

FOR IMMEDIATE RELEASE



Bringing the World to London Generates over \$17.8 Million Economic Impact in 2017!

LONDON, ONTARIO – March 21, 2018 - Bringing the World to London drove \$17,808,496 worth of economic impact for London, as determined by the Ministry of Ontario’s Tourism Regional Economic Impact Model. The average convention delegate spends \$321 per day on accommodations, transportation, food, beverage and shopping. Since 2008 the London Convention Centre (LCC) hosted events have contributed over \$176 million in economic impact for London.

The LCC hosted 306 events in 2017. These events produced 112,712 delegate days, creating a building utilization rate of 72%, the best result since the LCC opened its doors in 1993.

In 2017, the LCC hosted several premier conferences including the Podiatric Association of Canada, the Canadian Association of Enterostomal Therapy and the Ontario Pharmacists’ Association. “This speaks to London’s strong reputation within the medical community”, stated Darrin Pollard, LCC Director of Business Development.

Lori Da Silva, LCC General Manager & CEO, added that “hosting conferences in London is beneficial not only to the LCC and hospitality partners but also for area restaurants and shops. Delegates like to get out and connect with the host community; it’s all about finding that unique local experience.”

The LCC is fortunate to have a very supportive community that helps us attract conventions to London. “These local ambassadors are paramount to our success; without whom we would not have enjoyed the same level of business”, concluded Mr. Pollard.

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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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