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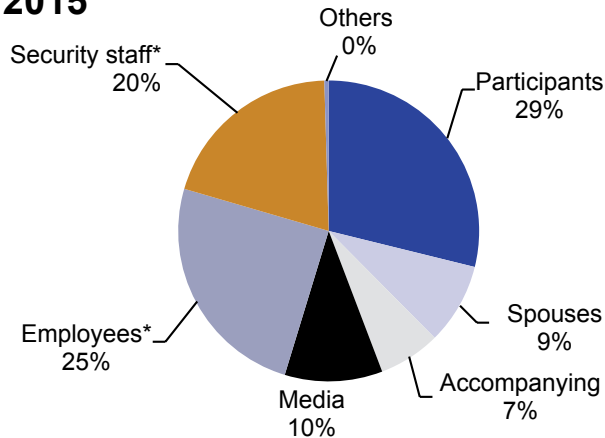
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# Regional economic significance of the Annual Meeting of the World Economic Forum 2015

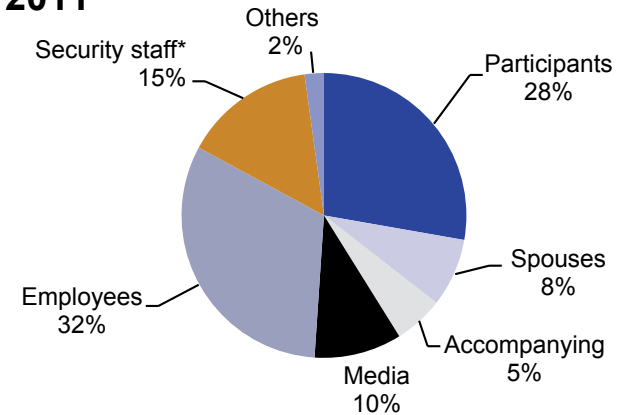
Simone Strauf, Emamdeen Fohi  
10/12/2015

## Composition of participants 2015 and 2011

**2015**



**2011**

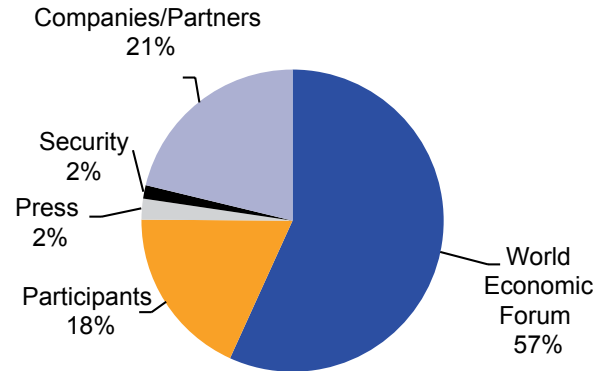


Approximately 10,000 to 11,000 people visited Davos in direct relation to the annual meeting 2015 (10,000 in 2011, 6,500 - 7,000 in 2001)  
(Basis: Badges)

Source: World Economic Forum 2011 and 2015  
N= 9,554 (2011) and N=10,766 (2015)

\* Rise in security and acceptance of staff due to modified allocations of badges from 2014.

## Total revenues by the annual meeting in Switzerland



The annual meeting 2015 in Davos generated total revenues of CHF 50 million (CHF 41 million in 2011) and in Switzerland CHF 79 million (CHF 68 million in 2011)

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## Summary

- The total revenues generated by the annual meeting in Davos were approx. CHF 50 million in 2015.
- The revenues generated in Switzerland by the annual meeting are approx. CHF 79 million.
- The annual meeting accounted for 21% of all accommodation bookings in Davos in January 2015.
- Media presence has risen sharply, particularly through posts on social media, with an Estimated Marketing Value of 87.69 million.



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