

GLOBAL MEETINGS INDUSTRY DAY 2023

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Presented by U.S. Travel Association

Key MESSAGES

MEETINGS MATTER. They provide undeniable value to people, businesses and communities—and their return will accelerate the travel industry's recovery, further bolstering the U.S. economy.

Let's ensure elected leaders and media understand that meetings, events and business travel are essential to our economy—generating billions in travel spending and directly supporting hundreds of thousands of jobs each year, in addition to the proven benefits to businesses' bottom line.

The following messages convey that nothing can replace face-to-face—with the intention of underscoring the unwavering value of our industry with leaders in business, government and the media.

Visit our GMID 2023 toolkit, which includes a social media guide, ideas for engagement, fact sheets, a video, graphics and more. We encourage you to visit U.S. Travel's [GMID 2023 webpage](#) for all downloadable resources.

Topline Messages:

- There's power in convening. Meetings provide undeniable value to people, businesses and communities—and their return will accelerate the travel industry's growth.
- The economic benefits of in-person meetings and events are clear—and in 2022, the segment accounted for 38% of all business travel spending.
- Meetings drive education, knowledge and communal understanding on critical subjects—advancing fields that are crucial to our societal well-being.
- In 2022, there was nearly \$100 billion in meeting and events-related travel spending—revenue that is critical national and local economies.
- The nearly \$100 billion in meetings and event-related travel spending in the U.S. directly supporting more than half a million American jobs.
- Business and convention travel is back—and convention center bookings for 2023 are pacing 13% over 2022.¹
- The benefits of meetings range from the tangible to intangible—benefiting local economies and businesses while simultaneously fueling individual growth, long lasting connections and mutual respect.

#MeetingsMatter to People

- Strong relationships are the key to sustained business success—and meeting face-to-face is the best way to strengthen them.
- While virtual meetings may be convenient, they are proven to be much less effective in developing lasting relationships. The data shows that face-to-face meetings are the best way to capture a person's full attention.
 - Face-to-face requests are 34 times more effective than emailed ones.²
 - More than eight in 10 executives prefer in-person meetings to virtual contact.³

- When people meet face-to-face, relationships are developed in a way that technology cannot recreate or match.
- Meetings create a shared sense of missions and purpose, foster empathy across organizational lines and create camaraderie that positions an organization for success.

#MeetingsMatter to Communities

- Meetings support small and local businesses in the communities in which they are hosted, often providing long-lasting benefits not visible to meeting and event attendees.
- Meetings and events help drive travel and tourism into communities and are often the lifeblood of visitor spending in many destinations.
- Hosting an event, convention or trade show stimulates a region's economy by bringing in new visitors who stay in area hotels, eat in local restaurants, shop in neighborhood stores and bring new revenue to the destination.

#MeetingsMatter to Business

- A return to a thriving travel industry—and American economy—is dependent on the return of business travel, meetings, events and conventions.
- In fact, 81% of executives consider business travel essential.^{4,5}
- Face-to-face meetings offer wide-ranging benefits both to the economy and to business: including helping organizations build a competitive edge and increase bottom-line revenue gains.
- Conventions and conferences serve as critical education platforms for professionals and are key components for developing advanced skills and training.

1. [Lodging Analytics Research & Consulting](#)
2. [Bakjac Consulting](#)
3. [Forbes](#)
4. [JD Power, 2022](#)
5. [JD Power, 2022](#)