

Global Meetings Industry Day 2022: *Key Messages for Media Appearances*

Use the message points below to inform your media interviews or speaking appearances during Global Meetings Industry Day (GMID) 2022.

- **Global Meetings Industry Day (April 7) is an annual moment to spotlight the importance and benefits of in-person, professional meetings and events—a critical segment of our travel industry.**
- By now we all know the limitations of virtual meetings. Our message this year is **there is no substitute for the value of meeting face-to-face, particularly after being sidelined for a couple of years—and that it can be done safely.**
- These are the business conferences and conventions, the trade shows and events that bring **[THOUSANDS/MILLIONS OF]** business travelers to our city each year, guests who stay in our hotels, use our transportation providers and visit our convention center, restaurants and so much more.
- **In-person meetings, trade shows, exhibitions and other professional events pose no greater risk than normal daily activities.**
- A majority (81%) of business leaders [believe](#) that their volume of domestic business travel will be greater or on par in 2022 than it was prior to the pandemic.
- A survey of travelers recently found that in-person meetings are more than twice as likely to convert prospects to customers. (Source: Tourism Economics)
- Here in **[CITY]**, professional meetings and events create... **[ADD LOCAL IMPACT FIGURES].**
- **Nationally, meetings generated more than \$130 billion in spending in the U.S.** in 2019 prior to the pandemic and directly supported 800,000 American jobs.
- **Unfortunately, the COVID-19 pandemic had a severe impact on the meetings and events industry.** This sector saw a staggering 76% [decline](#) in direct travel spending in the U.S. in 2020, meaning spending was at just 24% of 2019 levels (in comparison, overall travel spending in the U.S. declined by 42%).
- And in 2021, the meetings & events industry did not make the strides toward recovery that were anticipated, as in-person events continued to face ongoing challenges and uncertainty.
- A return to a thriving travel industry—and American economy—is dependent on the swift return of business travel, meetings and events.
- **The bottom line: To get business back, we must get back to business.**



GLOBAL MEETINGS INDUSTRY DAY
APRIL 7, 2022 | #meetsafe
Presented by U.S. Travel Association

Global Meetings Industry Day 2022: *Sample Op-Ed*

Business Travelers Are Ready to Meet Safely Again

After two long years of the pandemic, it is clear there is no substitute for face-to-face professional meetings and events. The relationships and productivity spurred by in-person meetings simply cannot be achieved virtually. Here in **[INSERT CITY]**, we are open and ready to get back to business.

That’s why this year’s Global Meetings Industry Day on April 7 is so important. It’s an opportunity for communities around the world to show the benefits of meeting face-to-face—and how we can work together as hosts and attendees to “Meet Safe.”

With spring around the corner, the worst of the COVID-19 pandemic appears to be behind us, but there is still much work to do to achieve a full recovery. One of the steps we can take is to resume business travel, particularly for professional meetings and events. We’ve seen personal leisure trips increase, but professional trips are lagging behind. In fact, domestic business travel isn’t set to reach pre-pandemic levels until 2024. This is delaying a full recovery for many industries since these travelers, despite being only 20% of total volume, account for 40 to 60% of lodging and air revenue in the U.S. But business meetings, conferences and events do more than fill planes and hotel rooms – they are key drivers of our overall economy.

According to Tourism Economics, the U.S. saw a decline of \$370 billion in business travel spending in the U.S. in 2020 and 2021—\$180 billion of which was due to the decline in meetings, conventions and trade shows. Steep declines in business travel led to the loss of 1.4 million travel jobs and wiped out \$30 billion in travel-generated taxes in 2020 alone.

By now we all know the limitations of virtual meetings. Many of us are ready to get back on the road. More than two-thirds of Americans have felt the effects of “Zoom fatigue” and 63% are tired of web conferencing and are eager to get back to in-person meetings. An American Express survey of corporate decision makers found that over four in five believe business travel leads to increased profit and revenue. Most importantly, hesitation to travel is receding quickly. Just one in 10 are unwilling to do so.

Ultimately, virtual meetings and events cannot provide the same type of interactive and relational opportunities that come from in-person meetings and events. In fact, travelers say in-person meetings are more than twice as likely to convert prospects to customers.

The economic case for a safe and immediate return to in-person meetings and events is clear. Bottom line: to get business back, we must get back to business. Fortunately, we don’t have to put public health at risk to do so. We know that we can hold these events safely as we’ve seen of multiple sizable gatherings that have now occurred nationwide.

[MENTION ANY SAFE MEETINGS THAT TOOK PLACE IN YOUR CITY]

Professional planners are experts at keeping these types of events organized and safe by following protocols imposed by authorities and venues. As a result, even amid the new variant, these in-person meetings pose a near-zero risk of COVID-19 transmission, according to a study from the Exhibitions and Conferences Alliance and Epistemix. They also found risks of infection at these events to be as much as four times less than within the community in which the event was held. This could be partially due to the fact that business travelers have higher vaccination rates (87%) compared to American travelers overall (80%).

In-person meetings, trade shows, exhibitions and other professional events are no riskier than normal daily activities. They’re an essential part of our economy, particularly here in **[CITY]**. They’re beneficial on a personal and professional level. They just need some encouragement from business leaders and elected officials to get back to full strength.

[MENTION NAME is the TITLE of the ORGANZIATION NAME.]

Global Meetings Industry Day 2022: *Sample Press Release*

[ORGANIZATION] to Participate in Global Meetings Industry Day

[CITY]—[ORGANIZATION] joins organizations across the globe to support the annual [Global Meetings Industry Day](#) (GMID). GMID, led by the industry advocacy coalition [Meetings Mean Business](#) (MMB) and the [U.S. Travel Association](#), showcases the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the economy.

This year's theme, **Meet Safe**, will show how safe, productive meetings are taking place now—uniting colleagues and reminding them of the importance of face-to-face interactions.

“The return of professional meetings and events and business travel in general is essential for an even recovery of the U.S. travel economy,” said Roger Dow, President and CEO of the U.S. Travel Association. “After two years of pandemic-related uncertainty, many businesses and organizations are returning to professional travel in the coming year, which will bring people together and also help power an economic and jobs recovery at the local level.”

This year's GMID is particularly important as the declines from the pandemic have underscored the urgency of restoring the meetings and events sector. According to Tourism Economics, the U.S. saw a decline of \$370 billion in business travel spending in the U.S. in 2020 and 2021—\$180 billion of which was due to the decline in meetings, conventions and trade shows. Despite making up 20% of total trip volume, business travelers accounted for 40-60% of lodging and air revenue pre-pandemic.

Federal leaders can assist with policies to bring this sector back more quickly, both in [CITY] and around the country. U.S. Travel Association and [YOUR ORGANIZATION] are [ADVOCATING FOR/SUPPORTING] [policies](#) to restore professional meetings and events

[LINE DETAILING YOUR ORGANIZATION'S GMID PARTICIPATION]

[QUOTE FROM YOUR ORGANIZATION'S LEADER]: “When it comes to getting business done, there is truly no substitution for a face-to-face interaction,” said [NAME/TITLE]. “This year's GMID serves as a reminder of the incredible value of in-person meetings while inspiring business leaders to encourage their teams to get back on the road.”

GMID was created in 2016 to raise the profile of the meetings and events industry. As many GMID celebrations went virtual in the last two years, professional meeting planners are eager to welcome the return of in-person events in 2022. According to the Global Business Travel Association, more than half of business travelers miss traveling and hope to more often in the future.

To learn more about Global Meetings Industry Day, please [click here](#).

Global Meetings Industry Day 2022: *Media Advisory*

FOR IMMEDIATE RELEASE
(Date prior to April 7, 2022)

****Media Advisory****

On April 7, (Name of Organization) Promotes Value, Importance of Professional Meetings on Global Meetings Industry Day (GMID)

WHEN:

Thursday, April 7, 2022

(Location and address of media event or availability—provide specific entry location for news media/cameras)

Event Start/End Time

WHAT:

On April 7, 2022, [Organization] will join organizations across the globe in support of the annual Global Meetings Industry Day (GMID). GMID, led by the [Meetings Mean Business](#) industry advocacy coalition, spotlights the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the recovering local travel economy.

This year's theme, Meet Safe, will show how safe, productive meetings are taking place now—offering a reminder of the importance of face-to-face professional interactions.

GMID is of particular importance this year as [CITY / BUSINESS NAME] builds back its meetings/events sector of the travel economy following severe pandemic-related declines. According to Tourism Economics, the U.S. saw a decline of \$370 billion in business travel spending in the U.S. in 2020 and 2021—\$180 billion of which was due to the decline in meetings, conventions and trade shows. Professional Meetings and Events accounted for 42% of all business travel spending and 11% of all travel spending in the U.S. prior to the pandemic (2019).

WHO:

List participating speakers by name/organization

RSVP/QUESTIONS:

Insert media/PR point of contact name/phone number/email