

	A	B	C	D	E	F	G	H	I	J	K	L
1	10 Year History: Meetings, Conventions and Sport Events – Economic Impact – Saint John, NB											
2												
3	*NOTE: NBTA has introduced a NEW formula for calculating the economic impact of conventions and events in 2009.											
4	Total expenditures equals:											
5	# Delegates x # days x \$73.00 per day = Subtotal A											
6	+											
7	# Room nights x \$184 per day = Subtotal B											
8	A+B = Total economic impact of an event to the local economy											
9												
10												AVE.
11		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	past ten years
12	# Meetings	150	213	213	197	227	228	207	225	295	238	219
13	# Meeting Participants	20,646	38,541	35,924	38,639	24,012	28,802	18,774	32,823	24,646	18,954	28,176
14	Economic Impact (Meetings)	\$15,484,500.00	\$28,905,750.00	\$26,943,000.00	\$28,979,250.00	\$18,009,000.00	\$21,601,500.00	\$14,080,500.00	\$24,617,250.00	\$18,484,500.00	\$9,191,387.00	
15	# Sport Events	36	75	92	88	91	95	104	70	79	66	80
16	# Sport Participants	8490	17,997	18,450	24,191	23,318	20,793	24,282	15,192	12,148	7,705	17,257
17	Economic Impact (Sport Events)	\$5,094,000.00	\$10,798,200.00	\$11,070,000.00	\$14,514,600.00	\$13,990,800.00	\$12,475,800.00	\$14,569,200.00	\$9,115,200.00	\$7,288,800.00	\$3,121,326.00	
18	# Mtgs, Sport, Trade Shows, Concerts, Festivals, Reunions	207	336	355	330	387	401	367	338	415	347	348
19	# Meetings & Sport Events Only	186	288	305	285	318	323	311	295	374	304	299
20	# Delegates (Meetings & Sport)	29,136	56,538	54,374	62,830	47,330	49,595	43,056	48,015	36,794	26,659	45,433
21	Economic Impact (Meetings & Sport)	\$20,578,500.00	\$39,703,950.00	\$38,013,000.00	\$43,493,850.00	\$31,999,800.00	\$34,077,300.00	\$28,649,700.00	\$33,732,450.00	\$25,773,300.00	\$12,312,713.00	\$0.00
22												
23												
24	<ul style="list-style-type: none"> Statistics were compiled from 6 major hotels including Hilton, Delta, and Saint John Trade & Convention Centre 											
25												
26	Meeting Only Summary:											
27	<ul style="list-style-type: none"> There are on average 219 meetings in Saint John every year. 											
28	<ul style="list-style-type: none"> On average, over the past 10 years, 28,176 meeting delegates have visited Saint John each year (1999-2008). 											
29	<ul style="list-style-type: none"> There were a total of 238 meetings in 2008, bringing 18,954 delegates to the city. 											
30	<ul style="list-style-type: none"> That's compared to 295 events, bringing 24,646 delegates in 2007; a 23% decrease in the total # of delegates attending in 2008. 											
31	<ul style="list-style-type: none"> Meetings were worth more than \$9 million to our local economy in 2008. 											
32												
33	Sport Only Summary:											
34	<ul style="list-style-type: none"> From 1999-2008 Saint John has hosted an average of 80 sports events per year. 											
35	<ul style="list-style-type: none"> On average, over the last 10 years 17,257 sports participants per year have visited Saint John. 											
36	<ul style="list-style-type: none"> There were 66 sport events in Saint John in 2008 bringing 7,705 participants to the city. 											
37	<ul style="list-style-type: none"> That's compared to 79 sport events in 2007, bringing 12,148 participants; a 37% decrease in participants in 2008. 											
38	<ul style="list-style-type: none"> Sport events were worth over \$3-million dollars in direct expenditures in 2008. 											
39												
40	Meetings & Sport Summary combined:											
41	<ul style="list-style-type: none"> There are on average 347 meetings, conventions and sport events in Saint John every year. 											
42	<ul style="list-style-type: none"> Over the past 10 years, an average of 45,433 meeting delegates and sport participants have visited Saint John each year (1999-2008). 											
43	<ul style="list-style-type: none"> There were a total of 304 meetings and sport events in 2008, bringing 26,659 delegates and participants to the city. 											
44	<ul style="list-style-type: none"> That's compared to 374 events, bringing 36,794 delegates in 2007; a 28% decrease in the total # of delegates in 2008. 											
45	<ul style="list-style-type: none"> Meetings, conventions and sport events were worth more than an estimated \$12 million to our local economy in 2008. 											