

Help put millions of people back to work  
and drive the U.S. economic recovery!

# 6,640,000 JOBS RELY ON LIVE EVENTS

## EVENTS DRIVE LOCAL ECONOMIES!

**\$396**

BILLION  
DIRECT SPENDING  
(2019)

**\$1.1**

TRILLION  
GROSS  
PRODUCTION

## EVENTS DRIVE GROWTH!

**\$55**  
BILLION



HOTELS

**\$32**  
BILLION



AIRLINES

**\$30**  
BILLION



RESTAURANTS &  
RETAIL

**\$29**  
BILLION



GROUND  
TRANSPORTATION

**\$419**  
BILLION



EVENTS

EVENT-RELATED ECONOMIC IMPACTS

## EVENTS DRIVE TAX REVENUES!

**\$130**

BILLION TOTAL TAXES

**\$51**

BILLION  
FEDERAL TAXES

**\$79**

BILLION  
STATE & LOCAL TAXES

## EVENTS DRIVE INNOVATION!

**1,700,000\***

EXHIBITORS RELY ON EVENTS  
TO DRIVE REVENUES

\*80% of them are small businesses

**\$700 - \$970**

BILLION IN VALUE  
GENERATED AT EVENTS

99% of business events companies have less than 500 employees