

FOR IMMEDIATE RELEASE



London Convention Centre - \$21.3M – Record Economic Impact for London

LONDON, ONTARIO – March 28, 2019 – An upcoming event at the London Convention Centre aims to demonstrate how [meetings mean business](#) and to showcase the economic value derived from meetings, conferences, and special events.

[Meetings Connecting Community](#) takes place at the London Convention Centre (LCC) on Thursday, April 4th. The event will celebrate Global Meetings Industry Day – a day of advocacy on the impact meetings have on people, businesses, and the economy.

In 2018, the LCC achieved revenue of more than \$6.7M, resulting in a record economic impact of \$21.3M for the City of London, based on the Ministry of Ontario’s Tourism Regional Economic Impact Model.

The LCC hosted 301 events in 2018. These events produced 126,995 delegate days, creating a building utilization rate of 74%, the best result since the LCC opened its doors in 1993.

The meetings and conventions hosted at the LCC support our local economy through delegate spending on accommodations, transportation, food, beverage and miscellaneous shopping. The average convention delegate visiting London spends \$341 per day.

In 2018, in addition to 29 provincial conferences, the LCC hosted six national and three international conferences. The inaugural Global Student Leadership Summit drew more than 2,000 student leaders and educators to our city from fifteen countries. This successful conference will return to the LCC in 2020.

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The [London Convention Centre](#) is an internationally certified AIPC Gold Standard venue offering more than 70,000 square feet of exceptional meeting and exhibit space. The LCC connects individuals from the local, provincial, national and international communities offering customized experiences facilitating knowledge transfer and entertainment enjoyment.

CONNECT.SHARE. PLAY. at the LCC!

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