



# GLOBAL MEETINGS INDUSTRY DAY

2023







*Laura* **HOLMBERG**

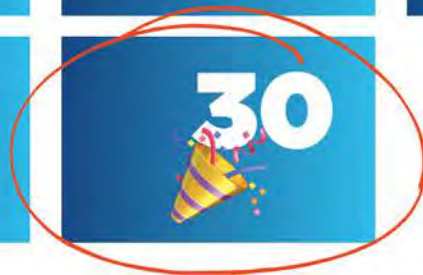
Senior Vice President, Marketing  
& Industry Communications

**U.S. TRAVEL**  
ASSOCIATION®

# THE *countdown* IS ON

march 2023

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		







GLOBAL  
MEETINGS  
INDUSTRY DAY

MARCH 30, 2023 | #GMID2023

Powered by U.S. Travel Association

Meetings Matter  
**#GMID2023**



# STATE OF THE *meetings* INDUSTRY

GLOBAL  
MEETINGS  
INDUSTRY DAY

MARCH 30, 2023 | #GMID2023

Powered by U.S. Travel Association







**MEETINGS & EVENTS ARE**

*essential*

Meetings and events **GENERATED NEARLY \$100 BILLION**  
in travel spending in the U.S. directly supporting  
approximately **600,000 AMERICAN JOBS** (in 2022).





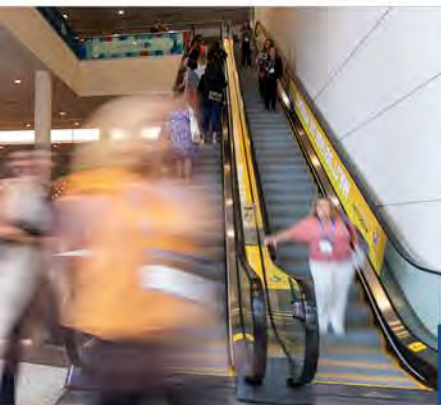
**MEETINGS & EVENTS ARE**

*essential*

Group business travel spending remains just 67% of what it was pre-pandemic, equating to nearly **\$40 BILLION IN SPENDING LOSSES.**







# MEETINGS & EVENTS ARE

*accelerating*

Group spending is forecast to **INCREASE AROUND 25%** in 2023, **GENERATING OVER \$100 BILLION** in travel spending this year—faster than domestic leisure or business transient.







**MEETING PLANNERS ARE**

*optimistic*

MPI's Q1 Meetings Outlook found nearly **NINE IN 10 MEETING PROFESSIONALS** (85%) are expecting **FAVORABLE BUSINESS CONDITIONS** in the near future.





**MEETING PLANNERS ARE**

*optimistic*

**72% OF PLANNERS** are either **BOOKING NOW**,  
or sourcing actively.







**MEETINGS & EVENTS ARE**

*irreplaceable*

More than half of meeting planners agree that the pandemic elevated the **VALUE OF BRINGING PEOPLE TOGETHER.**







**MEETINGS & EVENTS ARE**

*irreplaceable*

Nearly **EIGHT IN 10 BUSINESS TRAVELERS** and decision makers believe the benefits of in-person meetings **OUTWEIGH THE CONVENIENCE OF MEETING VIRTUALLY.**





*Nan* **MARCHAND BEAUVOIS**

Senior Vice President, Membership  
and Industry Relations

**U.S. TRAVEL**  
ASSOCIATION®





**You can't take a trip to Las Vegas or down to the Super Bowl on the taxpayers' dime.**

- PRESIDENT BARACK OBAMA, 2009

**The San Diego Union-Tribune**

**Sin City Worries Its Image Hurts Business Travel**

**Chicago Tribune**

**Las Vegas: Criticism of Travel a Bad Bet**

**THE WALL STREET JOURNAL.**

**Travel Industry Slams Obama, Congress Proposals in New Ads**

**Want to lose one million more jobs?  
Just keep talking.**

For every meeting that is cancelled, jobs are lost – it's that simple – and it's happening all across the country. 1 out of every 8 jobs in this country is linked to travel and tourism – and those Americans will be even angrier if they lose their job because of political rhetoric.

The overwhelming majority of business meetings are not for senior executives – they are for top salesmen, high performing employees and valued customers and business partners. Business gets done and companies grow because of these meetings and events.

We've released a code of conduct for companies using taxpayer dollars. We encourage Congress and Treasury to embrace these standards – and stop the rhetoric. Visit our website for more details – [www.meetingsmeanbusiness.com](http://www.meetingsmeanbusiness.com).

**MEETINGS  
MEAN  
BUSINESS.**

Accor Management Canada Inc.

AFAR

Aimbridge Hospitality

AMC Institute

American Airlines Inc.

American Hotel & Lodging Association

American Society of Association Executives

Associated Luxury Hotels International

Bloomington Convention & Visitors Bureau

Caesars Entertainment Inc.

Charlotte Regional Visitors Authority

Choose Chicago

Colorado Tourism Office

ConferenceDirect

Cvent, Inc.

Destination DC

Destination Madison

Destinations International

Digital Edge

Discover Puerto Rico

Encore

Events Industry Council

Explore Charleston

Explore Georgia

Explore St. Louis

Financial & Insurance Conference Professionals

Global Business Travel Association

Hawaii Visitors & Convention Bureau

HelmsBriscoe

Hilton

Hilton Head Island-Bluffton Chamber of  
Commerce/Visitor & Convention Bureau

Houston First Corporation

HPN Global

Hyatt Corporation

IHG Hotels & Resorts

Illinois Office of Tourism

IMEX America Ltd.

International Association of Exhibitions & Events

Kentucky Department of Tourism

Las Vegas Convention and Visitors Authority

Los Angeles Tourism & Convention Board

Madden Media

Maritz Global Events

Marriott International

Meet Boston

Meet Minneapolis Official Conv. & Vis. Assn.

Meeting Professionals International

MGM Resorts International

Greater Miami Convention & Visitors Bureau

Nashville Convention & Visitors Corp.

New Orleans & Company

Northstar Travel Group

NYC & Company

Okura/Nikko Hotels International

Omni Hotels & Resorts

One10

Philadelphia Convention & Visitors Bureau

Professional Convention Management Association

Raleigh Convention & Visitors Bureau Greater

San Diego Tourism Authority

San Francisco Giants

San Francisco Travel Association

Simpleview

Society for Incentive Travel Excellence

Society of Independent Show Organizers

South Carolina Dept. of Parks, Recreation & Tourism

Travel Michigan MI Economic Development Corp.

Travel Portland

U.S. Virgin Islands Department of Tourism

United Airlines Inc.

Utah Office of Tourism and Film

Venetian Resort Las Vegas

Visit Anaheim

Visit Austin

Visit Baltimore

Visit Dallas

VISIT DENVER

Visit Fort Worth

Visit Greater Palm Springs

Visit Indy

Visit Lake Charles

Visit Lauderdale

Visit North Carolina

Visit Oakland

Visit Orlando

Visit Phoenix

Visit San Antonio

Visit Santa Barbara

Visit Savannah

Visit Seattle

Visit Tampa Bay

Visit Williamsburg

VisitLEX

VisitPITTSBURGH

Wyndham Hotels & Resorts







GLOBAL  
MEETINGS  
INDUSTRY DAY

MARCH 30, 2023 | #GMID2023

Powered by U.S. Travel Association

Meetings Matter  
**#GMID2023**



# GLOBAL MEETINGS INDUSTRY DAY

**MARCH 30, 2023 | #GMID2023**



## MEETINGS MEAN BUSINESS

Powered by U.S. Travel Association

**#MEETINGS MATTER: CELEBRATING THE POWER OF THE INDUSTRY**







*Stephanie*  
**GLANZER**

Chief Sales Officer &  
Senior Vice President



*Kim*  
**NAPOLITANO**

Executive Director,  
Industry Relations &  
Intermediary Group Sales



*Kate*  
**SCHWARTZ**

Director, B2B Marketing



*Mike*  
**WATERMAN**

Chief Sales Officer



# The 2023 Traveler

## Emerging Trends that are Innovating the Travel Experience

A Report from Hilton

Deeper Connections.



Focus on Wellness.



Reliable & Friendly  
Service.



Frictionless Travel.





# THE MEETING THAT MEANT EVERYTHING CONTEST

To celebrate Global Meetings Industry Day on March 30, 2023, we are shining a light on how Meetings Matter.

**We want to hear YOUR STORY.** What was that ONE MEETING, that one incredible memory when everyone came together and it all just clicked? Tell us why that meeting meant everything, and you could win:

**GRAND PRIZE: 1 MILLION Hilton Honors Points** for your organization to use toward the cost of a face-to-face meeting, lodging expenses or as a charitable contribution. The Grand Prize Winner will also receive \$500 to be used toward an industry conference or continuing education course of their choice.

**2<sup>ND</sup> PLACE:** Nespresso coffee machine, deluxe Hilton beach towel and Hilton tumbler cup.

**RUNNERS-UP (8):** Deluxe Hilton beach towel and Hilton tumbler cup.

## HOW TO ENTER

1. Share your meeting memory in 250 words (or less) or record a 30-second video.
2. Submit your entry to [Hilton.com/GMIDcontest](https://Hilton.com/GMIDcontest) through March 23.

Enter today at [Hilton.com/GMIDcontest](https://Hilton.com/GMIDcontest) #HiltonGMIDContest



# THE MEETING THAT MEANT EVERYTHING CONTEST

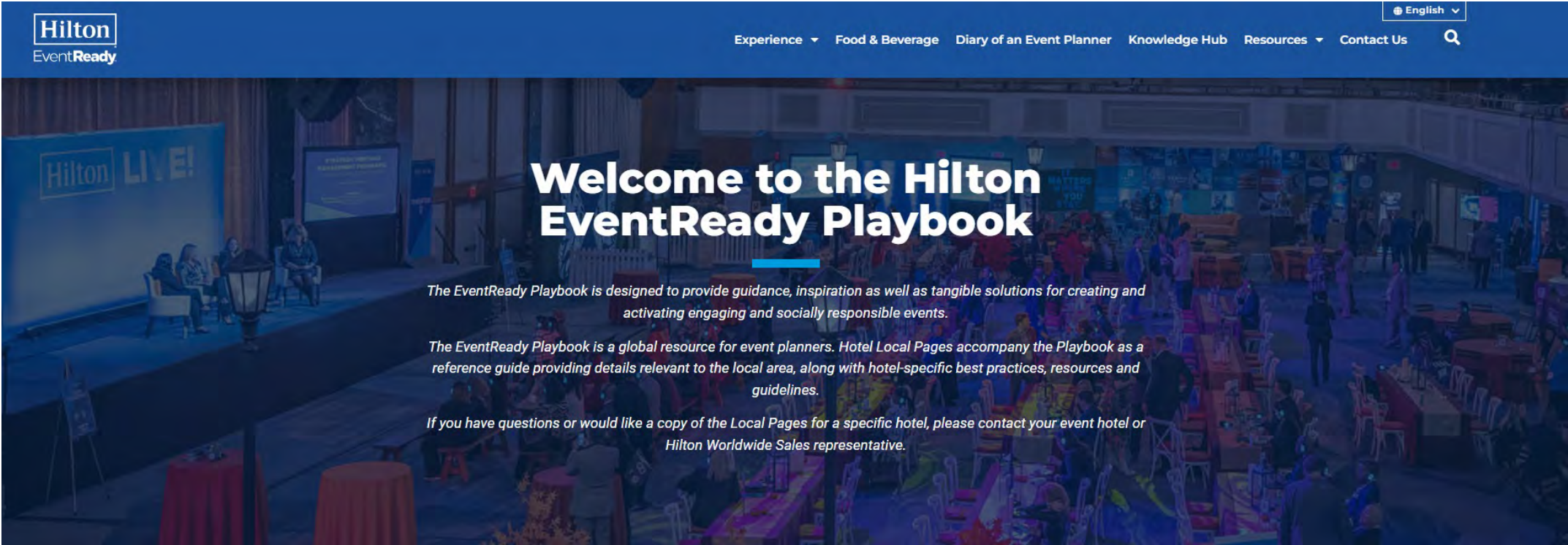
“ My favorite memory was the very first company event where I got to meet all of my management team, including our CEO. Seeing how down to earth he was and enthusiastic about company growth, welcoming new people and just getting to REALLY genuinely know his staff - was awe inspiring! After that meeting, I dug in and focused on being the best version of myself that I could be for my company and our clients because I knew this company was where I'd spend the rest of my professional career!

”

“ During an in-person meeting/training I hosted, I had an agent stop me in the middle of a session to thank me. Her eyes were filled with tears, because she had been in the travel industry for 4 years and never had anyone to take time to go into detail to provide so much information - for free. She elaborated by saying, everyone thinks "Zoom" trainings are effective, but everyone doesn't learn the same and hands-on is so much more personable and helpful.

”





And follow us on social!



Meeting, Event & Travel Planning  
with Hilton

@PlanWithHilton



# THE 2023 TOOLKIT

- Key Messages
- Economic Impact Factsheet
- Social Media Guide
- Social Graphic Suite
- LinkedIn Messaging
- 5 Ways to Engage
- Media Advisory
- Media Pitch
- Sample Op-Ed
- Sample Press Release



Access at [BIT.LY/GMID2023](https://bit.ly/GMID2023)






# Key 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.
- In 2022, there was nearly **\$100 BILLION IN MEETING AND EVENTS-RELATED TRAVEL SPENDING**—revenue that is critical national and local economies.
- MEETINGS SUPPORT SMALL AND LOCAL BUSINESSES** in the communities in which they are hosted, often providing long-lasting benefits not visible to attendees.



# MAKE A SPLASH ON *Social*

The  to sustained business success? Strong relationships—and data shows **#MeetingsMatter** when building those connections. **#GMID2023**



More than **EIGHT IN 10** EXECUTIVES prefer *in-person* meetings to virtual contact

#GMID2023

GLOBAL MEETINGS INDUSTRY DAY  
MARCH 30, 2023 | #GMID2023



GLOBAL MEETINGS INDUSTRY DAY  
MARCH 30, 2023 | #GMID2023

**43%** of business travelers say reduced business travel is **negatively impacting** their company's financial performance.

#GMID2023

SOURCE: J.D. POWER



GLOBAL MEETINGS INDUSTRY DAY  
MARCH 30, 2023 | #GMID2023

#GMID2023

**FACE-TO-FACE** requests are **34x** more effective than EMAILED ONES

SOURCE: J.D. POWER



GLOBAL MEETINGS INDUSTRY DAY  
MARCH 30, 2023 | #GMID2023

**77%** of executives consider business travel *essential*

#GMID2023

GLOBAL MEETINGS INDUSTRY DAY  
MARCH 30, 2023 | #GMID2023



GLOBAL MEETINGS INDUSTRY DAY  
MARCH 30, 2023 | #GMID2023

**Meetings Matter**

#GMID2023



GLOBAL MEETINGS INDUSTRY DAY  
MARCH 30, 2023 | #GMID2023

Nearly **\$100 billion** was spent in meetings and events related travel in 2022.

#GMID2023





# @ ELECTED OFFICIALS ON *Social*



**@CongressmanXYZ #MeetingsMatter.** Meetings and events accounted for 38% of all business travel last year—totaling over \$100 billion in meetings and events related travel spending and directly supporting more than half a million jobs in 2022. **#GMID2023**

The economic impact of the meetings industry is unmistakable. 📄 Just this year, **[destination]** hosted **[event]** bringing **[x attendees]** who contributed to local spending—supporting regional hotels, restaurants, bars and shops. **#MeetingsMatter #GMID2023**  
**@CongressmanXYZ**



# LIGHT UP FOR MEETINGS





# CAPTURE *Media* ATTENTION

**GLOBAL MEETINGS INDUSTRY DAY 2023**

*Sample Media Advisory*

On March 30, **(Name of Organization)** Promotes Value, Importance of Professional Meetings on Global Meetings Industry Day (GMID)

**WHEN:**  
Thursday, March 30, 2023  
**[Event Start/End Time]**  
**[Location and address of media event—provide specific entry location for news media/cameras]**

**WHAT:**  
On March 30, **[XX ORGANIZATION]** will join the annual worldwide recognition of Global Meetings Industry Day (GMID) and champion the benefits of professional meetings and events held in **CITY NAME**. GMID, powered by the U.S. Travel Association's Meetings Mean Business Coalition, spotlights the proven value that business meetings, conferences, conventions, trade shows and exhibitions bring to businesses, workers and the economy. This year's theme, Meetings Matter, will spotlight the economic and societal importance of face-to-face meetings, a message that underscores the many benefits that come from professional in-person gatherings.

In 2022, professional events drove nearly \$100 billion in travel spending nationwide, accounting for 38% of all business travel spending. This is revenue that is critical to the success of local economies like **[XX YOUR CITY]** **[Insert local data if available]**

**WHO:**  
**[List participating speakers by name/Title/organization]**

**RSVP/QUESTIONS:**  
**[Insert media/PR point of contact name/phone number/email]**

US TRAVEL ASSOCIATION MEETINGS MEAN BUSINESS

**GLOBAL MEETINGS INDUSTRY DAY 2023**

*Sample Media Pitch*

**TO PRODUCER/BOOKER/NEWS EDITOR:**

Thursday, March 30, is Global Meetings Industry Day—an international day of advocacy that will be recognized in **[CITY NAME]** to spotlight how professional meetings and events, such as those held at the **[NAME]** Convention Center, provide extraordinary value and benefits to both the participants and the communities that host them.

**[PERSON NAME/TITLE]** is available to join you on air to discuss how this industry is essential to the growth and prosperity of **[CITY NAME]**.

Attendees to business meetings, trade shows, conferences and conventions drive our region's travel economy, while their spending powers many other industries. For participants, these events also spur new ideas and professional growth and form valuable business connections.

In 2022, nearly \$100 billion was generated nationally in meeting and events-related travel spending, which supported 600,000 American jobs. **[In CITY NAME, meetings and events generated \$XX in spending in 2022 and is forecast to grow to XX in 2023.]**

Given its importance to our community, I hope you will report on Global Meetings Industry Day on March 30, and please let me know if interested in speaking with **[ORG + PERSON NAME]** for his/her local perspective on this dynamic business sector.

US TRAVEL ASSOCIATION MEETINGS MEAN BUSINESS

**GLOBAL MEETINGS INDUSTRY DAY 2023**

*Sample Press Release*

**[XX CITY] Celebrates Global Meetings Industry Day**  
Leaders Convene on March 30 to Spotlight the Value of Professional Meetings, Events to People, Communities and Businesses

**[XX CITY] [DATE] — XX CITY** is championing that "Meetings Matter" on Global Meetings Industry Day, an international day of advocacy held on March 30 to showcase the essential nature and incredible value created by business meetings, trade shows, conferences and conventions.

This year's theme, "Meetings Matter," highlights the numerous benefits of in-person meetings—such as economic growth, deeper business connections and the sharing of knowledge and ideas that positively impact society.

Meetings are a key driver of the economy and workforce, playing a critical role in fueling other industries. In 2022, professional events drove nearly \$100 billion in travel spending nationwide, accounting for 38% of all business travel spending. That spending directly supports 600,000 American jobs and helps power small and local businesses. In **XX CITY**, meetings are essential in stimulating the region's economy and bringing in new visitors who stay in **XX CITY's** hotels, eat in local restaurants and shop in local stores. **[Insert local economic impact data if available]** AND/OR **[Insert an example of a local meeting/event that impacts other industries]**.

**[Placeholder for mayor/city/business leader quote]**

**IF PROMOTING AN EVENT:** Leaders of **XX CITY's** travel industry will convene at **LOCATION** at **TIME** to share remarks on the importance of this business segment to the region's economy and the knowledge and relationships that result from convening.

Here are five ways communities around the world, including in **XX CITY**, are elevating the #MeetingsMatter theme on March 30.

1. Hosting events spotlighting local businesses and communities
2. Highlighting valuable meetings
3. Posting on social media about the power of meetings
4. Engaging with elected officials
5. Turning social media banners blue, the official color of GMID

Messaging on social media is organized using hashtags #MeetingsMatter and #GMID2023.

US TRAVEL ASSOCIATION MEETINGS MEAN BUSINESS

**GLOBAL MEETINGS INDUSTRY DAY 2023**

**FACE-TO-FACE MEETINGS ARE Critical TO STRONGER ECONOMIES AND BUSINESSES**

**IT'S TIME TO FACE THE FACTS:** Meetings are essential to **[XX CITY]**. They also matter deeply to those who visit us to attend.

One of the most powerful tools at the disposal of leaders in government and business—the "It" factor that can move the needle, spark innovation or close a deal—is ensuring that employees, constituents and colleagues are participating in **face-to-face meetings and events**.

Bringing attention to this critical business function is why Global Meetings Industry Day—celebrated on March 30—is incredibly meaningful. Meetings and events drive local economies and businesses while fueling individual professional growth.

In 2022, there was nearly \$100 billion in meeting and events-related travel spending nationwide, which supported 600,000 American jobs. **[Here in XX CITY, meetings and events generated XX \$ in spending in 2022].** The spending means that meetings bring a ripple effect across our regional economy. When people attend a meeting or conference at **[XX LOCAL CONVENTION CENTER]**, for example, they also stay in area hotels, eat in restaurants, utilize local transportation and shop at local businesses. **[Insert an example of a local meeting/event that impacts other industries]**.

Beyond the broader economic impact, meetings bring numerous intangible benefits—things you won't always see on a spreadsheet but are critical to sustained business success.

First, the strongest business relationships are forged through face-to-face interactions. While virtual meetings may be convenient, data shows that they are much less effective in developing lasting relationships. According to a study from Forbes Insights, face-to-face requests are 34 times more effective than emailed ones.

The same study found that in-person meetings matter to the C-Suite as well. In fact, 77 percent of executives consider business travel essential and 43 percent of business travelers say reduced business advantage to getting workers back on the road.

While established business travelers know these benefits firsthand, there is a younger generation of professionals who have yet to experience the full benefit of business travel. Business leaders who came of age during the peak of the remote office ascent need these experiences to expand their professional networks, learn new skills and generate growth opportunities for themselves and their employers.

Simply put, we're built for face-to-face communication and the environment that professional meetings provide. The subtle gesture or verbal cue can convey more about one's interest in a product, proposal or idea than any lengthy email or virtual exchange. Government and business leaders—and **XX CITY**—stand to gain so much just from the simple act of attending and hosting in-person meetings.

**THE EVIDENCE IS CLEAR:** Meetings matter to **[XX CITY]**. In 2023, let's get down to business.

US TRAVEL ASSOCIATION MEETINGS MEAN BUSINESS



# GET STARTED NOW

1

**POST** to highlight a meeting in your area

2

**CHANGE** your social headers to GMID blue

3

**CLUE US IN** on your upcoming GMID event

4

**PREP** a press release to go on March 30

5

**TWEET** your local official about GMID







# Thank You

## #MEETINGSMATTER

