

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
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.					The Avg. is calculated from 2008 onwards because of the new formula.									
4	Total expenditures equals:														
5	# Delegates x Avg 3 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															
11		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	AVE. past ten years		
12	# Meetings	150	213	213	197	227	228	207	225	295	238	226	220		
13	# Meeting Delegates	20,646	38,541	35,924	38,639	24,012	28,802	18,774	32,823	24,646	18,954	21,937	27,609		
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	\$8,473,899.00	\$8,832,643.00	* Avg. beginning	
15	# Sport Events	36	75	92	88	91	95	104	70	79	66	48	77	from 2008- present	
16	# Sport Delegates	8490	17,997	18,450	24,191	23,318	20,793	24,282	15,192	12,148	7,705	5,695	16,206		
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	\$2,602,780.00	\$2,862,053.00	* Avg. beginning	
18	# Mtgs, Sport, Trade Shows, Concerts, Festivals, Reunions	207	336	355	330	387	401	367	338	415	347	318	346	from 2008- present	
19		207	336	355	330	387	401	367	338	415	347	318	346		
20	# Meetings & Sport Events Only	186	288	305	285	318	323	311	295	374	304	274	297		
21	# Delegates (Meetings & Sport)	29,136	56,538	54,374	62,830	47,330	49,595	43,056	48,015	36,794	26,659	27,632	43,814		
22	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	\$11,076,679.00	\$11,694,696.00	* Avg. beginning	
23														from 2008- present	
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	<u>Meeting Only Summary:</u>														
27	<ul style="list-style-type: none"> There are on average 220 meetings in Saint John every year. 														
28	<ul style="list-style-type: none"> On average, over the past 10 years, 27,609 meeting delegates have visited Saint John each year (1999-2009). 														
29	<ul style="list-style-type: none"> There were a total of 226 meetings in 2009, bringing 21,937 delegates to the city. 														
30	<ul style="list-style-type: none"> That's compared to 238 events, bringing 18,954 delegates in 2008; a 5% decrease in the total # of delegates attending in 2009. 														
31	<ul style="list-style-type: none"> Meetings were worth \$8.5 million to our local economy in 2009. 														
32															
33	<u>Sport Only Summary:</u>														
34	<ul style="list-style-type: none"> From 1999-2009 Saint John has hosted an average of 77 sports events per year. 														
35	<ul style="list-style-type: none"> On average, over the last 10 years 16,206 sports participants per year have visited Saint John. 														
36	<ul style="list-style-type: none"> There were 48 sport events in Saint John in 2009 bringing 5,695 participants to the city. 														
37	<ul style="list-style-type: none"> That's compared to 66 sport events in 2008, bringing 7,705 participants; a 27% decrease in participants in 2009. 														
38	<ul style="list-style-type: none"> Sport events were worth over \$2.6-million dollars in direct expenditures in 2009. 														
39															
40	<u>Meetings & Sport Summary combined:</u>														
41	<ul style="list-style-type: none"> There are on average 346 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 27,146 meeting delegates and sport participants have visited Saint John each year (1999-2009). 														
43	<ul style="list-style-type: none"> There were a total of 274 meetings and sport events in 2009, bringing 27,632 delegates and participants to the city. 														
44	<ul style="list-style-type: none"> That's compared to 304 events, bringing 26,659 delegates in 2008; a 9.8% decrease in the total # of delegates in 2009. 														
45	<ul style="list-style-type: none"> Meetings, conventions and sport events were worth more than an estimated \$11 million to our local economy in 2009. 														