

FOR IMMEDIATE RELEASE



Bringing the World to London Generates over \$17 Million Economic Impact in 2016!

LONDON, ONTARIO – March 30, 2017 - Bringing the World to London drove \$17,660,483 worth of economic impact for London, as determined by the Ministry of Ontario’s Tourism Regional Economic Impact Model. The average convention delegate spends \$306 per day on accommodations, transportation, food, beverage and shopping. Since 2008 the London Convention Centre (LCC) hosted events have contributed over \$159 million in economic impact for London.

In 2016 the LCC hosted 274 events, which produced 117,361 delegate days. The LCC exceeded expectations with a 59% building utilization rate, while undergoing a transformational main floor renovation that was completed in August 2016. The newly upgraded main floor can accommodate up to 14 breakout rooms where groups can bond, ideas can flow, and business builds stronger foundations. The renovated space is also equipped with electronic way finding as well as braille for individuals with visual impairments and a digital hearing assistance system, which provides the ability for individuals with digital hearing aids to wirelessly connect to the audio system in the room.

“Our \$5 million investment created an exceptional product that is competitive with any other meeting facility in Ontario”, states Lori Da Silva, LCC CEO and General Manager. In 2016 the LCC hosted the Canadian Country Music Association Conference, as part of London’s extremely successful Country Music Week, as well as the Canadian Alliance to End Homelessness Conference and on both accounts the organizers and attendees were thrilled with dramatically improved sophistication and functionality. “This bodes very well for future success especially when we are bidding on national scope conferences and events”, concludes Darrin Pollard, LCC Director of Business Development.

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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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