

Table of Contents

I. Introduction & Executive Summary	2
Background & Objectives	2
Study Guidelines	3
Research Overview	4
Meetings Volume Estimates.....	5
Direct Spending.....	6
Total Economic Significance.....	7
Meetings Direct Contribution to GDP Compared to Other Industries	9
II. Conceptual Framework	10
Meetings Defined	10
Scope of the Meetings Sector	11
Meetings Economic Activity.....	18
III. Research Methodology.....	20
Primary Research.....	20
Secondary Research	25
Data Reconciliation	26
IV. Meetings Volume.....	28
Meetings Volume Estimates.....	29
Meeting Participants	31

V. Meetings Direct Spending.....	35
Participant Spending.....	36
Spending Associated with Meeting Production.....	37
Other Direct Spending	39
Total Direct Spending	39
VI. Total Economic Significance	46
Economic Model Structure	46
Economic Contribution Estimates.....	48
Effects on Taxes.....	50
Appendix A: Glossary	57
Appendix B: Economic Modeling	63
Appendix C: Secondary Research Sources.....	65
Appendix D: Acknowledgements.....	67

Table of Figures

Table 1 Number of Meetings and Participants by Meeting Type	5
Table 2 Direct Spending by Commodity	6
Table 3 Total Economic Contributions	8
Table 4 Total Tax Contributions	8
Table 5 Direct Contribution to GDP and Employment of Select Industries	9
Table 6 What Constitutes a Meeting?	11
Table 7 Core Meeting Industries and Corresponding NAICS Codes.....	15
Table 8 TTSA Industry Extension.....	16
Table 9 TTSA Commodity Extension.....	17
Table 10 Meeting Industry Supply vs. Demand.....	18
Table 11 Primary Research Sample Sizes	21
Table 12 Key Elements of Survey Instruments	22
Table 13 Meeting Industry Supply vs. Demand.....	23
Table 14 Survey Response Rate.....	24
Table 15 Meeting Volume by Type	29
Table 16 Meeting Volume by Venue.....	30
Table 17 Participant Volume by Meeting and Participant Type.....	31
Table 18 Meeting Participants by Place of Origin.....	32
Table 19 Room Nights Generated by Meetings	33

Table 20 Participant Spending (millions).....	36
Table 21 Meeting Production Expenditures	38
Table 22 Total Meetings Direct Spending	39
Table 23 Direct Spending by Meeting Type.....	40
Table 24 Per Capita Direct Spending.....	41
Table 25 Direct Spending by Commodity	43
Table 26 Total Direct Spending by Commodity Compared to Travel & Tourism Satellite Account	44
Table 27 U.S. Meetings' Total Contribution to Industry Output.....	48
Table 28 Meetings' Contribution to U.S. GDP.....	49
Table 29 Jobs Directly and Indirectly Supported by the U.S. Meetings Industry	49
Table 30 Labor Income Directly and Indirectly Generated by the U.S. Meetings Industry.....	50
Table 31 Taxes Directly and Indirectly Generated by the U.S. Meetings Industry	51
Table 32 Meetings Industry Direct Contribution to GDP by Sector	52
Table 33 Meetings Industry Direct Employment by Industry Sector	53
Table 34 Direct Contributions to GDP and Employment of Select Industries	54
Table 35 Overall Impacts of U.S. Meetings by Industry.....	55