

Global Recovery Insights 2020 report published

- Latest data from global study shows no evidence of a major customer shift away from live events
- A majority of exhibiting companies expects a fast return to pre-COVID levels of investment into the marketing channel

Paris/London – 20 October 2020: UFI and Explori are today publishing the first edition of the Global Recovery Insights 2020 report, which presents the findings of a global study conducted by live event research specialists, Explori, in partnership with UFI, the Global Association of the Exhibition Industry, and supported by SISO, the Society for Independent Show Organizers.

The study findings, based on more than 9,000 responses from across 30 countries, show that exhibition visitors and exhibitors overwhelmingly prefer live events, and that there is no evidence of a major shift away from face-to-face meetings. Although the intended frequency of participation has dropped for both groups, this is only marginally the case for exhibitors, indicating a clear desire amongst exhibiting companies to return to on-site show floors.

The social aspect of events remains a critical draw for both groups, who rely on live events to create connections within their communities. Study participants, globally, believe that this aspect of events cannot be served effectively by digital events. There is a clear message from visitors that the quality of exhibitors is paramount, while exhibitors are now also valuing visitor quality, over quantity.

There are signs that budgets will also be restored quickly, with 53% of exhibitors expecting their show investments to return to pre-COVID-19 levels within 12 months, while 28% report that their investments will return as soon as trade shows start running again. Whilst funds allocated to live events have been put on hold, overall marketing budgets were yet to see severe cuts as of late summer.

Both visitors and exhibitors will look at their previous experiences when deciding to return to a show. They will turn to show brands they trust to deliver both robust safety measures, and, perhaps more importantly, a high-quality audience.

“This study delivers important insights and reassurance to organisers and the wider industry, as they plan ahead in these uncertain times. It underlines the clear preference and importance of being able to meet in-person to do business, and the desire for both visitors and exhibitors to again meet face-to-face. It also underlines the negative impact all industries are experiencing as a result of industry events not going ahead,” said Kai Hattendorf, CEO and Managing Director at UFI.

Sophie Holt, Managing Director at Explori, added: “On behalf of Explori, UFI and SISO, I would like to thank all of the organisers and partners who participated in the study, making it the largest and, possibly, most-timely we have ever undertaken. I hope it is of value in shaping thinking over the coming months and in supporting those who advocate for the industry. The results are extremely encouraging, and I look forward to sharing more insights over the coming months as the research progresses.”

The full report will be shared with UFI and SISO members in the coming days. Meanwhile, watch the UFI connects session on the Global Recovery Project [here](#).

Attachment:

- [Global Recovery Graphic](#)

About UFI – The Global Association of the Exhibition Industry: UFI is the global trade association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 88 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org

About Explori: Explori is a uniquely scalable platform allowing event organisers to capture high-quality visitor and exhibitor feedback from any market, in any language. Combining an online survey platform designed for the live event industry, with research support and consultancy from event experts, Explori allows organisers to easily and cost-effectively create robust audience insight, year after year. With offices and support partners in London, Dubai and Italy, Explori serves exhibition organisers in every market in the world and currently supports events in 50 countries in 30 languages, with more being added all the time. Explori has grown to become the industry’s biggest source of event benchmarking data and insight, with over 2,700 shows participating and 3 million responses conducted globally.

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