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 — Middle East**

- **Direct spending** (% of global direct spending): 1%
- **Direct jobs** (% of global direct jobs): 1%
- **Participants** (% of global participants): 2%
- **Direct GDP** (% of global direct GDP): 1%

**Direct spending (USD)**: 13 billion

**Average spending per participant (USD)**: 488

**Direct jobs**: 136,000

**Number of participants**: 26 million

**Direct GDP (USD)**: 8 billion

*Data compiled from the Global Economic Significance of Business Events, © 2018 Events Industry Council.
**Top Middle Eastern countries surveyed include: Saudi Arabia and the United Arab Emirates.*