The power of the global events industry

The Events Industry Council’s 30+ member organisations represent over 103,500 individuals and 19,500 firms and properties involved in the events industry. Face-to-face events make a significant contribution to the global economy. The Global Economic Significance of Business Events study, commissioned by the Events Industry Council and conducted by Oxford Economics, revealed some powerful statistics.

- Direct spending (USD): 271 billion
- Average spending per participant (USD): 562
- Direct jobs: 3.2 million
- Number of participants: 483 million
- Direct GDP (USD): 165 billion

Business events — Asia

- Direct spending (% of global direct spending): 25%
- Direct jobs (% of global direct jobs): 31%
- Participants (% of global participants): 32%
- Direct GDP (% of global direct GDP): 27%

*Data compiled from the Global Economic Significance of Business Events, © 2018 Events Industry Council.
**Top Asian countries surveyed include: Australia, China, Hong Kong (China), India, Indonesia, Japan, Myanmar, New Zealand, Pakistan, Philippines, Singapore, South Korea, Thailand and Vietnam.