



ECONOMIC IMPACT SUMMARY

Each \$1 billion in direct business traveler spending in the modeled São Paulo destination economy supported approximately 13,800 jobs.

Total Output <i>Total business sales or output supported</i>	\$3.4B
Total GDP Contribution <i>Value added associated with the modeled activity</i>	\$0.7B
Direct GDP Contribution <i>GDP associated directly with businesses serving travelers</i>	\$0.5B
Total Labor Income <i>Wages, salaries, and other earnings associated with supported employment</i>	\$0.4B
Jobs Supported <i>Full- and part-time jobs, including wage-and-salary and self-employed positions</i>	33,023
Tax Revenue <i>Tax revenue associated with modeled economic activity</i>	\$0.4B

Source: GBTA and Rockport Analytics, *The Economic Impact of Business Travel in Global Cities*, based on 2024 business travel activity. Sources include STR, ARC, ILO, country statistical bureaus and Rockport Analytics