

# The Invisible Industry Delivering Big for the U.S. Economy: Face-To-Face Meetings and Business Events

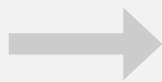
A new report by Oxford Economics affirms that face-to-face meetings and business events not only play a critical role in connecting people and driving business results, they also support 5.9 million jobs and hundreds of billions of dollars in annual revenue.

## The Multiplier Effect

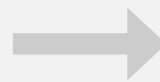
Every dollar spent on face-to-face meetings and business events generates an additional \$1.60 for the U.S. economy -  
**an increase of 160%.**



**\$1**  
Direct  
impact



**\$1.60**  
Indirect  
and induced  
impacts



**\$2.60**  
Total  
economic  
impact

Spending and jobs associated with planning, producing and attending an event

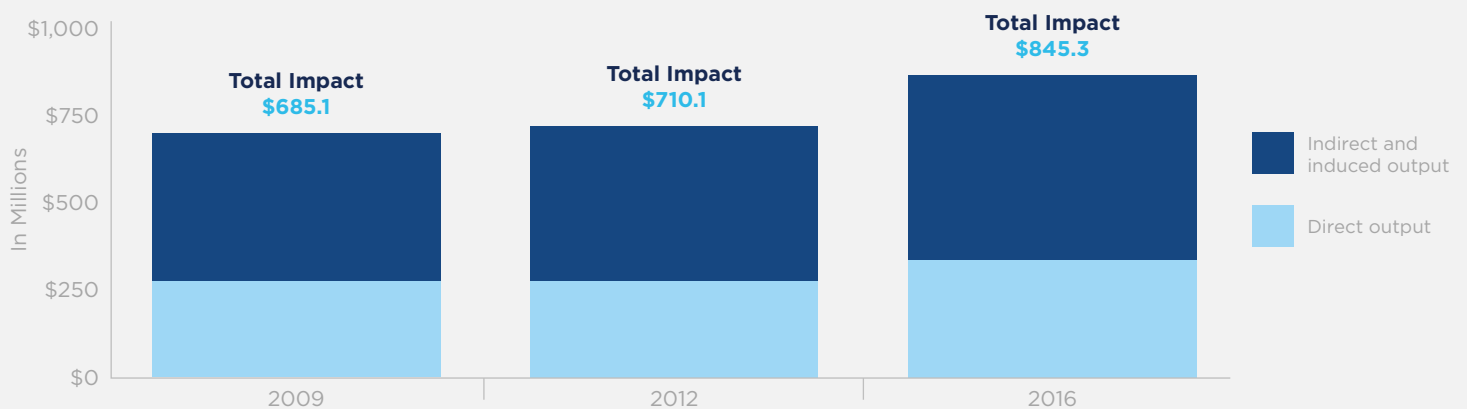
Spending associated with downstream or "supply chain" costs as well as spending by industry employees that supports the broader economy

The combination of direct impact, indirect and induced impacts

**In 2016, 1.9 million meetings were held in the United States, generating \$845 billion in economic impact.**

## Growing Year-Over-Year

The economic impact generated by meetings is shared across a variety of industries. Meetings direct spending has expanded 23% since 2009, primarily due to increases in the number of meeting participants.



Want to learn more about the economic impact of face-to-face meetings?  
Find the full report [here](#).

