



# The Economic Contribution of Meetings Activity in Canada



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PREPARING MEETING PROFESSIONALS FOR THE FUTURE



# The Economic Contribution of Meetings Activity in Canada

Prepared for: Meeting Professionals International  
Foundation Canada

Prepared by: Maritz Research Canada  
The Conference Board of Canada

For further info on the Canadian Economic Impact Study, please consult **[www.mpiweb.org](http://www.mpiweb.org)**

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## Foreword

### The End of the Beginning

Meeting Professionals International Foundation Canada (MPIFC) is pleased and proud to release the results of the first research study ever to measure the contribution of meetings activity to the Canadian economy.

Economic impact analysis is not new for the global meetings industry. The Convention Industry Council (CIC) released its most recent study of the U.S. industry in 2005, and the World Tourism Organization (UNWTO) has launched a major initiative to measure the economic contribution of meetings activity in several countries around the world.

However this is the first study of the Canadian industry, and the first to make extensive use of the measurement methodology that the UNWTO released in November, 2006 with participation from MPI, Reed Travel Exhibitions, and the International Congress and Convention Association (ICCA). The prospect of a pan-Canadian economic impact study was one of the cornerstones of the capital campaign that brought MPIFC into existence, and we are delighted now to deliver on that promise.

But releasing this report is not the end: it is truly the end of the beginning. After a three-year process that has been arduous and exciting, exceptionally challenging and tremendously rewarding, the next step is to connect the dots from a very impressive set of numbers to the day-to-day business activity that the numbers represent.

- *The sheer breadth of meetings activity in Canada drives home the point that meetings don't happen by accident, and they can't be organized off the side of somebody's desk.*


The study results underscore that meeting professionals offer a unique service based on an extensive body of knowledge, one that can now be linked to more than 235,500 full-year jobs in Canada.

- *The \$32.2 billion spent on meetings in Canada has a cascading effect on businesses across the country, large and small.*

Meeting professionals in Canada and elsewhere have often struggled to demonstrate the value of their work and earn a coveted "seat at the table" commensurate with their skills, responsibilities, and strategic judgment. For individual members of MPI Canada, the study results demonstrate the significance of meetings as a source of revenue, jobs, and value, in a way that translates intuitively to the level of an individual meeting organizer or convention sales manager.

- *The decision to build a customized economic accounting model of meetings activity in Canada based on the Tourism Satellite Account (TSA) could have the farthest-reaching impact, for meeting professionals and for the economy as a whole.*

A reliable accounting of meetings activity leads to greater recognition of meetings as an economic driver, just as the introduction of the TSA did for tourism. The end result of this research will be for federal, provincial, and local governments to recognize that meetings matter, and to ensure that policies maximize the industry's impact as a catalyst for knowledge, action, and economic activity.



*The study results underscore that meeting professionals offer a unique service*

It has been a monumental task to identify, measure, and summarize all the economic aspects of meeting activities that are dispersed across the wider economy and deeply embedded in a variety of other transactions and industrial processes. Even so, this study may ultimately achieve its greatest results as a foundation for further research. Throughout this project, MPIFC and its partners have been acutely aware that we had set out to measure Canadian meetings *by what they consume, rather than looking at what they produce*.

This was an absolutely essential first step. But any meeting professional who truly understands the mission of his or her industry will tell you that the return on investment from a well-executed meeting far exceeds its cost. Depending on the meeting and its purpose, that return may be defined by higher sales, heightened education and awareness, greater motivation, broader professional networks, or far-reaching changes in policy or practice. Invariably, though, the *outcomes* that result from a successful meeting should be several times the value of its *inputs*. Attaching solid, reliable numbers to that observation will be a challenging but exceptionally worthy focus for future research.

More immediately, it is through this lens that economic impact analysis ties in with MPI's broader focus on corporate social responsibility (CSR). \$32.2 billion is a lot of spending on meetings activity, and a figure of this magnitude represents a professional obligation as well as a cause for celebration.

The purpose of this project was to measure the expenditures associated with meetings activity in Canada. However, the study results also underline the potential for meeting professionals to make a difference—through environmentally sustainable practices, or by delivering best-in-class adult learning programs. And in so doing, the study underscores the ethical obligation to operate in a way that reflects the “triple bottom line” of people, planet, and profit. Beyond the bounds of this study, there is evidence that Canadian meeting professionals are aligning rapidly with this new imperative, and the economic impact study shows just how much we can hope to achieve by doing so.

On behalf of MPI Foundation Canada, we wish to thank the sponsors whose generous contributions made this study a reality, the friends and colleagues in the Canadian industries whose detailed survey responses gave it substance, the consultants whose dogged determination gave it life, and the colleagues at MPI headquarters whose unflagging support made it possible. In many ways, this journey has been far longer than the proverbial thousand miles (1,600 kilometres), yet it is tremendously exciting to see the new beginnings that will result from this work.

*\$32.2 billion...  
represents a  
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celebration.*

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## Acknowledgements

The Economic Contribution of Meetings Activity in Canada project represents the efforts of many contributors, and on behalf of Cam Baskey, Project Director, the authors would like to take the opportunity to acknowledge everyone involved in the Study; to those not mentioned here by name, please accept our apologies and our gratitude.

A thank-you, above all, goes to the thousands of people who responded to the surveys – and took the time to complete lengthy and detailed questionnaires. From delegates to members of the Accommodation and Meetings Industries here in Canada, the Study would not have been possible without your participation.

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Also we wish to extend thanks to the entire team at **Greenfield Online**, who were exemplary in their execution of the delegate survey across eight countries, four continents and in five languages – an international achievement worthy of note.

## Meeting Professionals International Foundation Canada

And finally our thanks go to the incredible front-line team at MPIFC, each of whom, aside from their valuable contributions, patience, support and unwavering confidence in the project team, provided us all with motivation and the determination to succeed.

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## Executive Summary

Canada's meetings industry organized 671,000 meetings in 2006, welcomed 70.2 million participants, created the equivalent of 235,500 full-year jobs, and accounted for \$32.2 billion in direct spending (\$23.3 billion by meeting participants and \$8.9 billion by non-participant sponsors and stakeholders), according to the landmark study commissioned by Meeting Professionals International Foundation Canada (MPIFC).

MEETINGS ACTIVITY IN CANADA IN 2006	
<b>Total meetings</b>	671,000
<b>Total participants</b>	70.2 million
<b>Full-year jobs (equivalent)</b>	235,500
<b>Direct spending</b>	\$32.2 billion

The study, conducted by Maritz Research Canada and the Conference Board of Canada, was the first to measure the economic activity surrounding meetings in Canada, based on in-depth survey responses from meeting organizers, venue managers, exhibitors, speakers and delegates. It was also the first to address the new economic measurement methodology developed by the World Tourism Organization (UNWTO), aimed at calculating business activity in a sector that overlaps many different parts of the wider economy.

Until now, knowledge of meetings spending has been based largely on front-line experience. Canada has had no economic data on the size and scope of meetings activity, and only now does the global meetings industry have access to the common measurement methodology developed by UNWTO.

For anyone involved in measuring the impact of the tourism sector, the challenges facing the meetings sector are not new. For years, tourism researchers knew that the sector had a huge impact on the economy – locally, nationally, and globally. Identifying that impact was not easy – the difficulties of defining and measuring all visitors and collecting data on both their expenditures, and the revenues received by the myriad businesses that serve them, required the development and implementation of a new customized accounting framework.

In 2001, after more than a decade of research and negotiation, the tourism sector developed and finalized the design of a *Tourism Satellite Account* (TSA) that precisely defined the tourism-related activity that goes on within the economy as a whole. With the meetings economy facing the same types of measurement challenges, meetings organizations realized that their best hopes for defining their sector's economic contribution lies in a similar approach. With the completion of the MPI Foundation Canada study, the meetings sector is a step closer to the goal of obtaining a *meetings extension* to the TSA, one that brings together all the various elements of meetings spending – within tourism, and beyond.

*Canada has had  
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## Meetings Activity in Canada, 2006

The MPI Foundation Canada study found that:

- In 2006, 1,517 venues hosted 671,000 meetings across Canada. 476,900 meetings, more than 75% of the total activity, took place in hotels and resorts.
- The size of individual meetings ranged from 10—the minimum attendance in MPIFC's definition of a meeting—to tens of thousands.
- The 70.2 million people who attended meetings in Canada in 2006 included 66.5 million delegates, 452,000 exhibitors, and 3.3 million professional speakers or other paid attendees.
- Across all meeting types, a total of 32.5 million participants attended activities in hotels and resorts, followed by 31.4 million in purpose-built venues and 4.9 million in special event venues.
- 40.4 million participants (57.5%) were local, having travelled less than 40 kilometres to reach their meetings. 16.6 million (23.6%) were based in the host province, 10.9 million (15.5%) travelled within Canada, and 2.4 million (3.4%) travelled internationally.
- Meetings in Canada generated \$32.2 billion in direct spending in 2006 (\$23.3 billion by meeting participants and \$8.9 billion by non-participant sponsors and stakeholders). Average spending was higher for delegates who travelled farther to attend a meeting, and for delegates attending trade shows.
- International trade show delegates, followed very closely by international visitors attending conferences conventions, or congresses, accounted for the highest per-person expenditures.
- Meetings activity in 2006 generated the equivalent of 235,500 full-year jobs. Only 31,900 (13.5%) of those jobs—16,000 at meeting venues, and 15,900 among meeting organizers—were concentrated in meetings industries, showing that meetings are an incredibly effective employment creator for other parts of the economy:.
- In addition to the 235,500 full-year jobs in meetings, tourism, and other related industries, meetings activity supported, through indirect effects, an additional 195,800 jobs, and through induced effects 152,200 more positions, for a grand total of 583,500 full-year equivalent jobs.
- The totals point to a sector that creates employment at a rate of one full-year equivalent job for every \$55,155 in direct spending on meetings activity.
- Although the direct industry output of meetings activity in Canada was \$32.2 billion, every dollar spent on meetings activity in 2006 resulted in another \$1.21 in spin-off activity in some other part of the economy. Indirect and induced effects accounted for \$20.2 billion and \$18.7 billion respectively, for total industry output of \$71.1 billion.
- Considering the direct, indirect and induced effects on taxes, meetings activity returned total revenues of \$7.3 billion to the federal government, \$6.2 billion to the provinces, and nearly \$1.1 billion to municipalities, for a total of \$14.6 billion. It produced a total of \$3.8 billion in income taxes, \$2.1 billion in social security contributions, \$1.9 billion in federal Goods and Services Tax (GST), nearly \$1.7 billion in provincial sales taxes, nearly \$3 billion in other federal and provincial taxes and service fees, and \$1.1 billion in corporate taxes.



*Meetings in  
Canada generated  
\$32.2 billion in  
direct spending*

# The Main Report





## 1.0 Introduction

### 1.1 Background

#### The Beginnings of the Study

The goal of measuring the contribution of Meetings Activity to the Canadian economy was present at the genesis of the Meeting Professionals International Foundation Canada (MPIFC).

A principal promise made in the 2005-2006 capital campaign which led to the launch of MPIFC, was the execution of the first ever “economic impact study”<sup>1</sup> to measure the Meetings Sector in Canada, and in 2006 a very detailed Request For Proposal for this study was sent out.

The RFP listed a number of key requirements for the proposed study, including: measurement of both the economic demand and supply sides of Meetings Activity, that attention be paid to standard industrial classifications, and that the results not merely be a traditional “impact analysis”, but also link the analysis to established national statistical measures in the tourism sector, namely the Canadian Tourism Satellite Account.

With this ambitious proposed undertaking MPIFC was attempting to address many of the concerns and issues that have been surfacing in other parts of the globe, as regards how to measure the economic contribution of Meetings Activity.

*the Meetings Sector remains unable to account for the scope of its economic importance*

#### The Picture Outside Canada

Over the past few years, dramatic progress has occurred in measuring Meetings Activity, as a contributor to national economies. Long believed to be a significant contributor to many countries’ economic activity, the Meetings Sector remains unable to account for the scope of its economic importance. Only in recent years have a number of independent national, regional and community-based studies appeared speaking to the significance, and size, of portions of the Meetings Sector.

Another development of international importance, that has arisen in the past few years, is the creation of a Global Meetings Initiative (GMI)<sup>2</sup>. This has resulted in the 2006 publication of a World Tourism Organization (UNWTO) report detailing recommendations on how to begin establishing credible and internationally standardized economic measurement of the Meetings Sector,<sup>3</sup> and in 2007 the launch of an international Pilot Project.<sup>4</sup>

In both the independent local and national studies, and including the initiatives of the GMI at the UNWTO, the phrases used to describe the absence of economic data surrounding the components that make up the Meetings Sector include “there are no known studies”, “has not received adequate recognition for its contribution”, “perceived as significant... yet little reliable and consistent data exist to support this perception” and so on.<sup>5</sup>

#### Tourism, National Accounts, and Finding the “Meetings Sector”

Today we can speak with some authority of the “Tourism Sector”, but this was not always the case. Tourism had been considered a major economic player in many national economies, yet was not identified and recognized as a Sector by accepted measures, and as such, not “counted” as a contributor to national economies.

The accepted measurement requirements for tourism to gain recognition as a credible economic sector were found in the System of National Accounts (SNA) – in short the financial “books” of a country.

Statistics Canada describes the Canadian SNA as:

*Economic growth, exports, productivity, gross domestic product, government debt, industrial production, consumer credit, purchases of foreign bonds, and economic cycles are some of the terms we read or hear about almost every day. What they have in common is that the underlying statistics that measure these phenomena emerge from the Canadian System of National Economic Accounts (CSNEA).<sup>6</sup>*

Tourism was not included in these government-managed statistics mainly due to the fact that “Tourism” was not, and is not, one stand-alone industry, but rather involves parts of numerous industries to differing degrees. For instance: transportation, accommodation, and food and beverage services are all separate industries, yet are all to a greater or lesser extent dependent on the occurrence of tourism.

Tourism was not unique in this respect, a number of other significant aspects of national economic phenomena such as the environment, unpaid work, not for profit organizations, and underground economies, were not effectively revealed by the SNA. For this reason, a 1993 revision introduced a new concept to allow for the capture of significant facets of the economy that could not be found within the established SNA: Satellite Accounts.

The solution to the challenge of getting “Tourism” into the SNA was met through this new concept in the form of the “Tourism Satellite Account” – which is one not formally part of the SNA but rather a “satellite” to the main accounts. Put simply: this Satellite Account is a framework in which the industry activity identified as “tourism related” is grouped together using the concepts, definitions and classification systems of the SNA – thereby allowing for an official and compatible measure of the contribution of tourism to an economy. In 2000, the United Nations Statistics Commission accepted and endorsed the Tourism Satellite Accounts as the first established satellite to the System of National Accounts.

*The Meetings Sector is an activity hidden among different industries*

The Meetings Sector faces the same issues that measuring tourism faced before the development of the Tourism Satellite Account (TSA) in that it is an activity hidden among different industries (which are already accounted for in the SNA). The Meetings Sector also overlaps the Tourism Sector. Visitors can be away for either business or pleasure, and if it is business, it may involve a meeting.

Contained in this challenge however, is a way to begin to establish a measure of the impact of the Meetings Sector – both the UNWTO report and the stated goals of the MPIFC Study point in the direction of adopting the TSA methodological framework for measuring the Meetings Sector.

As a start those portions of the TSA that can be identified as relevant to Meetings Activity (i.e. accommodation, food and beverage, air transportation etc.) could be considered as a sub-set of the TSA, if it were possible to identify the proportion of the Tourism activity that was directly Meetings related. Further development of this could include areas outside of the TSA – an extension of the TSA – such as the industry identified in the Canadian North American Industry Classification System (NAICS) by code 56192 – “Convention and Trade Show Organizers” (International Standard Industrial Classification [ISIC] code 8230 – “Convention and Trade Show Organizers”).

Needless to say these are ambitious goals for the Sector and for a single study to attempt to achieve.

## 1.2 Objectives

The Economic Contribution of Meetings Activity in Canada Study set the following goals:

- Estimate the Supply-side sales revenues and expenditures of Meeting Organizers and Meeting Venues
- Estimate the Demand-side expenditures of meeting participants (visitors and local)
- Estimate the Direct economic contribution of Meetings Activity in Canada
- Estimate the Indirect and Induced economic contributions of Meetings Activity in Canada

These goals were set against the broader context of the Canadian system of national accounts and the TSA. The estimation of Meetings Activity expenditures and economic modeling goals were to be undertaken with a view to reporting in a manner that respected (or used) the concepts, definitions and classification systems used in the TSA. This approach would allow the Study's results to be comparable to the economic measures of the Canadian economy.

These goals and the context in which the results were to be presented, leads to a broader strategic objective of the Study: the recognition of the Canadian Meetings Sector as a distinct and credible economic activity.

With this strategic objective in mind, the final results of the Study mark only a beginning in achieving a long-term objective - the evolution of the Canadian System of National Economic Accounts (CSNEA) to include an extension of the Canadian Tourism Satellite Account (CTSA) representing the Meetings Sector.

This long-term objective is dependent upon forces outside of the Meetings Sector, but it is hoped that through the execution of the Economic Contribution of Meetings Activity in Canada Study, its realization will be that much closer.

### 1.3 Structure and Use of the Report

The report's key findings provide the summary results of survey research, projection and economic modeling for the Canadian Meetings Sector (for the base year 2006). In addition the report makes final recommendations based on the experiences of undertaking this Study, the objectives of the Study, and the larger background against which it was conducted. The methodology – or approach taken – to achieve the results presented here is extensively discussed.

The report is divided into four sections – in order they could be described as: “Who and Why”, “How”, “What”, and “What next”.

The four sections of the report are:

- Section 1 – Introduction (covering the background, objectives, and structure and use of the report)
- Section 2 – Methodology (covering the design and execution of the Study)
- Section 3 – Key Findings (presenting the measured and modeled scope of Canadian Meetings Activity, 2006)
- Section 4 – Conclusions and Recommendations (providing a summary portrait of Meeting Activities and recommendations for future measurement and moving towards achieving long-term objectives.)

*To make use of this report, how “industries” are measured and discussed, must be understood*

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

A consistent and widely accepted terminology for the Meetings Sector has been debated for years, by those involved in Meetings Activity, and international standards have yet to be definitively set. However certain headway has been achieved and this report will state clearly what the terminology used means, and from what source(s) it was derived.

To make use of this report the economic concepts of how “industries” are measured and discussed, must be understood. An “industry” is one for which there is an industrial classification code (NAICS in North America, ISIC internationally).<sup>7</sup> As such there is no single Meetings or Tourism “Industry” – but many. A “Sector”, as used in this report, is a group of industries related by an involvement in a common activity. Therefore the “Tourism Sector” is comprised of “Tourism Industries”, each of which has to be directly involved in the “Activity of Tourism” (providing services to visitors).

The second section of this report will discuss the approach to setting definitions surrounding Meetings Activity, Meetings Industries, and finally the “Meetings Sector”; definitions which may stand outside of this national study. It should be emphasized at this point that while using the terminology of the CSNEA, all projections of Canadian Meetings Activity for 2006 were based on survey data unique to this project, with benchmarking from Statistics Canada, where possible. The economic analysis was also created specifically for this project, and was not undertaken by the national statistical agency (Statistics Canada).

Glossaries of tourism and economic terminology appear in Appendix One. Additionally, for ease of reference, the Information Sheets covering definitions set for this Study, that were sent to or accessible by respondents to our survey research, are included in Appendix Two.

The report makes use of endnotes to expand upon certain points.

## 2.0 Methodology

### 2.1 Methodological Overview

The Study was conducted in Five Phases:

- Phase I: Supply side data collection – interviews with Venue Managers and Meeting Organizers
- Phase II: Demand side data collection – interviews with Delegates, Exhibitors and Speakers
- Phase III: Creation of Meetings Sector Accounting Framework & Direct Economic Contribution analysis
- Phase IV: Indirect and Induced Economic Contribution modeling
- Phase V: Final reporting

Data collection for Phase I & II utilized six different survey instruments, delivered using different methods, namely:

- 1) Email recruitment to online questionnaire, with email or telephone follow-up (Meeting Organizers [divided as “in-house” and “independent”] & Exhibitors)
- 2) Telephone recruitment and email delivery of questionnaire, returned by fax/email, with email or telephone follow-up (Venue Managers)
- 3) Email recruitment and email delivery of questionnaire, returned by email, with email or telephone follow-up (Speakers)
- 4) Online General International Population panel recruitment and online questionnaire. (Delegates)

*The key to establishing an estimate of Meetings Activity was the Venue Managers survey*

The key to establishing an estimate of Meetings Activity from the data collected from the first two phases was the Venue Managers survey. The projection from the study sample to the universe was based on this survey. Data from the five other surveys were reconciled to the weighted Venue Managers survey.

The economic analysis for Phase III involved the review and analysis of tourism demand and supply concepts used by the Canadian Tourism Satellite Account (CTSA), national level input-output tables and weighted tabulations of the Phase I & II survey data. The results of the National Tourism Indicators were also used as a benchmark for tourism demand, tourism supply and tourism's direct contribution to the Canadian economy in 2006.

The process of calculating the direct economic contribution of Meetings Activity, particularly with respect to taxes, was influenced by the approach and concepts used by Statistics Canada to report the Government Revenues Attributable to Tourism. That study proved to be uniquely valuable because it also followed the concepts and definitions of tourism as identified in the CTSA.

Building on the economic framework established in Phase III to assess the direct contribution of Meetings Activity, the calculation of indirect and induced economic contributions were made using “impact” matrices and expenditure profiles specifically created to capture the full economic contribution of Meetings Activity to the Canadian economy.

The indirect economic contributions reported through Phase IV flow from all intermediate rounds of production in the supply of goods and services necessary to satisfy the input requirement associated with Meetings Activity. Furthermore, induced economic contributions to the economy are witnessed as a result of the re-spending effects (in the form of consumer spending) of wages earned by employees who directly benefit from Meetings Activity (Phase III) or indirectly benefit (as illustrated through Phase IV).

Final reporting (Phase V) is based on an extensive post-field review and analysis of the processes conducted to complete the survey portions of the Study, a post-analysis review of the economic Framework and economic modeling used for the economic contribution estimates, the ongoing consultations with industry experts and review of secondary sources, and finally a summary of the results from the Study itself to generate recommendations and draw conclusions as to the future direction of measuring the Meetings Sector in Canada.

The methodological approaches undertaken in all Phases of the Study were framed against the recommendations contained in the Study guidelines and in the primary secondary source referenced for this Study – the UNWTO report on measuring the economic importance of the Meetings Sector<sup>1</sup>.

## 2.2 Phase I & II Methodology

### 2.2.1 Measurement Goals

The primary research undertaken in the first two phases of the study was designed to capture the economic activity surrounding the Meetings Sector in Canada. To achieve this goal both the supply-side and demand-side of the Sector would have to be measured.

Additional research considerations were: the period of time to be covered by the Study was one calendar year (2006), and that the research capture detailed information regarding the non-monetary volumetric and characteristic measures of the Meetings Activity.

*Survey research was conducted with the key constituencies that comprise the Meetings Sector*

### 2.2.2 The Approach

Survey research was conducted with the key constituencies that comprise the Meetings Sector, and divided into groups dependent upon their role in the economic activity, mainly, whether they were identifiable as being part of the supply or demand associated with the Sector. Phase I data collection covered the supply-side of the Sector and Phase II covered the demand-side.

Meeting organizers, both “in-house” and “independent”<sup>2</sup>, and venue managers were interviewed during Phase I. Delegates, speakers and exhibitors were interviewed during Phase II of the Study.

The economic and non-economic characteristics associated with Meetings Activity that were measured during data collection are represented in Table 1.

The approach to establishing the total Meetings Activity for a year had to rely on the supply-side. Sample lists of Meeting Organizers were not deemed to be comprehensive, as meetings may be organized by individuals whose primary responsibility is not meeting organization, and as a universe, the characteristics of this group are not well documented. The Venue Managers survey, comprised of well-documented institutions in a more comprehensively defined universe, allowed for an effective capture of data that could be projected to overall Meetings Activity. Moreover, the UNWTO definition of a “Meeting” requires the use of a venue, but does not require the involvement of a Meeting Organizer.

**Table 1****Data Collected**

	PHASE I – SUPPLY-SIDE	PHASE II – DEMAND-SIDE
Economic variables	<ul style="list-style-type: none"> <li>- Fees/commissions</li> <li>- Cost/expenditures (detailed)</li> <li>- Revenues/sales (detailed)</li> </ul>	<ul style="list-style-type: none"> <li>- Expenditures (detailed)</li> </ul>
Non-economic characteristic variables	<ul style="list-style-type: none"> <li>- Types of meetings</li> <li>- Number and origin of delegates (local/domestic/international)</li> <li>- Host of meeting/client type</li> <li>- Length of meeting</li> <li>- Venue type</li> </ul>	<ul style="list-style-type: none"> <li>- Types of meetings</li> <li>- Origin (local/domestic/ International)</li> <li>- Host of meeting</li> <li>- Length of meeting</li> <li>- Length of stay (for visitors)</li> <li>- Primary purpose (for visitors)</li> <li>- Venue type</li> </ul>

**2.2.3 The Design**

Questionnaires, sample frames (lists of persons to be contacted for interviewing) and interviewing methods were developed and decided upon by the research team, in conjunction with extensive consultations with members of the Meetings Sector, and review by MPIFC's technical advisor.

**The Questionnaires**

The development of the questionnaires for the six unique constituencies ("in-house" Meeting Organizers, "independent" Meeting Organizers, Venue Managers, Delegates, Speakers, and Exhibitors) proceeded from the sample questionnaires recommended both in the Study guidelines and the UNWTO report.

For the Phase I, supply-side, data requirements an immediate modification to the recommended sample questionnaires was required in that they were "meeting specific", or asking about a single meeting, whereas the Study required a calendar year's worth of activity reporting. An additional concern was the requirement to distinguish between meeting type. The recommended sample questionnaires were to be administered to those involved in a meeting, and at the meeting itself, thus the type of meeting would have been obvious from the completed questionnaire. To handle the expanded annual summary of meetings question sections were created for each of the six types of meetings. These modifications occurred for the Venue Managers and both Meeting Organizers surveys.

Further consideration on the data collection requirements led to an expansion of the Meeting Organizers surveys, in order to establish a method of disaggregating the annual summary data, by including separate sections requesting information on a "typical" meeting by type. This allowed for a detailed estimation of the average expenditures and revenues associated with a meeting by type.

The Phase II, demand-side, data requirements allowed for a "meeting specific" questionnaire design, but required an expansion of the question set and response categories within questions, in order to achieve the level of detail required by the Study (see: Table 1).

Consistency was maintained through the questionnaire design process to ensure that the same wording was used in all "meeting specific" questionnaires, or sections of a survey, and that the annual summary questionnaires contained question response categories that matched those in the "meeting specific" questionnaires. The goal here was to ensure the compatibility of the data

*the six unique constituencies:  
"in-house"  
Meeting Organizers,  
"independent"  
Meeting Organizers,  
Venue Managers,  
Delegates,  
Speakers, and  
Exhibitors*

collected across all questionnaires – in short: the design assured that the data from each of the six separate questionnaires would be able to “talk to one another”.

The Venue Managers questionnaire was the only one to capture a year’s worth of activity by every type of meeting. This was required as it was at the centre of the methodological design, defining the scope of Meetings Activity. The detailed information about meetings from the other surveys, when connected to the Venue Managers survey, allowed for a detailed picture of Meetings Activity overall.

#### Special Consideration:

As the questionnaires were being designed attention was focused on the terminology to be used in the questionnaires.

There is a widely acknowledged concern regarding the terminology of the Meetings Sector – mainly that a consistent and fully accepted terminology does not yet exist. Even the UNWTO endorsed “Meetings” definition of the activity (which includes incentive meetings, conventions etc.) has not yet been universally accepted (at least not in practice).<sup>3</sup>

An example of situational difficulties with proposed definitions is found in the fact that for the purposes of this Study a modified version of the UNWTO definition of “Meeting” was adopted. This was the result of concerns that an element of the definition posed problems, at least in the Canadian context.<sup>4</sup>

The other definitions that required spelling out included: the types of meetings (six), types of host organizations (four), and types of venues (eight).

Consultations and references to leading secondary sources<sup>5</sup> lead to the establishment of definitional information sheets for respondent reference. (see: Appendix 2)

*The Venue Managers questionnaire was at the centre of the methodological design*

**Table 2**

**Summary of Questionnaire Sections by Survey Groups**

Questionnaire/ Sections included	PHASE I - SUPPLY-SIDE			PHASE II - DEMAND-SIDE		
	Meeting Organizers		Venue Managers	Delegates	Speakers	Exhibitors
	“In-house”	“Independent”				
<b>Annual Summary of Meetings by Meeting type</b>	Up to 2 meetings types asked	Up to 2 meetings types asked	All 6 Meeting types asked	NA	NA	NA
<b>Individual Meeting by type</b>	Up to 2 specific meetings (by type) asked	Up to 2 specific meetings (by type) asked	NA	Up to 2 specific meetings (by type) asked	Up to 2 specific meetings (by type) asked	Up to 2 specific meetings (by type) asked



## Universe/Sample Definition

The development of a sample frame for the Study posed certain challenges: namely defining the universe of individuals involved in the Meetings Sector and how best, in 2007, to reach those who participated in meetings in 2006 as delegates.

For the supply-side surveys the universe of venue managers and meeting organizers was defined using a leading Canadian directory of meeting venues and the subscriber list to a leading Canadian trade publication for meeting organizers.<sup>6</sup> These lists yielded a much larger number of sample units than the membership lists of the relevant professional associations would have alone, and were used, as suggested in the UNWTO report.<sup>7</sup>

The demand-side surveys with delegates posed the greatest challenge as a comprehensive universe of delegates would not be possible to construct from attendee lists that might or might not be made available to the research team. Additionally the need to conduct surveys in 2007 to gather information about the calendar year 2006 precluded the possibility of interviewing delegates at actual meetings, or asking them to complete a questionnaire at the end of their trip, for visitors, or at the end of their attendance at the meeting for local delegates. In addition to this limitation, even if it had been avoidable, it was felt that the efforts required to reach delegates at actual meetings, given the geographical size of Canada and the number and variety of meetings held, would be prohibitive.

While there is no representative list of delegates attending meetings in Canada, there are general population samples – in the form of online research panels. These panels include a cross section of the general population, and are international in scope. Rather than attempt to construct a limited universe of delegates, and sample from it, the general population was sampled for attendance at meetings in Canada. Using Statistics Canada travel data to establish the origin of the greatest number of visitors (aside from Canada and the United States) it was determined that interviews would be undertaken with visitors from the UK, Japan, France, Mexico, Australia, and Germany.<sup>8</sup>

The sample frames for the remaining participants at meetings, constituting demand-side interviews, the speakers and exhibitors, were developed from various Sector contacts and show lists, in addition to professional association membership lists.

*there is no  
representative  
list of delegates  
attending  
meetings in  
Canada*

## Data Collection

### Overview

The Economic Contribution of Meetings Activities in Canada Study went through development, fielding and analysis between January 2007 and May 2008, with the data collection occurring from the late spring to the early fall of 2007. Interviews were conducted to represent both the demand and supply sides of Meetings Activity: Venue Managers and Meeting Organizers (Supply side) and Delegates, Exhibitors, and Speakers (Demand side).

The data collection approach was set as flexible in that provisions were made for the possibility of changes to the method(s) to be employed, while in field, should circumstances warrant (e.g. pre-test results, too low a number of initial responses to the survey invitations, obvious survey drop-off points being identified, participant feedback, technical difficulties with the delivery of questionnaires, or definitional issues). In fact changes to the data collection approach, while in field, were made for many of these reasons.

The base line approach, given that the sample available included email addresses for potential respondents, was to field all surveys online, and recruit respondents via email invitation containing an embedded unique link to the appropriate questionnaire. Email reminders were prepared and would be sent at scheduled intervals to non-respondents.

All surveys were available to Canadian respondents in English or French, while the delegate questionnaires were translated from English to French (French Canada & France), German, Spanish, and Japanese.



## Venue Managers Survey

Pre-testing of the Venue Managers survey, and input from Meetings Sector consultants, suggested that the complexity of the questionnaire would result in a lower than acceptable number of completed surveys if the survey was limited to an online delivery.

Further investigations were conducted by way of contacting, by phone, a sample group of Venue Managers for their feedback on the questionnaire design, content and length. The results were mixed: some felt that the information requested was readily available, while others expressed an inability to complete the questionnaire at the level of detail requested. Generally it was observed that larger venues were more likely to be able to provide the information the survey requested.

The revised approach for the Venue Managers survey became telephone recruitment, leading to email distribution of a PDF file version of the questionnaire that was to be returned by fax, or completed via an arranged telephone interview. The primary goal was to offer as much flexibility as possible for participation to the potential respondents, and offering email or telephone support for any queries, or assistance in completing the survey.

*The primary goal was to offer as much flexibility as possible for participation*

## Meeting Organizers Survey

The most complex design of all the questionnaires, the Meeting Organizers survey, required an online execution. The nature of the questionnaire required computer assistance (a hard copy of the questionnaire would not be manageable). Respondents were asked to answer questions on up to two of the possible six types of meetings, for both an annual summary of their Meetings Activity and for specific individual meetings, and this required automated navigation to help respondents complete the survey. Automated navigation, or “skip logic”, was also required to facilitate streaming respondents into either the “in-house” or “independent” meeting organizers versions of the questionnaire.

The only other method feasible for delivery would have been computer assisted telephone interviews utilizing a similar computer-controlled system to manage the survey logic. However this was not possible given the detailed nature of the questions, possibly requiring a respondent to make reference to their records.

## Exhibitors & Speakers Surveys

The execution of the survey with exhibitors followed the approach taken with the Meeting Organizers – an email recruitment leading to an online delivery of the questionnaire. Participation reminders were sent at fixed periods to non-respondents via email.

Speakers were reached by email and asked to reply to request that a copy of the questionnaire be emailed to them. The questionnaire was prepared as a Word document allowing for entry of answers in response fields. The respondents were requested to complete the questionnaire and return via email. Participation reminders were emailed at fixed periods to non-respondents.

## Delegates Survey

The delegates were recruited by a global provider of online research panels, and all recruitment emails, online questionnaires, and email reminders were centrally administered by the panel company.

### 2.2.4 Survey Returns and Weighting

The size of the universe/sample, as defined for each constituency surveyed and the final number of useable returns are shown in Table 3 below.

**Table 3****Summary of Surveys**

	PHASE I – SUPPLY-SIDE SURVEYS			PHASE II – DEMAND-SIDE SURVEYS			
Survey	Venue Managers	Meeting Organizers		Delegates		Exhibitors	Speakers
		In-house	Independent	Domestic	International		
Sample	1517	9581	2572	Gen Pop.	Gen Pop.	3127	537
Completes	220	233	51	1162	358	58	11

The data collected from the six questionnaires were edited and cleaned and open-ended questions were coded. Where insufficient responses occurred in an individual questionnaire the record was dropped from the file (i.e. not counted as a “complete” in table 3). Mean values, and in some case multivariate calculations, were used to impute values where non-response to individual non-mandatory questions occurred.

Meetings Activity in Canada was defined by the Venue Mangers survey. The defined universe of venues consisted of 1,517 establishments.<sup>9</sup> The completed Venue Mangers questionnaires were weighted to represent the universe of venues. Weighting was based on the classification of the sample by venue type, and square footage of meeting space (which were known for all members of the universe). The sample was also factored by an active utilization rate (calculated from the survey data: days available, days booked, and estimated percentage of utilization of facility space when booked, by venue type) to distribute the weight carried by individual members of the sample, within class.

This process was designed to mitigate the impact of overly active/inactive space within the sample, and to apply to members of the universe, not accounted for by interviews, a known distribution of active utilization rates, rather than bluntly weight all respondents, for the projection of total Meetings Activity.

The remaining surveys were integrated and reconciled with the weighted Venue Managers survey to provide the detailed estimates of Meetings Activity (presented in section 3.0)

*surveys were integrated and reconciled with the weighted Venue Managers survey to provide the detailed estimates of Meetings Activity*

**Meetings versus Respondents**

Given the unique nature of the questionnaires, in all but one case, designed to capture data on up to two specific individual meetings that were attended, or organized, the actual number of respondents and meetings for which there is data is different.

For instance, while 1,520 Delegates completed questionnaires, they provided information on 2,143 meetings. Also, while 1,162 of these Delegates were Canadian respondents, this fact alone does not allow for a discussion of whether or not a meeting attended was a local one, for an individual respondent, or whether the respondent was a visitor while attending. An example of this would be a respondent from Montreal answering about two meetings where one was in Montreal and the other in Edmonton – in this example the respondent would count as providing both “local” and “domestic visitor” delegate data (see: Table 4).

In the other demand-side surveys, 58 Exhibitors responded and reported on 85 meetings in total (at these meetings the Exhibitors were “local” 24 times, “domestic visitors” 55 times, and “international visitors” 6 times.) The 11 Speakers responding to the survey reported on 21 meetings in total (they were “local” 4 times, and “domestic visitors” 17 times).

The other survey where more than one specific meeting could be reported, on the supply-side, was the Meeting Organizers. There were 233 “in-house” Organizers responding to the survey

and they reported on 345 meetings; 51 respondents were “independent” Organizers and reported on organizing 87 meetings – in total 284 Organizers responded, but data was collected for 432 individual meetings.

In total respondents provided their unique data for 2,681 individual specific meetings.

**Table 4**

### Reported Meetings Attended by Delegates

MEETING TYPE	DELEGATE ATTENDANCE AT MEETINGS			
	Local	Domestic	International	TOTAL
<b>All Meetings</b>	<b>970</b>	<b>706</b>	<b>467</b>	<b>2143</b>
Conferences/Conventions/Congresses	270	288	172	<b>730</b>
Consumer Shows	157	78	79	<b>314</b>
Trade Shows	141	101	76	<b>318</b>
Incentive Meetings	65	44	67	<b>176</b>
Other Business Meetings	288	167	66	<b>521</b>
Other Meetings	49	28	7	<b>84</b>

*the scope of Meeting Activities in Canada was defined by the weighted and projected Phase I & II survey research*

## 2.3 Phase III & IV Methodology

### 2.3.1 Establishing the Accounting Framework

#### The Basics

With the scope of Meeting Activities in Canada defined by the weighted and projected Phase I & II survey research, economic analysis of the contribution of the “Meetings Sector” (which may be described as a grouping of “meetings characteristic industries”) first required determining what the Sector contains.

With the Study guidelines and UNWTO report both pointing to the use of the Accounting Framework established for the Tourism Satellite Account, the following steps were taken:

- 1) Review of the Canadian Tourism Satellite Account (CTSA) tables, and the National Tourism Indicators (NTI) Tourism Demand and Supply of Tourism Commodities tables, identifying those Tourism Sector commodities that have a Meetings Activity component.
- 2) Identification of non-Tourism Sector industries that are “meetings characteristic industries”, for inclusion in a Framework for the Meetings Sector.
- 3) Establishing the tabular form of the Tourism-plus-Meetings industries that could be representative of a “Meetings Sector” extension to the CTSA.

## Tourism Satellite Account and Meetings Activity

The economic measurement of the Canadian Tourism Sector, its link to the Canadian System of National Economic Accounts (CSNEA), occurs through the Canadian Tourism Satellite Account (CTSA).

Statistics Canada describes the CTSA, and its function, as follows:

*[the CTSA] ...provides a coherent framework within which to integrate, reconcile, organize and analyse the variety of economic statistics relevant to tourism, both on the supply (i.e., industry) side and on the demand (i.e., tourist) side. This is important because tourism is not an explicitly identified industry within the statistical system as it cross-cuts several industries. The CTSA serves to pull tourism's various components together and, as such, it explicitly defines tourism within the statistical system.<sup>10</sup>*

The various components of tourism that the satellite account pulls together are found in the North American Industrial Classification System (NAICS) industries identified as "tourism characteristic" (see Appendix 3, table A3.1) and the tourism related commodities of these industries, found in the North American Product Classification System (NAPCS), (see Appendix 3, table A3.2).

The commodities and industries, in the CSNEA, are themselves found in the Input-Output Accounts. The tables for these accounts show the productivity of industries in Canada; in short they are used to calculate the Gross Domestic Product in the Canadian economy.<sup>11</sup>

That the CTSA is grounded in CSNEA, and administered by the official "statistical system" in Canada (of which the national statistical agency, Statistics Canada, is the lead organization), it provides the Tourism Sector with a recognized measurement of its economic contribution.

Statistics Canada describes the impact of this measurement as follows:

*The Canadian Tourism Satellite Account measures the impact of tourism in the Canadian economy. It shows that tourism is an important part of the Canadian economy both in terms of output (GDP) and employment. Its economic contribution in 2002 surpassed other important industries such as motor vehicle manufacturing. Tourism also benefited other "non-tourism" industries, such as retail trade.<sup>12</sup>*

The methodological rigor applied to defining the CTSA and linking it to the CSNEA ensures that it is a recognized economic measurement. As such, the existing framework provides an excellent starting point for establishing the method to reveal the economic contribution of Canadian Meetings Activity. Additionally it would allow for the framing of this activity such that we may speak of a "Meetings Sector", using the same concepts and methodological framework which allows us to speak of the defined and measured activity of "tourism" as an economic phenomena.

*the Study was based on reaching key constituencies involved in Meetings Activity, and asking them about key expenditures*

## Tourism Industries Containing Meetings Activity

A Tourism Commodity formally part of the CTSA, which speaks directly to the Meetings Activity is "Convention Fees" – not all tourism characteristic industries or commodities are as clearly applicable to Meetings Activity (and later it will be discussed why this commodity is currently problematically defined for use in discussing the Meetings Sector).

The methodology behind the data collection in Phases I & II of the Study was based on reaching key constituencies involved in Meetings Activity, and asking them about key expenditures related to the activity.

Of the eight types of venues that the Study identified for investigation, four explicitly were defined as being part of the Accommodations Industry – a Tourism Sector Industry (supply). Similarly, spending associated with accommodations, by "meetings" visitors, is clearly a tourism demand commodity.

These relationships – collected data from this Study relating directly to Meetings Activity and identifiable as being either part of the supply or demand existing in tourism activity – extended to include a number of the sixty-two industries identified in the CTSA. These industries, broadly

speaking, cover the areas of: Transportation, Accommodation, Food & Beverage Services, Recreation & Entertainment, and Travel Services.

The identifiable portion of these industries, and their commodities, which are provided to visitors, and are also Meetings Activity related, is determined by the projected survey data, and presented in Section 3 of this report.

## Meetings Activity Expansions to the CTSA

The most basic and straightforward reporting of the economic contribution of the Meetings Sector, through the Canadian Tourism Satellite Account, would be recognition of the portion of Meetings Activity that is also a Tourism Activity. In this regard the Meetings Activity reported on would be wholly contained by the CTSA, limited to Tourism Industries and Tourism Commodities.

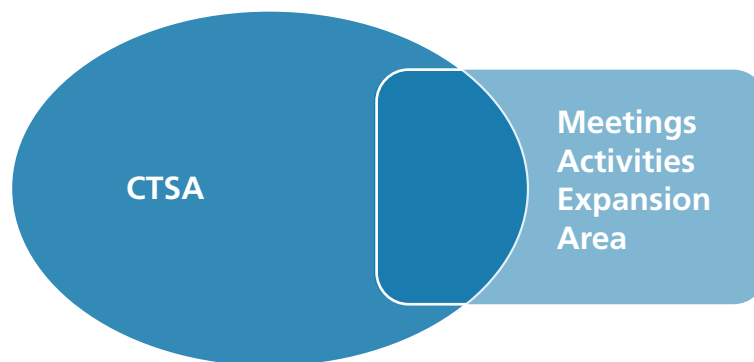
The goal of a credible measure of the contribution of the Meetings Sector cannot ignore the significance of Meetings Industries, nor the commodities unique to Meetings Activity. Extension of the existing CTSA to include Meetings Activity can occur in three ways:

- 1) Expansion of the scope of demand covered by the CTSA to included unique meetings participants.
- 2) Expansion of the CTSA to include Meetings Industries
- 3) Expansion of the list of commodities reported on by the CTSA

*A visitor engaged in a meeting, is clearly contributing to tourism, however, not every person involved in Meetings Activity is a visitor*

**Figure 1**

### Relationship Between CTSA and Meetings Expansions



## Demand for Meetings

A visitor engaged in a meeting, such as attending a conference, is clearly contributing to tourism and Meetings Activity. However, not every person involved in Meetings Activity is a visitor.

The surveys of this Study included "locals" (defined as having traveled under forty kilometres to attend a meeting)<sup>13</sup>. The number of individuals not part of tourism statistics, yet who are involved in the consumption of tourism characteristic industries' commodities, by virtue of attending a meeting, would have to be included in a Meetings Sector extension.

This represents a broadening of the demand base of the CTSA.

## Meetings Industries

The Canadian North American Industry Classification System (NAICS) industry – “Convention and Trade Show Organizers” (NAICS code 56192) – is clearly part of Meetings Activity, but is not identified as a Tourism Industry in the CTSA.

The non-tourism industry – “Convention and Trade Show Organizers” – would be included in the list of existing Tourism Industries, in a modified version of the accounts, to reflect the supply of the Meetings characteristic commodity: “meeting organization and management services”.

A major concern regarding the current scope of coverage of this industry is that only “independent” or third party meeting organizers would be captured by the industry “Convention and Trade Show Organizers”. The sizable numbers of “in-house” organizers that are technically located in other industries would not be included in this category – and they represent the majority of meeting organizers in Canada. Additionally, the organization of “meetings”, rather than limiting the activity to “Conventions and Trade Shows”, would need to be considered.

A return to the consideration of the Venue Managers’ survey data shows that while the Accommodation Industry, as part of the CTSA, captures some portion of the economic activity of holding meetings, it also leaves out many meeting venues.

Specifically, venues such as auditoriums, banquet halls, concert halls, and convention facilities are part of the Industry classified as “Lessors of Non-Residential Buildings (except Mini-Warehouses)” (NAICS code: 531120) and not included in the CTSA list of defined Tourism Industries. The importance of the portions of this industry, and its associated commodities – space rental fees and related services – to the Meetings Sector is clearly illustrated in the fact that the official description of this Industry also includes the example activity: “meeting hall operating”. Any expansion of the CTSA to incorporate the Meetings Sector would have to include the relevant portions of this Industry and the associated commodities involved with meetings transactions.<sup>14</sup>

(A complete list of Tourism Industries of the CTSA and the Meetings Industries discussed above is found in Appendix 3, the Introduction and Table A.3.1.)

## Meetings Commodities

The Tourism Commodity “Convention Fees”, on the surface, appears not to require further examination – the existing figures would be one-hundred percent applicable to a Meetings Sector extension of the CTSA. However, “Convention Fees” are currently too narrowly defined, as this commodity does not include fees associated with meetings beyond “conventions”. Further, the existence of “other” meetings fees and contributions (sponsorship for instance) leads to the recognition that the commodity as it is currently defined (“non-residential rent from NAICS 721100, portion for hotels and motels”) offers insufficient coverage of actual “meetings fees”.

The conversion of the existing “Convention Fees” into “Meetings fees” with two separate commodities, “Registration Fees” and “Other Meetings Fees and Contributions” would offer more complete coverage of commodities unique to the Meetings Sector.

“Registration Fees” would be a commodity directly related to meeting participants; they would represent the dollars spent on registering for meetings by delegates, or other participants.

“Other Meetings Fees and Contributions” would be representative of the non-participant expenditures for meetings, client fees to meeting organizers and sponsors’ contributions, and other non-registration expenditures.

Additionally, as all commodities purchased by the non-participant contributors at meetings will not fall into clearly identifiable “Meetings commodities” (such as the “Other Meetings Fees and Contributions” suggested here) it is required that they be accounted for elsewhere.

In the CTSA there exists a commodity category “Non-Tourism commodities purchased by tourists”. As the name implies, this covers “other commodities” (not covered as a CTSA identified tourism commodity) “purchased by tourists”; for the sake of clarity this existing category could be described (and will be referred to in this report) as “Other commodities (tourism related)”.

One option for the unaccounted commodities purchased by the non-participant contributors at meetings is to simply add them to the “other commodities (tourism related)”; however, the range of services that are “meetings related commodities”, such as the rental of audio-visual

*The conversion of the existing “Convention Fees” into “Meeting fees” would offer more complete coverage of commodities unique to the Meetings Sector*

equipment and spending by exhibitors on commodities (e.g. moving companies services), are clearly not "tourism related" and are in fact uniquely related to Meetings Activity. An additional catch-all "other" category – keeping separate tourism and meetings unaccounted for commodities – should be added, reflecting the unique meetings related nature of the expenditure: "other commodities (meetings related)".

(A complete list of Tourism Commodities of the CTSA discussed above is found in Appendix 3, Table A.3.2.)

## A Meetings Sector Accounting Framework

The tabular format of presenting satellite account economic data lists expenditures by commodities, and GDP and employment by related industries. An extension to the CTSA would have to be recognized as presenting a combination of portions of established Tourism Industries in addition to the identified Meetings Industries – in short: the tables would show both Meetings and Tourism data.

For illustrative purposes only, abbreviated examples of actual tables found in the CTSA Handbook are reproduced here, with the Meetings Activities expansions to the CTSA discussed in this section included in the representation. These examples are not existing, or "official tables", but rather are what "TSA-Meetings Extension" tables could look like. (The actual CTSA Tables are presented in Appendix 3, tables A.3.3 & A.3.4.)

*services that are "meetings related commodities", are clearly not "tourism related"*

**Table 5**

**Meetings and Tourism Expenditures by Commodity (Example Table)**

Meetings and Tourism Commodities		Domestic Demand (incl. "Local" Mtg. Delegates)	International Demand (exports)	Total Demand	Total Domestic Supply
		millions of dollars			
<b>Meetings Commodities</b>					
Meetings Fees	Registration Fees	X	X	X	X
	Other Meetings Fees and Contributions	X	X	X	X
<b>Tourism Commodities</b>					
Transportation	Air	X	X	X	X
	Rail	X	X	X	X
	Bus	X	X	X	X
	Rental	X	X	X	X
	Vehicle repairs and parts	X	X	X	X
	Vehicle fuel	X	X	X	X
	Other Transportation	X	X	X	X
	Accommodation	X	X	X	X
Food & Beverage Services		X	X	X	X
Other Tourism Commodities		X	X	X	X
	Recreation and Entertainment	X	X	X	X
	Travel Services	X	X	X	X
	Pre-Trip Expenditures	X	X	X	X
Other Commodities (Tourism Related)		X	X	X	X
Other Commodities (Meetings Related)		X	X	X	X
<b>Total Meetings and Tourism expenditures</b>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>



**Table 6****GDP & Employment for Meetings and Tourism  
(and non-Meetings and non-Tourism) Industries (Example Table)**

Industry	GDP at basic prices	Number of Jobs
	millions of dollars	thousands
<b>Meetings Activities</b>		
Meeting Venues	X	X
Meeting Organizers	X	X
<b>Tourism Activities</b>		
Transportation	X	X
Accommodation	X	X
Food & Beverage Services	X	X
Other Tourism Industries	X	X
Recreation and Entertainment	X	X
Travel Services	X	X
<b>Total Meetings and Tourism Industries</b>	X	X
<b>Other Activities</b>	X	X
<b>Total Economy</b>	X	X

*a broadening of  
the commodity  
boundaries set  
by the CTSA is  
necessary to  
accommodate the  
specific meetings  
commodities*

**2.3.2 Direct Contribution Methodology**

One of the primary objectives of the third phase of this study is to produce credible estimates of the direct economic contribution that Meetings Activity has on the Canadian economy. Furthermore, the approach used should apply concepts and definitions that are comparable, wherever possible, to those used in the Canadian Tourism Satellite Account (CTSA).

While a significant share of expenditures associated with Meetings Activity is for tourism goods and services, it was also important to develop a reasonable portrait of the Meetings Sector to accommodate expenditures on meeting commodities or other meeting related commodities.

As discussed earlier, a broadening of the commodity boundaries set by the CTSA is necessary to accommodate the specific meetings commodities defined as registration fees (covering all types of meetings and paid by meeting participants) and other fees and contributions (which covers all other contributions made by non-participants to support the costs of meetings not covered by registration fees).

Aside from expanding the commodity boundaries, the portrait of the Meetings Sector also serves to identify the industries that will be included in the direct economic contribution analysis. Conversely, it also identifies other suppliers that will be viewed as being indirect beneficiaries of Meetings Activity.



One of the benefits of using established satellite accounting principles is the ability to make credible comparisons of Meetings Activity against the broader economy and other economic sectors. One of the objectives of the Study is to initiate the discussion of a satellite framework upon which to base an economic analysis.

Establishing the satellite accounting framework for Meetings Activity also helped solidify the ways by which various spending parameters would be used in the economic contribution analysis. The actual process of calculating the direct economic contribution associated with Meetings Activity involved the use of input-output techniques and tables. (For further details on the input-output methodology employed for this study see Appendix 4.)

### 2.3.3 The Scope of Spending

The satellite accounting framework chosen to represent Meetings Activity in this Study suggests that meetings related spending can originate from three different sources:

1. Spending incurred by meeting participants (including delegates, exhibitors and paid speakers)
2. Spending incurred by non-participants (including sponsors and other contributors)
3. Additional spending incurred for exhibit displays

The first of these sources is meeting participants. Meeting participants include delegates, exhibitors and paid speakers.

The following schematic illustrates the scope and conceptual flow of spending associated with meeting participants as it relates to the satellite accounting framework representing Meetings Activity in this study.

*One of the benefits of using established satellite accounting principles is the ability to make credible comparisons*

**Figure 2**

#### Meeting Participant Spending (Locals and Visitors)

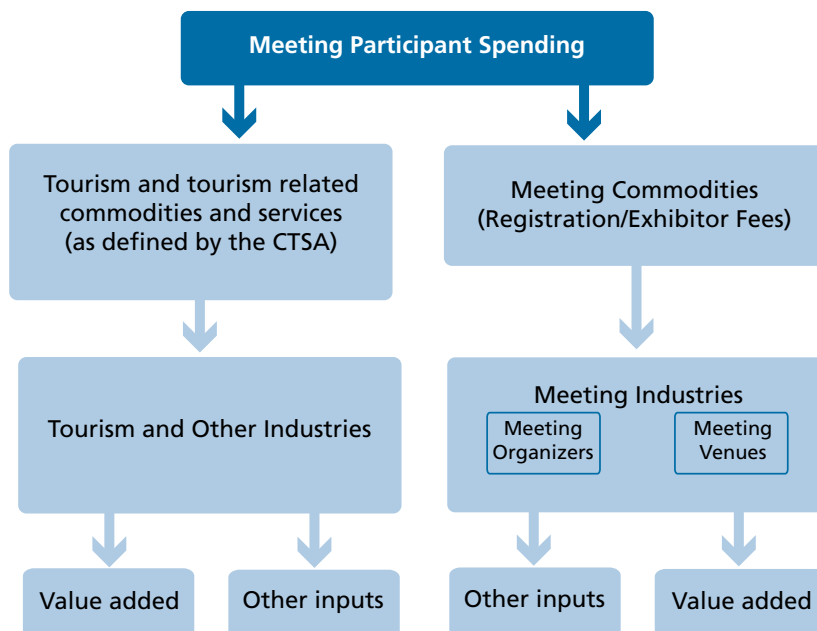


Figure 2 illustrates the different treatment of participant spending on registration/exhibition fees to that of tourism and tourism related commodities and services. The accounting framework associated with meeting participant spending on tourism and tourism related commodities already exists within the CTSA. Meanwhile, an extension to the satellite accounting framework of the CTSA is required to capture the economic transactions associated with registration/exhibitor fees paid by meeting participants.

Aside from other tourism related industries, the primary beneficiaries of tourism related spending are tourism industries. These tourism or tourism related industries interact directly with meeting participants and are therefore considered direct beneficiaries of meeting participant spending. The specific scope of tourism or tourism related industries directly benefiting from Meetings Activity spending correspond to those identified in the CTSA. Meanwhile, other industries that provide inputs (goods and services) to tourism or tourism related industries are considered indirect beneficiaries of meeting participant spending.

Figure 2 illustrates that the direct beneficiaries of registration/exhibitor fees are meetings industries. In our analysis, this is limited to include Meetings Organizers and Meeting Venues. Other industries that provide inputs (goods and services) to Meetings Organizers or Meeting Venues are deemed to be at arm's length with respect to meeting participants. These suppliers are therefore considered indirect beneficiaries of meeting participant spending.

The second source of spending associated with Meetings Activity is identified as that coming from non-participants which include hosts, clients, sponsors, and other contributing partners. Non-participant spending covers financial contributions made to support any remaining costs associated with holding meetings that are not fully covered by registration or exhibition fees.

The following schematic illustrates the scope and conceptual flow of spending associated with non-participants.

*tourism related industries interact directly with meeting participants and are therefore considered direct beneficiaries of meeting participant spending*

**Figure 3**

### Non-Participant Spending (Clients, Sponsors, Hosts and Other Contributing Partners)

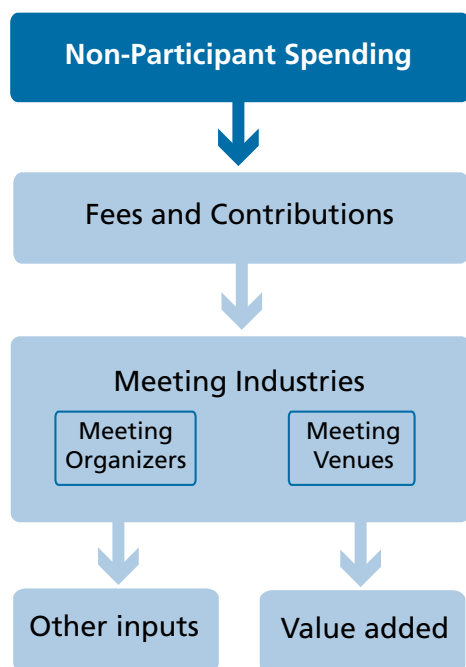


Figure 3 illustrates that the treatment of non-participant spending is only addressed through an extension to the satellite accounting framework used by the CTSA. Similar to the treatment of participant spending on registration/exhibition fees, the direct benefactor of non-participant spending are meetings industries (Meetings Organizers and Meeting Venues). Once again, other industries that provide inputs (goods and services) to Meetings Organizers or Meeting Venues are to be considered as indirect beneficiaries of non-participant spending.

The third and final source of spending associated with Meetings Activity, as identified in our satellite accounting framework of Meetings Activity, is additional spending incurred for exhibit displays. This includes expenditures made by other stakeholders, including businesses and corporations promoting at exhibitions. However, the group of other stakeholders represented may also include participants and non-participants. The key difference, however, in separately addressing this spending is the nature of the spending.

Specifically, the spending associated with exhibition displays should be seen as spending over and above space rental and/or exhibit fees. Rather than relying on the provision of generic services indirectly from suppliers through space rental and/or exhibit fees, the expenditures associated with exhibit displays involve customized supplies and services generally assumed to occur through separate purchase arrangements.

The following schematic illustrates the scope and conceptual flow of spending associated with exhibit display.

*the spending associated with exhibition displays should be seen as spending over and above space rental and/or exhibit fees*

**Figure 4**

### Exhibit Display Spending

(Other Stakeholders – could also be participants/non-participants)

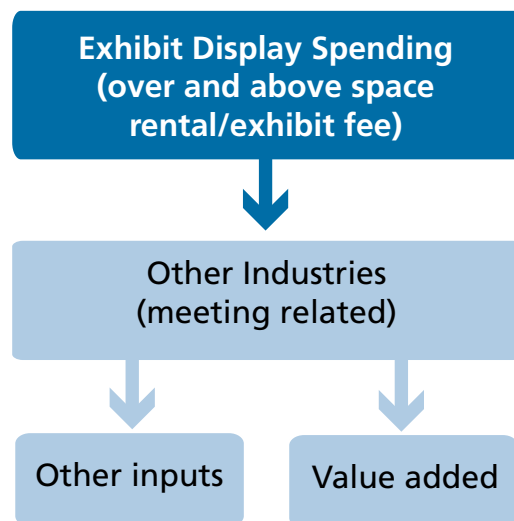


Figure 4 illustrates that the treatment of exhibit display spending also requires an extension of the satellite accounting framework used by the CTSA to accommodate the additional commodities and industries associated with exhibit display. Figure 4 also illustrates that the direct beneficiaries of exhibit display spending are other industries that provide inputs (goods and services) to other stakeholders generally through separate purchase arrangements.

### 2.3.4 Determining Direct Contribution

Meetings Activity affects a wide range of industries both within the tourism satellite accounting framework as well as in the broader system of national accounts. The use of input-output based models allow for the full reach of Meetings Activity to be determined and measured.

However, in determining the direct contribution of Meetings Activity, one of the primary objectives is to identify and quantify the direct benefits to the economy. In the previous section, we used the terminology of direct beneficiaries to conceptually identify industry groups or segments that should be included in the direct economic contribution analysis. Conversely, industry groups or segments viewed as having an indirect relationship with respect to the source of spending should not be included in the direct economic contribution analysis. Instead, the extent by which these segments benefit would only be revealed through an analysis of the indirect economic contribution of Meetings Activity.

Prior to conducting the economic contribution analysis using input-output based methods, spending profiles needed to be produced that represented each of the three sources of Meetings Activity. Several different average spending profiles for meeting participants were generated using various Phase II demand side surveys. The purpose of the spending profiles was to reflect the diversity of spending associated with the type of meeting participant, the type of meeting, the geographic proximity of the participant to the meeting location as well as the length of meeting. Further refinement of the spending profiles accounted for the type of venue where the meeting occurred.

The various spending profiles were then applied against the estimated volume of Meetings Activity and meeting participants, by meeting type and type of venue. These volumes were determined primarily by using weighted tabulations of the Phase I Venue survey. The Phase I Meeting Organizer surveys were used to identify the geographic proximity breakdown of meetings as well as providing a benchmark to adjust meeting participant spending on registration and exhibition fees.

The Phase I Meeting Organizer surveys were perhaps most influential in determining the extent to which Meetings Activity relied on non-participant spending. While the Phase I Venue survey determined the volume of Meetings Activity, the categories of revenues and expenditures associated with meetings were provided by the Phase I Meeting Organizers surveys.

The spending profiles relating to exhibit display spending were provided by the Phase II Exhibitor survey. These profiles were also broken down to reflect type of meeting and venue. The volume of business associated with this activity was determined through weighted tabulations of Phase I Venue survey.

After producing appropriate spending estimates to represent the three sources of Meetings Activity, the next step involved the redistribution of spending to the commodity classification used in Statistics Canada's input-output tables. The "W", or Worksheet level, tables used in this analysis comprise 713 groups of commodities. The process of redistributing meeting participant spending on tourism or tourism related goods and services followed that used for the CTSA.

The redistribution of meeting/registration fees to specific commodity categories utilized the breakdowns provided by the Phase I Meeting Organizers survey that related to both the revenues and expenses associated with organizing meetings. While the share of meeting expenditures that went to independent meeting organizers was tracked through the survey, expenditures associated with corporate meeting organizers needed to be imputed.

The imputation assumed that for corporate meeting organizers, the value of output (meeting organizing) has an "equal market value for equal output" to that witnessed for independent organizers. The assessment of output was based on the number of meeting participants, by type of meeting and meeting venue.

While the revenues and expenditures of organizing meetings were obtained from the Phase I Meeting Organizer surveys, the revenues and expenditures associated with running an

*the categories of revenues and expenditures associated with meetings were provided by the Phase I Meeting Organizers surveys*

independent meetings organizer business were not captured. Therefore no production function was available that associates the organizing of meetings within a company whose primary business activity is organizing meetings. The lack of a production function also extends to businesses whose major activity does not include the organizing of meetings.

To deal with the lack of a production function specifically associated with the function of meeting organizing, we chose to model the activity using the closest defined industry classification, that being “Other administrative and support services” (which contains the industry “Convention and Trade Show organizers” NAICS code 56192).

The production function associated with Meeting Venues was available from the Phase I Venues survey. In this instance, the derivation of expenses utilized the results of the survey rather than rely on its closest defined industry in the input-output accounts, that being “Lessors of Real Estate”.

A significant task in this phase of the project involved ensuring that a proper framework was in place that utilized the most appropriate production function relating to each category of spending associated with Meetings Activity.

Since input-output based models require that spending be presented in terms of what the producer actually receives, the next step involved converting spending on a “purchaser price” basis to that of producer’s prices. To convert “purchaser prices” to “producer’s prices” involved accounting for retail, wholesale, transportation and tax margins. As well, prior to determining the domestic demand for good and services, a separate adjustment was required to account for direct imports.

Once the final adjustments were made, the spending estimates could be simulated using an input-output based model to generate the direct economic contribution of Meetings Activity. For a conceptual reference to the composition of the direct economic contribution associated with each source of Meetings Activity spending, refer to the corresponding figure in the preceding section. (For a more technical description regarding the input-output methodology used in this study please see: Appendix 4).

*the indirect and induced economic contribution measure the full reach of Meetings Activity in Canada*

### 2.3.5 Determining Indirect and Induced Contribution

The direct contribution phase of this study was focussed on a narrowly defined and quantified contribution of Meetings Activity on the Canadian economy. Meanwhile, the indirect and induced economic contribution phase uses an expanded approach to measure the full reach of Meetings Activity in Canada.

Indirect economic contributions are associated with the production requirements flowing to backward-linked industries (for example, industries supplying products and services to hotels). The induced economic contributions result from the household spending effects of income earned directly or indirectly as a result of Meetings Activity.

Generating indirect and induced economic contributions of Meetings Activity is much more closely aligned with typical economic “impact” analysis. Fortunately, the accounting framework established in Phase III of this study provides a solid foundation for this expanded analysis of Meetings Activity.

The process of generating indirect and induced economic contributions involve the use of input-output based models comprising “impact” matrices capable of identifying indirect and induced effects associated with the Meetings Sector. The development of the input-output model used in this study was customized by The Conference Board of Canada to accommodate Meetings Activity using the specific satellite accounting framework built in Phase III.

The specific economic contribution indicators that are reported at the Canadian national level for overall Meetings Activity include indirect and induced levels of GDP, wages, employment and taxes by source and level of government. (For a more technical description regarding the input-output methodology used in this study please see: Appendix 4).

### 3.0 Key Findings

The Key Findings of the Study are built on the data collected from the six surveys covering the demand and supply sides of Meetings Activity in Canada (2006). After the weighting and reconciliation of the six surveys, the projected figures provide a portrait of an active and diverse Meetings Sector – one that touches many Canadians.

The estimate of the level of activity (who was involved and their associated expenditures) leads, through economic analysis, to a better understanding of the contribution of the Meetings Activity to the Canadian economy.

#### 3.1 Meetings Activity in Canada 2006

The survey data reports on the activities of Meeting Organizers, Venue Managers, Delegates, Exhibitors and Speakers. These activities took place mainly in Purpose-built convention facilities, Hotels and Resorts, Special Event Venues, and to a lesser extent in universities and colleges and at attractions.

The Meetings Activity covered the large and the small, ranging from Conferences, Conventions, and Congresses, to Consumer and Trade Shows, to Incentive Meetings and to smaller meetings such as shareholders meetings, training sessions, and others.

The Study found that, in 2006, 1517 unique Venues hosted 671,000 meetings, involving 66,514,000 delegates, 452,000 Exhibitors, 3,290,000 Speakers and other paid attendees. The size of these meetings ranged from as few as the minimum of ten participants to meetings with thousands in attendance. The following sub-sections of the report provide a more detailed break down of these figures, and detail the expenditures associated with attending these meetings.

(Note: Figures below are rounded.)

*The estimate of the level of activity leads to a better understanding of the contribution of the Meetings Sector*

##### 3.1.1 Meetings by Type and Venue

The majority of meetings attended by participants were “Other Business Meetings”. These meetings tended to be the ones with the fewest individual participants, but their volume exceeded all other meetings combined. Not surprisingly the vast majority (77%) of these types of meetings were held in Hotels.

**Table 7**

**Meetings by Type by Venue Types**

MEETINGS			BY VENUE			
	Total Number of Meetings	Share of Total	Purpose-Built	Hotels /Resorts	Special Event	Other
Conferences/ Conventions/ Congresses	126,000	18.80%	3,800	105,400	14,800	2,200
Consumer Shows/ Consumer Exhibitions	7,000	1.0%	900	4,400	1000	300
Trade shows/ Business Exhibitions	11,000	1.60%	1000	8,100	1,400	500
Incentive Meetings	12,000	1.80%	400	9,100	1,100	1,100
Other Business Meetings	391,000	58.30%	12,800	300,700	62,700	15,300
Other Meetings	124,000	18.50%	5,100	49,200	66,600	3,000
<b>Total</b>	<b>671,000</b>	<b>100.00%</b>	<b>24,000</b>	<b>476,900</b>	<b>147,400</b>	<b>22,400</b>

### 3.1.2 Participants by Venues and Origin

Conferences/Conventions/Congresses attracted the largest share (33%) of participants in 2006, with 23,104,000 attendances<sup>1</sup>. Over one-half of Conference/Convention/Congress participants were "local" delegates - participants who traveled under 40 km to attend the meeting. The significance of the non-visitor attendance of meetings is clearly seen in this meeting type.

**Table 8**

#### Conferences/Conventions/Congresses: Participants by Venue and Origin

	CONFERENCES/ CONVENTIONS/ CONGRESSES
Total Participants	23,104,000
Share of Total	(33%)
By Venue	
Purpose-built	6,765,000
Hotels/Resorts	15,360,000
Special Event	694,000
Other	284,000
By Origin	
Local (under 40km)	12,615,000
Other Intra-Province	6,425,000
Other Canada	3,388,000
International	676,000

*The average total expenditures, as expected, increased as the distance traveled to attend a meeting increased*

(For the "All Meetings" breakout for all participants see: tables 12-15 at the end of this Section.)

### 3.1.3 Participant Expenditures

Participants' (Delegates, Exhibitors and Speakers) expenditures at meetings ranged from their various types of transportation usage, to food and beverage from retail stores. The average total expenditures, as expected, increased as the distance traveled to attend a meeting increased.

The overall highest mean average expenditure by Delegates was found at Trade Shows, and the highest average by Delegate place of origin was those coming from outside Canada to attend a Trade Show (very closely followed by those coming from outside Canada to attend a Conference/Convention/Congress).

**Table 9****Average (mean) Total Spending at Meeting  
(by Delegate Place of Origin and Meetings Type)**

MEETING TYPE	DELEGATE PLACE OF ORIGIN				
	Local	Inside Province	Outside Province	Outside Country	All Delegates
Conference	\$ 128	\$ 326	\$ 763	\$ 1,781	\$ 341
Consumer	\$ 266	\$ 372	\$ 383	\$ 1,426	\$ 346
Trade	\$ 520	\$ 260	\$ 1,059	\$ 1,799	\$ 742
Incentive	\$ 589	\$ 246	\$ 772	\$ 1,398	\$ 555
Other Business	\$ 100	\$ 241	\$ 471	\$ 1,651	\$ 212
Other Meeting	\$ 119	\$ 196	\$ 310	\$ 382	\$ 154

*total  
expenditures  
were  
highest for  
Conferences/  
Conventions/  
Congresses*

The total expenditures were highest for Conferences/Conventions/Congresses (\$7.5 billion) followed by Consumer Shows (\$6.0 billion). Overall, for all Meeting Types, participants spent a total of \$23.3 billion.

**Table 10****Total Expenditures by Participant Type and Meeting Type**

MEETING TYPE	PARTICIPANTS			
	Total Delegates	Exhibitors	Speakers	Total
Conference	\$ 7,121,390,000	\$ 203,096,000	\$ 253,385,000	\$ 7,577,871,000
Consumer	\$ 5,320,338,000	\$ 702,751,000	\$ 7,368,000	\$ 6,030,457,000
Trade	\$ 2,635,328,000	\$ 230,355,000	\$ 10,784,000	\$ 2,876,467,000
Incentive	\$ 2,269,106,000	-	\$ 4,554,000	\$ 2,273,660,000
Other Business	\$ 3,103,425,000	\$ 63,219,000	\$ 99,487,000	\$ 3,266,131,000
Other Meeting	\$ 1,224,302,000	\$ 406,000	\$ 15,463,000	\$ 1,240,171,000
All Meeting Types	\$ 21,673,889,000	\$ 1,199,827,000	\$ 391,041,000	\$ 23,264,757,000

(For a complete break out of total expenditures by products purchased and participants for each Meeting Type see: tables 16-22 at the end of this Section.)

**3.1.4 Expenditures Associated With Meeting Organization**

The organization of meetings involves everything from hiring the venue to purchasing gifts for guests of honour, but the single largest organization expense is found in the "Food and Beverage" category. At nearly three billion dollars this category accounts for approximately one quarter of all expenditures. "Audio Visual and Staging" and "Equipment/Production/Technical Costs" were also sizeable expenses, together totaling over one and a half billion dollars.



**Table 11**

**Expenditures Associated With Meeting Organization**

GOODS AND SERVICES	EXPENDITURE
Venue hire	\$ 753,063,000
Food and Beverage	\$ 2,935,629,000
Equipment / production / technical costs	\$ 959,301,000
Administration	\$ 629,436,000
Advertising and promotion of meeting	\$ 341,889,000
All Internet and online/web-based services or promotions	\$ 120,498,000
Keynote speaker and other sponsored attendees	\$ 391,043,000
Insurance	\$ 12,949,000
Other facility costs	\$ 112,953,000
Meeting Management Company/ Destination Management Company (DMC)	\$ 173,417,000
Printing	\$ 357,697,000
Temporary staff agency	\$ 87,437,000
Company staff (food & beverage, travel, accommodation)	\$ 246,123,000
Audio visual and staging	\$ 644,259,000
Décor	\$ 430,145,000
Entertainment	\$ 178,676,000
Gifts and awards	\$ 166,256,000
Shipping	\$ 23,961,000
Sponsor expenses	\$ 48,415,000
Delegate materials (delegate bags, give-aways, etc.)	\$ 84,811,000
Transportation (organization purposes only - non-delegate)	\$ 274,619,000
Accommodation (organization purposes only - non-delegate)	\$ 368,546,000
Meeting Organization fee income/management fees from clients	\$ 1,942,845,000
Other	\$ 820,098,000
<b>Total Spending</b>	<b>\$12,104,066,000</b>

*over twelve billion dollars spent on organizing meetings is still only part of the picture*

The over twelve billion dollars spent on organizing meetings is still only part of the picture of the significance of the economic contribution of meetings. The expenditures of the industries and individuals involved in Meetings Activity move through the economy more than a static chart of numbers can convey. The vibrancy of the economic activity surrounding meetings can be seen when expenditures are placed in the context of the wider economy – as shown in section 3.2.

## All Meetings Breakout of Participants by Venue Type and Place of Origin (Tables 12 – 15)

**Table 12**

Number of Delegates By Venue Type and Place of Origin

	CONFERENCES/ CONVENTIONS/ CONGRESSES	CONSUMER SHOWS/ CONSUMER EXHIBITIONS	TRADE SHOWS/ BUSINESS EXHIBITIONS	INCENTIVE MEETINGS	OTHER BUSINESS MEETINGS	OTHER MEETINGS	TOTAL
Number of Delegates	20,912,900	15,366,300	3,551,900	4,085,400	14,651,200	7,946,700	66,514,400
By Venue							
Purpose Built	6,075,600	14,324,300	2,416,400	288,300	3,141,500	3,841,700	30,087,700
Hotels/Resorts	13,947,300	918,600	903,900	2,994,500	9,107,500	2,523,700	30,395,500
Special Event	631,500	95,000	161,800	398,200	1,909,500	1,513,300	4,709,400
Other	258,500	28,300	59,300	404,400	492,700	67,900	1,311,300
By Origin							
Local	10,760,500	9,266,600	1,819,100	1,061,800	7,901,400	6,433,400	37,242,800
Other Intra-Province	6,133,900	2,625,000	573,600	1,675,400	4,788,600	291,900	16,088,400
Other Canada	3,350,300	2,951,400	737,000	1,042,500	1,762,000	928,500	10,771,800
Int'l	668,100	523,300	422,200	305,700	199,200	292,900	2,411,400

**Table 13**

**Number of Exhibitors By Venue Type and Place of Origin**

	CONFERENCES/ CONVENTIONS/ CONGRESSES	CONSUMER SHOWS/ CONSUMER EXHIBITIONS	TRADE SHOWS/ BUSINESS EXHIBITIONS	INCENTIVE MEETINGS	OTHER BUSINESS MEETINGS	OTHER MEETINGS	TOTAL
Number of Exhibitors	111,200	220,900	83,400	-	36,300	200	452,000
By Venue							
Purpose Built	85,300	183,700	48,700	-	17,800	-	335,500
Hotels/Resorts	25,900	30,700	28,600	-	17,200	200	102,600
Special Event	-	5,000	4,500	-	-	100	9,600
Other	-	1,500	1,600	-	1,200	-	4,300
By Origin							
Local	57,200	133,200	42,800	-	19,600	200	253,000
Other Intra-Province	32,600	37,700	13,500	-	11,800	-	95,700
Other Canada	17,800	42,400	17,200	-	4,400	-	84,400
Int'l	3,600	7,500	9,800	-	500	-	18,900

**Table 14**

Number of Paid Keynote Speakers and Other Sponsored Attendees By Venue Type and Place of Origin

	CONFERENCES/ CONVENTIONS/ CONGRESSES	CONSUMER SHOWS/ CONSUMER EXHIBITIONS	TRADE SHOWS/ BUSINESS EXHIBITIONS	INCENTIVE MEETINGS	OTHER BUSINESS MEETINGS	OTHER MEETINGS	TOTAL
Number of speakers and other sponsored attendees	2,079,900	66,500	84,200	23,600	859,500	175,900	3,289,600

By Venue							
Purpose Built	604,200	62,000	57,200	1,700	184,300	85,000	994,300
Hotels/Resorts	1,387,100	4,000	21,400	17,300	534,200	55,800	2,019,800
Special Event	62,800	400	3,800	2,300	112,000	33,500	214,800
Other	25,700	100	1,400	2,300	28,900	1,500	60,000

By Origin							
Local	1,798,300	61,300	76,400	16,300	740,100	172,700	2,865,000
Other Intra-Province	258,100	4,400	6,100	6,500	112,900	2,000	389,900
Other Canada	19,600	700	1,100	600	5,800	900	28,000
Int'l	3,900	100	600	200	700	300	6,300

**Table 15**

**Total Participants By Venue Type and Place of Origin**

	CONFERENCES/ CONVENTIONS/ CONGRESSES	CONSUMER SHOWS/ CONSUMER EXHIBITIONS	TRADE SHOWS/ BUSINESS EXHIBITIONS	INCENTIVE MEETINGS	OTHER BUSINESS MEETINGS	OTHER MEETINGS	TOTAL
Total Participants	23,103,900	15,653,600	3,719,500	4,109,000	15,546,800	8,122,700	70,255,500
Share of Total	33%	22%	5%	6%	22%	12%	100%

By Venue							
Purpose Built	6,765,000	14,570,000	2,522,300	289,900	3,343,500	3,926,700	31,417,500
Hotels/Resorts	15,360,200	953,300	953,900	3,011,800	9,658,900	2,579,700	32,517,800
Special Event	694,300	100,400	170,100	400,500	2,021,500	1,546,900	4,933,800
Other	284,300	29,900	62,300	406,800	522,900	69,400	1,375,600

By Origin							
Local	12,616,000	9,461,100	1,938,300	1,078,200	8,661,000	6,606,300	40,360,900
Other Intra-Province	6,424,600	2,667,100	593,200	1,681,900	4,913,400	293,800	16,574,000
Other Canada	3,387,700	2,994,500	755,300	1,043,100	1,772,100	929,400	10,882,100
Int'l	675,600	530,900	432,700	305,800	200,300	293,200	2,438,500

## Meeting Participant Spending By Meeting Type and Products (Tables 16 - 22)

**Table 16**

Participant Spending: Conferences/Conventions/Congresses

CONFERENCES/CONVENTIONS/CONGRESSES	TOTAL DELEGATES	EXHIBITORS	SPEAKERS	TOTAL
Total spending	\$ 7,121,390,000	\$ 203,096,000	\$253,385,000	\$ 7,577,872,000
Total meeting registration fees (including optional components)	\$ 2,057,002,000	\$ 83,590,000	-	\$ 2,140,592,000
Accommodation	\$ 1,457,676,000	\$ 38,551,000	\$105,207,000	\$ 1,601,435,000
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	\$ 493,868,000	\$ 9,274,000	\$ 196,000	\$ 503,337,000
Long haul transport (from the city/locality you live in to the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	\$ 1,073,011,000	\$ 11,334,000	\$ 53,008,000	\$ 1,137,353,000
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	\$ 1,100,000	\$ 4,740,000	\$ 248,677,000
Food and beverage from restaurants, cafes and bars	\$ 1,024,772,000	\$ 3,216,000	\$ 56,086,000	\$ 1,084,074,000
Food and beverage from retail outlets (e.g., supermarkets)	\$ 224,134,000	\$ 18,141,000	\$ 20,661,000	\$ 262,936,000
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	\$ 232,625,000	\$ 1,602,000	-	\$ 234,227,000
Tours (e.g., sightseeing)	\$ 108,714,000	\$ 1,430,000	-	\$ 110,145,000
Other	\$ 206,751,000	\$ 34,858,000	\$ 13,487,000	\$ 255,096,000

**Table 17**

**Participant Spending: Consumer Shows/Consumer Exhibitions**

CONSUMER SHOWS/CONSUMER EXHIBITIONS	TOTAL DELEGATES	EXHIBITORS	SPEAKERS	TOTAL
Total spending	\$ 5,320,338,000	\$ 702,751,000	\$ 7,368,000	\$ 6,030,455,000
Total meeting registration fees (including optional components)	\$ 1,394,434,000	\$ 298,755,000	-	\$ 1,693,189,000
Accommodation	\$ 234,281,000	\$ 69,364,000	\$ 2,950,000	\$ 306,595,000
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	\$ 562,333,000	\$ 6,455,000	\$ 7,000	\$ 568,795,000
Long haul transport (from the city/locality you live in to the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	\$ 606,526,000	\$ 15,869,000	\$ 1,341,000	\$ 623,736,000
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	\$ 2,463,000	\$ 153,000	\$ 521,543,000
Food and beverage from restaurants, cafes and bars	\$ 953,688,000	\$ 8,517,000	\$ 1,797,000	\$ 964,002,000
Food and beverage from retail outlets (e.g., supermarkets)	\$ 516,055,000	\$ 47,839,000	\$ 660,000	\$ 564,553,000
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	\$ 339,824,000	\$ 2,697,000	-	\$ 342,521,000
Tours (e.g., sightseeing)	\$ 140,311,000	-	-	\$ 140,311,000
Other	\$ 53,959,000	\$ 250,792,000	\$ 460,000	\$ 305,210,000

**Table 18****Participant Spending: Trade Shows/Business Exhibitions**

TRADE SHOWS/BUSINESS EXHIBITIONS	TOTAL DELEGATES	EXHIBITORS	SPEAKERS	TOTAL
Total spending	\$ 2,635,328,000	\$ 230,355,000	\$ 10,784,000	\$ 2,876,465,000
Total meeting registration fees (including optional components)	\$ 574,075,000	\$ 74,955,000	-	\$ 649,030,000
Accommodation	\$ 369,803,000	\$ 47,221,000	\$ 4,178,000	\$ 421,202,000
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	\$ 133,881,000	\$ 3,035,000	\$ 14,000	\$ 136,930,000
Long haul transport (from the city/locality you live in to the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	\$ 249,977,000	\$ 16,792,000	\$ 2,486,000	\$ 269,255,000
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	\$ 3,590,000	\$ 316,000	\$ 607,615,000
Food and beverage from restaurants, cafes and bars	\$ 364,690,000	\$ 4,279,000	\$ 2,385,000	\$ 371,353,000
Food and beverage from retail outlets (e.g., supermarkets)	\$ 52,195,000	\$ 33,321,000	\$ 832,000	\$ 86,347,000
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	\$ 103,718,000	\$ 709,000	-	\$ 104,427,000
Tours (e.g., sightseeing)	\$ 47,011,000	\$ 4,185,000	-	\$ 51,196,000
Other	\$ 136,269,000	\$ 42,268,000	\$ 573,000	\$ 179,110,000



**Table 19**

**Participant Spending: Incentive Meetings**

INCENTIVE EVENTS	TOTAL DELEGATES	EXHIBITORS	SPEAKERS	TOTAL
Total spending	\$ 2,269,106,000	-	\$ 4,554,000	\$ 2,273,660,000
Total meeting registration fees (including optional components)	\$ 270,339,000	-	-	\$ 270,339,000
Accommodation	\$ 242,893,000	-	\$ 1,859,000	\$ 244,752,000
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	\$ 400,360,000	-	\$ 6,000	\$ 400,366,000
Long haul transport (from the city/locality you live in to the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	\$ 193,772,000	-	\$ 1,480,000	\$ 195,252,000
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	-	\$ 143,000	\$ 138,881,000
Food and beverage from restaurants, cafes and bars	\$ 370,714,000	-	\$ 713,000	\$ 371,427,000
Food and beverage from retail outlets (e.g., supermarkets)	\$ 173,105,000	-	\$ 231,000	\$ 173,336,000
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	\$ 238,625,000	-	-	\$ 238,625,000
Tours (e.g., sightseeing)	\$ 176,008,000	-	-	\$ 176,008,000
Other	\$ 64,552,000	-	\$ 122,000	\$ 64,674,000

**Table 20****Participant Spending: Other Business Meetings**

OTHER BUSINESS MEETINGS	TOTAL DELEGATES	EXHIBITORS	SPEAKERS	TOTAL
Total spending	\$ 3,103,425,000	\$ 63,219,000	\$ 99,487,000	\$ 3,266,130,000
Total meeting registration fees (including optional components)	\$ 501,070,000	\$ 26,507,000	-	\$ 527,577,000
Accommodation	\$ 510,473,000	\$ 11,924,000	\$ 42,316,000	\$ 564,713,000
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	\$ 177,404,000	\$ 2,988,000	\$ 53,000	\$ 180,445,000
Long haul transport (from the city/locality you live in to the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	\$ 675,141,000	\$ 3,018,000	\$ 18,985,000	\$ 697,144,000
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	\$ 361,000	\$ 1,381,000	\$ 151,007,000
Food and beverage from restaurants, cafes and bars	\$ 720,026,000	\$ 895,000	\$ 22,646,000	\$ 743,567,000
Food and beverage from retail outlets (e.g., supermarkets)	\$ 102,666,000	\$ 5,767,000	\$ 8,556,000	\$ 116,990,000
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	\$ 168,732,000	\$ 557,000	-	\$ 169,288,000
Tours (e.g., sightseeing)	\$ 32,133,000	\$ 489,000	-	\$ 32,621,000
Other	\$ 66,515,000	\$ 10,713,000	\$ 5,550,000	\$ 82,778,000

**Table 21**

**Participant Spending: Other Meetings**

OTHER MEETINGS	TOTAL DELEGATES	EXHIBITORS	SPEAKERS	TOTAL
Total spending	\$ 1,224,302,000	\$ 406,000	\$ 15,463,000	\$ 1,240,171,000
Total meeting registration fees (including optional components)	\$ 305,092,000	\$ 176,000	-	\$ 305,268,000
Accommodation	\$ 48,607,000	\$ 62,000	\$ 6,152,000	\$ 54,822,000
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	\$ 44,046,000	\$ 14,000	\$ 10,000	\$ 44,069,000
Long haul transport (from the city/locality you live in to the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	\$ 147,998,000	\$ 14,000	\$ 1,461,000	\$ 149,473,000
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)	\$ 91,978,000	\$ 1,000	\$ 210,000	\$ 92,189,000
Food and beverage from restaurants, cafes and bars	\$ 234,108,000	\$ 7,000	\$ 4,584,000	\$ 238,698,000
Food and beverage from retail outlets (e.g., supermarkets)	\$ 27,642,000	\$ 35,000	\$ 1,751,000	\$ 29,429,000
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	\$ 63,719,000	\$ 3,000	-	\$ 63,721,000
Tours (e.g., sightseeing)	\$ 32,034,000	\$ 4,000	-	\$ 32,039,000
Other	\$ 229,078,000	\$ 90,000	\$ 1,295,000	\$ 230,463,000

**Table 22****Participant Spending: All Meeting Types**

ALL MEETING TYPES	TOTAL DELEGATES	EXHIBITORS	SPEAKERS	TOTAL
Total spending	\$21,673,887,000	\$1,199,825,000	\$391,043,000	\$ 23,264,754,000
Total meeting registration fees (including optional components)	\$ 5,102,012,000	\$ 483,984,000	-	\$ 5,585,995,000
Accommodation	\$ 2,863,734,000	\$ 167,122,000	\$162,663,000	\$ 3,193,519,000
Shopping (e.g., souvenirs, clothing, toiletries, etc.)	\$ 1,811,893,000	\$ 21,765,000	\$ 285,000	\$ 1,833,943,000
Long haul transport (from the city/locality you live in to the host city; e.g., air travel, long-distance train or coach, vehicle fuel costs if you drove)	\$ 2,946,425,000	\$ 47,027,000	\$ 78,761,000	\$ 3,072,213,000
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	\$ 7,515,000	\$ 6,943,000	\$ 1,759,911,000
Food and beverage from restaurants, cafes and bars	\$ 3,667,997,000	\$ 16,913,000	\$ 88,211,000	\$ 3,773,121,000
Food and beverage from retail outlets (e.g., supermarkets)	\$ 1,095,797,000	\$ 105,103,000	\$ 32,692,000	\$ 1,233,591,000
Entertainment and recreation (e.g., theatre, cinema, sports events, golf, bicycling, canoeing, kayaking)	\$ 1,147,242,000	\$ 5,567,000	-	\$ 1,152,809,000
Tours (e.g., sightseeing)	\$ 536,211,000	\$ 6,109,000	-	\$ 542,320,000
Other	\$ 757,123,000	\$ 338,720,000	\$ 21,488,000	\$ 1,117,332,000

## 3.2 Canadian Meetings Activities Economic Contribution

### 3.2.1 Using the Accounting Framework

The accounting framework used in this Study (discussed in section 2.3.1) provided examples of expanded CTSA tables that include meeting and meeting-related industries and commodities. In order to compare the direct economic contributions of Meetings Activity with Tourism Activity in 2006, the format of the data in this section more closely resembles the format of the National Tourism Indicators (NTI).

This is done because the performance of the Tourism Sector is updated quarterly using the NTI, while the last reference year for the CTSA is 2002. It should be noted that the presentation of NTI data differs only slightly from the format used for the CTSA.

Total Meetings Activity in Canada for 2006 is shown in Table 23. This represents the direct spending (“demand”) estimated from the survey research and presented in the tabular format discussed above.

The demand generated by meeting participants is broken down by the origin of the meeting participant in relation to the location of the meeting, whether local, domestic (other Canada) or foreign. The table also shows the demand associated with non-participants, which include meetings sponsors, clients of organizers, and other stakeholders. Expenditures are divided into six 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 23 provides the main estimates that should be used when discussing meeting demand in Canada for 2006.

Table 23 shows that meeting expenditures totalled \$32.2 billion in 2006. Meeting participants generated 72 per cent of the \$32.2 billion in overall meeting expenditures, with local and domestic participants accounting for most of this spending. Non-participants generated 28 per cent of overall meeting expenditures that year.

Meeting commodities accounted for \$12.3 billion in meetings-related expenditures, the largest share of any category. Local, domestic, and foreign participants spent \$5.6 billion on registration fees while sponsors and other stakeholders contributed \$6.7 billion in other meeting fees and contributions. Non-participants also spent \$2.2 billion on other meetings-related commodities.

Table 24 compares the total supply of meetings and tourism commodities, as well as “other” meetings and tourism-related commodities, with Meetings demand and Tourism demand. The meetings and tourism demand are shown as a percentage, or share, of total supply where available.

It should be noted that there are several gaps in the data, particularly on the supply side, because data is not presently collected for many meetings and meetings-related commodities.

The overlap between Tourism and Meetings demand is hidden in looking at “Total Demand”. The additional column “Local Meetings Demand” represents the expenditures of the “meetings unique” demand for commodities – this group represents the expansion of the demand base or the CTSA (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 CTSA.

*Meeting commodities accounted for \$12.3 billion in meetings-related expenditures, the largest share of any category*

Table 23

## Total Meetings Demand in Canada

Category of Expenditure	Expenditure commodity	Participants			Non-Participants	Total Demand
		Local Attendees	Domestic Attendees	Foreign Attendees	Sponsors & Other Stakeholders	
Meeting commodities						
	Registration fees	\$ 2,298,000,000	\$ 2,574,000,000	\$ 714,000,000	-	\$ 5,586,000,000
	Other meeting fees and contributions	-	-	-	\$ 6,706,000,000	\$ 6,706,000,000
Transportation		\$ 718,000,000	\$ 2,514,000,000	\$ 412,000,000	-	\$ 3,644,000,000
	Air	\$ 1,000,000	\$ 1,337,000,000	\$ 124,000,000	-	\$ 1,462,000,000
	Rail	\$ 10,000,000	\$ 28,000,000	\$ 26,000,000	-	\$ 64,000,000
	Bus	\$ 28,000,000	\$ 80,000,000	\$ 60,000,000	-	\$ 168,000,000
	Rental	\$ 32,000,000	\$ 90,000,000	\$ 10,000,000	-	\$ 132,000,000
	Vehicle repairs and parts	\$ 15,000,000	\$ 43,000,000	\$ 5,000,000	-	\$ 63,000,000
	Vehicle fuel	\$ 290,000,000	\$ 811,000,000	\$ 113,000,000	-	\$ 1,214,000,000
	Other transportation	\$ 342,000,000	\$ 125,000,000	\$ 74,000,000	-	\$ 541,000,000
Accommodation		\$ 225,000,000	\$ 2,462,000,000	\$ 507,000,000	-	\$ 3,194,000,000
Food & Beverage Services		\$ 1,640,000,000	\$ 1,679,000,000	\$ 454,000,000	-	\$ 3,773,000,000
Other tourism commodities		\$ 619,000,000	\$ 774,000,000	\$ 265,000,000	-	\$ 1,658,000,000
	Recreation and Entertainment	\$ 431,000,000	\$ 545,000,000	\$ 177,000,000	-	\$ 1,153,000,000
	Travel Services	\$ 188,000,000	\$ 229,000,000	\$ 88,000,000	-	\$ 505,000,000
	Pre-Trip expenditures	-	-	-	-	-
Total meeting and tourism commodities		\$ 5,500,000,000	\$ 10,003,000,000	\$ 2,352,000,000	\$ 6,706,000,000	\$ 24,561,000,000
	Other commodities (tourism related)	\$ 2,020,000,000	\$ 2,101,000,000	\$ 1,289,000,000	-	\$ 5,410,000,000
	Other commodities (meetings related)	-	-	-	\$ 2,212,000,000	\$ 2,212,000,000
Total meeting expenditures		\$ 7,520,000,000	\$ 12,104,000,000	\$ 3,641,000,000	\$ 8,918,000,000	\$ 32,183,000,000

**Table 24**

**Supply of Meetings and Tourism Commodities and Meeting Activities Share**

Category	Commodity	Total Supply	Total Meetings Demand	Meetings Share of Supply	Total Tourism Demand	Tourism Share of Supply	Local Meetings Demand	Local Meetings share of Supply
Meeting Fees	Registration Fees	N/A	\$ 5,586,000,000		\$ 3,288,000,000		\$ 2,298,000,000	
	Other Meeting Fees and contributions	N/A	\$ 6,706,000,000		-		-	
Transportation		\$ 69,469,000,000	\$ 3,644,000,000	5.2%	\$ 24,366,000,000	35.1%	\$ 718,000,000	1.0%
	Air	\$ 13,486,000,000	\$ 1,462,000,000	10.8%	\$ 12,807,000,000	95.0%	\$ 1,000,000	0.0%
	Rail	\$ 318,000,000	\$ 63,000,000	19.8%	\$ 297,000,000	93.4%	\$ 10,000,000	3.1%
	Bus	\$ 1,053,000,000	\$ 168,000,000	16.0%	\$ 992,000,000	94.2%	\$ 28,000,000	2.7%
	Rental	\$ 2,334,000,000	\$ 133,000,000	5.7%	\$ 1,592,000,000	68.2%	\$ 32,000,000	1.4%
	Vehicle repairs and parts	\$ 18,158,000,000	\$ 63,000,000	0.3%	\$ 1,268,000,000	7.0%	\$ 15,000,000	0.1%
	Vehicle fuel	\$ 31,642,000,000	\$ 1,214,000,000	3.8%	\$ 6,793,000,000	21.5%	\$ 290,000,000	0.9%
	Other transportation	\$ 2,478,000,000	\$ 541,000,000	21.8%	\$ 617,000,000	24.9%	\$ 342,000,000	13.8%
Accommodation		\$ 11,691,000,000	\$ 3,194,000,000	27.3%	\$ 10,631,000,000	90.9%	\$ 225,000,000	1.9%
Food & Beverage Services		\$ 49,657,000,000	\$ 3,773,000,000	7.6%	\$ 9,895,000,000	19.9%	\$ 1,640,000,000	3.3%
Other tourism commodities		\$ 27,406,000,000	\$ 1,658,000,000	6.0%	\$ 10,534,000,000	38.4%	\$ 619,000,000	2.3%
	Recreation and Entertainment	\$ 21,668,000,000	\$ 1,153,000,000	5.3%	\$ 4,817,000,000	22.2%	\$ 431,000,000	2.0%
	Travel Services	\$ 3,277,000,000	\$ 505,000,000	15.4%	\$ 3,256,000,000	99.4%	\$ 188,000,000	5.7%
	Pre-Trip expenditures	\$ 2,461,000,000	-	0.0%	\$ 2,461,000,000	100.0%	-	0.0%
Other commodities								
	Other commodities (tourism related)	N/A	\$ 5,411,000,000		\$ 11,114,000,000		\$ 2,020,000,000	
	Other commodities (meetings related)	N/A	\$ 2,212,000,000		-		-	
Total commodities		N/A	\$ 32,184,000,000		\$ 69,828,000,000		\$ 7,519,000,000	

### 3.2.2 Direct Contribution Results

The presentation format of the direct economic contribution of Meetings Activity in this section is intended to resemble the format used by the National Tourism Indicators (NTI) to depict the direct economic contribution of tourism activity (for details on determining the direct contributions see section 2.3.4).

#### Employment

Our analysis suggests that the \$32.2 billion in meeting expenditures in 2006 supported direct employment equivalent to 235,500 full-year jobs. Of that, 31,900 jobs (13.5%) were concentrated in Meetings Industries (i.e. meeting organizers and venues).

The direct employment effect of Meetings Activity on tourism industries such as accommodation, food and beverage services, and transportation, is substantial. Of the 235,500 direct full-year jobs supported by Meetings Activity, 141,800 (60.2%) were in tourism industries. Within the tourism sector, our analysis suggests the accommodation and food and beverage services industries benefited the most from Meetings Activity.

Direct employment in the meetings and tourism industries combined accounted for an estimated 73.8 per cent, or 173,700, of the direct full-year jobs supported by Meetings Activity.

Direct employment in other industries outside of meetings and tourism generated 61,800 full-year jobs, or 26.2% of the direct employment supported by Meetings Activity in Canada during 2006.

*The direct employment effect of Meetings Activity on tourism industries is substantial*

**Table 25**

#### Direct Employment Generated by Meetings Activity

Meetings Industries	
Meeting Venues	16,000
Meeting Organizers	15,900
<b>Total Meetings Industries</b>	<b>31,900</b>
Tourism Industries	
Transportation	21,800
Air	5,100
Rail	300
Other transportation	16,400
Accommodation	43,400
Food & Beverage Services	53,000
Other Tourism Industries	23,700
Recreation and Entertainment	17,800
Travel Services	5,900
<b>Total Tourism Industries</b>	<b>141,800</b>
<b>Total Meetings and Tourism Industries</b>	<b>173,700</b>
Other industries	61,800
<b>Direct employment generated from Meetings Activity</b>	<b>235,500</b>



## Gross Domestic Product

The direct contribution of Meetings Activity to Canada's GDP was an estimated \$11.3 billion in 2006. Of that amount, meeting industries generated \$2.6 billion (23.2%).

Tourism industries accounted for 44 per cent (\$4.9 billion) of the direct GDP generated by meeting activity in 2006. Within the tourism sector, accommodation and food and beverage services accounted for nearly 27 per cent of the direct GDP contributed by Meetings Activity. Other industries outside of meetings and tourism, such as the retail sector, contributed 33 per cent (\$3.7 billion).

*Tourism industries accounted for 44 per cent (\$4.9 billion) of the direct GDP generated by meeting activity*

**Table 26**

### Direct GDP Generated by Meetings Activity

Meetings Industries	
Meeting Venues	\$ 1,398,038,000
Meeting Organizers	\$ 1,220,246,000
<b>Total Meetings Industries</b>	<b>\$ 2,618,284,000</b>
Tourism Industries	
Transportation	\$ 1,061,143,000
Air	\$ 351,401,000
Rail	\$ 38,112,000
Other transportation	\$ 671,630,000
Accommodation	\$ 1,885,013,000
Food & Beverage Services	\$ 1,206,975,000
Other Tourism Industries	\$ 798,511,000
Recreation and Entertainment	\$ 512,004,000
Travel Services	\$ 286,507,000
<b>Total Tourism Industries</b>	<b>\$ 4,951,642,000</b>
<b>Total Meetings and Tourism Industries</b>	<b>\$ 7,569,926,000</b>
Other industries	\$ 3,710,865,000
<b>Direct GDP generated from Meetings Activity</b>	<b>\$ 11,280,791,000</b>

### 3.2.3 Indirect and Induced Contribution Results

Economic benefits are derived from not only the direct effects of meetings expenditures but also the “spin-off” or indirect and induced effects of the original expenditures. These secondary impacts are often larger than the impacts derived from the initial expenditures (for details on determining indirect and induced contributions see section 2.3.5).

#### Gross Domestic Product

Two thirds of the total economic contribution of Meetings Activity to Canada's GDP was derived from indirect and induced effects associated with meeting spending. The direct effects of Meetings Activity contributed \$11.3 billion to Canada's GDP in 2006. Meanwhile, the indirect and induced effects on GDP were an estimated \$22.4 billion.

*Two thirds of the total economic contribution was derived from indirect and induced effects associated with meeting spending*

**Table 27**

#### Economic Contribution of Meetings Activity – GDP (\$millions)

Direct Effects	\$	11,281
Indirect Effects	\$	12,851
Induced Effects	\$	9,563
<b>Total Economic Contribution</b>	<b>\$</b>	<b>33,695</b>

(See: Appendix 5, for the economic contribution of meetings on GDP by detailed industry groups.)

#### Wages and Salaries

The wages and salaries supported by Meetings Activity in Canada in 2006 was an estimated \$20.4 billion, \$7.3 billion of which was paid to employees who directly benefited from Meetings Activity. Another \$13.1 billion in indirect and induced wages and salaries related to Meetings Activity were paid out that year.

**Table 28**

#### Economic Contribution of Meetings Activity – Wages & Salaries (\$millions)

Direct Effects	\$	7,344
Indirect Effects	\$	7,476
Induced Effects	\$	5,612
<b>Total Economic Contribution</b>	<b>\$</b>	<b>20,432</b>

#### Employment

Nearly 584 thousand full-year equivalent jobs were supported through the \$32.2 billion spent on meetings in Canada in 2006. This suggests that one full-year equivalent job was created for every \$55,155 in direct spending on Meetings Activity. It also suggests that for every full-year job directly supported by Meetings Activity, a further 1.48 full-year jobs were also supported through indirect and induced effects.

**Table 29**

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

Direct Effects	235.5
Indirect Effects	195.8
Induced Effects	152.2
<b>Total Economic Contribution</b>	<b>583.5</b>

(See: Appendix 5, for the economic contribution of meetings on employment by detailed industry groups.)

**3.2.4 Effects on Taxes**

Meetings contribute to the tax base of Canada in many ways. At the federal level alone, Meetings Activity in 2006 directly contributed over \$2.9 billion in taxes. Provincial/Territorial governments collected another \$2.4 billion, and municipal governments collected \$355 million. While income tax was the largest single category of tax collected, taxes on products accounted for the majority of the direct taxes collected. This includes GST, PST and other federal and provincial taxes, such as gasoline taxes, excise taxes, import duties, etc.

*taxes on products  
accounted for  
the majority of  
the direct taxes  
collected*

**Table 30**

**Economic Contribution of Meetings Activity –  
Direct, Indirect, and Induced Effects on Taxes (\$millions)**

Category of Tax	Direct Effect	Indirect Effect	Induced Effect
Income Tax	\$ 1,248	\$ 1,446	\$ 1,064
Corporate Tax	\$ 320	\$ 460	\$ 341
Social Security Contributions	\$ 732	\$ 815	\$ 550
GST	\$ 985	\$ 399	\$ 524
PST	\$ 864	\$ 243	\$ 550
Other Federal & Provincial Taxes	\$ 1,181	\$ 1,008	\$ 789
Municipal Taxes	\$ 355	\$ 398	\$ 302
<b>Total</b>	<b>\$ 5,685</b>	<b>\$ 4,769</b>	<b>\$ 4,120</b>

Level of Government	Direct Effect	Indirect Effect	Induced Effect
Federal	\$ 2,918	\$ 2,363	\$ 2,050
Provincial/Territorial	\$ 2,411	\$ 2,009	\$ 1,768
Municipal	\$ 355	\$ 398	\$ 302
<b>Total</b>	<b>\$ 5,685</b>	<b>\$ 4,769</b>	<b>\$ 4,120</b>

Including indirect and induced effects, Meetings Activity contributed over \$14.5 billion in taxes to the three levels of government. The federal government collected over \$7.3 billion, provincial/territorial governments nearly \$6.2 billion and municipal governments just over \$1.0 billion. At nearly \$3.8 billion, income taxes were the largest single category of tax collected.

**Table 31****Economic Contribution of Meetings Activity – Total Effect on Taxes (\$millions)**

Category of Tax	
Income Tax	\$ 3,758
Corporate Tax	\$ 1,121
Social Security Contributions	\$ 2,097
GST	\$ 1,908
PST	\$ 1,657
Other Federal & Provincial Taxes	\$ 2,978
Municipal Taxes	\$ 1,055
<b>Total</b>	<b>\$ 14,574</b>

Level of Government	
Federal	\$ 7,331
Provincial/Territorial	\$ 6,188
Municipal	\$ 1,055
<b>Total</b>	<b>\$ 14,574</b>

**3.2.5 Industry Output**

The broadest measure used to depict the economic contribution of an activity is industry output. It is also referred to as gross output or total value of shipments.

Industry output captures the cumulative sum of all intermediate inputs (utilities, supplies, purchased services) used in the production process as well as the value of what is produced for final users. Since the industry output measure represents the cumulative sum value of outputs at each stage of production, it involves double counting on the part of the intermediate production phase.

As an example, the industry output associated with the production of a car would initially include the value of raw materials (steel) used and then the value of the frame (including the cost of the steel) as well as the final cost of the vehicle to the consumer (which includes the cost of the steel and the frame). For this reason, industry output results tend to be much larger than net economic contribution measures, such as GDP, which only measure the incremental value added associated with each stage of production, including the sale to the final user.

Overall, Meetings Activity resulted in over \$71 billion of industry output in 2006.

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

**Table 32****Economic Contribution of Meetings Activity – Industry Output (\$millions)**

Direct Effects	\$ 32,183
Indirect Effects	\$ 20,208
Induced Effects	\$ 18,697
<b>Total Economic Contribution</b>	<b>\$ 71,088</b>

## 4.0 Conclusions and Recommendations

### 4.1 Meetings in Canada – A Portrait

This Study undertook an ambitious data collection operation and framed an analysis of the direct economic contribution of the Meetings Sector in the conceptual framework of the Tourism Satellite Account. Further, the economic contribution of the Sector was modeled to bring to light the impact of the continued flow of Meetings Activity dollars through the economy by estimating the indirect and induced contributions.

Meetings Activity in Canada directly supports a number of businesses, across a variety of industries. The Meetings Industries, when combined with Tourism Industries, and accounting for the non-tourism impact of local delegates attending meetings, provides us with the ability to better understand the scope of the activity.

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.

Yet the Meetings Sector itself is just beginning to take shape as an economic entity – there remain many questions to be answered, and concerns to be raised. The extended reach of Meetings Activity requires that boundaries be established to define a reasonable “group of industries”. In this Study some trade-offs were made, yet the scope of the activity reported on here may be too broad for some, just as it can be argued by others that it was too narrow.

Regardless of the continuing debates that will inform the evolution of an understanding of the Meetings Sector, and until it is formally accepted as a credible and recognized economic entity, we have shown that the activity supported by the Sector is significant; we have seen that the Sector can be defined using recognized national economic accounting practices and that while there are future challenges to be faced, there exists a very good reason to overcome them: Meetings Activity is significant to the Canadian economy.



*a total of seventy-one billion dollars in industry output – this is the economic contribution*

### 4.2 Measuring the Meetings Sector

The challenges in attempting to measure an economic activity, not yet formally defined by a group of industries, are many. When the scope of the activity is as wide as Meetings Activity is, it can be overwhelming.

The experiences in setting out to measure Meetings Activity in Canada through survey research and estimate the economic contribution made through economic analysis, have brought to light issues that can be of value in any future research into the scope, and contribution of the Sector.

#### 4.2.1 Survey-Methodological Issues

The issues that emerged during the survey research were primarily related to the respondents we were attempting to reach, and to the information requirements of the Study.

It was difficult to obtain the participation of many individuals.

Flowing from that simple statement is a complex series of interconnected reasons why participation levels were below what had been expected.

On one side of the equation there was the imperative that detailed information be obtained, which resulted in lengthy questionnaires, a wide range of questions blocks (what was being asked about), a wide range of information breakouts in the questions (detail of required responses), and, in some surveys, that a year's worth of activity be summarized.

On the other side of the equation, post-project reviews made it clear that the potential respondents in the meetings industries kept records to differing degrees of detail, that there

were no standardized information or record-keeping conventions in the industries, and that various software record-keeping packages being used by professionals are not comparable in terms of the information stored or able to be retrieved. Related to this challenge was a lack of standard, commonly accepted definitions of meeting types, and even what constitutes a “meeting” in general.

Additionally there was the possibility that the workload cycles of the individuals we contacted fluctuated to a high-end during the data collection period, and recognition that for some, their extensive travel schedules prevented us from reaching them, or reaching them when they could not set aside time to participate.

### Recommendations:

- Communicate to/educate professionals on the key data required for economic contribution studies (budget tracking) in advance of surveying, and on the importance to the Meetings Sector of its recognition as an economic entity.
- Communicate to/educate professionals on the need for a common sector terminology. (Promote/support these definitions – example: the UNWTO definition of “Meeting”.)
- Seek support from a wide range of professional associations to support formally data collection efforts through encouraging member participation.
- Seek the support of Tourism and Visitors Bureaus to support formally data collection efforts through encouraging constituents’ participation.
- Develop questionnaires that most easily conform to existing record keeping practices/ known information, and possibly record keeping software (Accommodation industry specific).
- Simplify questionnaire logic flows.
- Develop an ongoing online data collection system that could be continuously operational,<sup>1</sup> mitigating seasonality, or travel schedule issues.
- Use continuously operational data collection to capture information on a quarterly basis, rather than survey for a year’s worth of activity.
- Use continuously operational data collection to allow for flexible “year ends” of respondents, and to facilitate a “calendar” year calculation.

*Many industries of the Tourism Sector are clearly affected by Meetings Activity and this fact makes extending the TSA a logical first step*

### 4.2.2 The Tourism Satellite Account Approach

The strength of the approach to gaining recognition through a Meetings Sector extension of the Tourism Satellite Account, as suggested in both the Study’s guidelines and the UNWTO report of 2006, is clear. Many industries of the Tourism Sector are clearly affected by Meetings Activity – from transportation to food and beverage services to accommodation – and this fact makes extending the TSA a logical first step.

An extension to the TSA is only a first step though, for the TSA Methodological Framework is always undergoing review and being refined as warranted. Given this, a Meetings Extension can start off narrowly defined, with the knowledge that evolution to a more complete coverage of Meetings Activity is possible.

Indeed a TSA extension could only be a first step – as industrial classifications, and the definitions of the commodities provided by industries, will also have to be examined and Meetings “extensions” or “evolutions” considered. For instance: the exclusion of venues specifically built for Meetings Activities from an economic measure of Meetings Activity should be addressed. A satellite account, and its extensions, is only as representative of an economic activity as the Industries and Commodities it includes.

There remains the issue of how, and by whom, people in communities who travel less than 40 kilometres (i.e. non-visitors, or “locals”) to attend a meeting can be surveyed. The most effective way to capture the expenditures associated with “local” meeting attendance must be addressed. Tourism surveys administered by government agencies will not capture this information,<sup>2</sup> yet the importance of the contribution of these “local” delegates to overall Meetings Activity is without doubt.

Further, a better understanding of who (i.e. what industries) employ in-house meeting organizers and what industries are the clients of independent organizers is required.

All these factors must be addressed, and hurdles overcome, for the effective use of the TSA, through extension, to include a measurement of the activity lead by the Meetings Sector.

*in moving forward  
to achieve the goal  
of recognition  
the current  
momentum must  
be maintained*

### 4.3 Towards the Future

The Meetings Sector in Canada, and globally, has made progress in the process of defining itself and gaining recognition of its economic importance. However, the defining process is still in very early stages. It can be said that with maturity comes recognition – in this regard for so “young” a Sector the achievements have been praiseworthy.

Tackling the issue of setting common definitions within the Meetings Sector itself will remain, as it should, a top priority. Without agreement amongst the members of the industries involved in Meetings Activity, regarding even the most basic definition – such as how to refer to the activity – it cannot be expected that others will accept the Meetings Sector as a cohesive and valid economic entity.

Moving towards achieving the goal of recognition as an economic entity has never been more important than it is now – successes to date have to be built upon, rather than allowing them to fade back into obscurity.

There has been much excitement in the Meetings Sector as the possibility of building an extension to the TSA seems to be a realizable goal. Amid this excitement though, many questions have been raised as how best to proceed.

The unknown future can be intimidating, but in moving forward to achieve the goal of recognition for the Sector the current momentum must be maintained.

By seeing here, in this Study, a possible Accounting Framework for Meetings Activity take shape, by demonstrating that survey research can reach the diverse constituents of the Meetings Sector, and by revealing the contribution that Meetings Activity makes to the Canadian economy, the way ahead, hopefully, is less of an unknown.





# APPENDICES



## Appendix 1 – Glossaries of Economic Terms

The terminology used when discussing the measurement of the economic contribution of the Tourism Sector is presented below in Glossary A1.1, and is from: Statistics Canada <http://www.statcan.ca/english/nea-cen/gloss/tour.htm>, extracted April, 2008.

The economic terminology used in discussions of the CSNEA, specifically the Input-Output Accounts, used for estimating the direct, and modeling the indirect and induced, contributions of the Meetings Sector as described in this report, is presented below in Glossary A1.2, and is from: Statistics Canada <http://www.statcan.ca/english/nea-cen/gloss/ia.htm>, portions extracted April, 2008.

In addition to these exhaustive glossaries, for quick reference the basic terms used in economic impact analysis, or in this Study, “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. From a business operating perspective, this impact is limited only to that particular business or group of businesses involved.

**Employment** - These figures represent the employment generated by the initial expenditure (in equivalent full-year jobs). 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 (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.

**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. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc.

**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. 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.

## Glossary A1.1

### Tourism

#### Glossary

##### **Domestic supply of tourism commodities**

Domestic supply of tourism commodities is defined as the total production in Canada of the tourism commodities which are mainly produced by tourism industries. Not all of domestic supply is purchased by visitors, so that supply exceeds tourism demand for the national tourism indicators (NTI). For example, visitors purchase only a small proportion of food and beverage services, with most going to local consumption. Also, supply does not include imports. For example the sale of a ticket on a non-Canadian airline is excluded from supply.

##### **Person-trip**

A Person-trip for non-residents begins each time a non-resident traveller enters Canada. The person-trip concludes when the traveller leaves Canada. For residents, each time a person departs from Canada a person-trip begins. It ends when the traveller returns to Canada.

##### **Tourism**

The definition of tourism used in the national tourism indicators (NTI) is that adopted by the World Tourism Organization and the United Nations Statistical Commission: "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

##### **Tourism Commodity**

Tourism Commodity is one for which a significant part of its total demand in Canada comes from visitors.

##### **Tourism Demand**

Tourism Demand is defined as the spending of Canadian and non-resident visitors on domestically produced commodities. It is the sum of tourism domestic demand and tourism exports.

##### **Tourism Domestic Demand**

Tourism Domestic Demand is the spending in Canada by Canadian visitors on domestically produced commodities.

##### **Tourism Employment**

Tourism Employment is a measure of employment in tourism and non-tourism industries. It is based on an estimate of jobs rather than "hours of work". Thus, someone who works 10 hours a week counts for as much, by this measure, as someone who works 50 hours a week.

##### **Tourism Exports**

Tourism Exports is spending by foreign visitors on Canadian-produced goods and services. It includes spending that may take place outside of Canada, for instance, the purchase of an airline ticket from a Canadian international carrier, to travel to Canada.

##### **Tourism Industry**

Tourism Industry is an industry that would cease to exist or would continue to exist only at significantly reduced levels of activity in the absence of tourism.

##### **Visitors**

Visitors are persons who undertake tourism as defined above. They are referred to as either tourists (those who stay overnight or longer in the place visited), or same-day visitors.

## Glossary A1.2

### Input-output accounts

#### Glossary

##### Business sector

That part of the domestic economy made up of corporations and quasi-corporations (both financial and non-financial), unincorporated businesses and government business enterprises as well as certain non-profit institutions engaged in market production such as hospitals, schools, and universities. The sector is made up of establishments which produce goods and services for sale in the market at a price which have significant influence on the amounts that producers are willing to supply or on the amounts purchasers wish to buy. The production of housing services by owner-occupied dwellings is also part of the business sector.

##### Enterprise

An enterprise is an institutional unit in its capacity as a producer of goods and services. An enterprise may be a corporation, a quasi-corporation, a non-profit institution, or an unincorporated enterprise.

##### Establishment

An establishment is the most homogeneous unit of production for which the business maintains accounting records from which it is possible to assemble all the data elements required to compile the full structure of the gross value of production (total sales or shipments, and inventories), the cost of materials and services, and labour and capital used in production.

##### Final consumption

Final consumption consists of goods and services used up by individual households or the community to satisfy their individual or collective needs or wants.

##### Final demand

Transactions that involve purchases of produced goods and services for final uses are presented in final demand table. The most unambiguous explanation of what constitutes a “final” use for a good or service is that it is not used up entirely in the reference year as an intermediate input in the production of some other good or service. Transactions for goods and services that are completely used to produce other goods and services are shown in the intermediate input (or use) table of the accounts. However, when purchased by households, all goods and services are considered final expenditure and would appear in the final demand table classified as either consumption expenditure or investment expenditure depending on the good or service in question. Expenditures that are considered investment by households are currently limited to housing, the cost of acquisition of residential property (such as real estate commissions and legal costs), and repair construction. Households’ personal expenditure (consumption expenditure) are classified further in final demand tables into durables, semi-durables, non-durables and services (in the very compact “S” aggregation table). At the most detailed level, the final demand table classified goods and services data on personal expenditure into 170 categories. Personal expenditure on durables include capital items that last for long periods, such as appliances, furniture, and automobiles, that are sometimes thought of as investment goods.

##### Final domestic expenditure

The sum of all expenditure within the economic territory of Canada, consisting of personal expenditure (including spending by foreigners travelling in Canada), **gross fixed capital formation**, additions to or withdrawals from inventories and current expenditure of governments.

### GDP at factor cost

An industry's GDP at factor cost equals the sum of its factor incomes, i.e., the sum of **wages** and **salaries, supplementary labour income, mixed income** and other **operating surplus**.

### GDP by industry at basic prices

When evaluated at basic prices, an industry's GDP is the sum of its factor incomes (**wages** and **salaries, supplementary labour income, mixed income** and other **operating surplus**) plus indirect taxes on production less subsidies on production.

### GDP by industry at market prices

An industry's GDP at market prices equals its GDP at basic prices plus **indirect taxes on products** less **subsidies on products**.

### Government sector

Economic activities of governments are shown in the government sector, consisting of operations of the federal government (including defence), the provincial and territorial governments, local (municipal) governments, universities, colleges, vocational and trade schools, publicly funded hospitals and residential care facilities, and publicly funded schools and school boards. Government business enterprises (GBEs) are part of the **business sector**.

### I-O models

See **input-output models**.

### I-O tables

See **input-output tables**.

### Import duties

These are Canadian customs duties or other import charges payable on particular goods when they enter the economic territory of Canada. Duties are specified in customs tariff schedules. The value of imports in producer prices shown in the final demand table by commodity includes import duties.

Imports are shown in the **final demand** table classified by commodity only. Since they constitute additions to domestic supply of goods and services, they appear with a negative sign in the final demand table. Imports do not include travel expenditure of foreigners or residents of other provinces.

Unlike **taxes on products**, these taxes do not appear as margins in the input-output accounts but are shown as direct payment from businesses and final demand categories to governments.

### Indirect taxes on production

These are taxes that are paid by business and non-business entities, including persons, that are not linked to any productive activity. Indirect taxes on production are levied by all three levels of government. Examples of federal taxes include capital taxes levied against corporate entities, Canada Deposit Insurance Corporation premiums, and Canadian Dairy Commission levies. Provincial taxes include (personal and commercial) motor vehicle license fees, land transfer taxes, and capital taxes. Local taxes include real property taxes, developers lot levies, and deed transfer taxes.

Taxes are compulsory payments made by institutional units to governments. The government provides nothing in return to the unit making the payment, although funds raised in taxes may be used by governments to provide goods and services to other units, individually, or collectively, or to the community as a whole.

### Indirect taxes on products

This is the sum of taxes levied on goods and services beyond the **producers' price** valuation level. They are paid by business and non-business industries on their current purchases and by final users such as households on all their expenditures. Examples include the Goods and Services Tax (GST), the Harmonized Sales Tax (HST), provincial sales taxes, federal excise taxes, import duties, and fuel taxes.

Unlike **indirect taxes on production**, these taxes are levied on quantities or values of goods and services produced or purchased in the economy. These taxes are part of **tax margins** in **input-output accounts**. Together with **trade** and **transport margins**, these taxes account for the difference between producers’ prices and purchasers’ prices valuations of goods and services.

Taxes are compulsory payments made by institutional units to governments. The government provides nothing in return to the unit making the payment, although funds raised in taxes may be used by governments to provide goods and services to other units, individually, or collectively, or to the community as a whole.

### Industry

An industry is a group of establishments engaged in the same or a similar kind of economic activity.

### Input-output accounts

The I-O accounts are made up of several parts: the **input-output tables** (consisting of input, output and final demand tables) for the national economy as well as provinces and territories, the **interprovincial trade flow** tables, the impact tables, and a number of supplementary tables for **margins** such as retail trade margins, wholesale trade margins, transport and tax margins. While the 3 main data tables (also known as matrices) completely describe the production account of a jurisdiction, the accounts of the provinces and territories are linked together through an interprovincial flows table that shows each jurisdiction’s exports to, and imports from, other provinces and territories as well as abroad. **Input-output tables** are published annually by Statistics Canada.

### Input-output models

The Canadian input-output model is particularly interesting for structural impact analysis. It provides a detailed breakdown of Canadian economic activity among business industries and a detailed breakdown of their inputs and outputs by commodity associated with some arbitrarily fixed exogenous demand. It also provides supply requirements from other sources such as imports and government production of goods and services. The input-output model is a structural model dealing primarily with resource allocation in the economy corresponding to an exogenously given demand.

### Input-output tables

Input-output tables are part of the production accounts of the SNEA. They show the production of goods and services, the generation of income from the production process and the flows of goods and services through the economic system between producers and consumers. The transactors involved in the production process are individuals (persons or households), establishments (production units of businesses and governments), non-business entities such as non-profit institutions, and governments.

### Inventories

Inventories consist of stocks of outputs that are still held by the units that produced them prior to their being further processed, sold or delivered to other units or used in other ways, and stocks of products acquired from other units that are intended to be used for intermediate consumption or for resale without further processing.

Input-output accounts show changes to inventory levels held by industries (but not their absolute levels) in the final demand table broken down by product. Because the accounts measure production and use, rather than sales and purchases, the stock of finished goods on hand for sale, work in progress, and raw materials and supplies are recorded for each commodity in the final demand table. The concept used in the accounts is the value of physical change (VPC) of inventories. Changes in the values of inventories due to price changes are recorded separately as part of other **operating surplus** of the relevant industry.

### Labour income

Total earnings of employees, consisting of **wages and salaries** as well as **supplementary labour income** (such as employer’s contributions to pension funds, employee welfare funds, the Unemployment Insurance Fund and Workmen’s Compensation Funds).

### Margins

The additional cost elements that make up the difference between modified basic prices and purchasers' prices are called margins. Seven margins are distinguished in the input-output accounts: **retail margins**, **wholesale margins**, **tax margins**, **transport margins**, gas margins, storage margins, and pipeline margins.

### Mixed income

Mixed income is a balancing item in the industry accounts of **input-output accounts** representing the return to both self-employed labour and capital of the unincorporated business. Mixed Income consists of earnings of proprietors of unincorporated businesses (sole proprietorships and partnerships) such as retailers and consultants, earnings of independent professional practitioners such as lawyers and dentists, net (after expenses) rental income of owners of real property and the accrued net farm income of farm operators.

### Modified basic price

The modified basic price for a good or service is its selling price at the boundary of the producing establishment excluding sales and excise taxes levied after the final stage of production. This price includes subsidies, in the sense that it is not adjusted for subsidies received by the producer. Modified basic price is the most easily observable transaction price. It equals the purchaser price less **transport**, **trade** and **tax margins** involved in delivering the product to the purchaser. Industry production (output) and intermediate consumption (inputs) are measured in modified basic price in Canadian **input-output accounts**. This contrasts with valuation at **basic prices** recommended by SNA 1993 which requires that the sale price described above is adjusted for subsidies.

### Multipliers

An I-O multiplier is a quantitative measure created by a particular I-O based economic model. It is an analytical answers to a hypothetical question about how a certain expenditure is expected to impact the economy.

### NAICS

See **North American Industry Classification System**.

### Non-resident sector

Transactions between resident sectors (the business sector, the government sector and the personal sector) and non-residents or the rest-of-the-world are classified to the non-resident sector. Transactions of **territorial enclaves**, while outside of Canada's geographic territory, are considered resident transactions.

### North American Industry Classification System (NAICS)

The North American Industry Classification System (NAICS) is an industrial classification system used to group producers into industries on the basis of similarities in their production processes. Developed jointly by Canada, Mexico and the United States in 1997, NAICS provides a common framework of classification which places industrial statistics compiled by the three countries on a comparable basis.

### Operating surplus

Operating surplus is a balancing item in the industry accounts of **input-output accounts**. For business industries, it represents the return to capital of incorporated business. It consists of gross profits (including bad debts and charitable contributions) of corporations and government business enterprises (GBE's) before income taxes, including capital consumption allowances (corporate and unincorporated sectors), miscellaneous investment income, dividend paid net of dividend received, interest paid net of interest received, and **inventory valuation adjustment** (an adjustment for changes in the value of non-farm inventories due to price changes). Holding gains and losses, such as realized capital gains on asset sales, are excluded from operating surplus.

### Output

Output consists of those goods and services that are produced within an establishment that become available for use outside that establishment, plus any goods and services produced for own final use.



### Personal sector

The personal sector of the SNEA comprises transactions of persons, households and Non-profit institutions serving households. Transactions related to consumption expenditure of these units are shown in the final demand table as personal expenditure.

### Principal activity

The principal activity of a producer is the activity whose value added exceeds that of any other activity carried out within the same unit. The output of the principal activity must consist of goods or services that are capable of being delivered to other units even though they may be used for own consumption or own capital formation.

### Producer price

A valuation of goods and services that includes the price received by the producer for delivery at the boundary of the establishment (if domestically produced) or cost-insurance-and-freight (CIF, if imported from abroad) at the Canadian border excluding margins such as transport, trade, or applicable taxes or fees, but including import duties.

### Secondary activity

A secondary activity is an activity carried out within a single producer in addition to the principal activity and whose output, like that of the principal activity, must be suitable for delivery outside the producer unit.

### Supplementary labour income

Supplementary Labour Income are expenditures by employers on their labour account which are regarded as compensation of employees. They include contributions to employment insurance, private and public pension plan contributions, and (beginning in 1990) retirement allowances.

### Supply

The supply of a good or service is the sum of the values of its domestic output (from all sectors), plus imports, plus net withdrawals from inventories during an accounting period. When measured in modified basic prices, the supply of a goods or service is by definition equal to its demand or disposition (in **modified basic prices**) during the same accounting period.

### Tax margin

A tax margin is the total of **taxes on products** applicable to the intermediate or final use of a particular good or service. A tax margin is estimated for each good and service used by each industry and by each category of final demand, showing the total amount of taxes on products paid on the purchase of the good or service. The total tax margin for an industry, or for a final demand category, is the total of such margins paid on all goods and services consumed.

### Total economy

The total economy consists of all resident institutional units in the economic territory of Canada, which consists of its geographic territory and its **territorial enclaves**. Alternatively, it consists of all transactors in all resident sectors, namely the **business sector**, the **government sector**, and the **personal sector**.

### Transport margin

A transport margin consists of charges that are paid to a third part in order to deliver a product from the producer to the (intermediate or final) purchaser.

### Value added

Value added is the value that a producer adds to its intermediate inputs before generating its own output. It is obtained as the difference between output and intermediate inputs of a producer. Value added is often a reference to the above concept, rather than to a specific formulation (e.g., **industry GDP in basic price**).

### Wages and salaries

Wages and salaries consist of monetary compensation and payments-in-kind (e.g., board and lodging), to wage earners and salaried persons employed in private, public and non-profit institutions in Canada including domestic servants and baby-sitters. Other forms of compensation included here are commissions, bonuses, tips, directors' fees, taxable allowances, and the values of stock options of corporations. Bonuses, commissions and retroactive wages are recorded in the period paid rather than earned. Wages and salaries are recorded on a gross basis, before deductions for taxes, employees' contributions to employment insurance, and private and public pension plans.

## Appendix 2 – Survey Information Sheets

### “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 – Accounting Framework: CTSA tables

The complete list of Industries and Commodities contained in the CTSA follow in tables A.3.1 and A.3.2.

For illustrative purposes additions to the CTSA Industry table, representing a Meetings Sector extension, as the NAICS codes currently exist, would be:

CTSA Meetings Extension industry aggregation	NAICS 2007 code	Title
Administrative and Support Services	561920	Convention and Trade Show Organizers
Real Estate	531120	Lessors of Non-Residential Buildings (except Mini-Warehouses)

Tables presenting the economic data in the CTSA are reproduced here, in tables A.3.3 and A.3.4.

The CTSA tables that follow here are found in the Statistics Canada publication: [Canadian Tourism Satellite Account Handbook](#), [Catalogue no. 13-604-MIE – no.52, ISBN: 0-662-43174-X, 2007, Ottawa, Canada.]

### Table A.3.1 – Tourism Industries

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## Appendix B Tourism industries of the Canadian Tourism Satellite Account

CTSA industry aggregation	NAICS 2002 code	Title
Air transportation	481110	Scheduled air transportation
	481214	Non-scheduled chartered air transportation
	481215	Non-scheduled specialty flying services
Rail transportation	482114	Passenger rail transportation
Water transportation	483115	Deep sea, coastal and Great Lakes water transportation (except by ferries)
	483116	Deep sea, coastal and Great Lakes water transportation by ferries
	483213	Inland water transportation (except by ferries)
	483214	Inland water transportation by ferries
Bus transportation	485110	Urban transit systems
	485210	Interurban and rural bus transportation
	485410	School and employee bus transportation
	485510	Charter bus industry
	485990	Other transit and ground passenger transportation

## Appendix B Tourism industries of the Canadian Tourism Satellite Account – continued

Scenic and sightseeing transportation	487110 487210 487990	Scenic and sightseeing transportation, land Scenic and sightseeing transportation, water Scenic and sightseeing transportation, other
Taxis and limousine service	485310 485320	Taxi service Limousine service
Vehicle rental and leasing	532111 532120	Passenger car rental Truck, utility trailer and RV (recreational vehicle) rental and leasing
Hotels	721111 721112 721113 721120	Hotels Motor hotels Resorts Casino hotels
Motels	721114	Motels
Camping	721211 721213	RV (recreational vehicle) parks and campgrounds Recreational (except hunting and fishing) and vacation camps
Other accommodation	721191 721192 721198 721212	Bed and breakfast Housekeeping cottages and cabins All other traveller accommodation Hunting and fishing camps
Food and beverage services	722110 722210 722410	Full-service restaurants Limited-service eating places Drinking places (alcoholic beverages)

## Appendix B Tourism industries of the Canadian Tourism Satellite Account – concluded

CTSA industry aggregation	NAICS 2002 code	Title
Recreation and entertainment	512130	Motion picture and video exhibition
	711111	Theatre (except musical) companies
	711112	Musical theatre and opera companies
	711120	Dance companies
	711130	Musical groups and artists
	711190	Other performing arts companies
	711211	Sports teams and clubs
	711213	Horse race tracks
	711218	Other spectator sports
	711510	Independent artists, writers and performers
	712111	Non-commercial art museums and galleries
	712119	Museums (except art museums and galleries)
	712120	Historic and heritage sites
	712130	Zoos and botanical gardens
	712190	Other heritage institutions
	713110	Amusement and theme parks
	713120	Amusement arcades
	713210	Casinos (except casino hotels)
	713291	Lotteries
	713299	All other gambling industries
	713910	Golf courses and country clubs
	713920	Skiing facilities
	713930	Marinas
	713950	Bowling centres
	713990	All other amusement and recreation industries
Travel arrangement and reservation services	561510	Travel agencies
	561520	Tour operators
	561590	Other travel arrangement and reservation services

**Table A.3.2 – Tourism Commodities**

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## Appendix C Tourism commodities of the Canadian Tourism Satellite Account

CTSA commodity aggregations	IO worksheet level (W) commodities (from which supply is obtained)	
Transportation		
Passenger air transportation	5301	Air transport, passenger from NAICS 481000
Passenger rail transportation	5351	Rail transport, passenger from NAICS 482000
Passenger water transportation	5331	Water transport, passenger from NAICS 483000, 487000
Interurban, charter and tour bus	53111	Scenic and sightseeing transportation, bus from NAICS 485100, 485200, 485700
	53112	School bus and other transportation from NAICS 485A00, portion for bus charters
	5371	Bus transport, intercity passenger from NAICS 485100, 485200, 485A00, 485700
Taxi transportation	5390	Taxicab transportation from NAICS 485300, 487000
Vehicle rental	5770	Rental of automobiles and trucks from NAICS 5A0510, portion for automobile rental
	5770	Rental of automobiles and trucks from NAICS 5A0510, portion for RV rental
Vehicle repairs and parts	Various commodities from Final Demand category PE029 Motor vehicles parts and accessories, PE030 Motor vehicle repairs, and PE031 Motor fuels and lubricants	
Vehicle fuel	Various commodities from Final Demand category PE029 Motor vehicles parts and accessories, PE030 Motor vehicle repairs, and PE031 Motor fuels and lubricants	
Accommodation		
Hotels	56901	Hotel and motel accommodation services from NAICS 721100, portion for hotels
	5680	Laundry and dry cleaning from NAICS 721100, portion for hotels
	5725	Other personal care services from NAICS 721100, portion for hotels
Motels	56901	Hotel and motel accommodation services from NAICS 721100, portion for motels
	5680	Laundry and dry cleaning from NAICS 721100, portion for motels
	5725	Other personal care services from NAICS 721100, portion for motels
Camping	56902	Other accommodation services from NAICS 721A00, portion for camping
	5680	Laundry and dry cleaning from NAICS 721A00, portion for camping
	5725	Other personal care services from NAICS 721A00, portion for camping
Outfitters	56902	Other accommodation services from NAICS 721A00, portion for outfitters
	5680	Laundry and dry cleaning from NAICS 721A00, portion for outfitters
	5725	Other personal care services from NAICS 721A00, portion for outfitters
Other accommodation	56901	Hotel and motel accommodation services from NAICS 721100, portion for other accommodation
	56902	Other accommodation services from NAICS 711000, 713A00, 722000
	5680	Laundry and dry cleaning from NAICS 721100, portion for other accommodation
	5725	Other personal care services from NAICS 721100, 711000, 713A00, 722000
Food and beverage		
Meals from:		
Accommodation services	57001	Meals (outside home) from NAICS 721100, 721A00
Food and beverage services	57001	Meals (outside home) from NAICS 722000
Other tourism industries	57001	Meals (outside home) from NAICS 482000, 483000, 485100, 487000, 512130, 711000, 713A00, 713200, 712000

**Appendix C Tourism commodities of the Canadian Tourism Satellite Account – concluded**

CTSA commodity aggregations	IO worksheet level (W) commodities (from which supply is obtained)	
Alcoholic beverages from:		
Accommodation services	1162	Distilled alcoholic beverages, consumed on licensed premises, from NAICS 721100, 721A00
	1192	Beer, including coolers, consumed on licensed premises, from NAICS 721100, 721A00
	1202	Wine. including coolers, consumed on licensed premises, from NAICS 721100, 721A00
Food and beverage services	1162	Distilled alcoholic beverages, consumed on licensed premises, from NAICS 722000
	1192	Beer, including coolers, consumed on licensed premises, from NAICS 722000
	1202	Wine. including coolers, consumed on licensed premises, from NAICS 722000
Other tourism industries	1162	Distilled alcoholic beverages, consumed on licensed premises, from NAICS 482000, 483000, 485100, 487000, 512130, 711000, 713A00, 713200, 712000
	1192	Beer, including coolers, consumed on licensed premises, from NAICS 482000, 483000, 485100, 487000, 512130, 711000, 713A00, 713200, 712000
	1202	Wine. including coolers, consumed on licensed premises, from NAICS 482000, 483000, 485100, 487000, 512130, 711000, 713A00, 713200, 712000
Other tourism commodities		
Recreation and entertainment	5642	Motion picture exhibition from NAICS 512130
	5651	Lottery and other gambling from NAICS 713200
	5652	Race track services from NAICS 711000
	5653	Other amusement and recreation services, from NAICS 487000, 721100, 721A00, 722000, 711000, 713A00, 712000, 561500
Travel agency services	5321	Travel agents, tour wholesaler and operator services from NAICS 561500
Convention fees	5594	Non-residential rent from NAICS 721100, portion for hotels and motels
Pre-trip expenditures	Total value of shipments and imports less exports of:	
	1430	Luggage, briefcases, etc.
	1730	Tents, sleeping bags, sails etc.
	3373	Motor homes, motorcycles and all-terrain vehicles (ATVs)
	3391	Non-commercial trailers
Non-tourism commodities purchased by tourists		
Groceries	Various commodities from Final Demand category PE001 Food and non-alcoholic beverages, PE021 Non-durable household supplies, and PE043 Toilet articles and cosmetics	
Alcohol bought from stores	Various commodities from Final Demand category PE002 Alcoholic beverages bought in stores	
Urban transit and parking	5380	Urban transit from NAICS 485100, 485200, 485A00
	5322	Parking services from all NAICS
Miscellaneous commodities	Various commodities from the Final Demand Table (see Table 18 in text)	



**Table A.3.3 – Tourism Expenditure By Commodity**

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## Appendix E Tourism expenditure by commodity, Canada, 2002

	Domestic demand	International demand (exports)	Total demand	Total domestic supply	Tourism commodity ratio	Tourism spending abroad (imports)
	(1)	(2)	(3)=(1)+(2)	(4)	(5)=(3)/(4)	(6)
Commodities	millions of dollars				percentage	millions of dollars
Passenger air	7,964	2,797	10,761	11,290	95.3	...
Passenger rail	143	139	282	303	93.1	...
Passenger water	113	204	317	337	94.1	...
Interurban, charter and tour bus	459	363	822	872	94.2	...
Taxis	131	78	209	1,597	13.1	...
Vehicle rental	870	552	1,421	2,063	68.9	...
Vehicle repairs and parts	885	99	983	14,208	6.9	...
Vehicle fuel	4,165	592	4,757	21,617	22.0	...
<b>Total transportation</b>	<b>14,729</b>	<b>4,824</b>	<b>19,553</b>	<b>52,287</b>	<b>37.4</b>	<b>6,408</b>
Hotels	3,354	2,975	6,329	6,923	91.4	...
Motels	522	707	1,229	1,297	94.7	...
Camping	341	139	479	510	94.1	...
Other accommodation	457	503	960	1,071	89.6	...
<b>Total accommodation</b>	<b>4,674</b>	<b>4,324</b>	<b>8,998</b>	<b>9,802</b>	<b>91.8</b>	<b>5,906</b>
Meals from accommodation	524	305	829	2,498	33.2	...
Meals from restaurants	3,873	1,945	5,818	30,088	19.3	...
Alcoholic beverages from accommodation	252	150	403	1,691	23.8	...
Alcoholic beverages from restaurants	647	487	1,133	6,212	18.2	...
Meals and alcoholic beverages from other tourism industries	248	119	367	1,876	19.6	...
<b>Total food and beverage services</b>	<b>5,544</b>	<b>3,006</b>	<b>8,550</b>	<b>42,364</b>	<b>20.2</b>	<b>3,989</b>
Recreation and entertainment	2,145	2,131	4,275	17,829	24.0	1,984
Travel agency services	2,727	229	2,956	2,972	99.5	...
Convention fees	130	58	188	205	91.8	...
Pre-trip expenses	2,015	0	2,015	2,015	100.0	...
<b>Total other tourism commodities</b>	<b>7,016</b>	<b>2,418</b>	<b>9,434</b>	<b>23,020</b>	<b>41.0</b>	<b>1,984</b>
Groceries	1,561	779	2,340	62,325	3.8	...
Beer, wine and liquor from stores	336	155	491	13,316	3.7	...
Urban transit and parking	124	77	201	2,143	9.4	...
Miscellaneous commodities	4,461	2,533	6,994	2,016,247	0.3	...
<b>Total other commodities purchased by tourists</b>	<b>6,481</b>	<b>3,544</b>	<b>10,025</b>	<b>2,094,031</b>	<b>0.5</b>	<b>2,340</b>
<b>Total tourism expenditures</b>	<b>38,444</b>	<b>18,116</b>	<b>56,560</b>	<b>2,221,504</b>	<b>2.5</b>	<b>20,627</b>

**Table A.3.4 – GDP and Employment**

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**Appendix F Gross domestic product and employment for tourism and non-tourism industries, Canada, 2002**

Industry	Labour	Net income of	Other <sup>1</sup>	GDP at	Number	Labour	GDP	Tourism
	income	unincorporated		basic prices	of jobs	compensation	per job	GDP ratio <sup>2</sup>
	millions of dollars	business			thousands	dollars		percentage
<b>Tourism activities</b>								
Total transportation	3,691	41	1,794	5,526	77.9	47,900	71,000	34.8
Air transportation	2,824	0	264	3,088	50.6	55,900	61,100	78.7
Railway transportation	121	0	587	707	2.9	41,100	240,400	13.9
Water transportation	97	0	39	136	1.9	52,700	73,600	11.5
Bus transportation	312	6	138	456	9.8	32,600	46,700	31.2
Taxicabs	43	34	25	102	4.2	18,200	24,100	14.5
Vehicle rental	293	1	743	1,037	8.5	34,600	121,800	29.0
Total accommodation	3,603	197	1,908	5,708	160.5	23,700	35,600	66.4
Hotels	2,699	155	1,469	4,322	107.3	26,600	40,300	66.3
Motels	382	26	203	610	19.2	21,300	31,900	70.3
Camping	222	9	100	331	13.0	17,800	25,500	79.2
Other accommodation	301	7	136	445	21.0	14,700	21,200	54.0
Food and beverage services	2,362	97	439	2,898	144.7	17,000	20,100	17.3
Recreation and entertainment	1,414	115	524	2,052	65.5	23,400	31,400	22.1
Travel agencies	1,280	30	424	1,734	41.8	31,400	41,600	92.2
Total tourism industries	12,349	481	5,090	17,919	490.3	26,200	36,600	34.3
Other industries	3,473	169	1,758	5,400	120.8	30,200	44,800	...
Total tourism activities	15,822	650	6,848	23,319	611.1	27,000	38,200	...
<b>Non-tourism activities</b>								
Agriculture, forestry, fishing and hunting	7,813	2,263	12,475	22,550	417	24,200	54,100	...
Mining and oil and gas extraction	11,475	158	41,840	53,474	153	76,200	350,100	...
Utilities	6,458	11	20,826	27,295	93	69,400	292,700	...
Construction	40,472	6,649	10,654	57,775	910	51,800	63,500	...
Manufacturing	98,198	425	81,923	180,546	1,951	50,600	92,600	...
Wholesale trade	35,925	802	16,327	53,054	812	45,300	65,400	...
Retail trade	41,219	3,750	13,467	58,437	1,849	24,400	31,700	...
Transportation and warehousing	25,778	2,400	13,408	41,587	628	44,900	66,300	...
Information and cultural industries	17,984	181	17,998	36,163	374	48,700	96,800	...
Finance, insurance, real estate and leasing	52,201	33,391	114,666	200,258	982	87,300	204,100	...
Professional, scientific and technical services	34,103	6,941	7,127	48,172	874	47,000	55,100	...
Administrative and support, waste management and remediation services	16,395	2,000	4,652	23,047	636	29,000	36,300	...
Educational services	1,349	801	158	2,308	88	24,500	26,200	...
Health care and social assistance	11,750	12,169	3,264	27,183	551	43,500	49,400	...
Other industries <sup>3</sup>	176,365	2,802	34,431	213,597	4,654	38,500	45,900	...
Total non-tourism activities	577,485	74,744	393,217	1,045,445	14,972	43,600	69,900	...
<b>Total economy</b>	<b>593,307</b>	<b>75,393</b>	<b>400,065</b>	<b>1,068,765</b>	<b>15,583</b>	<b>43,000</b>	<b>68,600</b>	<b>...</b>
<b>of which: Business sector</b>	<b>447,042</b>	<b>75,393</b>	<b>374,161</b>	<b>896,596</b>	<b>12,677</b>	<b>41,300</b>	<b>70,800</b>	<b>...</b>

1. Includes other operating surplus, other taxes on production (excluding taxes on products) and other subsidies on production.

2. Tourism's share of total industry's Gross Domestic Product (GDP). Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

3. Including government and non-profit institutions.

## Appendix 4 – Economic Impact Model Details

### General Construction of the Input-Output Model

Broadly speaking, input-output based economic models are used to identify and quantify the extent of linkages that exist between different segments (households, businesses and government) and sectors of the economy. At its core, input-output based models rely on input-output tables that illustrate not only how goods and services are produced in an economy but also who consumes the goods and services. In this respect, an input-output based analysis reveals how the output of one industry serves as an input to another industry, thereby linking industries as both producers and consumers of goods and services.

Input-output based models utilize various forms of “impact” matrices to perform scenario analysis pertaining to changes on industry, consumers, government, and even foreign suppliers. In this project, the input-output model was used to evaluate the economic contribution of the Meetings Sector on Canada’s economy.

The input-output model developed to assess the economic contribution of Meetings Activity in Canada was built using Statistics Canada’s most detailed input-output tables at the national level. The worksheet (“W”) level tables consist of 286 industries, 713 groups of commodities and primary inputs and 168 final demand categories. These 2004 preliminary set of tables used were the most recent available.

Statistics Canada input-output tables contain three different tables for each year of publication. These tables include a “make” (or output) matrix, a “use” (or input) matrix and a “final demand” matrix. These matrices are essentially very large tables that organize inputs, outputs, and final demand in rows and columns.

The “use” matrix is a table comprised of 713 inputs in rows and 286 industries in columns. The typical element in the “use” matrix,  $U(i,j)$ , represents the total value of the commodity “i” used in the production process by industry “j”. Inputs in the “use” matrix take the form of commodity inputs and non commodity inputs. Non-commodity inputs are called primary inputs. The primary inputs are indirect taxes on production (e.g., property taxes), indirect taxes on products (e.g., sales taxes), subsidies on products, subsidies on production (e.g., manpower training subsidies), wages and salaries, supplementary labour income (e.g., employers’ contribution to employment insurance), mixed income (e.g., income of unincorporated businesses), and other operating surplus.

It is worth noting that primary inputs, as opposed to commodities, are inputs which are not current outputs of other industries. Commodities on the other hand are defined as goods or services that are intended for sale in the marketplace at a specified price. The primary inputs are incorporated in the “use” matrix as a sub-matrix  $Y_i$  at the bottom of  $U$ .

A typical element of the sub-matrix of primary inputs,  $Y_i(k,j)$ , represents the value of each primary input, “k”, used in the production process by industry group, “j”. Entries in the “use” matrix represent an industry’s consumption or use of inputs as they relate to production. Thus, amounts purchased but not yet used are not included since they count as additions to raw materials and inventories.

The “make” matrix or output table has 713 columns for outputs and 286 rows for industries. It is a table that displays the production of each commodity produced by each industry, valued at producer prices. Production equals shipments adjusted for changes in the inventory of goods-in-process as well as finished goods. Production does not include used goods and is only measured as value added (i.e. the margin earned from the production process). Thus, what counts as production by a given industry is only the value added, or margin earned, not total receipts from sales. A typical element of the “make” matrix,  $M(j,i)$ , represents the total value of commodity group, “i”, output produced by industry “j”.

The third and final matrix is the “final demand” table. This table shows the transactions in goods and services that are for final use and is broken down into 168 final demand categories and 713 commodities and primary inputs. Transactions are considered for final use when goods and services are bought for final consumption (e.g. households), when exported, or when used as capital investment. Thus, final demand categories include personal expenditure, fixed capital formation for business and government, additions to inventories (i.e. the value of physical change), gross government expenditure on goods and services and exports. The final demand table also includes entries for goods and services that supplement domestic production. These entries are the value of imports, withdrawals from inventories and government revenue from the sale of goods and services. A typical element of the “final demand” matrix,  $F(i,s)$ , represents the value of deliveries of commodity group, “i”, to the final demand category, “s”. The final demand table also includes a sub-matrix of primary final demand,  $Y_f$ . The typical element,  $Y_f(k,s)$ , represents the value of deliveries of primary input group, k, to the final demand category, s.

The accounting relationships of the input-output framework can be summarized in the following way:

	COMMODITIES	INDUSTRIES	FINAL DEMAND CATEGORIES	TOTAL
Commodities		<b>U</b>	<b>F</b>	<b>q</b>
Industries	<b>M</b>			<b>g</b>
Primary Inputs		<b>Y<sub>i</sub></b>	<b>Y<sub>f</sub></b>	<b>n</b>
<b>Total</b>	<b>q'</b>	<b>q'</b>	<b>e'</b>	

where:

**M** : is the “output” matrix – a matrix of output values

**U** : is the “use” matrix – a matrix of intermediate input values

**F** : is the “final demand” matrix made of values of commodity inputs of final demand

categories

**Y<sub>i</sub>** : is the primary input matrix, comprised of the values of primary inputs of industries

**Y<sub>f</sub>** : is the primary output matrix, comprised of the values of primary inputs of final demand

categories

**q** : is the commodity output vector comprised of the values of total commodity outputs

**g** : is the industry output vector comprised of the values of total industry outputs

**e** : is the final demand vector comprised of the values of total inputs (commodities plus primary) of final demand categories

**n** : is the total input vector comprised of the values of total primary inputs (industries plus final demand categories)

**/** : transpose In order to convert the above matrices and accounting relationships into an input-output based economic impact model, two key assumptions need to be considered. The first is that industries are assumed to maintain their current market share of domestically produced commodities, regardless of the total level of production. This is equivalent to the following:

### (1) $g = Dq$

Here, **D** is called the "domestic market share matrix". **D** is a matrix that is calculated by dividing each element of the output matrix **M** by the corresponding total commodity output ( $D_{ij} = M_{ij}/(q^j)$ ). **D** represents the allocation of production of commodities among industries. In turn, equation (1) shows how domestic output **g** is produced from input **q** and that is always produced using the same industry and market structure.

The second assumption is the "industry technology" assumption (or constant returns to scale in production). It is assumed that the values of inputs in each industry are fixed proportions of the value of the total output of the industry, irrespective of the composition of the output.

### (2) $Ui = Bg$

Here, **i** is a column vector with elements equal to 1. Hence, **Ui** is a vector containing the sum of the intermediate inputs across all industries by commodity. **B** is the "technology matrix", where  $B_{ij} = U_{ij}/(g^j)$ . In other words, each element of **B** is obtained by dividing each element in **U** by the corresponding total industry output. Thus, equation (2) states that the sum of intermediate inputs across industries is equal to the product of the "technology matrix" and the vector of industry outputs. The technology matrix establishes the production function of each industry and in turn, determines the each industry's requirements for commodity inputs.

Accounting for imports, exports, changes in inventories and government production, supply is related to total disposition in the following way:

### (3) $q + m + a + v = Bg + e + X + R$

where

- m** is a vector of import values
- a** is a vector government production values
- v** is a vector of the values inventory changes
- X** is a vector of domestic exports values
- R** is a vector of re exports values
- e** is a vector of the values of final demand categories including personal expenditures; fixed capital formation; values of additions to physical change of inventories; gross government current expenditures.

Combining (1) and (3) provides a description of the linear transformation of final demand categories into industry outputs.

### (4) $g = (I - DB)^{-1} D (e + X + R - m - a - v)$

Equation (4) by itself is not useful to determine the economic contribution of Meetings Activity because it would not be able to determine the extent of leakages from domestic production. Adjustments must be introduced to allow for imports, withdrawals from inventories and the share of government production in the supply of a commodity. These leakages from domestic industry production reduce the final impact on domestic industries. Once introduced the model becomes:

### (5) $g = [I - D(I - \mu - a - \beta)B]^{-1} D S$

where:  $S = [(I - \mu - a - \beta)e + (I - a - \beta)X + (I - \mu)R]$

and

- μ** is a matrix of import coefficients
- a** is a matrix of government production coefficients
- β** is a matrix of inventory withdrawal coefficients

Equation (5) allows for leakages out of intermediate demand as well as final demand and can be used to assess the economic contribution of the Meetings Sector. To conduct an economic impact analysis of Meetings Activity, an appropriate column vector of expenditures by commodity would take the place of "S" above and then equation (5) would be solved using the noted matrix formula.

## Process of Adjusting for Price differences between 2006 to 2004

### A) Deflating Commodity prices from 2006 to 2004

Because the input-output tables were created using relative 2004 prices, the spending associated with Meetings Activity needs to be deflated and converted into 2004 dollars to account for any changes in relative prices.

In order to deflate meetings spending, commodities were first grouped into different categories. The original list of commodities consists of over 700 different entries. These entries were grouped into 52 larger categories according to Statistics Canada's "small" level aggregation. Table 1 summarizes the categories into which the "W" level commodities were grouped.

After all the commodities were aggregated, a deflator was found for each group. The deflator was then applied equally to all commodities in that category. Since no nominal data or price deflators exist after 2004, the deflators that are used are raw material prices, industry price indices, as well as components of the Consumer Price Index (CPI). Table 2 summarizes the data sources for the commodity deflators.

The specific deflators used for each commodity are outlined in Table 3. Note that in some cases, no proper deflators exist. In those cases, the overall Consumer Price Index is used as a proxy deflator.

### B) Inflating industry outputs from 2004 dollars to 2006 dollars

Once the model has calculated the economic impacts by industry, the results need to be converted from 2004 dollars back into 2006 dollars. To do so, an implicit price index by industry was created and then applied to the industry output in 2004 dollars. For each industry, the implicit price index was created using the 2004 commodity outputs as weights and then applying the different price movements for each commodity. This procedure generates the industry output in 2006 dollars which is then divided by the 2004 dollar output to arrive at the implicit price index, or the industry deflator.

**Table 1**

**Statistics Canada Categories For The Small Level Aggregations of Commodities**

1	Grains	27	Chemicals, pharmaceuticals and chemical products
2	Other agricultural products	28	Other manufactured products
3	Forestry products	29	Residential construction
4	Fish, seafood and trapping products	30	Non-residential construction
5	Metal ores and concentrates	31	Repair construction
6	Mineral fuels	32	Transportation and storage
7	Non-metallic minerals	33	Communications services
8	Services incidental to mining	34	Other utilities
9	Meat, fish and dairy products	35	Wholesaling margins
10	Fruit, vegetables and other food products, feeds	36	Retailing margins
11	Soft drinks and alcoholic beverages	37	Gross imputed rent
12	Tobacco and tobacco products	38	Other finance, insurance and real estate services
13	Leather, rubber and plastic products	39	Business and computer services
14	Textile products	40	Private education services
15	Hosiery, clothing and accessories	41	Health and social services
16	Lumber and wood products	42	Accommodation services and meals
17	Furniture and fixtures	43	Other services
18	Wood pulp, paper and paper products	44	Transportation margins
19	Printing and publishing	45	Travel and entertainment, advertising and promotion
20	Primary metal products	46	Non-profit institutions serving households
21	Other metal products	47	Government sector services
22	Machinery and equipment	48	Non-competing imports
23	Motor vehicles, other transport equipment and parts	49	Unallocated imports and exports
24	Electrical, electronic and communications products	50	Sales of other government services
25	Non-metallic mineral products	51	Indirect taxes (Terminated)
26	Petroleum and coal products	52	Indirect taxes on products

**Table 2****Sources of Commodity Deflators: Statistics Canada Tables and Description**

STATISTICS CANADA TABLE IDENTIFIER	STATISTICS CANADA TABLE DESCRIPTION
Table 326-0021	Consumer price index (CPI), 2005 basket, annual (2002=100 unless otherwise noted)
Table 330-0006	Raw materials price indexes, monthly (index, 1997=100)
Table 329-0038	Industry price indexes, by North American Industry Classification System (NAICS), monthly (index, 1997=100)
Table 329-0039	Industry price indexes, by major commodity aggregations and stage of processing, monthly (index, 1997=100)



**Table 3**

**Prices and Price Indices Used as Deflators for Commodity Groups**

1	Canada; Grains (v1576437)	22	Canada; Machinery and equipment, capital equipment (v1574501)
2	Canada; Other agricultural products (v1576536)	23	Canada; Motor vehicles and other transport equipment, capital equipment (v1574504)
3	Canada; Wood (v1576480)	24	Canada; Electrical and communication products, capital equipment (v1574508)
4	Canada; Fishing and trapping products (v1576475)	25	Canada; Non-metallic mineral products, capital equipment (v1574511)
5	Canada; Metallic ores and concentrates (v1576535)	26	Canada; Petroleum and coal products manufacturing (v3822650)
6	Canada; Mineral fuels (v1576528)	27	Canada; Chemical and chemical products, capital equipment (v1574513)
7	Canada; Non-metallic minerals (v1576511)	28	Canada; Miscellaneous manufactured products, capital equipment (v1574515)
8	Canada; Consumer Price Index (CPI)	29	Canada; Consumer Price Index (CPI)
9	Canada; Meat, fish and dairy products, foods (v1574478)	30	Canada; Consumer Price Index (CPI)
10	Canada; Fruit, vegetable, feeds and other food products, foods (v1574482)	31	Canada; Consumer Price Index (CPI)
11	Canada; Beverages, foods (v1574489)	32	Canada; Transportation (v41693426)
12	Canada; Tobacco and tobacco products, other (v1574519)	33	Canada; Communications (v41693367)
13	Canada; Rubber, leather and plastic fabricated products, capital equipment (v1574493)	34	Canada; Water, fuel and electricity (v41693360)
14	Canada; Textiles products, capital equipment (v1574495)	35	Canada; Consumer Price Index (CPI)
15	Canada; Clothing manufacturing (v3822609)	36	Canada; Consumer Price Index (CPI)
16	Canada; Lumber and other wood products, other (v1574533)	37	Canada; Rented accommodation (v41693349)
17	Canada; Furniture and fixtures products, capital equipment (v1574497)	38	Canada; Financial services (v41695527)
18	Canada; Paper manufacturing (v3822635)	39	Canada; Consumer Price Index (CPI)
19	Canada; Printing and publishing products, other (v1574541)	40	Canada; Education (v41693496)
20	Canada; Ferrous materials (v1576488)	41	Canada; Health care goods (v41713489)
21	Canada; Metal fabricated products (v1576491)	42	Canada; Traveller accommodation (v41693489)

## Special Calculations Used to Determine Taxes and Employment

### A) Taxes

Taxes and employment are key economic impacts and as such must involve a combination of input-output techniques and other sources to ensure the use of current coefficients and/or rates can be applied against measures developed within an input-output based analysis.

Determining the level of taxes and employment outside the input-output framework of the model allows rates and/or coefficients to be selectively changed for updating or in order to conduct a scenario analysis.

The specific process used to calculate many of the tax revenues of Meetings Activity came from statistics reported in the Government Revenues Attributable to Tourism (GRAT) report, produced by Statistics Canada. That study proved to be uniquely valuable in our analysis because it also followed the concepts and definitions as identified in the CTSA.

The GRAT study identified the level of taxes collected by specific industries for the economy as a whole, as well as tax collections directly attributable to tourism. To ensure consistency with the year of the input-output tables used in the model (2004), most of the key benchmarks used in the report also corresponded to 2004.

Much of the industry sector tax data reported for 2004 was benchmarked against GDP industry figures from the input-output tables. The resulting tax coefficients could then be used to determine tax calculations whenever new simulations of the model produced GDP estimates on an industry basis.

The categories of taxes that were benchmarked against the GRAT statistics included corporate taxes, contributions to social insurance plans and other taxes on production. Other taxes on production were comprised of property taxes, payroll taxes, capital taxes, permits and many other miscellaneous taxes covering federal, provincial and municipal levels of government. Meanwhile contributions to social insurance plans include employment insurance, workman's compensation and the Canada and Quebec pension plans.

The GRAT was not used to produce income tax coefficients based on output measures. Since income taxes depend primarily on the level of wages and salaries generated it was felt that a disconnect could be introduced if, for any of our simulations, we incorporated customized production functions to simulate impacts rather than those of existing industry groups within the input-output accounting framework.

Instead income tax rates were determined using net income tax rates, by income range, as reported in the Fraser Institute's Tax Facts 15 publication released April 24, 2008. As a check, income taxes that were derived within our input-output model using coefficients from the Fraser Institute were cross-referenced with the coefficients published by the GRAT report to ensure that they remain largely consistent. In this respect as well, the GRAT served as a valuable benchmark to assess if our calculation of taxes were within reasonable ranges to that reported by the GRAT on a per dollar spent basis.

The GRAT also provided useful benchmarks to allocate tax collections by category of tax to the various levels of government. For each category of tax, the GRAT identified the share flowing to federal, provincial/territorial or municipal level of government.

## B) Employment

In order to ensure consistency that proper average wages would be applied against the industry classifications used in the input-output tables, direct employment multipliers and direct wages and salaries and supplementary labour income multipliers were purchased from Statistics Canada that corresponded with the 2004 "W" level aggregation tables. Using these multipliers would determine the average labour income per full-year job in each of the 286 industry sectors for 2004. Aside from the process of deflating commodity prices from 2006 to 2004 and then inflating industry outputs from 2004 to 2006, employment impacts need to any changes associated with labour productivity.

To do this, industries were grouped into twelve categories for which productivity indices are published by Statistics Canada. Then data from Statistics Canada Table 383-0021: "**Multifactor productivity, value-added, capital input and labour input in the aggregate business sector and major sub-sectors**" were used as a proxy for productivity gains. The specific sectors of the economy into which employment is categorized and the corresponding productivity indices are outlined in Table 4.

**Table 4**

### Labour Productivity Indices Used to Adjust Employment

Canada; Labour productivity; Agriculture, forestry, fishing and hunting [11] (annual, 1961 to 2006)
Canada; Labour productivity; Mining and oil and gas extraction [21] (annual, 1961 to 2006)
Canada; Labour productivity; Utilities [22] (annual, 1961 to 2006)
Canada; Labour productivity; Construction [23] (annual, 1961 to 2006)
Canada; Labour productivity; Manufacturing [31-33] (annual, 1961 to 2006)
Canada; Labour productivity; Wholesale trade [41] (annual, 1961 to 2006)
Canada; Labour productivity; Retail trade [44-45] (annual, 1961 to 2006)
Canada; Labour productivity; Transportation and warehousing [48-49] (annual, 1961 to 2006)
Canada; Labour productivity; Information and cultural industries [51] (annual, 1961 to 2006)
Canada; Labour productivity; Finance, insurance, real estate and renting and leasing (annual, 1961 to 2006)
Canada; Labour productivity; Professional, scientific and technical services [54] (annual, 1961 to 2006)
Canada; Labour productivity; Other services (except public administration) (annual, 1961 to 2006)

## Induced Impact Methodology

While the impact methodology described earlier deals with the construction of models capable of producing direct and indirect impact simulations, the coefficients used to capture induced impacts must come from outside the "impact" matrix. Induced consumption effects are modelled to replicate the spending behavior of consumers along income ranges. The spending profiles are then mated with the respective average wages for specific industry sectors to ultimately establish distinct levels and composition of induced consumption depending upon the extent to which those industries are directly and indirectly affected.

After the level and composition of induced consumption is determined within the model corresponding to the direct and indirect impacts, it is then treated as a separate analysis complete with its own vector of final demand spending and handled in much the same way as the original impact simulation. The only difference in the treatment of induced effects is that the complete process of running simulations are done for 5 consecutive rounds. While running infinite simulations would replicate the precise concept behind induced effects, it also expands on the reasonable time frame those impacts are likely to occur within. Despite the fact that input-output simulations are not linked to a specific time dimension for impacts to be realized, it is the convention to report impacts within a calendar year. With this in mind, it is felt that the 5 rounds of re-spending represent a reasonable compromise between the conceptual ideal and the practical limits implied by the reporting of impacts on an annual basis.

## Appendix 5 – Industry Detail Tables

GDP	TOTAL (DIRECT, INDIRECT & INDUCED) CONTRIBUTION
Crop and Animal Production	\$ 438,000,000
Forestry and Logging	\$ 42,000,000
Fishing, Hunting and Trapping	\$ 22,000,000
Support Activities for Agriculture and forestry	\$ 14,000,000
Mining and Oil and Gas Extraction	\$ 985,000,000
Utilities	\$ 757,000,000
Construction	\$ 308,000,000
Manufacturing	\$ 4,255,000,000
Wholesale Trade	\$ 1,772,000,000
Retail Trade	\$ 2,620,000,000
Transportation and Warehousing	\$ 2,408,000,000
Information and Cultural Industries	\$ 1,332,000,000
Finance, Insurance, Real Estate and Rental and Leasing	\$ 5,124,000,000
Professional, Scientific and Technical Services	\$ 3,124,000,000
Administrative and Support, Waste Management and Remediation Services	\$ 2,732,000,000
Educational Services	\$ 51,000,000
Health Care and Social Assistance	\$ 272,000,000
Arts, Entertainment and Recreation	\$ 923,000,000
Accommodation and Food Services	\$ 4,649,000,000
Other Services (Except Public Administration)	\$ 655,000,000
Non-Profit Institutions Serving Households	\$ 369,000,000
Government Sector	\$ 842,000,000
<b>Total</b>	<b>\$33,695,000,000</b>

EMPLOYMENT	TOTAL (DIRECT, INDIRECT & INDUCED) CONTRIBUTION
Crop and Animal Production	10,300
Forestry and Logging	400
Fishing, Hunting and Trapping	200
Support Activities for Agriculture and forestry	300
Mining and Oil and Gas Extraction	1,800
Utilities	2,600
Construction	4,000
Manufacturing	43,000
Wholesale Trade	19,700
Retail Trade	65,700
Transportation and Warehousing	43,900
Information and Cultural Industries	11,000
Finance, Insurance, Real Estate and Rental and Leasing	43,600
Professional, Scientific and Technical Services	56,100
Administrative and Support, Waste Management and Remediation Services	49,100
Educational Services	1,700
Health Care and Social Assistance	6,100
Arts, Entertainment and Recreation	30,900
Accommodation and Food Services	153,500
Other Services (Except Public Administration)	19,500
Non-Profit Institutions Serving Households	8,800
Government Sector	11,300
Total	583,500

## References and Endnotes

### Introduction

<sup>1</sup> The Meeting Professionals International Foundation Canada (MPIFC) Request for Proposals (RFP), referred to the Study as: "Study of the Economic Impact of the Meetings Industry in Canada." During the design and execution of the Study the importance of adhering to the use of accepted definitions from the meetings industries, tourism industries, and the field of economics, became apparent, and as such terminology initially used to describe the Study evolved into a more exact use of terms. For a discussion on the distinction between "economic impact" and "economic contribution" please see: page 17, Measuring the Economic Importance of the Meetings Industry - Developing a Tourism Satellite Account Extension (English version) 2006, World Tourism Organization, Madrid, Spain. ISBN 978-92-844-1195-5. For a discussion on the terminology used in this report, please see section 1.3 of the introduction to this report.

<sup>2</sup> The "Global Meetings Initiative" (GMI) is comprised of partners Reed Travel Exhibitions (RTE), the International Congress and Convention Association (ICCA) and Meeting Professionals International (MPI). This group, as a steering committee, was formed in 2003 specifically to study the best approach to measuring the economic contribution of the Meetings Sector.

<sup>3</sup> Measuring the Economic Importance of the Meetings Industry - Developing a Tourism Satellite Account Extension (English version) 2006, World Tourism Organization, Madrid, Spain. ISBN 978-92-844-1195-5.

<sup>4</sup> See the press release for the international Pilot Project at the EIBTM website: <http://www.eibtm.com/page.cfm/Action=Press/PressID=6>

<sup>5</sup> Partial quotes from: Economic Impact of Trade & Consumer Shows, Marion Joppe, HS Chris Choi, Dongkoo Yun for Tourism Toronto (Canada), 2006; The National Business Events Study Margret Deery, Leo Jago, Liz Fredline, Larry Dwyer for Sustainable Tourism CRC (Australia), 2005; Measuring the Economic Importance of the Meetings Industry - Developing a Tourism Satellite Account Extension, World Tourism Organization, Madrid (Spain), 2006.

<sup>6</sup> Source: Statistics Canada, <http://www.statcan.ca/english/nea-cen/about/index.htm>, extracted April 2008.

<sup>7</sup> The term industry is used to describe a grouping of business units, as described in the passage below. Source: Statistics Canada, <http://www.statcan.ca/english/Subjects/Standard/naics/2007/naics07-intro.htm#4>, extracted April 2008.

*NAICS is based on a production-oriented, or supply-based conceptual framework in that establishments are grouped into industries according to similarity in the production processes used to produce goods and services. A production-oriented industry classification system ensures that statistical agencies can produce information on inputs and outputs, industrial performance, productivity, unit labour costs, employment, and other statistics that reflect structural changes occurring in the economies.*

*The activity of an establishment can be described in terms of what is produced, namely the type of goods and services produced, or how they are produced, namely, the raw material and service inputs used and the process of production or skills and technology used.*

*To create industries, establishments can be grouped using the criterion of similarity of output or the criterion of similarity of inputs, processes, skills and technology used. The various versions of the Canadian SIC and of the International Standard Industrial Classification of All Economic Activities (ISIC) of the United Nations have all used mixed criteria to create the industries of the classification.*

## Methodology

<sup>1</sup> Both the MPIFC Request For Proposals and the UNWTO report on measuring the economic importance of the Meetings Industry, contained detailed examples of questionnaires and recommended, or suggested possible, approaches to executing the Study, including perceived challenges. This report refers to the MPIFC RFP directional content as “Study guidelines”.

<sup>2</sup> Meeting Organizers were identified as either being “in-house” (or “corporate” “first-party”) when they were part of an organization which is not primarily involved in the organization of meetings (i.e. governments, associations, or corporations not in the meetings organization business) or “Independent” (or “third-party”) when they were part of an organization solely involved in organizing meetings for external clients.

<sup>3</sup> Page 18 Measuring the Economic Importance of the Meetings Industry - Developing a Tourism Satellite Account Extension (English version) 2006, World Tourism Organization, Madrid, Spain. ISBN 978-92-844-1195-5.

<sup>4</sup> Specifically: the UNWTO definition states that a meeting must occur in a venue where a payment for use of the meeting space is required. Expert review during the survey design process made the case that many hotels offer meeting space at no charge when guest rooms are booked as part of the package. It was held that the exclusion of these meetings would significantly under-represent the activity level in Canada. The final definition used for the Study referred to the venue being: “A room or location in a commercial venue, requiring a contract or agreement for use (with or without payment.)”

<sup>5</sup> The main secondary source referenced for the creation of the definitions used in this Study was The Accepted Practices Exchange (APEX) Glossary (APEX is an initiative of the Convention Industry Council) see: <http://www.conventionindustry.org/glossary/>

<sup>6</sup> CMC – Conventions Meetings Canada - Directory 2006-2007 (Renamed in 2007-2008: M&IT Buyers Guide 2007-2008), published by Rogers Publishing, a division of Rogers Media (Toronto, Canada) and M&IT – Meetings and Incentive Travel – Magazine, published by Rogers Publishing, a division of Rogers Media (Toronto, Canada).

<sup>7</sup> Page 35 Measuring the Economic Importance of the Meetings Industry - Developing a Tourism Satellite Account Extension (English version) 2006, World Tourism Organization, Madrid, Spain. ISBN 978-92-844-1195-5.

<sup>8</sup> Source: Statistics Canada, <http://www40.statcan.ca/l01/cst01/arts38a.htm>, extracted April 2008.

<sup>9</sup> The number of records with contact information found in: CMC – Conventions Meetings Canada - Directory 2006-2007 (Renamed in 2007-2008: M&IT Buyers Guide 2007-2008), published by Rogers Publishing, a division of Rogers Media (Toronto, Canada).

<sup>10</sup> Page 1, Source: Statistics Canada, Canadian Tourism Satellite Account Handbook, Catalogue no. 13-604-MIE – no.52, ISBN: 0-662-43174-X, 2007, Ottawa, Canada.

<sup>11</sup> See: Appendix 1, Glossary A1.2, for the detailed definitions of Input-Output Accounts, Tables, and Models, in addition to the related economic terms.

<sup>12</sup> Page 52, Source: Statistics Canada, Canadian Tourism Satellite Account Handbook, Catalogue no. 13-604-MIE – no.52, ISBN: 0-662-43174-X, 2007, Ottawa, Canada.

<sup>13</sup> The distance “40 km, or more” is commonly used in tourism surveys to determine whether or not a respondent qualifies as a “visitor”, therefore, in this Study a “non-visitor”, or “local”, is defined as someone traveling under 40 km to attend a meeting. An example of a tourism questionnaire which uses the “40 km, or more” definition is found in the Travel Survey of Residents of Canada. Source: Statistics Canada, [http://www.statcan.ca/english/sdds/instrument/3810\\_Q4\\_V3\\_E.pdf](http://www.statcan.ca/english/sdds/instrument/3810_Q4_V3_E.pdf), extracted April 2008.

<sup>14</sup> Source: Statistics Canada, <http://stds.statcan.ca/english/naics/2007/naics07-examp-search.asp?criteria=531120> extracted April 2008.

## Key Findings

<sup>1</sup>“Attendances” – The projected total numbers of participants at events does not represent “unique” attendance figures – 23,104,000 unique people did not attend Conferences/ Conventions/ Congresses - it is shown from the survey data that individuals attend multiple meetings in a calendar year. This occurrence is especially true of Exhibitors and Speakers, but very common for Delegates, especially in the Meetings Type category “Other Business Meeting”.

## Conclusions and Recommendations

<sup>1</sup> Online-based reporting systems have been developed (for Accommodation Industry clients) by both Conference Board of Canada and Maritz Research – such continuously maintained centrally controlled data collection programs have proven effective at capturing key information for clients, over long periods of time.

<sup>2</sup> See Reference and Endnote number 13 under “Methodology”.







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