	**4,148**	**0.7%**	**4,017**	**-3.2%**

The average total effect on tax revenue, supported by Meetings Activity, from 2006 to 2008 was $14.47 billion annually.

Income tax was the largest single category of tax collected, and while there was a decline in GST revenues over this period, taxes on products still accounted for the majority of taxes collected (GST, PST, gasoline taxes, excise taxes, import duties, etc.)

taxes on products accounted for the majority of taxes collected

Table 19

Economic Contribution of Meetings Activity - Total Effects on Taxes ($ millions)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Income Tax	3,758	3,821	1.7%	3,775	-1.2%
Corporate Tax	1,121	1,140	1.7%	1,126	-1.2%
Social Security Contributions	2,097	2,132	1.7%	2,106	-1.2%
GST	1,908	1,791	-6.2%	1,474	-17.7%
PST	1,657	1,685	1.7%	1,664	-1.2%
Other Federal & Provincial Taxes	2,978	3,028	1.7%	2,991	-1.2%
Municipal Taxes	1,055	1,073	1.7%	1,060	-1.2%
Total	**14,574**	**14,668**	**0.6%**	**14,196**	**-3.2%**

Level of Government					
Federal	7,334	7,307	-0.4%	6,924	-5.2%
Provincial/Territorial	6,185	6,288	1.7%	6,212	-1.2%
Municipal	1,055	1,073	1.7%	1,060	-1.2%
Total	**14,574**	**14,668**	**0.6%**	**14,196**	**-3.2%**

3.2.5 Industry Output

The broadest measure used to depict the economic contribution of an activity is industry output.

Industry output, or gross output, represents the sum of outputs at each stage of production; therefore it involves double counting on the part of the intermediate production phase. (By comparison GDP is a "net" measure, only counting the incremental value added associated with each stage of production, including the sale to the final user.)

The industry output figures follow the pattern of positive growth in 2007 and negative growth in 2008 seen elsewhere. Of note is that the secondary effects, indirect and induced, show a greater percentage growth in 2007, and less of a decline in 2008, then do the direct effects.

Meetings Activity resulted in an annual average of $71.44 billion of industry output in the three year period from 2006 to 2008.

Meetings Activity resulted in an annual average of $71.44 billion of industry output in the three year period

Table 20

Economic Contribution of Meetings Activity - Industry Output ($ millions)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Direct Effects	$ 32,183	$ 32,548	1.1%	$ 32,077	-1.4%
Indirect Effects	$ 20,208	$ 20,545	1.7%	$ 20,297	-1.2%
Induced Effects	$ 18,697	$ 19,009	1.7%	$ 18,779	-1.2%
Total Economic Contribution	**$ 71,088**	**$ 72,101**	**1.4%**	**$ 71,153**	**-1.3%**

4.0 Conclusion: Canadian Meetings Activity 2006-2008

The Canadian Economic Impact Study (CEIS) Update 2007-2008 project fulfilled a number of objectives, the most obvious one being to extend the reported figures for the 2006 base year of the CEIS to the most recent calendar years: 2007 and 2008. In achieving this, another objective was met: that of making the theoretical use of the CEIS Accounting Framework linkages to official statistical data, for updating purposes, a reality.

The CEIS final report "The Economic Contribution of Meetings Activity in Canada" contained in its conclusion a one sentence summary portrait of the significance of Meetings Activity to the Canadian Economy, through quoting key figures from the report:

Thirty-two billion dollars in direct spending, eleven billion dollars in direct contribution to the Gross Domestic Product, a direct employment of two hundred and thirty-five thousand people, and a total of seventy-one billion dollars in industry output – this is the economic contribution of Meetings Activity in Canada.

These figures applied to the CEIS base year 2006, and yet, with the notable exception of the direct employment figure, they represent the averages of the three-year period (2006 to 2008) covered by the Update report. While the "portrait" of Meetings Activity in Canada from 2006 to 2008 has to contain recognition of a period dominated by positive growth (2007), followed by a period of negative growth (2008), it has to also draw attention to the consistent and significant economic contributions made throughout this period. The figures and annual comparisons presented in the Update show exactly this: a sustained contribution over the three years 2006, 2007 and 2008.

The figures and annual comparisons presented show a sustained contribution over the three years 2006, 2007 and 2008.

Knowing that billions of dollars flowed through the Canadian economy and that hundreds of thousands of jobs were supported by Meetings Activity, for the past three years, is not an end in itself.

The objective of quantifying Meetings Activity, and determining the Economic Contribution stemming from it, exists to further a long-term goal of the meetings sector: to achieve official recognition. That an industry sector is not being recognized as actually existing, nor acknowledged for its leadership of a significant economic activity, provides the motivation to illuminate the true scope of Meetings Activity in Canada. The CEIS and the Update on their own cannot ensure that meetings industries will be officially measured or reported in the government's National Accounts, however three years' worth of data – from the CEIS and the Update report – speaks volumes.

The meetings sector can be combined with the tourism sector and an Accounting Framework representing a TSA Meetings Extension has been shown to be possible. The modeling of the interaction of industry activity can place the contribution of Meetings Activities into a national economic context: GDP contributions, tax revenue, employment, unique demand for a supply of unique commodities – and they can be tracked year-after-year.

Behind the tables of numbers in the Update can be seen the professionalism which underlies Meetings Activity – the industries that comprise the meeting sector are run by individuals with specialized skills. Recognition of this fact becomes easier when the currently hidden meetings industries are revealed and placed beside industries which are well established. The extensive economic benefit to tourism industries through the occurrence of Meetings Activity tells us that, clearly, Meetings Activity does not just happen – an economic sector is at work: the Meetings Sector.

APPENDICES

Appendix 1 – Glossary of Economic Terms

The basic terms used in economic impact analysis, or in the CEIS, "the economic contribution analysis", are presented below (source: Conference Board of Canada.)

Direct Impact - Relates ONLY to the impact on "front-line" businesses. These are businesses that initially receive the operating revenues or capital expenditures for the project under analysis. From a business operating perspective, this impact is limited only to that particular business or group of businesses involved. A CEIS example would be: a hotel directly receiving monies for the use of a meeting space.

Employment - Depending upon the selection of employment units (person-years or equivalent full-year jobs), these figures represent the employment generated by the initial expenditure. These figures distinguish between the direct, indirect and induced impact. "Equivalent Full-Year Jobs", include both part-time and full-time work in ratios consistent with the specific industries.

Gross Domestic Product (GDP) - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices).

Initial Expenditure - This figure indicates the amount of initial expenditures or revenues used in the analysis.

Indirect Impact - Refers to the impact of all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase. An indirect impact of meetings activity would be a supplier (e.g. a supplier of meat and produce for the hotel restaurant) benefiting from spending by a hotel that hosts meetings.

Induced Impact - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) that benefited either directly or indirectly from the initial expenditures under analysis. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc. An example of induced business investment would be the impacts generated by the spending of retained earnings, attributable to the expenditures under analysis, on machinery and equipment.

Industry Output - These figures represent the direct and indirect, and overall impact (including induced impacts) of the initial expenditure on industry output. It should be noted that the industry output measure represents the sum total of all economic activity that has taken place, and consequently involves double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the net total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.

Taxes - These figures represent the taxes contributed to municipal, provincial and federal governments associated with the project under analysis. This information is broken down into the direct, indirect and induced impacts.

Wages & Salaries - This represents the wages and salaries generated by the initial expenditure. This information is broken down into the direct, indirect and induced impacts.

Appendix 2 – CEIS Definitions

The following definitions were prepared for the survey research undertaken in the benchmark CEIS. These definitions were provided to, or accessible by, respondents. The terminology used in the Update report follows that used the CEIS research and report.

"Meeting"

The term "Meeting" includes everything from small gatherings in a booked room to larger Conventions, Conferences, Consumer shows, Trade shows and Incentive travel events. A meeting may be held once or be re-occurring, either occasionally or at regular fixed intervals.

- Aim: To bring together a number of people in one place, to confer or carry out a particular activity. (Excluding sporting or entertainment events.)
- Size: 10 or more people.
- Length: 4 hours or more.
- Venue: A room or location in a commercial venue, requiring a contract or agreement for use (with or without payment.)

"Meeting Types"

Note on "Hybrids": Some gatherings may in fact combine more than one type of meeting (e.g. Conventions with Trade Shows) – the primary nature of a gathering should be used in determining how to classify it: if the majority of the time was spent by meeting delegates at the Convention portion of a Convention plus Trade Show gathering, then the meeting would be classified as a "Convention". (Regardless of whether there were separate meeting spaces or different levels of registration for each component.)

Conferences/Conventions/Congresses: Generally these are gatherings of people meeting for a common purpose, involving discussion, and an exchange or transmittal of information. These may be open to the public or restricted to specific audiences.

Conference: 1) Participatory meeting designed for discussion, fact-finding, problem solving and consultation. 2) An event used by any organization to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue. No tradition, continuity or periodicity is required to convene a conference. Although not generally limited in time, conferences are usually of short duration with specific objectives. Conferences are generally on a smaller scale than conventions and congresses.

Convention: 1) An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. There may be a secondary exhibit component. 2) Assemblage of delegates, representatives, and members of an organization convened for a common purpose. 3) A general and formal meeting of a legislative body, social or economic group in order to provide information on a particular situation and in order to establish consent on policies among the participants. Usually of limited duration with set objectives, but no determined frequency.

Congress: 1) The regular coming together of large groups of individuals, generally to discuss a particular subject. A congress will often last several days and have several simultaneous sessions. The length of time between congresses is usually established in advance of the implementation stage, and can be either pluri-annual or annual. Most international or world congresses are of the former type while national congresses are more frequently held annually. 2) Meeting of an association of delegates or representatives from constituent organizations. 3) European term for convention.

Consumer Show/Consumer Exhibition: Open to the public, usually requiring an entrance fee, these are events at which products and services are displayed. The primary activity of attendees is visiting exhibits on the show floor.

Trade Show/Business Exhibition: Not open to the general public, but held for members of a common or related industry. These are events at which products and/or services are displayed. The primary activity of attendees is visiting exhibits on the show floor.

Incentive Event: Meeting event as part of a program which is offered to its participants to reward a previous performance.

Other Business Meetings: A gathering only open to employees or representatives of an organization for the purposes of conducting some form of business function. The organization may be commercial or non-commercial in nature. These are distinguished from Conferences, Conventions or Congresses. Often these gatherings fail to meet a condition for meetings: they must be held off-site/out-of-office at a commercial venue. If they are not held at a commercial venue they cannot be considered a “Meeting”. (Such meetings include: Board Meeting, Shareholders Meeting, Annual Review Meeting, Committee Meeting, Department Meeting, Educational Meeting, Local Employee Gathering, Internal Product Launch, Internal Sales Meeting, Team-Building Event, or Training Meeting.)

Other Meeting Type: Any gathering that cannot be described by any other definition, other than as a “Meeting”.

“HOST Types”

Government/public service organization: This group includes: civil servants, appointed or elected officials or service providers to governmental entities.

Association: A membership based, organized group of individuals and/or companies who share a common identity, interest or purpose. Associations exist to provide for the needs of its members. Usually non-profit. (Includes: professional, trade, academic, cultural, sporting and labour associations [Labour Unions].)

Corporate Organization: Any for-profit company that provides either goods or services to their customers or clients. (Examples: Ford motor company, Citibank, Ernst and Young, AT&T, Eli Lilly, etc.)

Non-government not-for-profit organization: An organization which exists to provide services to others, and one whose members may not benefit financially from its net proceeds. (Includes: NGOs “Non-Government Organizations”, Churches, Hospitals, Universities, Libraries, Foundations, Charities, and Advocacy groups.)

"VENUE Types"

Purpose built major convention/exhibition centre (with no bedrooms)
Convention centres that have no bedrooms attached and bedrooms cannot be booked with the same contract.

Hotel with meeting facilities under 10,000 square feet in size
Includes venues that call themselves a conference centre, casino, resort, suite, inn, lodge, etc. Bedrooms must be attached and sold with meeting space under one contract.

Hotel with meeting facilities 10,000 or more square feet in size
Includes venues that call themselves a conference centre, casino, resort, suite, inn, lodge, etc. Bedrooms must be attached and sold with meeting space under one contract.

Resort property with meeting facilities (excludes Hotels)
Must be located more than 50 kilometers from any urban city of at least 5,000 in population, and have meeting space (i.e. a venue called a "Resort" in an urban centre is a hotel and not a resort.)

Special Event Venue/Halls (without bedrooms) with facilities used for meetings
Can be purpose built for special events or be re-purposed existing venues (restaurants, bars, film locations, public parks, castles, sporting facilities, etc.) Not a purpose built convention/exposition centres. Bedrooms cannot be booked with the same contract.

Attraction with facilities able to be used for meetings (but not built specifically for this purpose)
Can be purpose built for special events. Can be re-purposed existing attractions (amusement parks, racetracks, movie theatres, museums etc.)

University or College with meeting facilities
A recognized educational institution with, or without, bedrooms (dormitory accommodation).

Other venue with meeting facilities
A venue that cannot be described by any other definition.

Appendix 3 – Detailed Meetings Activity & Contribution Tables

Meetings Activity Detailed Tables – Meetings, Venues and Participants

Table 21

Meetings by Venue Type: Purpose Built

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences/Conventions/ Congresses	3,800	3,800	0.0%	3,700	-2.6%
Consumer Shows/ Consumer Exhibitions	900	900	0.0%	900	0.0%
Trade Shows/ Business Exhibitions	1,000	1,000	0.0%	1,000	0.0%
Incentive Meetings	400	400	0.0%	400	0.0%
Other Business Meetings	12,800	13,400	4.7%	12,900	-3.7%
Other Meetings	5,100	5,300	3.9%	5,000	-5.7%
Total	**24,000**	**24,800**	**3.3%**	**23,900**	**-3.2%**

Table 22

Meetings by Venue Type: Hotels/Resorts

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences/Conventions/ Congresses	105,400	106,700	1.2%	103,900	-2.6%
Consumer Shows/ Consumer Exhibitions	4,400	4,300	-2.3%	4,300	0.0%
Trade Shows/ Business Exhibitions	8,100	8,300	2.5%	8,100	-2.4%
Incentive Meetings	9,100	9,500	4.4%	8,900	-6.3%
Other Business Meetings	300,700	315,400	4.9%	303,900	-3.6%
Other Meetings	49,200	51,100	3.9%	48,900	-4.3%
Total	**476,900**	**495,300**	**3.9%**	**478,000**	**-3.5%**

Table 23

Meetings by Venue Type: Special Event

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences/ Conventions/Congresses	14,800	15,000	1.4%	14,600	-2.7%
Consumer Shows/ Consumer Exhibitions	1,000	900	-10.0%	900	0.0%
Trade Shows/ Business Exhibitions	1,400	1,400	0.0%	1,400	0.0%
Incentive Meetings	1,100	1,200	9.1%	1,100	-8.3%
Other Business Meetings	62,700	65,700	4.8%	63,300	-3.7%
Other Meetings	66,600	69,100	3.8%	66,100	-4.3%
Total	**147,600**	**153,300**	**3.9%**	**147,400**	**-3.8%**

Table 24

Meetings by Venue Type: Other

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences/ Conventions/Congresses	2,200	2,300	4.5%	2,200	-4.3%
Consumer Shows/ Consumer Exhibitions	300	300	0.0%	300	0.0%
Trade Shows/ Business Exhibitions	500	500	0.0%	500	0.0%
Incentive Meetings	1,100	1,200	9.1%	1,100	-8.3%
Other Business Meetings	15,300	16,000	4.6%	15,500	-3.1%
Other Meetings	3,000	3,100	3.3%	3,000	-3.2%
Total	**22,400**	**23,400**	**4.5%**	**22,600**	**-3.8%**

Table 25

Number of Delegates by Venue Type and Place of Origin - Conferences/Conventions/Congresses

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Delegates	20,912,900	21,140,400	1.1%	20,594,800	-2.6%
by Venue					
Purpose Built	6,075,600	6,119,700	0.7%	5,964,700	-2.5%
Hotels/Resorts	13,947,300	14,113,800	1.2%	13,747,600	-2.6%
Special Events	631,500	643,400	1.9%	626,100	-2.7%
Other	258,500	263,400	1.9%	256,300	-2.7%
by Origin					
Local	10,760,500	11,135,600	3.5%	10,857,800	-2.5%
Other Intra-Province	6,133,900	6,111,400	-0.4%	5,879,200	-3.8%
Other Canada	3,350,300	3,276,600	-2.2%	3,260,200	-0.5%
International	668,100	616,700	-7.7%	597,500	-3.1%

Table 26

Number of Delegates by Venue Type and Place of Origin - Consumer Shows/Consumer Exhibitions

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Delegates	15,366,300	15,291,900	-0.5%	15,216,200	-0.5%
by Venue					
Purpose Built	14,324,300	14,278,700	-0.3%	14,218,800	-0.4%
Hotels/Resorts	918,600	894,400	-2.6%	881,000	-1.5%
Special Events	95,000	91,500	-3.7%	89,700	-2.0%
Other	28,300	27,300	-3.5%	26,800	-1.8%
by Origin					
Local	9,266,600	9,307,000	0.4%	9,360,000	0.6%
Other Intra-Province	2,625,000	2,615,400	-0.4%	2,516,100	-3.8%
Other Canada	2,951,400	2,886,500	-2.2%	2,872,100	-0.5%
International	523,300	483,000	-7.7%	468,000	-3.1%

Table 27

Number of Delegates by Venue Type and Place of Origin - Trade Shows/Business Exhibitions

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Delegates	3,551,900	3,572,500	0.6%	3,494,600	-2.2%
by Venue					
Purpose Built	2,416,400	2,426,300	0.4%	2,373,600	-2.2%
Hotels/Resorts	903,900	921,900	2.0%	901,600	-2.2%
Special Events	161,800	164,200	1.5%	160,600	-2.2%
Other	59,300	60,100	1.3%	58,800	-2.2%
by Origin					
Local	1,819,100	1,890,400	3.9%	1,849,900	-2.1%
Other Intra-Province	573,600	571,500	-0.4%	549,800	-3.8%
Other Canada	737,000	720,800	-2.2%	717,200	-0.5%
International	422,200	389,700	-7.7%	377,600	-3.1%

Table 28

Number of Delegates by Venue Type and Place of Origin - Incentive Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Delegates	4,085,400	4,298,400	5.2%	4,034,700	-6.1%
by Venue					
Purpose Built	288,300	303,300	5.2%	284,700	-6.1%
Hotels/Resorts	2,994,500	3,150,700	5.2%	2,957,300	-6.1%
Special Events	398,200	418,900	5.2%	393,200	-6.1%
Other	404,400	425,500	5.2%	399,400	-6.1%
by Origin					
Local	1,061,800	1,147,000	8.0%	1,046,400	-8.8%
Other Intra-Province	1,675,400	1,796,100	7.2%	1,699,800	-5.4%
Other Canada	1,042,500	1,057,100	1.4%	1,015,900	-3.9%
International	305,700	298,100	-2.5%	272,600	-8.6%

Table 29

Number of Delegates by Venue Type and Place of Origin - Other Business Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Delegates	14,651,200	15,363,400	4.9%	14,807,500	-3.6%
by Venue					
Purpose Built	3,141,500	3,294,100	4.9%	3,175,000	-3.6%
Hotels/Resorts	9,107,500	9,551,400	4.9%	9,203,600	-3.6%
Special Events	1,909,500	2,001,400	4.8%	1,930,600	-3.5%
Other	492,700	516,500	4.8%	498,200	-3.5%
by Origin					
Local	7,901,400	8,248,700	4.4%	8,054,500	-2.4%
Other Intra-Province	4,788,600	5,133,700	7.2%	4,858,400	-5.4%
Other Canada	1,762,000	1,786,600	1.4%	1,717,000	-3.9%
International	199,200	194,300	-2.5%	177,600	-8.6%

Table 30

Number of Delegates by Venue Type and Place of Origin - Other Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Delegates	7,946,700	8,250,300	3.8%	7,891,600	-4.3%
by Venue					
Purpose Built	3,841,700	3,988,500	3.8%	3,815,000	-4.4%
Hotels/Resorts	2,523,700	2,620,200	3.8%	2,506,200	-4.4%
Special Events	1,513,300	1,571,100	3.8%	1,502,800	-4.3%
Other	67,900	70,500	3.8%	67,500	-4.3%
by Origin					
Local	6,433,400	6,710,200	4.3%	6,429,400	-4.2%
Other Intra-Province	291,900	312,900	7.2%	296,100	-5.4%
Other Canada	928,500	941,500	1.4%	904,800	-3.9%
International	292,900	285,700	-2.5%	261,200	-8.6%

Table 31

Number of Exhibitors by Place of Origin - Conferences/Conventions/Congresses

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Exhibitors	111,200	112,400	1.1%	109,500	-2.6%
by Origin					
Local	57,200	59,200	3.5%	57,700	-2.5%
Other Intra-Province	32,600	32,500	-0.3%	31,300	-3.7%
Other Canada	17,800	17,400	-2.2%	17,300	-0.6%
International	3,600	3,300	-8.3%	3,200	-3.0%

Table 32

Number of Exhibitors by Place of Origin - Consumer Shows/Consumer Exhibitions

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Exhibitors	220,900	219,800	-0.5%	218,700	-0.5%
by Origin					
Local	133,200	133,800	0.5%	134,600	0.6%
Other Intra-Province	37,700	37,600	-0.3%	36,200	-3.7%
Other Canada	42,400	41,500	-2.1%	41,300	-0.5%
International	7,500	6,900	-8.0%	6,700	-2.9%

Table 33

Number of Exhibitors by Place of Origin - Trade Shows/Business Exhibitions

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Exhibitors	83,400	83,800	0.5%	82,000	-2.1%
by Origin					
Local	42,800	44,500	4.0%	43,500	-2.2%
Other Intra-Province	13,500	13,500	0.0%	12,900	-4.4%
Other Canada	17,200	16,800	-2.3%	16,700	-0.6%
International	9,800	9,100	-7.1%	8,800	-3.3%

Table 34

Number of Exhibitors by Place of Origin - Other Business Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Exhibitors	36,300	38,000	4.7%	36,600	-3.7%
by Origin					
Local	19,600	20,400	4.1%	19,900	-2.5%
Other Intra-Province	11,800	12,700	7.6%	12,000	-5.5%
Other Canada	4,400	4,400	0.0%	4,200	-4.5%
International	500	500	0.0%	400	-20.0%

Table 35

Number of Exhibitors by Place of Origin - Other Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Exhibitors	200	200	0.0%	200	0.0%
by Origin					
Local	200	200	0.0%	200	0.0%
Other Intra-Province	-	-	-	-	-
Other Canada	-	-	-	-	-
International	-	-	-	-	-

Table 36

Number of Exhibitors by Place of Origin - All Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Exhibitors	452,000	454,200	0.5%	447,000	-1.6%
by Origin					
Local	253,000	258,100	2.0%	255,900	-0.9%
Other Intra-Province	95,600	96,300	0.7%	92,400	-4.0%
Other Canada	81,800	80,100	-2.1%	79,500	-0.7%
International	21,400	19,800	-7.5%	19,100	-3.5%

Table 37

Number of Speakers by Place of Origin - Conferences/Conventions/Congresses

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Speakers	2,079,900	2,102,500	1.1%	2,048,200	-2.6%
by Origin					
Local	1,798,300	1,817,900	1.1%	1,770,900	-2.6%
Other Intra-Province	258,100	260,900	1.1%	254,100	-2.6%
Other Canada	19,600	20,100	2.6%	19,600	-2.5%
International	3,900	3,600	-7.7%	3,500	-2.8%

Table 38

Number of Speakers by Place of Origin - Consumer Shows/Consumer Exhibitions

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Speakers	66,500	66,100	-0.6%	65,800	-0.5%
by Origin					
Local	61,300	61,000	-0.5%	60,700	-0.5%
Other Intra-Province	4,400	4,300	-2.3%	4,300	0.0%
Other Canada	700	700	0.0%	700	0.0%
International	100	100	0.0%	100	0.0%

Table 39

Number of Speakers by Place of Origin - Trade Shows/Business Exhibitions

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Speakers	84,200	84,600	0.5%	82,800	-2.1%
by Origin					
Local	76,400	76,800	0.5%	75,200	-2.1%
Other Intra-Province	6,100	6,100	0.0%	6,000	-1.6%
Other Canada	1,100	1,100	0.0%	1,100	0.0%
International	600	600	0.0%	500	-16.7%

Table 40

Number of Speakers by Place of Origin - Incentive Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Speakers	23,600	24,800	5.1%	23,300	-6.0%
by Origin					
Local	16,300	17,200	5.5%	16,100	-6.4%
Other Intra-Province	6,500	6,800	4.6%	6,400	-5.9%
Other Canada	600	600	0.0%	600	0.0%
International	200	200	0.0%	100	-50.0%

Table 41

Number of Speakers by Place of Origin - Other Business Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Speakers	859,500	901,200	4.9%	868,500	-3.6%
by Origin					
Local	740,100	776,000	4.9%	748,000	-3.6%
Other Intra-Province	112,900	118,400	4.9%	114,100	-3.6%
Other Canada	5,800	6,100	5.2%	5,900	-3.3%
International	700	600	-14.3%	600	0.0%

Table 42

Number of Speakers by Place of Origin - Other Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Speakers	175,900	182,500	3.8%	174,600	-4.3%
by Origin					
Local	172,700	179,300	3.8%	171,500	-4.4%
Other Intra-Province	2,000	2,000	0.0%	2,000	0.0%
Other Canada	900	900	0.0%	900	0.0%
International	300	300	0.0%	200	-33.3%

Table 43

Number of Speakers by Place of Origin - All Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Number of Speakers	3,289,600	3,361,700	2.2%	3,263,200	-2.9%
by Origin					
Local	2,865,100	2,928,200	2.2%	2,842,400	-2.9%
Other Intra-Province	390,000	398,500	2.2%	386,900	-2.9%
Other Canada	28,700	29,500	2.8%	28,800	-2.4%
International	5,800	5,400	-6.9%	5,000	-7.4%

Table 44

All Participants by Place of Origin - Conferences/Conventions/Congresses

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Participants	23,103,900	23,355,200	1.1%	22,752,500	-2.6%
Share of Total	32.9%	32.6%	-1.0%	32.6%	0.2%
by Origin					
Local	12,616,000	13,012,700	3.1%	12,686,500	-2.5%
Other Intra-Province	6,424,600	6,404,800	-0.3%	6,164,600	-3.8%
Other Canada	3,387,700	3,314,100	-2.2%	3,297,200	-0.5%
International	675,600	623,600	-7.7%	604,200	-3.1%

Table 45

All Participants by Place of Origin - Consumer Shows/Consumer Exhibitions

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Participants	15,653,600	15,577,900	-0.5%	15,500,800	-0.5%
Share of Total	22.3%	21.7%	-2.5%	22.2%	2.3%
by Origin					
Local	9,461,100	9,501,800	0.4%	9,555,300	0.6%
Other Intra-Province	2,667,100	2,657,300	-0.4%	2,556,600	-3.8%
Other Canada	2,994,500	2,928,700	-2.2%	2,914,000	-0.5%
International	530,900	490,100	-7.7%	474,800	-3.1%

Table 46

All Participants by Place of Origin - Trade Shows/Business Exhibitions

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Participants	3,719,500	3,740,900	0.6%	3,659,400	-2.2%
Share of Total	5.3%	5.2%	-1.5%	5.2%	0.6%
by Origin					
Local	1,938,300	2,011,700	3.8%	1,968,600	-2.1%
Other Intra-Province	593,200	591,100	-0.4%	568,700	-3.8%
Other Canada	755,300	738,700	-2.2%	735,000	-0.5%
International	432,700	399,400	-7.7%	387,000	-3.1%

Table 47

All Participants by Place of Origin - Incentive Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Participants	4,109,000	4,323,200	5.2%	4,057,900	-6.1%
Share of Total	5.8%	6.0%	3.0%	5.8%	-3.5%
by Origin					
Local	1,078,200	1,164,200	8.0%	1,062,500	-8.7%
Other Intra-Province	1,681,900	1,803,000	7.2%	1,706,200	-5.4%
Other Canada	1,043,100	1,057,700	1.4%	1,016,500	-3.9%
International	305,800	298,300	-2.5%	272,800	-8.5%

Table 48

All Participants by Place of Origin - Other Business Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Participants	15,546,800	16,302,500	4.9%	15,712,700	-3.6%
Share of Total	22.1%	22.7%	2.7%	22.5%	-0.9%
by Origin					
Local	8,661,000	9,045,200	4.4%	8,822,400	-2.5%
Other Intra-Province	4,913,400	5,264,800	7.2%	4,984,600	-5.3%
Other Canada	1,772,100	1,797,200	1.4%	1,727,100	-3.9%
International	200,300	195,400	-2.4%	178,700	-8.5%

Table 49

All Participants by Place of Origin - Other Meetings

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Participants	8,122,700	8,433,000	3.8%	8,066,400	-4.3%
Share of Total	11.6%	11.8%	1.7%	11.6%	-1.6%
by Origin					
Local	6,606,300	6,889,600	4.3%	6,601,100	-4.2%
Other Intra-Province	293,800	314,900	7.2%	298,100	-5.3%
Other Canada	929,400	942,500	1.4%	905,700	-3.9%
International	293,200	286,000	-2.5%	261,500	-8.6%

Meetings Activity Detailed Tables – Participant Expenditures

Table 50

Average Total Delegate Spending at Meeting (by Place of Origin: Local)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$128	$131	2.3%	$135	3.1%
Consumer	$266	$272	2.3%	$279	2.6%
Trade	$520	$532	2.3%	$544	2.3%
Incentive	$589	$600	1.9%	$613	2.2%
Other Business	$100	$103	3.0%	$105	1.9%
Other Meetings	$119	$122	2.5%	$125	2.5%

Table 51

Average Total Delegate Spending at Meeting (by Place of Origin: Inside Province)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$326	$334	2.5%	$343	2.7%
Consumer	$372	$380	2.2%	$387	1.8%
Trade	$260	$266	2.3%	$274	3.0%
Incentive	$246	$252	2.4%	$259	2.8%
Other Business	$241	$247	2.5%	$255	3.2%
Other Meetings	$196	$199	1.5%	$207	4.0%

Table 52

Average Total Delegate Spending at Meeting (by Place of Origin: Outside Province)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$ 763	$ 782	2.5%	$ 809	3.5%
Consumer	$ 383	$ 392	2.3%	$ 407	3.8%
Trade	$1,059	$1,086	2.5%	$1,118	2.9%
Incentive	$ 772	$ 789	2.2%	$ 807	2.3%
Other Business	$ 471	$ 482	2.3%	$ 501	3.9%
Other Meetings	$ 310	$ 318	2.6%	$ 332	4.4%

Table 53

Average Total Delegate Spending at Meeting (by Place of Origin: Outside Country)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$1,781	$1,825	2.5%	$1,876	2.8%
Consumer	$1,426	$1,456	2.1%	$1,496	2.7%
Trade	$1,799	$1,840	2.3%	$1,891	2.8%
Incentive	$1,398	$1,417	1.4%	$1,438	1.5%
Other Business	$1,651	$1,683	1.9%	$1,730	2.8%
Other Meetings	$ 382	$ 387	1.3%	$ 397	2.6%

Table 54

Total Expenditures by Participant Type and Meeting Type - All Delegates

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$ 7,121,390,000	$ 7,190,514,000	1.0%	$ 7,237,171,000	0.6%
Consumer	$ 5,320,338,000	$ 5,362,723,000	0.8%	$ 5,456,951,000	1.8%
Trade	$ 2,635,328,000	$ 2,656,675,000	0.8%	$ 2,671,759,000	0.6%
Incentive	$ 2,269,106,000	$ 2,396,124,000	5.6%	$ 2,293,056,000	-4.3%
Other Business	$ 3,103,425,000	$ 3,301,629,000	6.4%	$ 3,254,446,000	-1.4%
Other Meetings	$ 1,224,302,000	$ 1,292,720,000	5.6%	$ 1,270,259,000	-1.7%
All Meeting Types	$ 21,673,889,000	$ 22,200,385,000	2.4%	$ 22,183,642,000	-0.1%

Table 55

Total Expenditures by Participant Type and Meeting Type – Exhibitors

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$ 203,096,000	$ 208,507,000	2.7%	$ 210,385,000	0.9%
Consumer	$ 702,751,000	$ 716,301,000	1.9%	$ 716,435,000	0.0%
Trade	$ 230,355,000	$ 236,118,000	2.5%	$ 237,906,000	0.8%
Incentive	$ -	$ -	-	$ -	-
Other Business	$ 63,219,000	$ 67,746,000	7.2%	$ 67,047,000	-1.0%
Other Meetings	$ 406,000	$ 430,000	5.9%	$ 422,000	-1.9%
All Meeting Types	$ 1,199,825,000	$ 1,229,103,000	2.4%	$ 1,232,195,000	0.3%

Table 56

Total Expenditures by Participant Type and Meeting Type – Speakers

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Conferences	$ 253,385,000	$ 263,045,000	3.8%	$ 264,949,000	0.7%
Consumer	$ 7,368,000	$ 7,528,000	2.2%	$ 7,740,000	2.8%
Trade	$ 10,784,000	$ 11,134,000	3.2%	$ 11,267,000	1.2%
Incentive	$ 4,554,000	$ 4,918,000	8.0%	$ 4,791,000	-2.6%
Other Business	$ 99,487,000	$ 107,181,000	7.7%	$ 106,794,000	-0.4%
Other Meetings	$ 15,463,000	$ 16,489,000	6.6%	$ 16,265,000	-1.4%
All Meeting Types	$ 391,043,000	$ 410,295,000	4.9%	$ 411,806,000	0.4%

Table 57

Participant Spending: Conferences/Conventions/Congresses (All Delegates)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 7,121,390,000	$ 7,190,514,000	1.0%	$ 7,237,171,000	0.6%
Total meeting registration fees (including optional components)	$ 2,057,002,000	$ 2,106,116,000	2.4%	$ 2,118,796,000	0.6%
Accommodation	$ 1,457,676,000	$1,465,537,000	0.5%	$ 1,469,624,000	0.3%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 493,868,000	$ 483,802,000	-2.0%	$ 458,582,000	-5.2%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 1,073,011,000	$ 1,067,734,000	-0.5%	$ 1,113,245,000	4.3%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 242,837,000	$ 243,177,000	0.1%	$ 241,164,000	-0.8%
Food and beverage from restaurants, cafes and bars	$ 1,024,772,000	$1,049,635,000	2.4%	$ 1,055,358,000	0.5%
Food and beverage from retail outlets (e.g., supermarket)	$ 224,134,000	$ 226,115,000	0.9%	$ 229,888,000	1.7%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 232,625,000	$ 229,344,000	-1.4%	$ 232,088,000	1.2%
Tours (e.g., sightseeing)	$ 108,714,000	$ 109,643,000	0.9%	$ 110,325,000	0.6%
Other	$ 206,751,000	$ 209,410,000	1.3%	$ 208,101,000	-0.6%

Table 58

Participant Spending: Conferences/Conventions/Congresses (Exhibitors)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 203,096,000	$ 208,507,000	2.7%	$ 210,385,000	0.9%
Total meeting registration fees (including optional components)	$ 83,590,000	$ 86,265,000	3.2%	$ 87,665,000	1.6%
Accommodation	$ 38,551,000	$ 39,746,000	3.1%	$ 39,719,000	-0.1%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 9,274,000	$ 9,228,000	-0.5%	$ 8,748,000	-5.2%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 11,334,000	$ 11,572,000	2.1%	$ 11,781,000	1.8%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 1,100,000	$ 1,109,000	0.8%	$ 1,103,000	-0.5%
Food and beverage from restaurants, cafes and bars	$ 3,216,000	$ 3,272,000	1.7%	$ 3,252,000	-0.6%
Food and beverage from retail outlets (e.g., supermarket)	$ 18,141,000	$ 18,631,000	2.7%	$ 18,840,000	1.1%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 1,602,000	$ 1,645,000	2.7%	$ 1,676,000	1.9%
Tours (e.g., sightseeing)	$ 1,430,000	$ 1,481,000	3.6%	$ 1,532,000	3.4%
Other	$ 34,858,000	$ 35,560,000	2.0%	$ 36,070,000	1.4%

Table 59

Participant Spending: Conferences/Conventions/Congresses (Speakers)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 253,385,000	$ 263,045,000	3.8%	$ 264,949,000	0.7%
Total meeting registration fees (including optional components)	$ -	$ -	-	$ -	-
Accommodation	$ 105,207,000	$ 109,662,000	4.2%	$ 109,481,000	-0.2%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 196,000	$ 197,000	0.5%	$ 186,000	-5.6%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 53,008,000	$ 54,717,000	3.2%	$ 56,545,000	3.3%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 4,740,000	$ 4,875,000	2.8%	$ 4,829,000	-0.9%
Food and beverage from restaurants, cafes and bars	$ 56,086,000	$ 58,234,000	3.8%	$ 58,365,000	0.2%
Food and beverage from retail outlets (e.g., supermarket)	$ 20,661,000	$ 21,450,000	3.8%	$ 21,702,000	1.2%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ -	$ -	-	$ -	-
Tours (e.g., sightseeing)	$ -	$ -	-	$ -	-
Other	$ 13,487,000	$ 13,910,000	3.1%	$ 13,841,000	-0.5%

Table 60

Participant Spending: Conferences/Conventions/Congresses (All Participants)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 7,577,872,000	$ 7,662,066,000	1.1%	$ 7,712,505,000	0.7%
Total meeting registration fees (including optional components)	$ 2,140,592,000	$ 2,192,382,000	2.4%	$ 2,206,461,000	0.6%
Accommodation	$ 1,601,435,000	$ 1,614,945,000	0.8%	$ 1,618,824,000	0.2%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 503,337,000	$ 493,226,000	-2.0%	$ 467,516,000	-5.2%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 1,137,353,000	$ 1,134,023,000	-0.3%	$ 1,181,572,000	4.2%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 248,677,000	$ 249,161,000	0.2%	$ 247,096,000	-0.8%
Food and beverage from restaurants, cafes and bars	$ 1,084,074,000	$ 1,111,141,000	2.5%	$ 1,116,975,000	0.5%
Food and beverage from retail outlets (e.g., supermarket)	$ 262,936,000	$ 266,196,000	1.2%	$ 270,429,000	1.6%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 234,227,000	$ 230,988,000	-1.4%	$ 233,765,000	1.2%
Tours (e.g., sightseeing)	$ 110,145,000	$ 111,124,000	0.9%	$ 111,857,000	0.7%
Other	$ 255,096,000	$ 258,880,000	1.5%	$ 258,011,000	-0.3%

Table 61

Participant Spending: Consumer Shows/Consumer Exhibitions (All Delegates)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 5,320,338,000	$ 5,362,723,000	0.8%	$ 5,456,951,000	1.8%
Total meeting registration fees (including optional components)	$ 1,394,434,000	$ 1,424,463,000	2.2%	$ 1,457,277,000	2.3%
Accommodation	$ 234,281,000	$ 233,498,000	-0.3%	$ 234,345,000	0.4%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 562,333,000	$ 551,335,000	-2.0%	$ 527,517,000	-4.3%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 606,526,000	$ 598,657,000	-1.3%	$ 626,007,000	4.6%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 518,927,000	$ 521,238,000	0.4%	$ 528,461,000	1.4%
Food and beverage from restaurants, cafes and bars	$ 953,688,000	$ 970,693,000	1.8%	$ 992,983,000	2.3%
Food and beverage from retail outlets (e.g., supermarket)	$ 516,055,000	$ 527,647,000	2.2%	$ 548,601,000	4.0%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 339,824,000	$ 337,407,000	-0.7%	$ 344,543,000	2.1%
Tours (e.g., sightseeing)	$ 140,311,000	$ 142,885,000	1.8%	$ 142,395,000	-0.3%
Other	$ 53,959,000	$ 54,902,000	1.7%	$ 54,821,000	-0.1%

Table 62

Participant Spending: Consumer Shows/Consumer Exhibitions (Exhibitors)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 702,751,000	$ 716,301,000	1.9%	$ 716,435,000	0.0%
Total meeting registration fees (including optional components)	$ 298,755,000	$ 306,194,000	2.5%	$ 307,018,000	0.3%
Accommodation	$ 69,364,000	$ 70,607,000	1.8%	$ 71,657,000	1.5%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 6,455,000	$ 6,289,000	-2.6%	$ 6,000,000	-4.6%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 15,869,000	$ 15,759,000	-0.7%	$ 16,595,000	5.3%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 2,463,000	$ 2,410,000	-2.2%	$ 2,474,000	2.7%
Food and beverage from restaurants, cafes and bars	$ 8,517,000	$ 8,498,000	-0.2%	$ 8,462,000	-0.4%
Food and beverage from retail outlets (e.g., supermarket)	$ 47,839,000	$ 48,845,000	2.1%	$ 49,870,000	2.1%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 2,697,000	$ 2,740,000	1.6%	$ 2,834,000	3.4%
Tours (e.g., sightseeing)	$ -	$ -	-	$ -	-
Other	$ 250,762,000	$ 254,961,000	1.7%	$ 251,526,000	-1.3%

Table 63

Participant Spending: Consumer Shows/Consumer Exhibitions (Speakers)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 7,368,000	$ 7,528,000	2.2%	$ 7,740,000	2.8%
Total meeting registration fees (including optional components)	$ -	$ -	-	$ -	-
Accommodation	$ 2,950,000	$ 3,027,000	2.6%	$ 3,087,000	2.0%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 7,000	$ 7,000	0.0%	$ 6,000	-14.3%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 1,341,000	$ 1,363,000	1.6%	$ 1,438,000	5.5%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 153,000	$ 155,000	1.3%	$ 157,000	1.3%
Food and beverage from restaurants, cafes and bars	$ 1,797,000	$ 1,836,000	2.2%	$ 1,880,000	2.4%
Food and beverage from retail outlets (e.g., supermarket)	$ 660,000	$ 674,000	2.1%	$ 697,000	3.4%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ -	$ -	-	$ -	-
Tours (e.g., sightseeing)	$ -	$ -	-	$ -	-
Other	$ 460,000	$ 467,000	1.5%	$ 474,000	1.5%

Table 64

Participant Spending: Consumer Shows/Consumer Exhibitions (All Participants)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 6,030,455,000	$ 6,086,552,000	0.9%	$ 6,181,126,000	1.6%
Total meeting registration fees (including optional components)	$ 1,693,189,000	$ 1,730,656,000	2.2%	$ 1,764,295,000	1.9%
Accommodation	$ 306,595,000	$ 307,132,000	0.2%	$ 309,088,000	0.6%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 568,795,000	$ 557,630,000	-2.0%	$ 533,524,000	-4.3%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 623,736,000	$ 615,778,000	-1.3%	$ 644,040,000	4.6%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 521,543,000	$ 523,803,000	0.4%	$ 531,092,000	1.4%
Food and beverage from restaurants, cafes and bars	$ 964,002,000	$ 981,027,000	1.8%	$1,003,325,000	2.3%
Food and beverage from retail outlets (e.g., supermarket)	$ 564,533,000	$ 577,165,000	2.2%	$ 599,169,000	3.8%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 342,521,000	$ 340,147,000	-0.7%	$ 347,377,000	2.1%
Tours (e.g., sightseeing)	$ 140,311,000	$ 142,885,000	1.8%	$ 142,395,000	-0.3%
Other	$ 305,210,000	$ 310,330,000	1.7%	$ 306,821,000	-1.1%

Table 65

Participant Spending: Trade Shows/Business Exhibitions (All Delegates)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 2,635,328,000	$ 2,656,675,000	0.8%	$ 2,671,759,000	0.6%
Total meeting registration fees (including optional components)	$ 574,075,000	$ 589,306,000	2.7%	$ 593,746,000	0.8%
Accommodation	$ 369,803,000	$ 366,679,000	-0.8%	$ 370,107,000	0.9%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 133,881,000	$ 127,621,000	-4.7%	$ 121,392,000	-4.9%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 249,977,000	$ 243,331,000	-2.7%	$ 252,965,000	4.0%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 603,709,000	$ 630,580,000	4.5%	$ 627,700,000	-0.5%
Food and beverage from restaurants, cafes and bars	$ 364,690,000	$ 366,836,000	0.6%	$ 371,981,000	1.4%
Food and beverage from retail outlets (e.g., supermarket)	$ 52,195,000	$ 51,604,000	-1.1%	$ 52,695,000	2.1%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 103,718,000	$ 102,927,000	-0.8%	$ 104,397,000	1.4%
Tours (e.g., sightseeing)	$ 47,011,000	$ 46,726,000	-0.6%	$ 46,994,000	0.6%
Other	$ 136,269,000	$ 131,066,000	-3.8%	$ 129,784,000	-1.0%

Table 66

Participant Spending: Trade Shows/Business Exhibitions (Exhibitors)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 230,355,000	$ 236,118,000	2.5%	$ 237,906,000	0.8%
Total meeting registration fees (including optional components)	$ 74,955,000	$ 77,002,000	2.7%	$ 77,775,000	1.0%
Accommodation	$ 47,221,000	$ 48,752,000	3.2%	$ 48,865,000	0.2%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 3,035,000	$ 2,906,000	-4.3%	$ 2,779,000	-4.4%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 16,792,000	$ 16,593,000	-1.2%	$ 17,243,000	3.9%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 3,590,000	$ 3,470,000	-3.3%	$ 3,544,000	2.1%
Food and beverage from restaurants, cafes and bars	$ 4,279,000	$ 4,299,000	0.5%	$ 4,288,000	-0.3%
Food and beverage from retail outlets (e.g., supermarket)	$ 33,321,000	$ 34,579,000	3.8%	$ 34,838,000	0.7%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 709,000	$ 719,000	1.4%	$ 733,000	1.9%
Tours (e.g., sightseeing)	$ 4,185,000	$ 4,501,000	7.6%	$ 4,517,000	0.4%
Other	$ 42,268,000	$ 43,298,000	2.4%	$ 43,326,000	0.1%

Table 67

Participant Spending: Trade Shows/Business Exhibitions (Speakers)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 10,784,000	$ 11,134,000	3.2%	$ 11,267,000	1.2%
Total meeting registration fees (including optional components)	$ -	$ -	-	$ -	-
Accommodation	$ 4,178,000	$ 4,333,000	3.7%	$ 4,344,000	0.3%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 14,000	$ 14,000	0.0%	$ 13,000	-7.1%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 2,486,000	$ 2,553,000	2.7%	$ 2,649,000	3.8%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 316,000	$ 323,000	2.2%	$ 321,000	-0.6%
Food and beverage from restaurants, cafes and bars	$ 2,385,000	$ 2,464,000	3.3%	$ 2,480,000	0.6%
Food and beverage from retail outlets (e.g., supermarket)	$ 832,000	$ 859,000	3.2%	$ 873,000	1.6%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ -	$ -	-	$ -	-
Tours (e.g., sightseeing)	$ -	$ -	-	$ -	-
Other	$ 573,000	$ 588,000	2.6%	$ 587,000	-0.2%

Table 68

Participant Spending: Trade Shows/Business Exhibitions (All Participants)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 2,876,465,000	$ 2,903,926,000	1.0%	$ 2,920,932,000	0.6%
Total meeting registration fees (including optional components)	$ 649,030,000	$ 666,308,000	2.7%	$ 671,520,000	0.8%
Accommodation	$ 421,202,000	$ 419,765,000	-0.3%	$ 423,315,000	0.8%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 136,930,000	$ 130,541,000	-4.7%	$ 124,184,000	-4.9%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 269,255,000	$ 262,477,000	-2.5%	$ 272,856,000	4.0%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 607,615,000	$ 634,372,000	4.4%	$ 631,565,000	-0.4%
Food and beverage from restaurants, cafes and bars	$ 371,353,000	$ 373,599,000	0.6%	$ 378,748,000	1.4%
Food and beverage from retail outlets (e.g., supermarket)	$ 86,347,000	$ 87,042,000	0.8%	$ 88,406,000	1.6%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 104,427,000	$ 103,646,000	-0.7%	$ 105,131,000	1.4%
Tours (e.g., sightseeing)	$ 51,196,000	$ 51,227,000	0.1%	$ 51,510,000	0.6%
Other	$ 179,110,000	$ 174,951,000	-2.3%	$ 173,697,000	-0.7%

Table 69

Participant Spending: Incentive Meetings (All Delegates)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 2,269,106,000	$ 2,396,124,000	5.6%	$ 2,293,056,000	-4.3%
Total meeting registration fees (including optional components)	$ 270,339,000	$ 291,562,000	7.9%	$ 283,701,000	-2.7%
Accommodation	$ 242,893,000	$ 255,570,000	5.2%	$ 249,944,000	-2.2%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 400,360,000	$ 407,395,000	1.8%	$ 368,484,000	-9.6%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 193,772,000	$ 201,562,000	4.0%	$ 200,471,000	-0.5%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 138,738,000	$ 144,224,000	4.0%	$ 138,175,000	-4.2%
Food and beverage from restaurants, cafes and bars	$ 370,714,000	$ 397,929,000	7.3%	$ 383,405,000	-3.6%
Food and beverage from retail outlets (e.g., supermarket)	$ 173,105,000	$ 185,631,000	7.2%	$ 179,909,000	-3.1%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 238,625,000	$ 254,759,000	6.8%	$ 243,982,000	-4.2%
Tours (e.g., sightseeing)	$ 176,008,000	$ 190,684,000	8.3%	$ 181,702,000	-4.7%
Other	$ 64,552,000	$ 66,809,000	3.5%	$ 63,283,000	-5.3%

Table 70

Participant Spending: Incentive Meetings (Speakers)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 4,554,000	$ 4,918,000	8.0%	$ 4,791,000	-2.6%
Total meeting registration fees (including optional components)	$ -	$ -	-	$ -	-
Accommodation	$ 1,859,000	$ 2,017,000	8.5%	$ 1,941,000	-3.8%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 6,000	$ 6,000	0.0%	$ 6,000	0.0%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 1,480,000	$ 1,589,000	7.4%	$ 1,584,000	-0.3%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 143,000	$ 154,000	7.7%	$ 147,000	-4.5%
Food and beverage from restaurants, cafes and bars	$ 713,000	$ 771,000	8.1%	$ 745,000	-3.4%
Food and beverage from retail outlets (e.g., supermarket)	$ 231,000	$ 250,000	8.2%	$ 244,000	-2.4%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ -	$ -	-	$ -	-
Tours (e.g., sightseeing)	$ -	$ -	-	$ -	-
Other	$ 122,000	$ 132,000	8.2%	$ 126,000	-4.5%

Table 71

Participant Spending: Incentive Meetings (All Participants)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 2,273,660,000	$ 2,401,042,000	5.6%	$ 2,297,847,000	-4.3%
Total meeting registration fees (including optional components)	$ 270,339,000	$ 291,562,000	7.9%	$ 283,701,000	-2.7%
Accommodation	$ 244,752,000	$ 257,587,000	5.2%	$ 251,885,000	-2.2%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 400,366,000	$ 407,401,000	1.8%	$ 368,490,000	-9.6%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 195,252,000	$ 203,151,000	4.0%	$ 202,054,000	-0.5%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 138,881,000	$ 144,378,000	4.0%	$ 138,321,000	-4.2%
Food and beverage from restaurants, cafes and bars	$ 371,427,000	$ 398,700,000	7.3%	$ 384,150,000	-3.6%
Food and beverage from retail outlets (e.g., supermarket)	$ 173,336,000	$ 185,881,000	7.2%	$ 180,153,000	-3.1%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 238,625,000	$ 254,759,000	6.8%	$ 243,982,000	-4.2%
Tours (e.g., sightseeing)	$ 176,008,000	$ 190,684,000	8.3%	$ 181,702,000	-4.7%
Other	$ 64,674,000	$ 66,940,000	3.5%	$ 63,409,000	-5.3%

Table 72

Participant Spending: Other Business Meetings (All Delegates)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 3,103,425,000	$ 3,301,629,000	6.4%	$ 3,254,446,000	-1.4%
Total meeting registration fees (including optional components)	$ 501,070,000	$ 540,989,000	8.0%	$ 536,355,000	-0.9%
Accommodation	$ 510,473,000	$ 554,040,000	8.5%	$ 540,011,000	-2.5%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 177,404,000	$ 180,053,000	1.5%	$ 166,438,000	-7.6%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 675,141,000	$ 710,689,000	5.3%	$ 716,402,000	0.8%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 149,265,000	$ 157,655,000	5.6%	$ 154,273,000	-2.1%
Food and beverage from restaurants, cafes and bars	$ 720,026,000	$ 765,060,000	6.3%	$ 750,795,000	-1.9%
Food and beverage from retail outlets (e.g., supermarket)	$ 102,666,000	$ 110,102,000	7.2%	$ 110,347,000	0.2%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 168,732,000	$ 176,687,000	4.7%	$ 175,564,000	-0.6%
Tours (e.g., sightseeing)	$ 32,133,000	$ 34,472,000	7.3%	$ 34,142,000	-1.0%
Other	$ 66,515,000	$ 71,883,000	8.1%	$ 70,120,000	-2.5%

Table 73

Participant Spending: Other Business Meetings (Exhibitors)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 63,219,000	$ 67,746,000	7.2%	$ 67,047,000	-1.0%
Total meeting registration fees (including optional components)	$ 26,507,000	$ 28,577,000	7.8%	$ 28,441,000	-0.5%
Accommodation	$ 11,924,000	$ 12,866,000	7.9%	$ 12,650,000	-1.7%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 2,988,000	$ 3,127,000	4.7%	$ 2,914,000	-6.8%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 3,018,000	$ 3,188,000	5.6%	$ 3,221,000	1.0%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 361,000	$ 386,000	6.9%	$ 379,000	-1.8%
Food and beverage from restaurants, cafes and bars	$ 895,000	$ 939,000	4.9%	$ 921,000	-1.9%
Food and beverage from retail outlets (e.g., supermarket)	$ 5,767,000	$ 6,197,000	7.5%	$ 6,143,000	-0.9%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 557,000	$ 605,000	8.6%	$ 603,000	-0.3%
Tours (e.g., sightseeing)	$ 489,000	$ 528,000	8.0%	$ 529,000	0.2%
Other	$ 10,713,000	$ 11,335,000	5.8%	$ 11,245,000	-0.8%

Table 74

Participant Spending: Other Business Meetings (Speakers)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 99,487,000	$ 107,181,000	7.7%	$ 106,794,000	-0.4%
Total meeting registration fees (including optional components)	$ -	$ -	-	$ -	-
Accommodation	$ 42,316,000	$ 45,766,000	8.2%	$ 45,221,000	-1.2%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 53,000	$ 56,000	5.7%	$ 52,000	-7.1%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 18,985,000	$ 20,333,000	7.1%	$ 20,797,000	2.3%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 1,381,000	$ 1,474,000	6.7%	$ 1,445,000	-2.0%
Food and beverage from restaurants, cafes and bars	$ 22,646,000	$ 24,397,000	7.7%	$ 24,200,000	-0.8%
Food and beverage from retail outlets (e.g., supermarket)	$ 8,556,000	$ 9,217,000	7.7%	$ 9,229,000	0.1%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ -	$ -	-	$ -	-
Tours (e.g., sightseeing)	$ -	$ -	-	$ -	-
Other	$ 5,550,000	$ 5,940,000	7.0%	$ 5,849,000	-1.5%

Table 75

Participant Spending: Other Business Meetings (All Participants)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 3,266,130,000	$ 3,476,557,000	6.4%	$ 3,428,287,000	-1.4%
Total meeting registration fees (including optional components)	$ 527,577,000	$ 569,566,000	8.0%	$ 564,796,000	-0.8%
Accommodation	$ 564,713,000	$ 612,671,000	8.5%	$ 597,882,000	-2.4%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 180,445,000	$ 183,236,000	1.5%	$ 169,404,000	-7.5%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 697,144,000	$ 734,210,000	5.3%	$ 740,420,000	0.8%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 151,007,000	$ 159,514,000	5.6%	$ 156,098,000	-2.1%
Food and beverage from restaurants, cafes and bars	$ 743,567,000	$ 790,395,000	6.3%	$ 775,915,000	-1.8%
Food and beverage from retail outlets (e.g., supermarket)	$ 116,990,000	$ 125,515,000	7.3%	$ 125,719,000	0.2%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 169,288,000	$ 177,292,000	4.7%	$ 176,167,000	-0.6%
Tours (e.g., sightseeing)	$ 32,621,000	$ 35,000,000	7.3%	$ 34,671,000	-0.9%
Other	$ 82,778,000	$ 89,158,000	7.7%	$ 87,214,000	-2.2%

Table 76

Participant Spending: Other Meetings (All Delegates)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 1,224,302,000	$ 1,292,720,000	5.6%	$ 1,270,259,000	-1.7%
Total meeting registration fees (including optional components)	$ 305,092,000	$ 324,436,000	6.3%	$ 320,683,000	-1.2%
Accommodation	$ 48,607,000	$ 51,801,000	6.6%	$ 50,768,000	-2.0%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 44,046,000	$ 43,650,000	-0.9%	$ 39,427,000	-9.7%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 147,998,000	$ 152,472,000	3.0%	$ 153,803,000	0.9%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 97,978,000	$ 97,162,000	-0.8%	$ 94,381,000	-2.9%
Food and beverage from restaurants, cafes and bars	$ 234,108,000	$ 249,564,000	6.6%	$ 245,507,000	-1.6%
Food and beverage from retail outlets (e.g., supermarket)	$ 27,642,000	$ 28,197,000	2.0%	$ 27,104,000	-3.9%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 63,719,000	$ 67,153,000	5.4%	$ 66,110,000	-1.6%
Tours (e.g., sightseeing)	$ 32,034,000	$ 34,559,000	7.9%	$ 33,939,000	-1.8%
Other	$ 229,078,000	$ 243,728,000	6.4%	$ 238,538,000	-2.1%

Table 77

Participant Spending: Other Meetings (Exhibitors)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 406,000	$ 430,000	5.9%	$ 422,000	-1.9%
Total meeting registration fees (including optional components)	$ 176,000	$ 189,000	7.4%	$ 186,000	-1.6%
Accommodation	$ 62,000	$ 66,000	6.5%	$ 65,000	-1.5%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 14,000	$ 14,000	0.0%	$ 13,000	-7.1%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 14,000	$ 14,000	0.0%	$ 14,000	0.0%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 1,000	$ 1,000	0.0%	$ 1,000	0.0%
Food and beverage from restaurants, cafes and bars	$ 7,000	$ 7,000	0.0%	$ 7,000	0.0%
Food and beverage from retail outlets (e.g., supermarket)	$ 35,000	$ 38,000	8.6%	$ 37,000	-2.6%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 3,000	$ 3,000	0.0%	$ 3,000	0.0%
Tours (e.g., sightseeing)	$ 4,000	$ 5,000	25.0%	$ 5,000	0.0%
Other	$ 90,000	$ 95,000	5.6%	$ 93,000	-2.1%

Table 78

Participant Spending: Other Meetings (Speakers)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 15,463,000	$ 16,489,000	6.6%	$ 16,265,000	-1.4%
Total meeting registration fees (including optional components)	$ -	$ -	-	$ -	-
Accommodation	$ 6,152,000	$ 6,584,000	7.0%	$ 6,459,000	-1.9%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 10,000	$ 10,000	0.0%	$ 9,000	-10.0%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 1,461,000	$ 1,549,000	6.0%	$ 1,573,000	1.5%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 210,000	$ 222,000	5.7%	$ 216,000	-2.7%
Food and beverage from restaurants, cafes and bars	$ 4,584,000	$ 4,887,000	6.6%	$ 4,812,000	-1.5%
Food and beverage from retail outlets (e.g., supermarket)	$ 1,751,000	$ 1,867,000	6.6%	$ 1,856,000	-0.6%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ -	$ -	-	$ -	-
Tours (e.g., sightseeing)	$ -	$ -	-	$ -	-
Other	$ 1,295,000	$ 1,371,000	5.9%	$ 1,341,000	-2.2%

Table 79

Participant Spending: Other Meetings (All Participants)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 1,240,171,000	$ 1,309,640,000	5.6%	$ 1,286,946,000	-1.7%
Total meeting registration fees (including optional components)	$ 305,268,000	$ 324,625,000	6.3%	$ 320,869,000	-1.2%
Accommodation	$ 54,822,000	$ 58,451,000	6.6%	$ 57,291,000	-2.0%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 44,069,000	$ 43,674,000	-0.9%	$ 39,449,000	-9.7%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 149,473,000	$ 154,035,000	3.1%	$ 155,390,000	0.9%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 92,189,000	$ 97,385,000	5.6%	$ 94,597,000	-2.9%
Food and beverage from restaurants, cafes and bars	$ 238,698,000	$ 254,457,000	6.6%	$ 250,326,000	-1.6%
Food and beverage from retail outlets (e.g., supermarket)	$ 29,429,000	$ 30,101,000	2.3%	$ 28,997,000	-3.7%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 63,721,000	$ 67,155,000	5.4%	$ 66,112,000	-1.6%
Tours (e.g., sightseeing)	$ 32,039,000	$ 34,564,000	7.9%	$ 33,943,000	-1.8%
Other	$ 230,463,000	$ 245,194,000	6.4%	$ 239,972,000	-2.1%

Table 80

Participant Spending: All Meeting Types (All Delegates)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 21,673,887,000	$ 22,200,385,000	2.4%	$ 22,183,642,000	-0.1%
Total meeting registration fees (including optional components)	$ 5,102,012,000	$ 5,276,872,000	3.4%	$ 5,310,557,000	0.6%
Accommodation	$ 2,863,734,000	$ 2,927,125,000	2.2%	$ 2,914,798,000	-0.4%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 1,811,893,000	$ 1,793,856,000	-1.0%	$ 1,681,839,000	-6.2%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 2,946,425,000	$ 2,974,445,000	1.0%	$ 3,062,893,000	3.0%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 1,745,453,000	$ 1,794,036,000	2.8%	$ 1,784,155,000	-0.6%
Food and beverage from restaurants, cafes and bars	$ 3,667,997,000	$ 3,799,716,000	3.6%	$ 3,800,029,000	0.0%
Food and beverage from retail outlets (e.g., supermarket)	$ 1,095,797,000	$ 1,129,296,000	3.1%	$ 1,148,544,000	1.7%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 1,147,242,000	$ 1,168,275,000	1.8%	$ 1,166,685,000	-0.1%
Tours (e.g., sightseeing)	$ 536,211,000	$ 558,968,000	4.2%	$ 549,497,000	-1.7%
Other	$ 757,123,000	$ 777,797,000	2.7%	$ 764,646,000	-1.7%

Table 81

Participant Spending: All Meeting Types (Exhibitors)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 1,199,825,000	$ 1,229,103,000	2.4%	$ 1,232,195,000	0.3%
Total meeting registration fees (including optional components)	$ 483,984,000	$ 498,226,000	2.9%	$ 501,085,000	0.6%
Accommodation	$ 167,122,000	$ 172,037,000	2.9%	$ 172,955,000	0.5%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 21,765,000	$ 21,563,000	-0.9%	$ 20,453,000	-5.1%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 47,027,000	$ 47,125,000	0.2%	$ 48,853,000	3.7%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 7,515,000	$ 7,375,000	-1.9%	$ 7,500,000	1.7%
Food and beverage from restaurants, cafes and bars	$ 16,913,000	$ 17,014,000	0.6%	$ 16,929,000	-0.5%
Food and beverage from retail outlets (e.g., supermarket)	$ 105,103,000	$ 108,288,000	3.0%	$ 109,728,000	1.3%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 5,567,000	$ 5,711,000	2.6%	$ 5,849,000	2.4%
Tours (e.g., sightseeing)	$ 6,109,000	$ 6,514,000	6.6%	$ 6,582,000	1.0%
Other	$ 338,720,000	$ 345,248,000	1.9%	$ 342,259,000	-0.9%

Table 82

Participant Spending: All Meeting Types (Speakers)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 391,043,000	$ 410,295,000	4.9%	$ 411,806,000	0.4%
Total meeting registration fees (including optional components)	$ -	$ -	-	$ -	-
Accommodation	$ 162,663,000	$ 171,388,000	5.4%	$ 170,532,000	-0.5%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 285,000	$ 289,000	1.4%	$ 274,000	-5.2%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 78,761,000	$ 82,104,000	4.2%	$ 84,586,000	3.0%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/ locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 6,943,000	$ 7,202,000	3.7%	$ 7,115,000	-1.2%
Food and beverage from restaurants, cafes and bars	$ 88,211,000	$ 92,588,000	5.0%	$ 92,482,000	-0.1%
Food and beverage from retail outlets (e.g., supermarket)	$ 32,692,000	$ 34,316,000	5.0%	$ 34,600,000	0.8%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ -	$ -	-	$ -	-
Tours (e.g., sightseeing)	$ -	$ -	-	$ -	-
Other	$ 21,488,000	$ 22,407,000	4.3%	$ 22,218,000	-0.8%

Table 83

Participant Spending: All Meeting Types (All Participants)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Total Spending	$ 23,264,754,000	$ 23,839,783,000	2.5%	$ 23,827,643,000	-0.1%
Total meeting registration fees (including optional components)	$ 5,585,995,000	$ 5,775,098,000	3.4%	$ 5,811,642,000	0.6%
Accommodation	$ 3,193,519,000	$ 3,270,550,000	2.4%	$ 3,258,285,000	-0.4%
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	$ 1,833,943,000	$ 1,815,708,000	-1.0%	$ 1,702,566,000	-6.2%
Long haul transport (from the city/locality, or excursions outside of the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	$ 3,072,213,000	$ 3,103,674,000	1.0%	$ 3,196,332,000	3.0%
Local and short haul transport (within the host city/locality, or excursions outside of the host city/locality; e.g., taxi, local public transport, rail or bus, car rental)	$ 1,759,911,000	$ 1,808,613,000	2.8%	$ 1,798,770,000	-0.5%
Food and beverage from restaurants, cafes and bars	$ 3,773,121,000	$ 3,909,319,000	3.6%	$ 3,909,440,000	0.0%
Food and beverage from retail outlets (e.g., supermarket)	$ 1,233,591,000	$ 1,271,900,000	3.1%	$ 1,292,873,000	1.6%
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	$ 1,152,809,000	$ 1,173,986,000	1.8%	$ 1,172,534,000	-0.1%
Tours (e.g., sightseeing)	$ 542,320,000	$ 565,483,000	4.3%	$ 556,079,000	-1.7%
Other	$ 1,117,332,000	$ 1,145,453,000	2.5%	$ 1,129,123,000	-1.4%

Table 84

Meetings Activity Share of Supply (of Meetings and Tourism Commodities)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Meeting commodities					
Registration fees	N/A	N/A	N/A	N/A	N/A
Other meeting fees and contributions	N/A	N/A	N/A	N/A	N/A
Transportation	5.2%	4.9%	-0.3%	4.6%	-0.3%
Air	10.8%	10.0%	-0.8%	9.5%	-0.5%
Rail	19.8%	19.3%	-0.5%	18.7%	-0.6%
Bus	16.0%	15.6%	-0.4%	15.4%	-0.2%
Rental	5.7%	5.5%	-0.2%	5.7%	0.2%
Vehicle repairs and parts	0.3%	0.3%	0.0%	0.3%	0.0%
Vehicle fuel	3.8%	3.6%	-0.2%	3.2%	-0.4%
Other transportation	21.8%	22.0%	0.2%	20.6%	-1.4%
Accommodation	27.3%	26.8%	-0.5%	25.6%	-1.2%
Food & Beverage Services	7.6%	7.5%	-0.1%	7.2%	-0.3%
Other tourism commodities	6.0%	6.1%	0.1%	5.8%	-0.3%
Recreation and Entertainment	5.3%	5.4%	0.1%	5.2%	-0.2%
Travel Services	15.4%	15.4%	0.0%	14.3%	-1.1%
Total meeting and tourism commodities	NA	NA	NA	NA	NA
Other commodities (tourism related)	NA	NA	NA	NA	NA
Other commodities (meeting related)	NA	NA	NA	NA	NA
Total commodities	NA	NA	NA	NA	NA

Table 85

Unique Meetings Activity Share of Supply (of Meetings and Tourism Commodities)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Meeting commodities					
Registration fees	N/A	N/A	N/A	N/A	N/A
Other meeting fees and contributions	N/A	N/A	N/A	N/A	N/A
Transportation	1.0%	1.0%	0.0%	0.9%	-0.1%
Air	0.0%	0.0%	0.0%	0.0%	0.0%
Rail	3.1%	3.1%	0.0%	3.0%	-0.1%
Bus	2.7%	2.7%	0.0%	2.6%	-0.1%
Rental	1.4%	1.4%	0.0%	1.4%	0.0%
Vehicle repairs and parts	0.1%	0.1%	0.0%	0.1%	0.0%
Vehicle fuel	0.9%	0.9%	0.0%	0.8%	-0.1%
Other transportation	13.8%	14.1%	0.3%	13.1%	-1.0%
Accommodation	1.9%	1.9%	0.0%	1.8%	-0.1%
Food & Beverage Services	3.3%	3.3%	0.0%	3.2%	-0.1%
Other tourism commodities	2.3%	2.3%	0.0%	2.2%	-0.1%
Recreation and Entertainment	2.0%	2.1%	0.1%	2.0%	-0.1%
Travel Services	5.7%	6.0%	0.3%	5.5%	-0.5%
Total meeting and tourism commodities	NA	NA	NA	NA	NA
Other commodities (tourism related)	NA	NA	NA	NA	NA
Other commodities (meeting related)	NA	NA	NA	NA	NA
Total commodities	NA	NA	NA	NA	NA

Table 86

Detailed Industry Table – Total GDP Contribution (Direct, Indirect & Induced)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Crop and Animal Production	$ 438,000,000	$ 445,000,000	1.6%	$ 440,000,000	-1.2%
Forestry and Logging	$ 42,000,000	$ 42,000,000	1.6%	$ 42,000,000	-1.2%
Fishing, Hunting and Trapping	$ 22,000,000	$ 22,000,000	1.6%	$ 22,000,000	-1.2%
Support Activities for Agriculture and forestry	$ 14,000,000	$ 15,000,000	1.6%	$ 14,000,000	-1.2%
Mining and Oil and Gas Extraction	$ 985,000,000	$ 1,001,000,000	1.6%	$ 989,000,000	-1.2%
Utilities	$ 757,000,000	$ 769,000,000	1.6%	$ 760,000,000	-1.2%
Construction	$ 308,000,000	$ 312,000,000	1.6%	$ 309,000,000	-1.2%
Manufacturing	$ 4,255,000,000	$ 4,322,000,000	1.6%	$ 4,270,000,000	-1.2%
Wholesale Trade	$ 1,772,000,000	$ 1,800,000,000	1.6%	$ 1,779,000,000	-1.2%
Retail Trade	$ 2,620,000,000	$ 2,659,000,000	1.5%	$ 2,627,000,000	-1.2%
Transportation and Warehousing	$ 2,408,000,000	$ 2,451,000,000	1.8%	$ 2,455,000,000	0.2%
Information and Cultural Industries	$ 1,332,000,000	$ 1,354,000,000	1.6%	$ 1,338,000,000	-1.2%
Finance, Insurance, Real Estate and Rental and Leasing	$ 5,124,000,000	$ 5,187,000,000	1.2%	$ 5,096,000,000	-1.8%
Professional, Scientific and Technical Services	$ 3,124,000,000	$ 3,173,000,000	1.6%	$ 3,135,000,000	-1.2%
Administrative and Support, Waste Management and Remediation Services	$ 2,732,000,000	$ 2,764,000,000	1.2%	$ 2,691,000,000	-2.7%
Educational Services	$ 51,000,000	$ 52,000,000	1.6%	$ 52,000,000	-1.2%
Health Care and Social Assistance	$ 272,000,000	$ 276,000,000	1.6%	$ 273,000,000	-1.2%
Arts, Entertainment and Recreation	$ 923,000,000	$ 939,000,000	1.7%	$ 934,000,000	-0.6%
Accommodation and Food Services	$ 4,649,000,000	$ 4,764,000,000	2.4%	$ 4,738,000,000	-0.6%
Other Services (Except Public Administration)	$ 655,000,000	$ 675,000,000	2.9%	$ 665,000,000	-1.4%
Non-Profit Institutions Serving Households	$ 369,000,000	$ 375,000,000	1.6%	$ 370,000,000	-1.2%
Government Sector	$ 842,000,000	$ 855,000,000	1.5%	$ 845,000,000	-1.2%
Total	$33,694,000,000	$34,252,000,000	1.6%	$33,844,000,000	-1.2%

Table 87

Detailed Industry Table – Total Employment Contribution (Direct, Indirect & Induced)

	BASE YEAR	2007	GROWTH: 2006 TO 2007	2008	GROWTH: 2007 TO 2008
Crop and Animal Production	10,280	10,260	-0.2%	10,240	-0.2%
Forestry and Logging	360	360	-0.1%	360	-0.2%
Fishing, Hunting and Trapping	190	190	-0.5%	190	-0.6%
Support Activities for Agriculture and forestry	280	280	0.0%	280	0.0%
Mining and Oil and Gas Extraction	1,760	1,760	-0.1%	1,750	-0.2%
Utilities	2,560	2,550	-0.3%	2,540	-0.5%
Construction	4,030	4,020	-0.4%	4,000	-0.5%
Manufacturing	43,010	42,740	-0.6%	42,360	-0.9%
Wholesale Trade	19,750	19,640	-0.5%	19,500	-0.7%
Retail Trade	65,740	65,050	-1.1%	64,120	-1.5%
Transportation and Warehousing	43,860	43,480	-0.9%	43,110	-0.9%
Information and Cultural Industries	11,000	10,970	-0.2%	10,940	-0.3%
Finance, Insurance, Real Estate and Rental and Leasing	43,560	42,960	-1.4%	41,900	-2.5%
Professional, Scientific and Technical Services	56,130	55,820	-0.6%	55,400	-0.8%
Administrative and Support, Waste Management and Remediation Services	49,070	48,460	-1.3%	47,070	-2.9%
Educational Services	1,730	1,730	0.0%	1,730	0.0%
Health Care and Social Assistance	6,110	6,100	0.0%	6,100	0.0%
Arts, Entertainment and Recreation	30,910	30,610	-1.0%	30,050	-1.9%
Accommodation and Food Services	153,520	153,030	-0.3%	149,900	-2.1%
Other Services (Except Public Administration)	19,520	19,640	0.6%	19,470	-0.9%
Non-Profit Institutions Serving Households	8,830	8,810	-0.2%	8,790	-0.2%
Government Sector	11,330	11,250	-0.7%	11,140	-1.0%
Total	583,530	579,710	-0.7%	570,940	-1.5%

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