



JOINT MEETINGS INDUSTRY COUNCIL

Founded 1978

The Joint Meetings Industry Council (JMIC) is an organisation that represents the combined interests of 15 international Meetings Industry associations. It has provided a forum for information exchange amongst industry groups for over 50 years and has recently become more engaged in the process of articulating and delivering industry messages to wider community and governmental audiences as well as developing better mechanisms for documenting the value of the industry.

Specifically, JMIC's objectives are: 1. To maintain a forum for the exchange of information and expertise among organisations that represent the various sectors of the meetings industry. 2. To support and carry out activities that promote the profile of the meetings industry as a distinct and important part of the global economy. 3. To provide a collective voice for the industry in areas of overall industry interface. 4. To formally recognise the achievements of individuals who have successfully advanced the positioning and professionalism of the industry on an international basis.

The active member associations who comprise JMIC today are • AACVB, the Asian Association of Convention and Visitor Bureaus • AIPC, the International Association of Convention Centres • ASAE, the American Society of Association Executives • Cocal, the Latin American Confederation of PCO and Related Companies • DMAI, Destination Marketing Association International • ECM, European Cities Marketing • EVVC, European Association of Event Centres • IAPCO, the International Association of Professional Congress Organizers • ICCA, the International Congress and Convention Association • ICESAP, the Incentive, Conference & Event Society Asia Pacific • MPI, Meeting Professionals International • PCMA, the Professional Convention Management Association • SITE, Society for Incentive Travel Excellence • UFI, the Global Association of the Exhibition Industry • UIA, the Union of International Associations

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REALITY CHECK: SOME VISITORS ARE SIMPLY MORE VALUABLE!

With many destinations feeling increasing pressures and even community backlash from growing numbers of visitors - particularly as these are driven further into traditional residential areas courtesy of accommodation sharing vehicles like AirBnB - it's time to take a step back and critically re-assess the kinds of returns generated by various visitors that would justify these kinds of impacts.

In that regard, it must be said that all visitors are not equal – and the sooner we come to grips with that reality the easier it becomes to make intelligent decisions about which kinds of visitors are most worth pursuing. And by almost all measures, the benefits and legacies derived from participants in organised events like meetings, conventions and exhibitions far outweigh those of the average leisure visitor, for a number of easily demonstrated reasons;

The first arises from the very purpose of the visit which, in the case of the former

Secondly, even the most basic measure – the spending-based economic impact derived from a visitor – weighs heavily in favour of the delegate. First, the average daily spend by an event participant generally far exceeds that of a leisure visitor. But each delegate also creates an additional attraction for related groups like exhibitors, sponsors and supporters, all of whom also bring incremental spending.

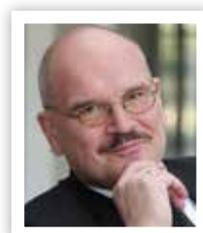
Third, in many cases a delegate represents an entirely new market opportunity. Having come for the meeting – and if they like what they see - many subsequently return for a repeat visit, perhaps with family in tow, creating both immediate and potential future benefits.

And finally, in a time when the incursion of tourists into residential areas is becoming a source of local friction, delegates are far more likely to stay in areas associated with commercial accommodation as a result of their need to be close to the facilities where

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group, is invariably related to professional, academic or economic advancement, some of which always rubs off on the host community. From delivering specialised knowledge and creating new opportunities for profiling the destination to attracting new talent and investment, facilitating knowledge transfer and providing new networks in every case there is a residual benefit to the host that goes far beyond what might be expected from someone just there to take in the sights.

events are taking place - commercial or visitor precincts which have been designed to manage such groups. As members of the Meetings Industry, these are all factors we need to be thinking about in the discussions we have with our communities and governments. They are powerful arguments as to why what we do serves the broadest range of community interests –and why our audiences should be seen as the highest priorities for visitor-related investment.



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