

Paris — 20/05/2025:

UFI releases a new set of global exhibition industry statistics

- 4.7 million exhibiting companies welcomed 318 million visitors in 2024
- €368 (\$398) billion of economic impacts on hosting territories, supporting 4.3 million jobs

UFI, The Global Association of the Exhibition Industry, is releasing today new research data covering the year 2024 alongside other existing data for the first time which unveils some new trends since 2019.

The UFI Global Exhibition Industry Statistics report estimates that 32,000 exhibitions were held worldwide in 2024, a similar number to pre-pandemic. Their activity, measured by the space rented by exhibiting companies, is close to the level of 2019: 138 million sqm against 143.7 million sqm, showing a slight decrease of -0.8% per year on average. Additional research from the “Global Exhibitors and Visitors Insights / Net Promoter Score” report produced by Explori shows that satisfaction from participants has improved post-pandemic, between +10 and +31 points for visitors, and +20 and +29 points for exhibiting companies, depending on the region of the world.

The new Global Economic Impact of Exhibitions (2024) report, produced by UFI and Oxford Economics, evaluates the direct output generated by the production of exhibitions and other exhibitors and visitors’ spending at €150 (\$162) billion. This first level of impact, which includes inflation, benefits not just the exhibition industry, but all related sectors, such as accommodation, restaurants and transport, and it has increased by 3.8% per year on average since 2019. Adding on the indirect and induced impacts generated in the economy, the total global economic impact of exhibitions on hosting territories reaches €368 (\$398) billion in total output and €215 (\$233) billion in total GDP, corresponding to 4.3 million full-time equivalent jobs.

“These reports demonstrate the resilience and recovery of our industry and whilst the numbers and size of individual exhibitions may have changed, from a global perspective we can see customer satisfaction has increased, and the economic significance of our industry remains hugely important to our industry, our host cities and the markets we serve” says **Chris Skeith, OBE, UFI Managing Director and CEO**.

Detailed results

Europe was the largest market in terms of visitors, welcoming 102 million in 2024 (32% of the total worldwide). North America ranked second, with 89 million visitors, followed by the Asia-Pacific with 84 million visitors.

Since 2019, the total space rented by exhibitors has performed differently across regions, with average annual trends varying from -1.4% in Europe to -0.9% in Asia-Pacific, -0.4% in Central and South America, -0.3% in North America, stable in Africa, and +0.9 % in the Middle East.

Direct spending related to exhibitions (including organiser operations, exhibitor investments, and visitor expenditure) totalled €150 (\$162) billion. When accounting for indirect and induced effects across supply chains and local economies, the sector’s total contribution reached €368 (\$398) billion in total output: €175 (\$189) billion in North America, €108 (\$117) billion in Europe and €73 (\$79) billion in Asia-Pacific.

Overall, exhibitions globally generated a total output of €78,800 (\$85,200) per exhibiting company and €8,500 (\$9,200) per square meter of venue gross indoor exhibition space.

The ‘Global Economic Impact of Exhibitions’ report shows the far-reaching impact of the exhibition sector, which generates €215 (\$233) billion of total GDP supported by exhibitions globally would rank the sector as the 57th largest economy globally, larger than the economies of countries such as Hungary, Qatar, Nigeria, and Ecuador.

The report was produced by UFI in collaboration with Oxford Economics and is based on comprehensive industry data and econometric modeling covering more than 180 countries.

How to access the full reports

In line with UFI’s mission to provide vital data to the entire exhibitions industry, both reports are available free of charge on the UFI website at www.ufi.org/research.

Attachments:

- [Cover of the “UFI Global Exhibition Industry Statistics” report](#)
- [UFI “Global Economic Impact of Exhibitions” infographic](#)

Note to editors: *The attached infographics highlight some core results announced in this release. They are free to use with the copyright UFI.*

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 more than 72 national and regional association members. More than 900 member organisations in 90 countries and regions worldwide are presently signed up as members. Over 900 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.

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