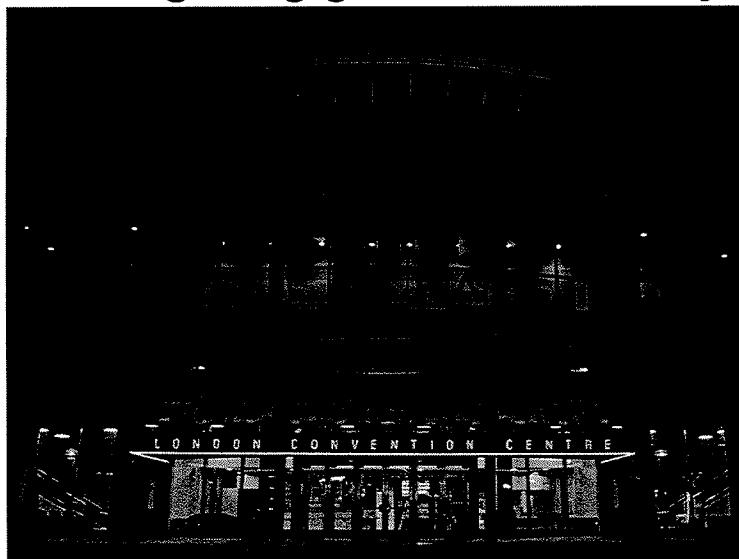




LONDON
CONVENTION
CENTRE

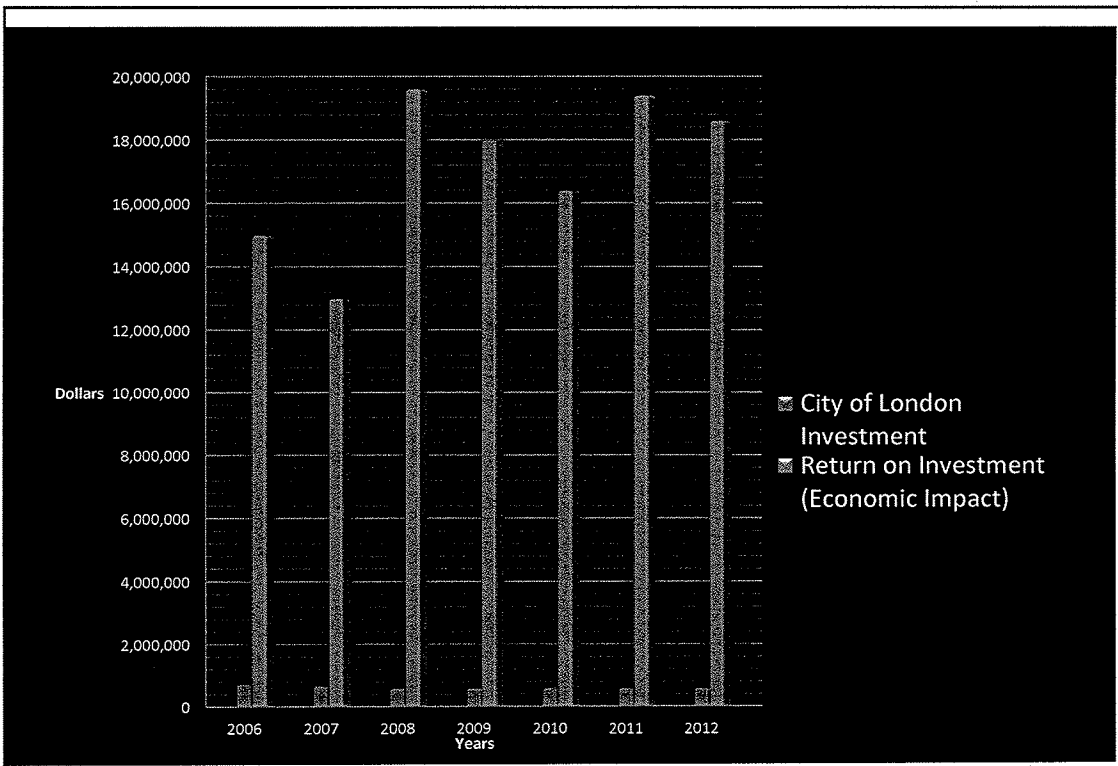
City of London
Investment and Economic Prosperity Committee
March 25, 2013

**The London Convention Centre
will be the preferred venue for
customized knowledge transfer
and entertainment experience by
delighting guests with every act.**



LONDON
CONVENTION
CENTRE

To contribute directly to London's economy by attracting and hosting conventions, conferences and multi-day meetings.



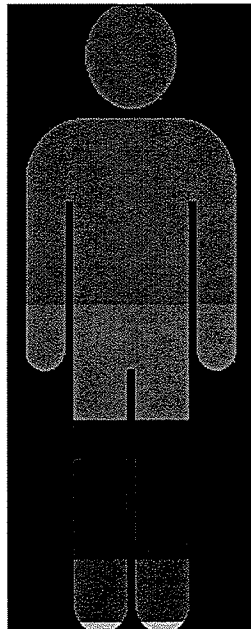
DIRECT SPEND

Measuring the Direct Spend

- The average non resident delegate/attendee spends \$301 per delegate day staying 2.8 nights in Ontario on average
- Provincial delegates spend \$217 while those from the rest of Canada spend \$479
- Exhibitors on average spend \$2,481

DELEGATE SPENDING

Average Delegate
\$301



Average

\$124	Accommodations
\$81	Transportation
\$7	Parking
\$5	Entertainment
\$2	Recreation
\$2	Attractions
\$51	Meals & Drinks
\$26	Shopping
\$0	Personal Services
\$3	Other

LCC SUPPORT

How Does the LCC support London and area?

- Hosting forums for interactions between investors and businesses
- Drawing business and professional visitors that might not otherwise visit, creating destination exposure
- Attracting new dollars to the community strengthening the economic prosperity
- Exposing the community to world class speakers
- Exposing area businesses, research and cultural products to a global audience
- Advancing regional and international cooperation by creating forums for high level exchanges and helping build relationships among participants
- Adding to the vibrancy and cultural options of downtown London



Key Success Factors for attracting Conventions:

- Air lift to the destination
- Quality hotels close to or adjacent to venue
- Quality Venue Space
- Cost of destination & Venue
- Attractive Destination



Economic Impact - \$18.6 million on City capital investment of \$600,00 in 2012

Operational surplus of \$150,000

Estimated guestrooms generated 15,445

71.6% of all guests indicated that the LCC had either exceeded their expectations or they were extremely impressed and left a raving fan.



Ontario Insurance Adjusters Association – 1600 room nights
Canadian Paediatric Society – 1400 room nights
Canadian Association of Wound Care – 998 room nights
Ontario Chiefs of Police – 920 room nights
Canadian Federation of Podiatric Medicine – 800 room nights
C.F. Industries – 700 room nights
The Institute of Law Clerks of Ontario - 698 room nights
Ontario Tourism Marketing Partnership – 650 room nights
Tree Canada – 600 room nights
Ontario Ginseng Innovation & Research – 600 room nights





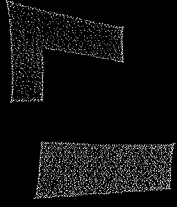
Economic Developers Council of Ontario – 300 delegates
Ont. Association of Veterinary Technicians – 1000 delegates
Canadian Biogas Association – 250 delegates
Ont. Assoc. of School Business Officials – 350 delegates
Funeral Service Association of Canada – 400 delegates
Ontario Professional Planners Institute – 1000 delegates
Ontario PC Party – 1000 delegates
Ontario Society of Occupational Therapists – 200 delegates



FUTURE INVESTMENT

- Early 2012, the LCC Board commissioned a study to: review and evaluate the utilization patterns of the LCC; complete an assessment of current space; and analyze LCC's ability to meet demands of current and future clients
- Study identifies options for possible reconfiguring or expansion of the LCC
- Currently completing phase 2 of this study
- Business case will be prepared for any recommended changes





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