



Go West Summit 2019

ROI Information

Boise, Idaho | February 25-28, 2019



2019 Attendee Breakdown

112 Destination Marketing Organizations

83 Attractions

108 Lodging Properties

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SUPPLIERS BUYER

341 Registered Suppliers
representing 301 companies.

169 Registered Buyers & Journalists
representing 22 countries.

10,967 Individual Meetings
scheduled.

Results from our survey indicate that over the 18 months following Go West 2019, buyers are expected to bring **5,060,549** visitors into the U.S. directly because of the show.

Buyers signed contracts on the floor worth more than **\$24 MILLION** USD. **33%** of buyers said they were booking NEW destinations because of the show!

ROI Go West 2019 will result in **\$196,564,404** in business within the next 18 months.

RESULT? Nearly **\$4 BILLION** generated over three decades!

