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

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<tr>
<th>Business events — Latin America &amp; the Caribbean</th>
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<td>Direct spending (%) of global direct spending</td>
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<td>3%</td>
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<td>Participants (%) of global participants</td>
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<td>6%</td>
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- **Direct spending (USD)**: 33 billion
- **Average spending per participant (USD)**: 362
- **Direct jobs**: 494,000
- **Number of participants**: 91 million
- **Direct GDP (USD)**: 21 billion

*Data compiled from the Global Economic Significance of Business Events, © 2018 Events Industry Council.
**Top Latin American & the Caribbean countries surveyed include: Argentina, Brazil, Chile, Columbia and Peru.