

January 6-9, 2025  
ROI Information



## Attendance

276 suppliers representing 24 Western U.S. States and Canadian Provinces.

184 buyers and media representing 22 Countries.

Resulting in a 1:1.5 buyer to supplier ratio!

Over 500 Tourism Industry specialists in attendance.

## Marketplace Stats

10,002 appointments confirmed over the two-day Marketplace with Suppliers averaging 42 appointments.

RESULTS FROM OUR SURVEY INDICATE THAT OVER THE NEXT 18 MONTHS FOLLOWING GO WEST SUMMIT 2025, ATTENDING BUYERS EXPECT TO BRING **22,649,208 VISITORS** INTO THE U.S. DIRECTLY BECAUSE OF THE SHOW.

**\$1,162,000**

Dollar amount of contracts signed on the Marketplace floor.

**\$19,275,000**

Expected revenue generated over the next 18 months as a result of Go West Summit.

**\$4 BILLION**

Generated over our 37 year history.



**89.16%** of buyers confirmed they are booking new destinations as a result of Go West Summit 2025

Join us  
Next Year

