

GLOBAL ECONOMIC IMPACT OF SISTER CITIES INTERNATIONAL RELEASED IN NEW STUDY TOTALS HUNDREDS OF MILLIONS OF DOLLARS

WASHINGTON, DC (October 7, 2015) – Today, Sister Cities International (SCI) released Measures That MatterSM, a study conducted in collaboration with valueideas, a management consulting firm, presenting the major economic benefits of sister city relationships in the U.S. and their impact on the global economy from 2014.

For 60 years, SCI has formed thousands of strong, mutually beneficial sister city partnerships, with thousands of people-to-people and municipal exchanges taking place each year. Highlights from the report show that in 2014 alone, 14,153 visitors came to the U.S. via 1,123 inbound sister city exchanges and 9,899 U.S. residents participated in 944 outbound sister city exchanges abroad. As a result, direct sister cities activities such as international exchanges, events, and volunteering created an economic impact on the U.S. economy of \$525.7 million.

Globally, international exchanges by U.S.-based members contributed \$106.8 million (USD). The global direct impact of the SCI network was \$237.6 million (USD) and the total impact was \$537.7 million (USD). When adjusted to the average value of the global Purchase Price Parity Index, the direct SCI contribution to the global economy was \$18.5 billion and total contribution was \$41.9 billion.

“Not only is the Sister Cities International network a leader in citizen diplomacy and peace building, but this data shows that our network is also of huge importance to the global economy as demonstrated through tourism, trade, and investment,” said Mary D. Kane, Sister Cities International President and CEO.

To see the full Measures That MatterSM report, visit www.sistercities.org/MeasuresThatMatter.

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About Sister Cities International

Founded as a Presidential initiative by Dwight D. Eisenhower in 1956, Sister Cities International serves as the national membership organization for over 545 U.S. cities with relationships in over 2,100 communities in 145 countries on six continents. This sister city network unites tens of thousands of citizen diplomats and volunteers who work tirelessly to advance the organizations’ mission of promoting peace and mutual understanding through economic and sustainable development, youth and education, arts and culture, and humanitarian assistance.

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