

FOR IMMEDIATE RELEASE

United Kingdom Meeting Industry supports first Economic Impact Study

MPI Foundation and partners fundraising campaign reaches the halfway mark

12 July, 2011 – London, United Kingdom and Dallas, TX, USA – Today, Meeting Professionals International ([MPI](#)) Foundation announced that it fundraised over £ 125,000 for the first meeting industry United Kingdom Economic Impact Study.

In an industry collaborative effort involving the ICCA (International Congress and Convention Association), Site (Society of Incentive & Travel Executives) as well as public and private enterprise partners, the MPI Foundation has reached more than half of its target to undertake the first quantitative research on the size of the meeting and business events industry in the United Kingdom.

Based on a methodology developed in partnership the United Nations World Tourism Organization and successfully applied in Canada and the United States, the Tourism Satellite Accounting Meetings Extension study will articulate the contribution of the meetings and business events industry to the United Kingdom Gross Domestic Product as well as overall employment and tax contributions.

The results in both Canada and the United States demonstrated that the meeting and business event industry had a higher contribution both in terms of GDP and employment than the automotive or data processing industries, making it a significant growth engine for both economies.

“The completion of such a research, demonstrating the true economic value of the meetings and business events, is essential to position our industry and its professionals towards political, media and business leaders” said Didier Scaillet, Chief Development Officer of the MPI Foundation. “I am thrilled with the support that we have received from partners across the United Kingdom and expect many more.”

In addition to the three industry associations, organisations such as Confex, Glasgow City Marketing Bureau, London & Partners, IHG, IMEX, Meetings & Incentive Travel, VisitScotland and VisitWales have already pledged their support to the research and the fundraising campaign is expected to resume in September. with a total amount of £250,000 to be raised to start the study.

Denise Mac Donald, Director of Meetings - Europe, Middle East & Africa, IHG, said “This study is a fantastic opportunity for us, in the UK meeting & Events industry to really punch our weight and work together to start spreading the message about the value and impact of meeting and events for our country, our cities and our respective companies ... When the study has been completed - it will be a very powerful tool for us all to use and perhaps have some degree of influence on how we drive this business for the UK in the future and how we converse with government and public bodies about our industry contribution.” The research, the first of its kind for a European country, will be conducted by a specialist firm selected through an open Request for Proposal later this year.

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Media Contact:
Didier Scaillet
dscaillet@mpiweb.org
+352-621-248684

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Editors' Notes:

About MPI: Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.

About MPI Foundation: MPI Foundation is passionately committed to bringing vision and prosperity to the meetings and events community worldwide by investing in results-oriented initiatives that shape the future and bring success to the meetings and events community. MPI is the meetings and events industry's largest and most vibrant global community comprised of more than 23,000 members representing 84 countries worldwide. For more information, visit www.mpifoundation.org.

U.K Contact:

Denise MacDonald
IHG
denise.macdonald@ihg.com
+44-780-809 8967