



LCC Strengthens Local Economy

London, Ontario, Mar 3, 2010 -- In a report released today to Board of Control the London Convention Centre (LCC) independently verified its contribution to the local economy at \$19.6 Million in 2008 from a total of 407 events.

Based on the 2008 results, the 372 events hosted at the London Convention Centre in 2009 had an estimated economic impact of \$18.0 million on the community and the forecast for 2010 indicates a \$19.0 million impact on the local economy. "While general economic conditions hurt the convention and corporate meetings business in 2009, the London Convention Centre had a break-even operational year and continues to be a good investment for our city," said Lori Da Silva, LCC General Manager.

A year-long study, conducted by Synovate Ltd., examined 20 events attracting out-of-town delegates hosted at the LCC between July 2008 and June 2009. Close to 1,500 surveys were analyzed and spending data collected for out-of-town delegates and exhibitors indicates that the average delegate spends \$301 per show day and exhibitors spend \$2,481 per show. Delegate and exhibitor spending were tracked in priority, to accommodations, transportation, food and beverage and shopping.

"We are very proud to host so many of London's premiere events, galas and fundraisers for our corporate and charitable communities," said Da Silva, "but clearly it's our out-of-town convention business that contributes most to our local economy." In 2008, \$14.1 million of the total economic spend was from events drawing out-of-town visitors and this portion of the business supported approximately 200 jobs, according to the Synovate Study.

"The London Convention Centre serves two key economic interests," states Peter White, CEO of the London Economic Development Corporation. "One is the direct contribution to our economy and the support of our hospitality and tourism sectors. Secondly, this world-class facility showcases our regional industries to the world and helps in attracting new industry to London. Our recent DIG Conference is an example of the London Convention Centre serving as both an economic contributor and showcase."

John Winston, General Manager of Tourism London comments on the attraction ability of the London Convention Centre. "It's an important component in attracting large events to our City. In June of 2009, The City hosted The Daughters of the Nile, a 2,000 person event, and we couldn't have done it without the London Convention Centre. The result was our hotels were full, our restaurants were busy and our attractions were well-attended. This economic impact study clearly reinforces the fact that the London Convention Centre is a significant value added contributor to the local economy and a key component of London's tourism and hospitality sector."

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The London Convention Centre is a key element of our downtown revitalization plan,” offers Janette MacDonald, Manager London Downtown “beyond superb facilities LCC guests patronize our restaurants and shops and prove the walkability and safety of downtown London for guests and Londoners alike.”

“We believe our strategy is sound,” states Craig Richardson, newly appointed LCC Board Chair. “The City funded the London Convention Centre \$600 thousand in 2009 with funds going directly to reserves for future improvements and we generated an economic impact of \$18.0 million for the community. We will continue to introduce as many people as possible to our City through the hosting of out-of-town events and in doing so, help grow our economy.”

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About LCC

The London Convention Centre with over 70,000 square feet of exceptional meeting space including a theatre for 300, has been operating for 16 years. The LCC creates exceptional experiences through superior personal service and quality facilities, for international conventions, corporate events and industry trade shows.

About Synovate

Synovate Ltd. is an international company with offices in 93 cities covering 60 countries. Synovate is a multi-faceted firm with expertise in both qualitative and quantitative research and a member of the Marketing Research & Intelligence Association.

About the Report

A copy of the Synovate report detailing impact of non-local delegate and exhibitor spending is available by contacting:

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