

Global Exhibition Industry Statistics

May 2025

UFI Research: An Overview

Global Reports



Analysing the global exhibition industry with global comparisons.

Global Barometer – Bi-annual report on industry developments.

World Map of Venues – Report on trends in venue space and project developments globally.

Global Exhibition Industry Statistics – Key data on global and regional markets.

Economic Impact Study – Report on the value of exhibitions globally and regionally.

United Nations Sustainable Development

Goals – Report on the economic, social & environmental impacts of a number of exhibition industry projects.

Regional Reports



Regular market overviews on UFI's chapter regions.

Euro Fair Statistics – Annual list of certified data for Europe by country.

The Trade Fair Industry in Asia – Annual analysis of market developments for Asia/Pacific by country.

The Exhibition Industry in Latin America -

The first comprehensive overview by UFI of the exhibition industry Latin America.

The Exhibition Industry in MEA –Overview of the exhibition market in the MEA region.

Topical Reports



Focused reports on challenges and developments within the exhibition industry.

Global Visitor and Exhibitor Insights – Data driven research reports on visitor feedback and exhibitor expectations.

Best Practices Compendiums – Case studies of successful industry developments.

Special Industry Topics – A wide ranging selection of bespoke reports into specific industry topics.



Overview

1. Key Metrics

- 2. Participants Satisfaction
- 3. Economic Impact



Global Exhibition Market

Key Metrics (year 2024)



1,432 **Venues**

host



32,000

Exhibitions

4.7 million

Exhibiting companies



welcome



Visitors



Square meters of booth



Regional Exhibition Markets

Key Metrics (year 2024)

Europe

- 505 venues 15.8 million sqm (37%)
- 1.3 million exhibiting companies
- 101.7 million visitors
- 43.2 million sqm rented (31%)

North America

- 339 venues 7.4 million sqm (17%)
- 1.7 million exhibiting companies
- 88.9 million visitors
- 47.8 million sqm rented (35%)

Central & South America

- 83 venues 1.5 million sqm (4%)
- 209 000 exhibiting companies
- 34.3 million visitors
- 7.2 million sqm rented (5%)

Asia/Pacific

- 432 venues 16.6 million sqm (39%)
- 1.3 million exhibiting companies
- 84.0 million visitors
- 35.6 million sqm rented (26%)

Africa

- 29 venues 0.6 million sqm (1%)
- 45 000 exhibiting companies
- 2.1 million visitors
- 1.0 million sqm rented (1%)

Middle East

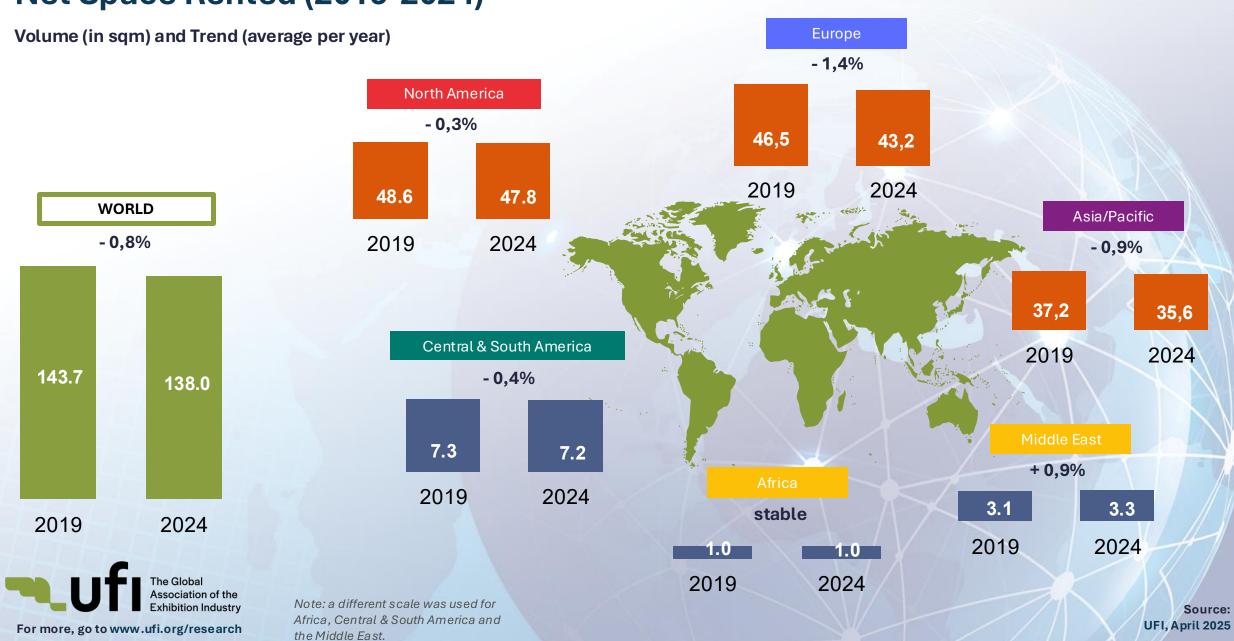
- 44 venues 1.3 million sqm (3%)
- 143 000 exhibiting companies
- 6.7 million visitors
- 3.3 million sqm rented (2%)

The Global Association of the Exhibition Industry

For more, go to www.ufi.org/research

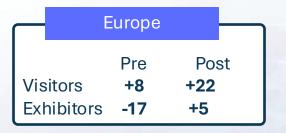
Sources:

Net Space Rented (2019-2024)



Participants Satisfaction

Global Exhibitors and Visitors Insights: Pre-pandemic (2017-19) vs Post-pandemic (2022-24) Benchmark by Region



North America Pre

Post **Visitors** +24 +34 **Exhibitors** -9 +11

	M	idello Foo		
***	M	iddle Eas	t	
	itors nibitors	Pre +16 -17	Post +35 +11	

Asia/Pacific Pre **Post** +1 **Visitors** +32 Exhibitors -25 +4



Global Economic Impact of Exhibitions (2024)

Based on expenditure to produce exhibitions and other exhibitors and visitors spending This does not refer to the trade generated or stimulated by participants thanks to their participation in exhibitions





4.7 million

Exhibiting companies

138 million

Square meters of booth





DIRECT IMPACTS



150 billion € (\$ 162 billion)

in direct spending (business sales)

representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

Produces

87 billion € (\$ 95 billion)

in direct GDP (gross domestic product)





1.8 million

Jobs

Directly supported by exhibitions



368 billion € (\$ 398 billion)



in total output (business sales) including direct, indirect, and induced output

Indirect

& Induced

215 billion € (\$ 233 billion)

in total GDP

Incl. direct, indirect and induced GDP impacts

4.3 million

Total Jobs

directly and indirectly supported by exhibitions





78,800 € (\$ 85,200) of total impact per

exhibiting company





8,500 € (\$ 9,200)

Impacts

total impact per sqm of venue gross indoor exhibition space

Global Economic Impact of Exhibitions (2024): Africa

Based on expenditure to produce exhibitions and other exhibitors and visitors spending

This does not refer to the trade generated or stimulated by participants thanks to their participation in exhibitions

STATE OF MARKET



45,000

Exhibiting companies

1.0 million







DIRECT IMPACTS



0.58 billion € (\$ 0.63 billion)

in direct spending (business sales)

representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

Produces

0.34 billion € (\$ 0.36 billion)

in direct GDP (gross domestic product)



9,000

Jobs

Directly supported by exhibitions

TOTAL IMPACTS

1.18 billion €(\$ 1.28 billion)



in total output (business sales)
including direct, indirect, and induced output

Indirect & Induced Impacts



0.69 billion € (\$ 0.75 billion)

in total GDP

Incl. direct, indirect and induced GDP impacts

21,000

Total Jobs

directly and indirectly supported by exhibitions





26,500 € (\$ 28,600) of total impact per

exhibiting company





2,200 € (\$ 2,400)

total impact per sqm of venue gross indoor exhibition space

Global Economic Impact of Exhibitions (2024): Asia/Pacific

Based on expenditure to produce exhibitions and other exhibitors and visitors spending

This does not refer to the trade generated or stimulated by participants thanks to their participation in exhibitions

STATE OF MARKET

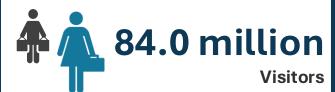


1.3 million

Exhibiting companies

Square meters of booth





DIRECT IMPACTS



28 billion € (\$ 31 billion)

in direct spending (business sales)

representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

Produces



in direct GDP (gross domestic product)



455,760

Jobs

Directly supported by exhibitions

TOTAL IMPACTS

73 billion € (\$ 79 billion)



in total output (business sales)
including direct, indirect, and induced output

Indirect & Induced Impacts



44 billion € (\$ 48 billion)

in total GDP

Incl. direct, indirect and induced GDP impacts

1 million

Total Jobs

directly and indirectly supported by exhibitions





55,200 € (\$ 59,700) of total impact per exhibiting company





4,400 € (\$ 4,800)

total impact per sqm of venue gross indoor exhibition space

Global Economic Impact of Exhibitions (2024): Central & South America

Based on expenditure to produce exhibitions and other exhibitors and visitors spending

This does not refer to the trade generated or stimulated by participants thanks to their participation in exhibitions

STATE OF MARKET



209,000

Exhibiting companies

7.2 million

Square meters of booth





DIRECT IMPACTS



3.5 billion € (\$ 3.8 billion)

in direct spending (business sales)

representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

Produces 2.1 billion €

(\$ 2.2 billion)

in direct GDP (gross domestic product)



69,040

Jobs

Directly supported by exhibitions

TOTAL IMPACTS

7.7 billion € (\$ 8.4 billion)



in total output (business sales)
including direct, indirect, and induced output

Indirect & Induced Impacts



4.8 billion € (\$ 5.2 billion)

in total GDP

Incl. direct, indirect and induced GDP impacts

140,600

Total Jobs

directly and indirectly supported by exhibitions





37,000 € (\$ 40,000) of total impact per exhibiting company





5,200 € (\$ 5,600)

total impact per sqm of venue gross indoor exhibition space

Global Economic Impact of Exhibitions (2024): Europe

Based on expenditure to produce exhibitions and other exhibitors and visitors spending

This does not refer to the trade generated or stimulated by participants thanks to their participation in exhibitions

STATE OF MARKET



1.3 million

Exhibiting companies

43.2 million 11 1

Square meters of booth





101.7 million

Visitor

DIRECT IMPACTS



45 billion € (\$ 48 billion)

in direct spending (business sales)

representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

Produces

23 billion € (\$ 25 billion)

in direct GDP (gross domestic product)





404,110

Jobs

Directly supported by exhibitions

TOTAL IMPACTS

108 billion € (\$ 117 billion)



in total output (business sales)
including direct, indirect, and induced output

Indirect & Induced Impacts



54 billion € (\$ 58 billion)

in total GDP

Incl. direct, indirect and induced GDP impacts

1 million

Total Jobs

directly and indirectly supported by exhibitions





83,500 € (\$ 90,300) of total impact per

exhibiting company





6,800 € (\$ 7,400)

total impact per sqm of venue gross indoor exhibition space

Global Economic Impact of Exhibitions (2024): Middle East

Based on expenditure to produce exhibitions and other exhibitors and visitors spending

This does not refer to the trade generated or stimulated by participants thanks to their participation in exhibitions

STATE OF MARKET



143,000

Exhibiting companies

3.3 million

Square meters of booth





6.7 million

Visitors

DIRECT IMPACTS



1.8 billion € (\$ 1.9 billion)

in direct spending (business sales)

representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

0.9 billion €

(\$ 1.0 billion)

in direct GDP (gross domestic product)



21,910

Jobs

Directly supported by exhibitions

TOTAL IMPACTS

3.5 billion € (\$ 3.8 billion)



in total output (business sales)
including direct, indirect, and induced output

Indirect & Induced Impacts



1.7 billion € (\$ 1.9 billion)

in total GDP

Incl. direct, indirect and induced GDP impacts

49,000

Total Jobs

directly and indirectly supported by exhibitions





24,500 € (\$ 26,500) of total impact per

Produces

exhibiting company





2,800 € (\$ 3,000)

total impact per sqm of venue gross indoor exhibition space

Global Economic Impact of Exhibitions (2024): North America

Based on expenditure to produce exhibitions and other exhibitors and visitors spending

This does not refer to the trade generated or stimulated by participants thanks to their participation in exhibitions

STATE OF MARKET



1.7 million

Exhibiting companies

47.8 million 11-41

Square meters of booth





DIRECT IMPACTS



71 billion € (\$ 77 billion)

in direct spending (business sales)

representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

Produces

44 billion € (\$ 47 billion)

in direct GDP (gross domestic product)



851,310

Jobs

Directly supported by exhibitions

TOTAL IMPACTS

175 billion € (\$ 189 billion)



in total output (business sales)
including direct, indirect, and induced output

Indirect & Induced Impacts



110 billion € (\$ 119 billion)

in total GDP

Incl. direct, indirect and induced GDP impacts

1.9 million

Total Jobs

directly and indirectly supported by exhibitions





105,200 € (\$ 113,900) of total impact per

exhibiting company





23,600 € (\$ 25,500)

total impact per sqm of venue gross indoor exhibition space

Sources:



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