



# THE ECONOMY OF FACE-TO-FACE MEETINGS

The summer season of conferences, conventions, business meetings, incentive travel, tradeshows and exhibitions is in full swing – and with it comes the positive impact to local businesses and economies. When meetings happen, economies grow, jobs are created and businesses achieve positive outcomes. Meetings and events help to build relationships, foster collaboration and facilitate deals and business success across industries.



Companies **depend on face-to-face meetings to win new customers**, close deals and develop high-performing talent.

Business travelers are **twice as likely to convert prospects into customers** with an in-person meeting than without one.

# 2X



**74% of frequent business travelers** reported that in-person meetings with clients deliver a high impact on customer retention.

Business travel converts **every dollar spent into nearly \$10 in new revenue** for companies.



Government travel contributes **nearly \$33 billion to our economy** and **employs nearly 300,000 people.\***

Nearly **445 million domestic** business trips were taken just last year.



In 2013, business travel added more than **\$265 billion to the U.S. economy** – employing **2.3 million Americans** – provided **\$42 billion in tax revenues**, and generated **\$67 billion in total payroll for the industry.\*\***

Handshakes are good for business, our economy and communities.

Meetings Mean Business is a national communications and advocacy campaign to highlight the incredible value that business meetings, travel and events bring to the U.S. economy.

Learn more and download our app at [MeetingsMeanBusiness.com](http://MeetingsMeanBusiness.com)



Source: Oxford Economics and U.S. Travel Association

\*2012 Government Travel Economic Impact

\*\*2013 Business Travel Economic Impact