



Go West Summit 2023- ALASKA ROI Information



2023 QUICK FACTS

**BEST
EVER!**

1/1.26 Ratio: One buyer for every 1.26 suppliers

Buyers and media averaged 48 confirmed appointments

256

Suppliers Represented 19
States and Provinces

43 **Confirmed Appointments**
on average - HIGHEST EVER!

166 **Registered Buyers and Media**
representing 23 countries

8,357 **Individual Appointments**
conducted

Results from our survey indicate that over the 18 months following Go West 2023, buyers are expected to bring

4,680,250 visitors into the U.S. directly because of the show.

Buyers signed contracts on the floor worth more than

\$3.3 million USD. **87%** of buyers said they were booking NEW destinations because of the show!

ROI Go West 2023 will result in a stunning **\$27,205,500** in business within the next 18 months.

Result? Nearly **\$4 billion** generated over 35 years!

