



Convention Centers

- ❖ Southern Nevada is home to three of the 10 largest convention centers in the United States when ranked by prime exhibit space. Together, the Las Vegas Convention Center, the Sands Expo & Convention Center, and the Mandalay Bay Convention Center account for nearly 8 percent of all prime exhibit space in the nation.

Largest Convention Centers in Southern Nevada

Facility	Prime Exhibit Space (sf)	U.S. Rank
Las Vegas Convention Center	1,940,631	3rd
Sands Expo & Convention Center	1,305,052	5th
Mandalay Bay Convention Center	1,045,295	10th
World Market Center	350,000	40th
MGM Grand	152,000	93rd
Caesars Palace	102,000	131st
Cashman Convention Center	98,100	151st
Wynn/Encore	96,197	154th
The Mirage	90,000	162nd
Bally's	86,000	167th
Paris	85,000	169th
South Point	80,000	179th

Source: Trade Show Executive Magazine

- ❖ In 2014, Las Vegas hosted 60 of the 250 largest trade shows in the United States, ranked by Trade Show News Network using net square footage. Based on its rankings, the publication named Las Vegas the top trade show destination in the U.S. for the 21st consecutive year. The largest shows of the year included CONEXPO-CON/AGG (97,000 attendees), CES (160,000 attendees), SEMA Show (145,000 attendees) and MAGIC Market Week (80,000 attendees).
- ❖ Convention attendance in Las Vegas reached 5.2 million in July 2015 (trailing 12-month total), which was down 19 percent from the pre-recession peak of 6.4 million reported in May 2007. Convention attendance had dropped to 4.3 million in February 2010. The number of conventions held (trailing 12-month total) in Las Vegas followed a similar trend, peaking at 24,725 in March 2007, falling to 17,634 in March 2011, and rebounding to 21,312 in July 2015.
- ❖ Convention and meeting visitors to Las Vegas typically spend more per trip (\$846) than leisure visitors (\$707). In 2014, southern Nevada's convention and meeting industry directly supported an estimated \$4.4 billion in economic activity, 34,300 jobs and \$1.4 billion in wages and salaries. When including the ripple effects of indirect and induced impacts, the industry supported \$7.4 billion in economic output, 53,823 jobs and \$2.0 billion in wages and salaries. On a per-trip basis, convention and meeting visitors generated \$1,423 in economic impacts compared to \$1,188 by leisure visitors.
- ❖ Some have argued that the development of virtual meeting technologies such as video conferencing could make convention industry obsolete. To date, technology has yet to supplant the impact of conventions and trade shows as face-to-face meetings remain a preferred environment to conduct many key business activities.



Convention Centers Background Resources

The Economic Impact of Southern Nevada's Tourism Industry and Convention Sector

Las Vegas Convention and Visitors Authority

<http://appliedanalysis.com/projects/lvcvaeis/LVCVA-EIS-0315.pdf>

An analysis of the direct, indirect and induced impacts of the tourism industry on the regional economy. The report estimates the impacts of the industry as a whole as well as the convention sector by itself.

The Economic Significance of Meetings to the U.S. Economy

Convention Industry Council

<http://www.conventionindustry.org/Files/2012%20ESS/CIC%20Meetings%20ESS%20Update%20EXECUTIVE%20SUMMARY-FINAL.pdf>

An industry report conducted by PricewaterhouseCoopers that examined the impacts of conventions, trade shows and business meetings on the national economy. In 2012, the industry supported more than \$770 billion in economic activity, more than 5 million jobs and \$234 billion in labor income.

Trade Show Executive Magazine

Large Convention Centers (350,000 square feet and bigger)

http://www.tradeshowexecutive.com/pdf/convcenters/TSX-ConvCenters_2015-08.pdf

Mid-Sized Convention Centers (125,000 to 349,999 square feet)

http://www.tradeshowexecutive.com/pdf/convcenters/TSX-ConvCenters_2015-02.pdf

Smaller Convention Centers (50,000 to 124,999 square feet)

http://www.tradeshowexecutive.com/pdf/convcenters/TSX-ConvCenters_2014-11.pdf

Each edition explores current trends within that particular market segment and lists all North American convention centers based on their available square footage of prime exhibit space.

The Future of Meetings: The Case for Face-to-Face

Cornell University Center for Hospitality Research

<http://scholarship.sha.cornell.edu/cgi/viewcontent.cgi?article=1005&context=chrindper>

An academic publication that examines the growth of communication technologies and the comparative advantages of face-to-face business meetings versus virtual meetings.

Managing Across Distance in Today's Economic Climate: The Value of Face-to-Face Communication

Harvard Business Review

https://hbr.org/resources/pdfs/comm/british-airways/hbras_ba_report_web.pdf

In a survey of its subscribers on attitudes about face-to-face and virtual business meetings, the publication found that a vast majority preferred in-person meetings to conduct many key types of business activity, such as meeting new clients, negotiating contracts and understanding important customers.