

KEY RESULTS: Economic Contribution of Business Events in Canada

Canadian Economic Impact Study 3.0, 2012 Base Year

The aim of the Canadian Economic Impact Study (CEIS) 3.0 was to report on the economic significance of meetings, specifically business events, held in Canada for the base year 2012. Building on the original CEIS conducted for the base year 2006 and other subsequent studies conducted in the United States, Mexico and United Kingdom, this study included the additional capacity to produce economic assessment of business events at the regional, provincial and metropolitan levels.

Research has revealed:

- In 2012, business events in Canada attracted 35.3 million participants and involved \$29.0 billion in direct spending across a broad range of participants and non-participants.
- Of the total \$29.0 billion in spending attributed to business events, participants accounted for just over \$25 billion.
- Meeting organizers received a total \$7.9 billion to host business events in Canada, including \$4.5 billion from registration fees (including optional program elements) and \$3.4 billion from sponsors and other non-participants.
- These events delivered \$27.5 billion to Canada's gross domestic product (GDP) in 2012 – approximately 1.5% of Canada's total GDP.
- Business events contributed \$8.5 billion in taxes and service fees to all levels of government.
- DMO's and other financial partners contributed a further \$140 million to attract business events to communities and to cover costs associated with hosting events at various non-profit venues.
- Business events supported employment of more than 200,000 full-year jobs directly – nearly double that of telecommunications or utilities.
- Including indirect and induced employment effects, business events in Canada supported more than 340,000 full-year jobs.
- The analysis reveals that one full-year job is supported in Canada for every \$85,000 in direct spending on business events.
- These economic effects were generated by more than 585,000 business events held in Canada during 2012 in more than 2,000 venues.
- While the largest share of business events were hosted in hotels, resort properties and other non-conventional properties were quite popular for incentive events.
- The 35 million people who attended business events in Canada in 2012 included 30.7 million delegates, over 2 million exhibitors, and 2.6 million professional speakers or other attendees.
- Of those, 14.6 million attendees (41%) were tourists, having travelled more than 80 kilometers to attend the business event with 1.5 million of these tourists coming from other countries.

Gross Provincial Product by Province

- Ontario: \$8.6 billion
- Alberta: \$5.5 billion
- British Columbia: \$4.3 billion
- Quebec: \$4.3 billion
- Manitoba: \$1.3 billion
- Saskatchewan: \$1.0 billion
- Nova Scotia: \$989 million
- New Brunswick: \$668 million
- Newfoundland & Labrador: \$394 million
- Prince Edward Island: \$106 million
- Territories: \$110 million

Note: The currency values referenced reflect the Canadian dollar (CAD).