GLOBAL ECONOMIC SIGNIFICANCE OF EXHIBITIONS

PRODUCED BY



SUPPORTED BY



Direct Impacts

303 million visitors



across more than 180 countries

\$125 billion in direct spending (business sales)

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representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

\$77 billion in direct GDP

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(gross domestic product)

1.3 million jobs



directly supported by global exhibitions

Indirect & Induced Impacts

Total Impacts

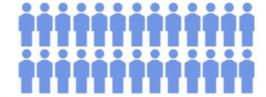
\$303 billion in total output (business sales)

including direct, indirect, and induced output

\$188 billion in total GDP

including direct, indirect, and induced GDP impacts

3.1 million total jobs



directly and indirectly supported by global exhibitions

\$67,000 of total impact per exhibiting company

\$800 total impact per square foot of venue gross indoor exhibition space