

**Go West**  
SUMMIT

LAKE



February 26-29, 2024

## ROI Information

**\$2,319,000**

Dollar amount of contracts signed on the Marketplace floor.

**\$27,832,500**

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

**\$4 BILLION**

Generated over our 36 year history.



## Attendance

**280** suppliers representing **20** Western U.S. States and Canadian Provinces.

**164** buyers and media representing **21** Countries.

Resulting in a **1:1.4** buyer to supplier ratio!

Over **500** Tourism Industry specialists in attendance.

## Marketplace Stats

**8,266** appointments confirmed over the two-day Marketplace.

Marketplace attendees averaged **42** appointments.

RESULTS FROM OUR SURVEY INDICATE THAT OVER THE NEXT 18 MONTHS FOLLOWING GO WEST SUMMIT 2024, BUYERS ARE EXPECTING TO BRING **4,174,646 VISITORS** INTO THE U.S. DIRECTLY BECAUSE OF THE SHOW.



**89.85%** of buyers confirmed they are booking new destinations as a result of Go West Summit 2024.

Join Go West Summit Next Year

Palm Springs, California  
January 6- 9, 2025

Registration opens June 1st  
[gowestsummit.com](http://gowestsummit.com)