



# Meetings Significance Survey Preliminary Data

- According to the Events Industry Council's Meetings Significance Survey, the U.S. meetings economy continues to grow across all segments and major reporting metrics. In 2016, there were:
  - **1.9 million meetings nationwide**, including more than 250 million participants and representing 10 percent growth relative to 2012
  - **\$330 billion in direct spending** (or business sales), up from \$280 billion in 2012
  - **More than six million international participants**, generating spending in the U.S. of \$18.3 billion
- Direct spending supported by meetings was greater than the sales of businesses in the air, rail and water transportation sectors – combined. It was also greater than the output of businesses in the arts, entertainment and recreation sector.
- The survey results, which are scheduled for release in February 2018, include data from Oxford Economics, Longwoods International, the National Travel and Tourism Office and STR. Responses represent:
  - **1,300 planners, venues and exhibitors;**
  - **9,000 domestic business travelers;**
  - **50,000 international travelers; and**
  - **11,000 hotels.**

***\*\*The full research results will be released next month, with an exclusive briefing by the Events Industry Council and MMBC. Please email [info@meetingsmeanbusiness.com](mailto:info@meetingsmeanbusiness.com) for more information on the briefing.\*\****