



NATIONAL MEETINGS INDUSTRY DAY CELEBRATES THE BUSINESS OF MEETINGS ACROSS CANADA

All across Canada, the business of meetings will be celebrated on April 16th, 2015 with National Meetings Industry Day (NMID). Developed by Meeting Professionals International (MPI), a variety of events are planned to highlight the significance of the Canadian meetings industry to the business community.

This MPI initiative has four objectives:

1. To define and shape the meetings and events profession;
2. To help raise the profile of the meetings industry and the benefits it generates for communities and institutions across Canada;
3. To provide a networking opportunity to learn about and celebrate the role we as members of the industry all play in that regard;
4. To educate chapter industry leaders and enable them to discuss the economic impact of meetings in their region with people who are outside of the industry.

Prime Minister Stephen Harper has also acknowledged April 16th, 2015 as National Meetings Industry Day stating, "This special day of activities offers a wonderful opportunity to raise the profile of the industry and highlight the many benefits it generates," Harper wrote. "Business meetings and events bring new knowledge, visitors, and learning to our doorsteps, in turn enhancing the well-being of our communities and our nation as a whole."

Canadian Economic Impact Study Update

The Canadian Economic Impact Study 3.0, or CEIS 3.0, is a continuation of reporting first published in the benchmark Canadian Economic Impact Study released in 2008 and updated in 2009. Considered a pioneer study, it was the first to quantify the multi-billion dollar contribution of meetings activity on the Canadian economy and to detail the meetings sector industries using World Tourism Organization guidelines. It is also the first report to quantify the value delivered by the meeting and event industry to Canada's economy at the regional, provincial and metropolitan levels.

CEIS 3.0 national results include:

- In 2012, business events in Canada attracted 35.3 million participants and involved \$29.1 billion in direct spending across a broad range of participants and non-participants.
- These events delivered \$27.5 billion to Canada's gross domestic product (GDP) in 2012 – approximately 1.5 percent of Canada's total GDP.
- Business events contributed \$8.5 billion in taxes and service fees to all levels of government.
- Business events supported employment of more than 200,000 full-year jobs directly – nearly double that of telecommunications or utilities.
- Including indirect and induced employment effects, business events in Canada supported more than 340,000 full-year jobs.
- These economic effects were generated by more than 585,000 business events held in Canada during 2012 in more than 2,000 venues.

About MPI: Meeting Professionals International, the leading association for the global meetings industry, is committed to delivering success for its more than 18,500 worldwide members by providing innovative professional development programs, building industry awareness and creating business development opportunities. Founded in 1972, the Dallas-based organization elevates the role of meetings through its 70 chapters and clubs in 86 countries around the world. For more information, visit www.mpiweb.org.