

BUSINESS EVENTS LEGACY STUDY

Business events bring a host of tourism benefits to a destination, but their impact extends well beyond delegate spend. In fact, they can unleash powerful ripple effects that are felt long after they end and delegates return home – from opening the door to transformative collaborations and unlocking investment opportunities, to attracting top-notch talent and spurring innovation.

Recognizing this potential, the global business events community has reimagined how they measure an event's success in recent years. From the Copenhagen Legacy Lab to VisitBritain's Legacy Toolkit and Flanders' Legacy & Impact Program, destinations are increasingly incorporating legacy measures into their events. The same holds true for associations – such as the European Association for the Study of the Liver – which have made it a priority to invest in and assess the social impact of their conferences.

This year, Canada joined these international efforts by commissioning a groundbreaking study to look at the long-term benefits of business events. Building on our wealth of anecdotal evidence, it will uncover concrete proof of the transformative legacy outcomes that host destinations have seen. Here's what you need to know about it.

CANADA*

*Measuring the
beyond-tourism impacts of
international business events*

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WHAT IS IT?

The multi-year legacy study will evaluate the economic, social and environmental impacts of several conferences in the six key economic sectors that Canada excels in: life sciences, natural resources, finance and insurance, advanced manufacturing, agribusiness and technology. Events studied will be retroactive from 2018 and yet to come until mid 2024.

WHY IS IT IMPORTANT?

Through this research, our goal is to gain a deeper understanding of an event's real impact. Specifically, we want to uncover insights and guidance on the type, scale and scope of events that are most likely to act as a catalyst for medium- to long-term benefits, such as novel ideas, research collaborations, new trade deals, investments, policy changes, economic development, social progress and more. These findings will serve as an invaluable tool in showcasing the value of business events.

A study of this scale is a world's first, as Destination Canada's chosen approach to developing an evidence-based strategy stands apart from other more empirical initiatives that have been launched in recent years by destinations. We aim to use this information to help inform a longer-term strategy for developing models that leverage business events to actively provide lasting legacies within sectors and communities – supporting their growth, competitive advantage and resilience.

HOW WILL WE UNCOVER THIS INFORMATION?

Data collection, interviews and consultations with Destination Canada partners, host destinations, local key influencers, local host committees, organizations that choose to host their events across our country, conference attendees and more.

AN INTEGRATED STRATEGY

At Destination Canada, our aspiration is for tourism to generate wealth and wellbeing for all of Canada and enrich the lives of our guests. To meet this aspiration and build long-term, ongoing sector resilience and smart economic growth, the organization has launched a series of focused strategic initiatives throughout the past several years. This legacy study will amplify these initiatives.

Specifically, it will connect with the Canadian Business Events Sustainability Plan, a first-of-its-kind national program aimed at improving the sustainability practices of business events hosted across the country. The sustainability plan's efforts to lessen the environmental footprint of events, while boosting their socio-cultural and economic benefits, will further enhance the legacy they leave within a destination.

WHAT'S NEXT?

- 1 Annual results will be shared through white papers and presentations as findings are uncovered, with first results coming out in Q2 2024.
- 2 A full report with collated evidence and case studies is expected by 2026.



**For more information,
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