Corporate groups continue to be major players in the meetings and exhibition markets, offering lucrative opportunities to cities, venues and organizers who want to reach this influential audience with their products.
PLANNING TODAY FOR THE CENTER’S TOMORROW
The Orange County Convention Center in Orlando has embarked on the largest renovation project in its history.

INNOVATIVE MEETING SPACE
The West Concourse’s Hall F will transform into the 50,000-square-foot multipurpose Tangerine Ballroom while board rooms and the Sunburst Room and Terrace will be added to inventory.

DIGITAL SIGNAGE
A new sponsorship opportunity awaits show management with the roll out of dozens of digital advertising screens.

DESTINATION LOUNGES
Cutting edge destination lounges will provide technology-focused and sophisticated networking, sponsorship, exhibit overflow and rejuvenation environments.

FOLLOW OUR PROGRESS
Get a first look at www.occc.net/cip
Facebook OrangeCountyConventionCenter
Twitter @OCCC
Call the Sales Department at 1-800-345-9845
Corporate Meetings Generate Significant Spending

**2012**
Economic spending by suppliers to the overall meetings industry reached $280.4 billion.

**2012**
Economic spending by employees of the meetings industry and their suppliers reached $213.7 million.

**2014**
Convention and meetings budgets were up 3.1%.

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Professional Convention Management Association Meetings Market Survey by Convene Magazine, March 2015
The Potential of the Corporate Market

MEETINGS HELD IN THE U.S.

- **1.8 million** total meetings held in 2012
- **1.3 million** were corporate or business
- **67,700** incentive meetings
- **225 million** total participants

| Convention Industry Council 2014 Economic Significance Study |

Number of people that participated in corporate and business meetings

- **113.3 million**

AMERICAN EXPRESS MEETINGS & EVENTS IN 2014

- **26.8 MILLION**
  - Total participation in trade shows in 2012.
  - Price Waterhouse for Coopers for Convention Industry Council’s 2014 Economic Significance Study

| MeetingsNet 2014 GM125 |

- **42,502** corporate meetings.
- **12,641** of them were in North America, primarily in the pharmaceutical, electronics and computer sectors.

| Price Waterhouse for Coopers for Convention Industry Council’s 2014 Economic Significance Study |

- **225 million** total participants
  - Those meetings included booking a total of **3.78 million** room nights.

FINANCIAL AND INSURANCE SECTORS

- **23** sales, training and product launch events.
  - Financial & Insurance Conference Planners Economic Impact Study 2012

- **95** events per year on average are planned by companies in this sector.
  - Financial & Insurance Conference Planners Economic Impact Study 2012
In 2012, more than 67,000 motivational events and incentive travel programs were held with more than nine million delegates.

Meetings, events and incentive programs support more than 200 convention centers across the United States.

Training, education and sales meetings were expected to be the most common types of corporate meetings in 2015 with 57% of respondents citing VIP client meetings as the most common type of meeting expected to be held.
Corporate Meetings Pack a Big Punch in Overall Economic Impact

Meetings, events and incentive programs contribute **$101 BILLION** to the U.S. economy each year.

The total direct tax contributions to state and local entities from all meetings activity in 2012 was more than **$280 BILLION**

Global Business Travel Association’s Global Business Travel Quarterly Outlook Q4 2014

Oracle Open World in 2014 drew 60,000 people from 145 countries to San Francisco, generating $120 million in economic impact, including 107,066 hotel room nights.

Oracle Open World 2014 report

Price Waterhouse for Coopers for Convention Industry Council’s 2014 Economic Significance Study
Mary Kay Cosmetics drew **10,000 PEOPLE** to its annual convention in New Orleans in 2014, generating **$12.2 MILLION** in economic impact.

Corporate Planning Trends for Conventions and Trade Shows

- **1/3** of corporate planners said they expected to plan more meetings this year.  
  
  *Professional Convention Management Association Meetings Market Survey by Convene Magazine, March 2015*

- **41%** of respondents in the MPI 2014 Fall survey said they expected more participation in trade shows in 2015.  
  
  *Meeting Professionals International Fall 2014 Forecast Survey*

54% of direct spending was attributed to meeting planning, production, venue rental and other meetings-related commodities.

*Price Waterhouse for Coopers for Convention Industry Council’s 2014 Economic Significance Study*
Corporate Travel Trends

Meetings, events and incentive programs generate nearly 15% of all travel in the U.S.

Global Business Travel Association’s GBTA BTI – United States Quarterly Outlook Q4 2014

Overall U.S. business travel spending is expected to grow 6.2% to $310.2 billion this year.

Global Business Travel Association’s GBTA BTI – United States Quarterly Outlook 2014

The volume of U.S. business travel is expected to increase 1.7% to 490.4 million trips this year.

Global Business Travel Association’s GBTA BTI – United States Quarterly Outlook 2014

Corporate travel executives are allowing more flexibility in travel policies with 20% now allowing traveling employees to use mobile taxi apps and another 20% considering approval for use of services like Uber.

Association of Corporate Travel Executives survey by travel and expense management firm Certify, 2015