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.

- 1.5 trillion (USD) in total GDP
- 26 million jobs globally
- 1.7 trillion (USD) in direct spending
- 10.3 million direct jobs
- 1.5 billion participants
- 621.4 billion (USD) in direct GDP

**Business events — Central & Eastern Europe**

- Direct spending (% of global direct spending): 2%
- Direct jobs (% of global direct jobs): 3%
- Participants (% of global participants): 4%
- Direct GDP (% of global direct GDP): 2%

**Direct spending (USD)**
- 25 billion

**Average spending per participant (USD)**
- 373

**Direct jobs**
- 345,000

**Number of participants**
- 66 million

**Direct GDP (USD)**
- 13 billion

*Data compiled from the Global Economic Significance of Business Events, © 2018 Events Industry Council. Top Central & Eastern European countries surveyed include: Czech Republic, Poland, Romania, Russia and Turkey.*