GMID by the Numbers

On April 14, 2016, meetings and events professionals all around the world came together to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and local economies. Here are a few of the highlights:

• Over **100 events** were held in over 30 countries across 5 continents
• Between April 11\(^{th}\) and 18\(^{th}\), the \#GMID16 hashtag had over **37 million impressions** and was used in almost 7,000 tweets
• Other top hashtags associated with GMID included \#eventprofs, \#mmbusiness and \#mpi
• Over 1,000 Facebook users talked about GMID
• The **governors** of Maryland and Kentucky, along with the **mayors** of Ottawa, Edmonton, Phoenix, Baltimore, Buffalo and Mobile, Alabama all **signed proclamations** declaring April 14th as Global Meetings Industry Day in their respective locations
A Snapshot of Events Around the World

• **MPI Finland** hosted a session on strategic meeting management during the biggest trade fair in Finland.

• **Richmond Region Tourism** hosted a breakfast in honor of the twenty-four local citizens who helped secure meetings and events for the Richmond Region in 2015.

• The **Guatemalan Tourism Board** brought together people from different economic sectors, showing a video about Guatemala’s commitment toward the meetings industry, and hosting a press conference.

• **MPI Texas Hill Country Chapter** held a rally at the Capitol steps in Austin and a local press conference followed by a panel discussion with industry leaders.

• **NYC & Company** lit up the Empire State Building in blue and displayed a GMID graphic in Times Square.

• **Visit Buffalo Niagara** and the **Niagara Tourism and Convention Corporation** lit up the waters of Niagara Falls in blue in celebration of GMID.

• **LVCVA, Caesars Entertainment, MGM Resorts International, Wynn Resorts** and **Las Vegas Sands** hosted a panel of industry leaders who discussed the impact of the meetings industry in the city.

• **Visit Phoenix** hosted an educational panel with representatives from the meetings and hotel industry and introductory remarks from elected officials.

• The **Providence Warwick Convention & Visitors Bureau** hosted a client appreciation event along with its Ambassador Awards, which honored Rhode Island Governor Gina Raimondo.