

## Research Background

- This first-ever definitive, quantitative and research-based analysis of the economic contribution of face-to-face meetings to the U.S. economy was led by PwC US and spanned more than one year of research and analysis.
- *The Economic Significance of Meetings to the U.S. Economy* was based on the United Nations World Tourism Organization's (UNWTO) definition of meetings, which provides guidelines for methodology to quantify meetings activity.
- For the purposes of this study and according to UNWTO, meetings are defined as a gathering of 10 or more participants for a minimum of four hours in a contracted venue.
- Meetings include conventions, conferences, congresses, trade shows and exhibitions, incentive events, corporate/business meetings and others that meet the aforementioned criteria. Meetings exclude social and recreational activities, certain educational and political activities and gatherings for sales of goods/services such as consumer shows.
- The research effort involved two key areas (1) the collection of primary data through surveys and (2) research and analyses of industry, government and other secondary data. Data collected in early- to mid-2010 was for the most recent complete year (2009).
- *The Economic Significance of Meetings to the U.S. Economy* conducted by PwC US was spearheaded by an alliance of 14 organizations representing the collective meetings, travel, exhibitions and events industries in the U.S., brought together via the Convention Industry Council ([www.conventionindustry.org](http://www.conventionindustry.org)).
- Primary funding organizations include American Hotel & Lodging Association, ASAE, Convention Industry Council, Destination Marketing Association International/Destination & Travel Foundation, Meeting Professionals International Foundation, Professional Convention Management Association/Education Foundation and U.S. Travel Association.
- Other allied industry partners include Association of Destination Management Executives, Exhibition Industry Foundation/Center for Exhibition Industry Research, Financial and Insurance Conference Planners, International Association of Conference Centers, International Special Events Society, National Speakers Association and Site.

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