

Global Economic Impact of Exhibitions

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The Global
Association of the
Exhibition Industry

2025 Edition

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A close-up photograph of a computer keyboard. A prominent blue key with a white airplane icon is in the center. Above it, a dark key with a white closing curly brace '}' and a closing square bracket ']' is visible. To the right, a dark key with a white forward slash and underscore '/' is shown. Below the blue key, a dark key with a white upward-pointing arrow is visible. To the right of that, a dark key with a white upward-pointing triangle is shown. The keyboard is set against a dark background.

1

Executive Summary

Executive Summary

Overview

To quantify the economic significance of exhibitions globally, Oxford Economics has prepared a comprehensive model of global exhibitions activity that references recent studies on their economic significance. The results of this study show the scope of the global exhibition sector in terms of direct spending and jobs, as well as the total impacts of exhibitions in the broader economy.

As part of this analysis, Oxford Economics took the following steps:

- Analysed existing data on exhibitions maintained by UFI, including net square meters sold, visitors, and exhibitors;
- Analysed historic data on the exhibition industry maintained by UFI and referenced published studies on exhibition impacts in 13 countries, as well as third-party industry data across more than 180 countries;
- Developed an econometric model of the relationship between economic and travel-industry data sets and exhibition industry impacts to estimate exhibition activity in countries in which the exhibition industry has not been previously quantified; and
- Combined the results of existing studies and modeled relationships to prepare global estimates. Previous country-level analyses of exhibitions activity accounted for more than three-quarters of the estimated global total, providing a solid research foundation.

This document presents key elements of the research and findings. It is organized in four sections:

1. Exhibition industry metrics and direct spending
2. Economic impact analysis
3. Methods
4. Industry comparisons

Individual country profile reports can be produced for UFI Member Associations and will be added as appendices to the global study.

For more information, please contact UFI (advocacy@ufi.org).

Executive Summary

What qualifies as an exhibition?

UFI follows the ISO 25639-1:2008 (E/F) definitions which are also adopted here. For the purposes of this study, an exhibition, show, or fair is an event in which products, services, or information are displayed and disseminated. Exhibitions differ from “conference”, “conventions” or “seminars”, or other business and consumer events. Exhibitions exclude flea markets and street markets. Exhibitions include:

Trade exhibitions: exhibitions that promotes trade and commerce and are attended primarily by trade visitors. A trade exhibition can be opened to the public at specific times.

Public exhibitions: exhibitions open primarily to general public visitors. A public exhibition is sometimes also known as a consumer show.

For more information about the methodology used for this study, please see page 27.

What are the main components of economic impact?

Direct impacts consist of the direct spending and jobs that are directly involved in planning and producing exhibitions, and for participants and exhibitors to travel to exhibitions, as well as other exhibition-related spending.

Indirect impacts represent downstream supplier industry impacts, also referred to as supply chain impacts. For example, the facilities at which exhibitions occur require inputs such as energy and food ingredients. Also, many exhibition venues contract with specialised service providers, such as marketing, equipment upkeep, cleaning, technology support, accounting, and legal and financial services. These are examples of indirect impacts.

Induced impacts occur as employees spend their wages and salaries in the broader economy. For example, as hotel employees spend money on rent, transportation, food and beverage, and entertainment.

Impacts are expressed in terms of economic output, which includes all business sales, GDP (gross domestic product), which is defined as business sales less intermediate inputs, and jobs.

Executive Summary

Direct impacts of exhibitions (2024)

- Number of exhibitions, visitors & exhibitors
In 2024, exhibitions directly involved nearly 318 million visitors and nearly five million exhibitors across more than 180 countries.
- Direct spending (business sales)
Exhibitions generated approximately €150.0 (\$162.3) billion of direct spending by visitors, exhibitors and additional exhibitions-related expenditures.
- Direct GDP (gross domestic product) and employment
Exhibitions supported 1.8 million direct jobs globally and generated €87.5 (\$94.7) billion of direct GDP.
- Based on approximately 4.7 million exhibitors worldwide and €150.0 (\$162.3) billion of direct spending, exhibitions generated approximately €32,100 (\$34,700) in direct spending per exhibitor on a global basis.
- Based on its €87.5 (\$94.7) billion direct GDP impact, the exhibitions sector would rank as the 78th largest economy globally.

Total impacts of global exhibitions (2024)

After accounting for indirect and induced impacts, exhibitions supported a total global economic impact in 2024 of:

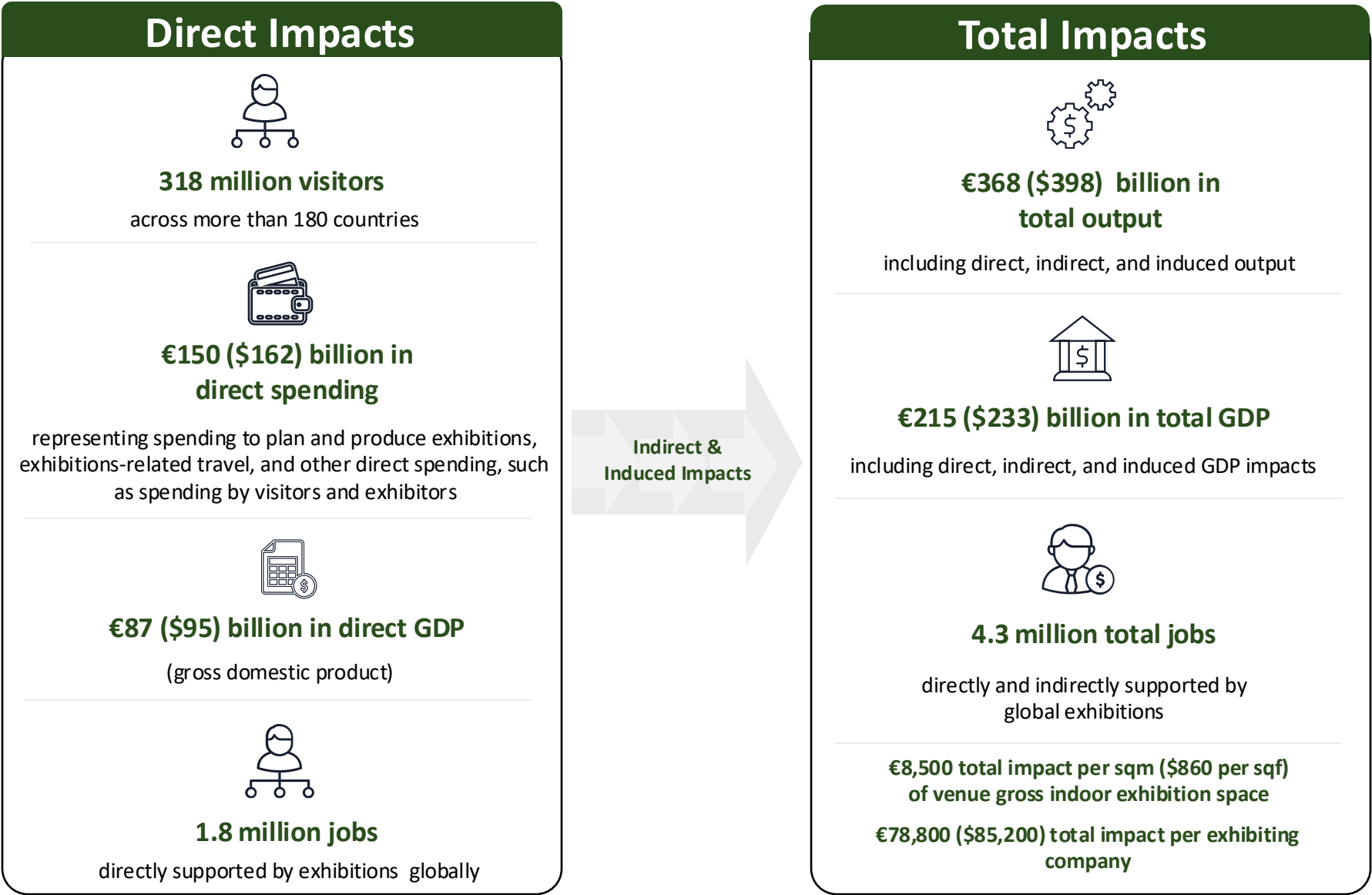
- €367.9 (\$398.2) billion of total output (business sales)
- 4.3 million total jobs
- €215.4 (\$233.1) billion of GDP (representing contribution to global gross domestic product)

Based on a total economic impact of €367.9 (\$398.2) billion and a global total of 43.12 million sqm of capacity (as reported in the UFI World Map of Exhibition Venues 2024), total output per sqm of capacity amounted to approximately €8,500 (\$9,200) in 2024.

Global exhibitions directly generated more output (business sales) than many large global sectors, including machine tools and medical & surgical equipment.

The €215.4 (\$233.1) billion of total GDP supported by the global exhibitions sector would rank the sector as the 57th largest economy globally, larger than the economies of countries such as Hungary, Qatar, Nigeria, and Ecuador.

Executive Summary





2

Exhibitions Volume and Direct Spending

Overview of exhibitions volume and direct spending

This section summarises the size and scope of exhibitions sector activity worldwide. The primary measures presented are:

- Amount of exhibitions direct spending
- Space sold (net square meters)
- Number of visitors and exhibitors
- Number of exhibitions direct jobs

Exhibition data on space sold, visitors, and exhibitors was provided by UFI. Data on estimated exhibitions direct spending is based on econometric modeling by Oxford Economics.

Exhibitions direct spending represents spending directly incurred in the planning and production of exhibitions, travel to exhibitions, and accompanying exhibitions-related activities. As a basic description this includes spending by participants to attend the exhibition (e.g. travel and registration), organiser-paid travel, spending by exhibitors (e.g. sponsorships, exhibit production, off-site events), spending by exhibition organisers and hosts, and certain other exhibitions-related spending.

Exhibitions direct spending provides the clearest measure of the economic significance of exhibitions because it captures the full scope of services and goods directly provided by a range of industries. For this reason, much of our summary analysis focuses on exhibitions direct spending and the number of exhibitions participants.

Definition of an exhibition

UFI follows the ISO 25639-1:2008 (E/F) definitions which are also adopted here. For the purposes of this study, an exhibition, show, or fair is an event in which products, services, or information are displayed and disseminated. Exhibitions differ from “conference”, “conventions” or “seminars”, or other business and consumer events. Exhibitions exclude flea markets and street markets. Exhibitions include:

Trade exhibitions: exhibitions that promotes trade and commerce and are attended primarily by trade visitors. A trade exhibition can be opened to the public at specific times.

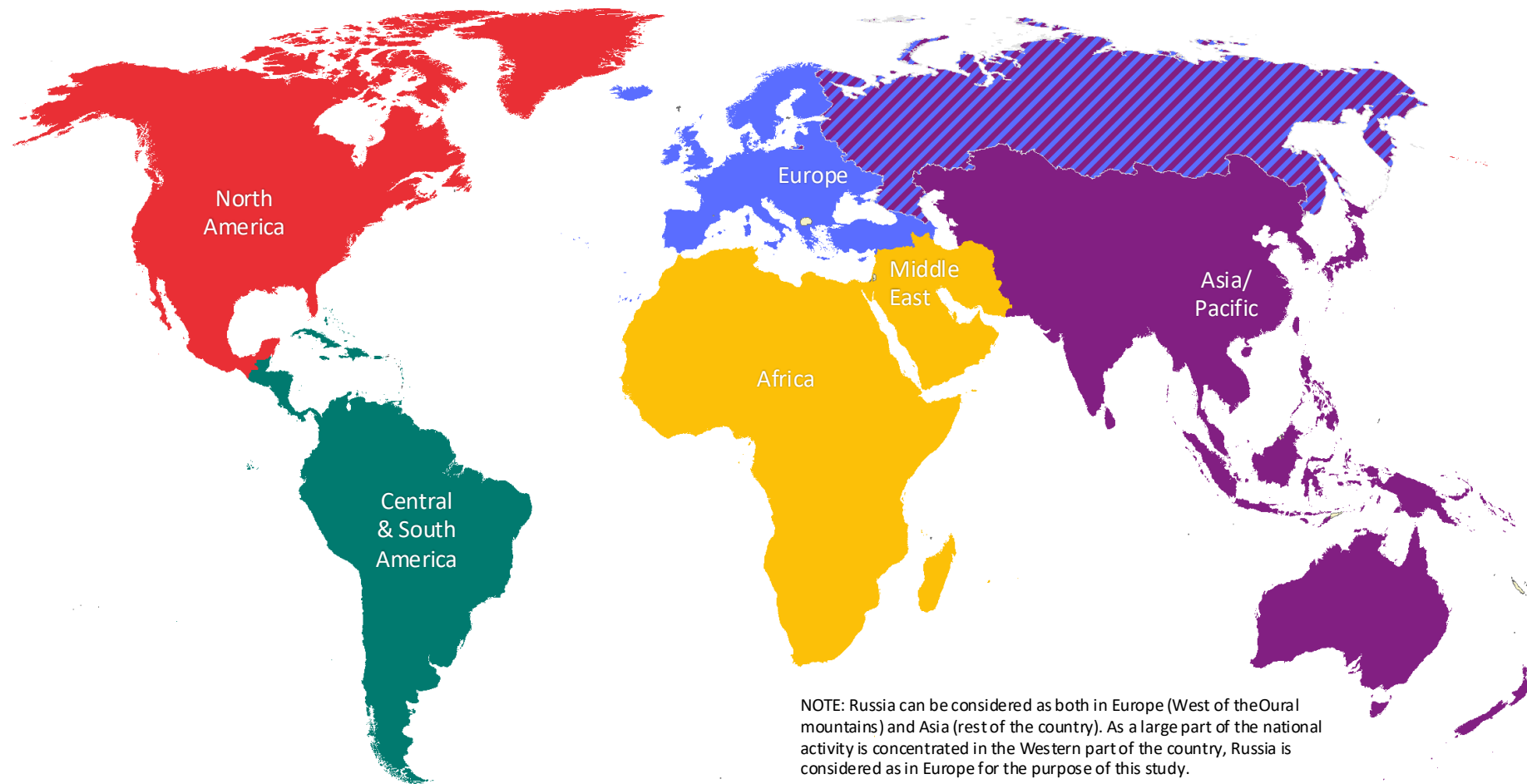
Public exhibitions: exhibitions open primarily to general public visitors. A public exhibition is sometimes also known as a consumer show.

Regions of analysis

Exhibition data, estimates of direct spending, and overall impacts were analyzed at the regional and global levels. The map on the following page provides a breakdown of the regions included in the study:

- Africa
- Asia/Pacific
- Central & South America
- Europe
- Middle East
- North America

Map of analysis regions



Exhibitions summary data

Exhibitions generated €150.0 billion of direct spending and sold more than 138 million net square meters in 2024.

In 2024, exhibitions sold more than 138 million net square meters (1.5 billion square feet) across more than 180 countries. Exhibitions generated approximately €150.0 (\$162.3) billion of direct spending, by visitors, exhibitors and additional exhibitions-related expenditure. North America and Europe ranked first and second in direct spending, representing 47% and 30% of total global direct spending in 2024, respectively.

Exhibitions welcomed nearly 318 million visitors and 4.7 million exhibitors in 2024. Europe ranked first in terms of total visitors with 101.7 million visitors and 1.3 million exhibitors. North America followed with 88.9 million visitors and 1.7 million exhibitors.

Summary of exhibitions activity
(2024)

	Space sold (net square meters, millions)	Direct spending		Share of total	
		(billions Euros)	(billions US\$)	Direct spending	Space sold
Global total	138.1	€ 150.0	\$162.3	100.0%	100.0%
By region					
North America	47.8	€ 71.1	\$77.0	47.4%	34.6%
Europe	43.2	€ 44.6	\$48.3	29.7%	31.3%
Asia/Pacific	35.6	€ 28.4	\$30.8	19.0%	25.8%
Central & South America	7.2	€ 3.5	\$3.7	2.3%	5.2%
Middle East	3.3	€ 1.8	\$1.9	1.2%	2.4%
Africa	1.0	€ 0.6	\$0.6	0.4%	0.7%

	Visitors (000's)	Exhibitors (000's)	Share of total	
			Visitors	Exhibitors
Global total	317,700	4,672	100.0%	100.0%
By region				
Europe	101,700	1,290	32.0%	27.6%
North America	88,900	1,660	28.0%	35.5%
Asia/Pacific	84,000	1,325	26.4%	28.4%
Central & South America	34,300	209	10.8%	4.5%
Middle East	6,700	143	2.1%	3.1%
Africa	2,100	45	0.7%	1.0%

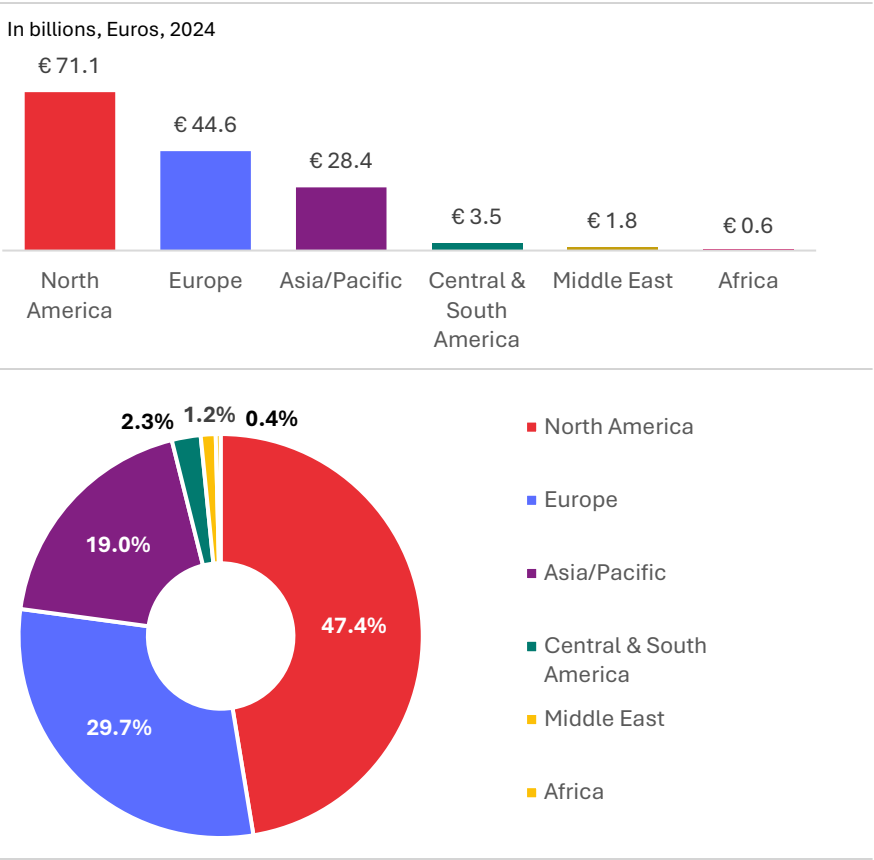
Source: Oxford Economics & UFI (2025)

Exhibitions direct spending

North America and Europe are the top regions in terms of exhibitions direct spending.

Exhibitions in North America generated €71.1 (\$77.0) billion of exhibitions direct spending in 2024, as shown in the accompanying chart, representing 47.4% of global exhibitions direct spending. Exhibitions in Europe and Asia/Pacific generated €44.6 (\$48.3) billion and €28.4 (\$30.8) billion in direct spending, representing 29.7% and 19.0% of global direct spending, respectively.

Exhibitions direct spending by region
(In billions, Euros, 2024)



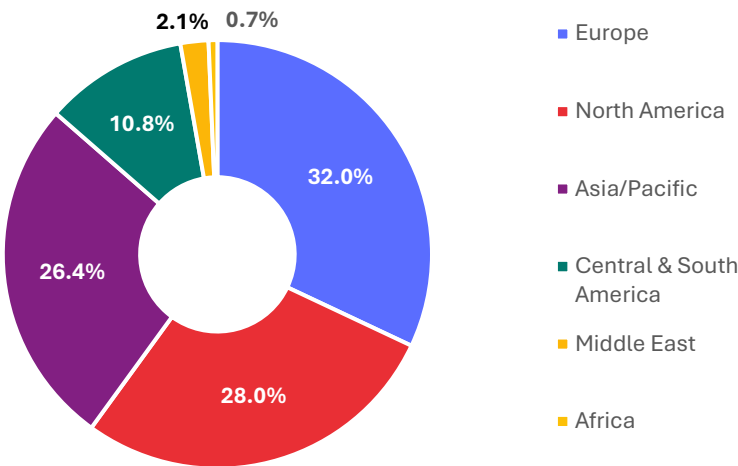
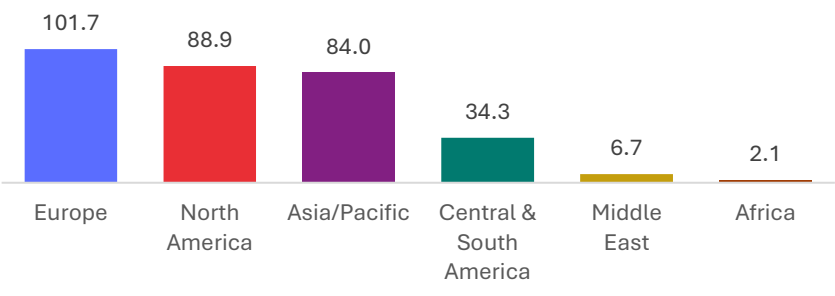
Exhibitions visitors

In terms of number of participants, Europe represents the largest region.

Europe was the largest market in terms of exhibition participants, hosting 101.7 million visitors, representing nearly one-third of total visitors worldwide in 2024. North America ranked second, hosting 88.9 million visitors (28.0% of worldwide visitors) in 2024. Asia/Pacific ranked third with 84.0 million visitors, representing 26.4% of global visitors, while Central & South America ranked fourth with 34.3 million exhibition visitors in 2024. The Middle East and Africa followed, each hosting less than seven million exhibition visitors in 2024.

Exhibitions visitors by region
(millions of visitors, 2024)

In millions, 2024



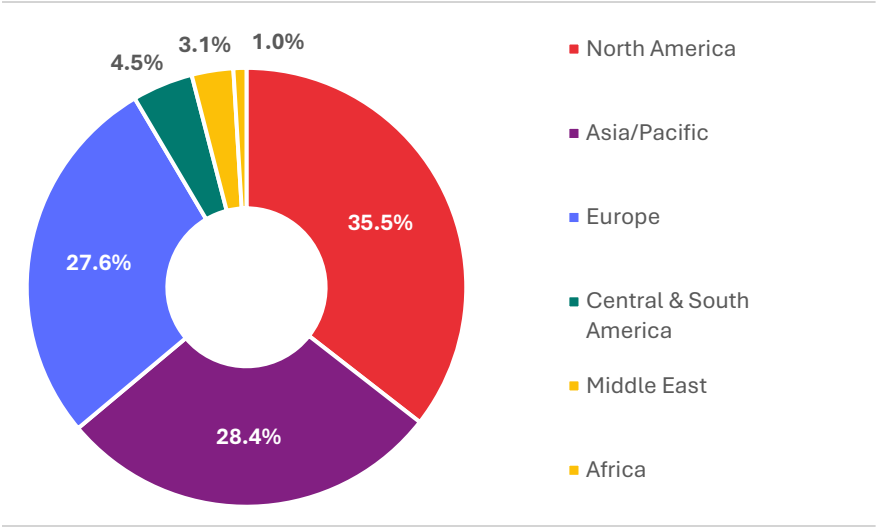
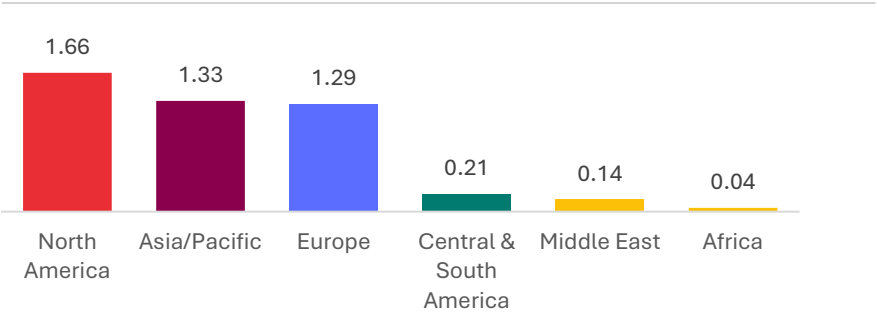
Source: UFI (2025)

Exhibitions exhibitors

In terms of number of exhibitors, North America represents the largest region with 1.7 million exhibitors in 2024.

North America was the largest market in terms of exhibition exhibitors, hosting 1.7 million exhibitors, representing more than 35% of total exhibitors worldwide. Europe ranked second, hosting 1.3 million exhibitors (28.4% of worldwide visitors) in 2024. Asia/Pacific ranked third with 1.3 million exhibitors, representing 27.6% of global exhibitors. Central & South America, the Middle East, and Africa followed, each hosting less than 250,000 exhibitors in 2024.

Exhibitions exhibitors by region
(millions of exhibitors, 2024)



Source: UFI (2025)

Exhibitions direct GDP and jobs impacts

Exhibitions generated €87.5 billion of direct GDP and nearly 1.8 million direct jobs in 2024.

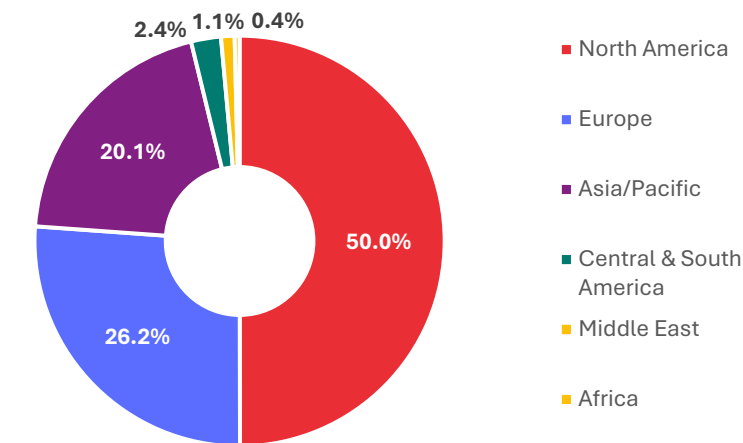
Exhibitions generated €87.5 (\$94.7) billion of direct GDP and nearly 1.8 million direct jobs in 2024. Exhibitions in North America generated €43.7 (\$47.3) billion in direct GDP, representing 47.4% of global exhibitions GDP. North America is also the largest market in terms of jobs, with 815,000 direct jobs.

Europe ranks second in terms of direct GDP impact, with €22.9 (\$24.8) billion in GDP, supporting 404,000 direct jobs. Asia/Pacific ranked third with €17.5 (\$19.0) billion in direct GDP, supporting 456,000 direct jobs.

Exhibitions direct GDP and jobs impact by region (2024)

	Direct spending		Direct GDP		Direct jobs (000s)	Share of total		
	(billions Euros)	(billions US\$)	(billions Euros)	(billions US\$)		Direct spending	Direct GDP	Direct jobs
Global total	€ 150.0	\$162.3	€ 87.5	\$94.7	1,775	100.0%	100.0%	100.0%
By region								
North America	€ 71.1	\$77.0	€ 43.7	\$47.3	815	47.4%	50.0%	45.9%
Europe	€ 44.6	\$48.3	€ 22.9	\$24.8	404	29.7%	26.2%	22.8%
Asia/Pacific	€ 28.4	\$30.8	€ 17.5	\$19.0	456	19.0%	20.1%	25.7%
Central & South America	€ 3.5	\$3.7	€ 2.1	\$2.2	69	2.3%	2.4%	3.9%
Middle East	€ 1.8	\$1.9	€ 0.9	\$1.0	22	1.2%	1.1%	1.2%
Africa	€ 0.6	\$0.6	€ 0.3	\$0.4	9	0.4%	0.4%	0.5%

Share of direct GDP impacts by region (2024)



Source: Oxford Economics (2025)

Exhibitions direct spending per exhibitor

Exhibitions generated approximately €32,107 (\$34,748) in direct spending per exhibitor on a global basis in 2024.

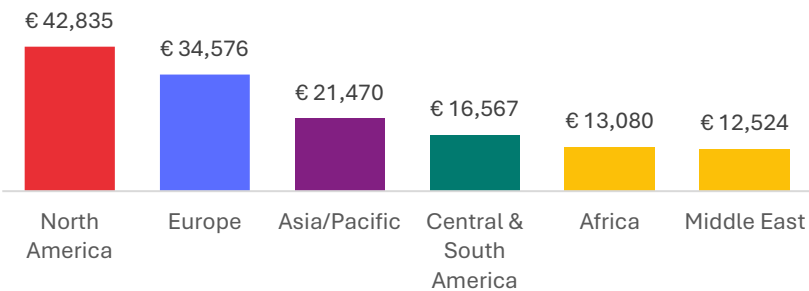
Exhibitions generated €150.0 (\$162.3) billion of direct spending in 2024. Based on a global total of 4.7 million exhibitors in 2024, direct spending per exhibitor amounted to €32,107 (\$34,748).

North America ranked first with €42,835 (\$46,359) in direct spending per exhibitor. Europe and Asia/Pacific followed with €34,576 (\$37,420) and €21,470 (\$23,236) in direct spending per exhibitor, respectively.

Exhibitions direct spending per exhibitor (2024)

	Exhibitors (000's)	Direct spending		Direct spending per exhibitor	
		(billions Euros)	(billions US\$)	(Euros)	(US\$)
Global total	4,672	€ 150.0	\$162.3	€ 32,107	\$34,748
By region					
North America	1,660	€ 71.1	\$77.0	€ 42,835	\$46,359
Europe	1,290	€ 44.6	\$48.3	€ 34,576	\$37,420
Asia/Pacific	1,325	€ 28.4	\$30.8	€ 21,470	\$23,236
Central & South America	209	€ 3.5	\$3.7	€ 16,567	\$17,930
Africa	45	€ 0.6	\$0.6	€ 13,080	\$14,156
Middle East	143	€ 1.8	\$1.9	€ 12,524	\$13,554

In Euros, 2024



Source: Oxford Economics & UFI (2025)

3

Economic Impact of Exhibitions



Economic impact approach

Our analysis of exhibitions direct spending served as an input for the economic impact model we used to estimate exhibitions-sector direct employment and labor income, and the downstream impacts of the sector. This model is also referred to as an input-output (I-O) model.

Components of economic impact analysis

There are three main components of a sector's overall economic impact:

- Direct impacts consist of the direct spending and jobs that are involved in planning and producing exhibitions, and for participants to travel to exhibitions, as well as other exhibitions-related spending. Given the characteristics of the exhibitions sector, much of this direct activity occurs across a variety of sectors. For example, the production of an exhibition frequently involves employees onsite at a hotel or other venue, including banquet staff as well as audio-visual/staging and technical staff, and other third-party contracted service providers, such as entertainment/production services, décor, speakers and trainers, advertising and promotion. These employees all represent direct jobs supported by the exhibitions sector. Meanwhile, participants' travel to the exhibition, and accommodation during the event, supports direct spending and jobs across a range of service providers in the travel sector. Though this spending is occurring across businesses in a range of industry sectors, it all represents activity that is supported by exhibitions direct spending and is part of the exhibition sector's direct impacts.

- Indirect impacts represent downstream supplier industry impacts, also referred to as supply chain impacts. For example, the facilities at which exhibitions occur require inputs such as energy and food ingredients. Also, many exhibition venues contract with specialized service providers, such as marketing, equipment upkeep, cleaning, technology support, accounting, and legal and financial services. These are examples of indirect impacts.
- Induced impacts occur as employees spend their wages and salaries in the broader economy. For example, as hotel employees spend money on rent, transportation, food and beverage, and entertainment.

Indirect and induced impacts may also be referred to collectively as indirect effects.

To conduct the impact analysis, we used country-level economic impact multipliers from the existing exhibitions impact studies. For countries where exhibitions impact multipliers were either unavailable or appeared inconsistent with reference data, we used travel and tourism multipliers maintained by WTTC (World Travel and Tourism Council) and Oxford Economics. WTTC multipliers are based on input-output tables for each country and were sourced from either the OECD (Organisation for Economic Co-operation and Development), or when not available, national statistical offices. From the input-output tables, multiplier matrices were developed for each economy, detailing the flow of spending in an economy that occurs as a consequence of spending in a given industry.

Economic impacts

The global exhibitions sector supported €367.9 (\$398.2) billion of total output (business sales) in 2024.

Overall, the total global economic impact of the exhibitions sector in 2024 is summarized as follows:

- €367.9 (\$398.2) billion of total economic output (business sales)
- €215.4 (\$233.1) billion in total GDP contribution; and
- Nearly 4.3 million total jobs.

These totals represent the combination of direct impacts within the exhibitions sector (e.g. €150.0 (\$162.3) billion of exhibitions direct spending, and 1.8 million direct jobs), plus the estimated indirect and induced effects.

The resulting output multiplier for the exhibitions sector is 2.45, implying that each €1.00 (\$1.00) in direct exhibition spending generates an additional €1.45 (\$1.45) in indirect and induced expenditures in the global economy.

Exhibitions sector global economic impacts
(Amounts in billions of euros and billons of US dollars, except jobs - 2024)

	2024 (Euros & jobs)	2024 (US\$ & jobs)
Direct exhibitions sector impact		
Output (exhibitions direct spending)	€ 150.0	€ 162.3
Employment	1,775,111	1,775,111
GDP	€ 87.5	€ 94.7
Total exhibitions sector impact		
Output (exhibitions direct spending)	€ 367.9	€ 398.2
Employment	4,296,127	4,296,127
GDP	€ 215.4	€ 233.1

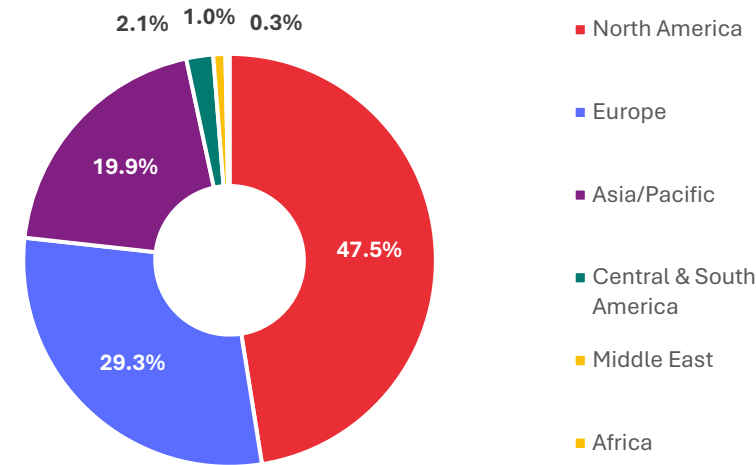
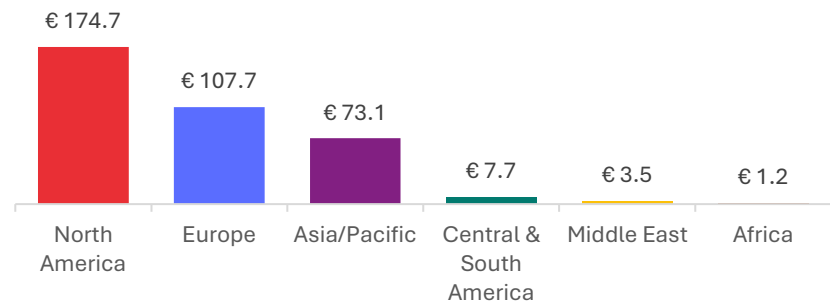
Source: Oxford Economics (2025)

Economic impacts by region: total output

North America and Europe are the top regions in terms of total output impacts.

Exhibitions in North America generated €174.7 (\$189.1) billion of total output in 2024, as shown in the accompanying chart, representing 47.5% of the total output impact of the global exhibitions sector. Exhibitions in Europe and Asia/Pacific generated €107.7 (\$116.5) billion and €73.1 (\$79.1) billion in direct spending, representing 29.3% and 19.9% of the sector’s global output impact.

Economic impacts by region – total output impacts
(In billions of Euros, 2024)



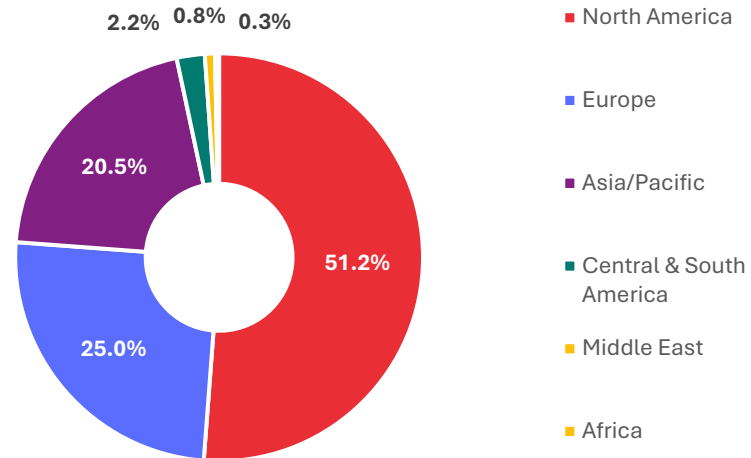
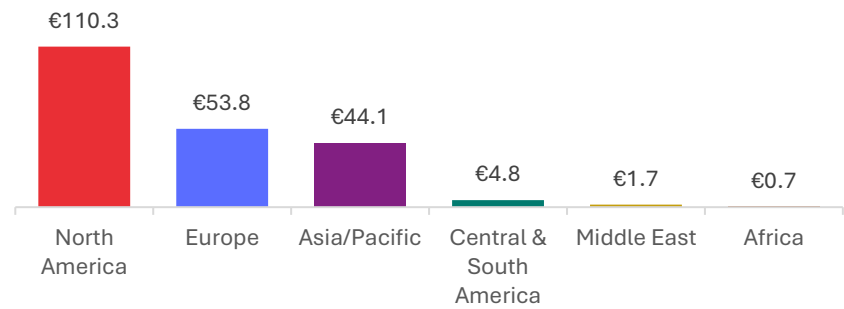
Source: Oxford Economics (2025)

Economic impacts by region: total GDP

North America and Europe are the top regions in terms of total GDP impacts.

Exhibitions in North America generated €110.3 (\$119.4) billion of total GDP in 2024, as shown in the accompanying chart, representing 51.2% of the global exhibitions sector’s total GDP impact. Exhibitions in Europe and Asia/Pacific generated €53.8 (\$58.3) billion and €44.1 (\$47.7) billion in direct spending, representing 25.0% and 20.5% of the sector’s total GDP impact, respectively.

Economic impacts by region – total GDP impacts
(In billions of Euros, 2024)



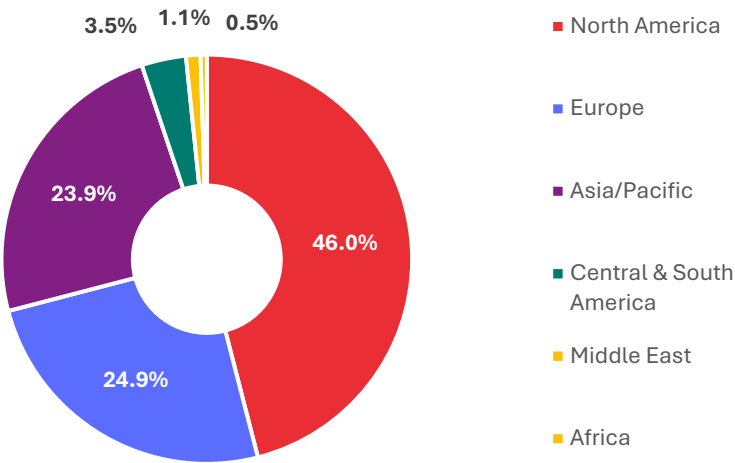
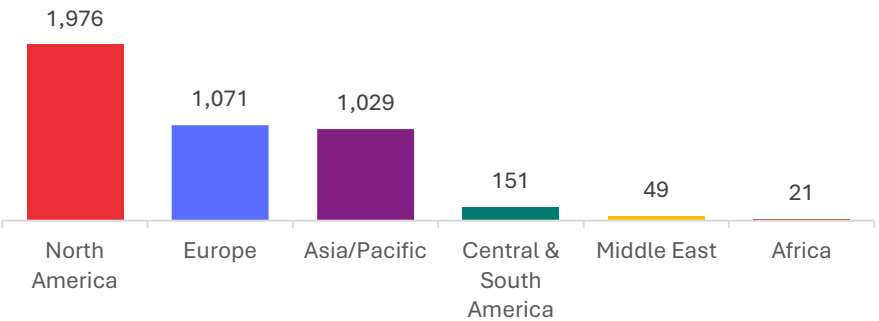
Source: Oxford Economics (2025)

Economic impacts by region: total employment

The global exhibitions sector supported nearly 4.3 million total jobs in 2024.

Exhibitions in North America generated nearly 2.0 million total jobs in 2024, as shown in the accompanying chart, representing 46.0% of the global exhibitions sector’s total job impact. Exhibitions in Europe and Asia/Pacific generated 1.1 million and 1.0 million total jobs, representing 24.9% and 23.9% of the sector’s total job impact, respectively.

Economic impacts by region – total job impacts
(In thousands of jobs, 2024)



Source: Oxford Economics (2025)

Economic impacts: total output per exhibitor

Exhibitions generated approximately €78,800 (\$85,200) in total output per exhibitor on a global basis in 2024.

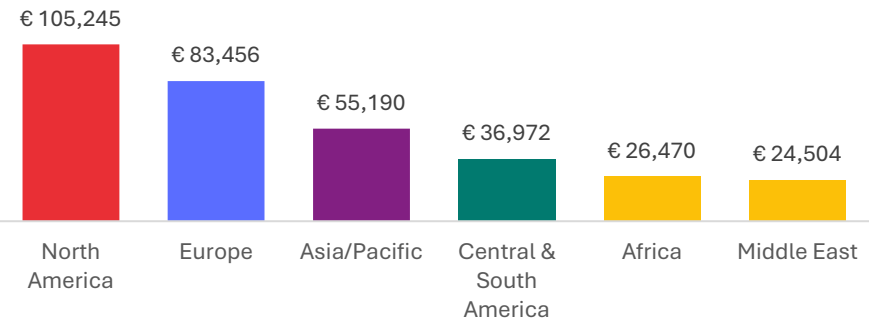
Exhibitions generated €367.9 (\$398.2) billion of total output (total business sales) in 2024. Based on a global total of 4.7 million exhibitors in 2024, total output per exhibitor amounted to €78,752 (\$85,229).

North America ranked first with €105,245 (\$113,901) in total output per exhibitor. Europe and Asia/Pacific followed with €83,456 (\$90,320) and €55,190 (\$59,730) in total output per exhibitor, respectively.

Exhibitions total output per exhibitor (2024)

	Exhibitors (000's)	Total output		Total output per exhibitor	
		(billions Euros)	(billions US\$)	(Euros)	(US\$)
Global total	4,672	€ 367.9	\$398.2	€ 78,752	\$85,229
By region					
North America	1,660	€ 174.7	\$189.1	€ 105,245	\$113,901
Europe	1,290	€ 107.7	\$116.5	€ 83,456	\$90,320
Asia/Pacific	1,325	€ 73.1	\$79.1	€ 55,190	\$59,730
Central & South America	209	€ 7.7	\$8.4	€ 36,972	\$40,013
Africa	45	€ 1.2	\$1.3	€ 26,470	\$28,647
Middle East	143	€ 3.5	\$3.8	€ 24,504	\$26,519

In Euros, 2024



Source: Oxford Economics & UFI (2025)

Economic impacts: total output per square meter of venue capacity

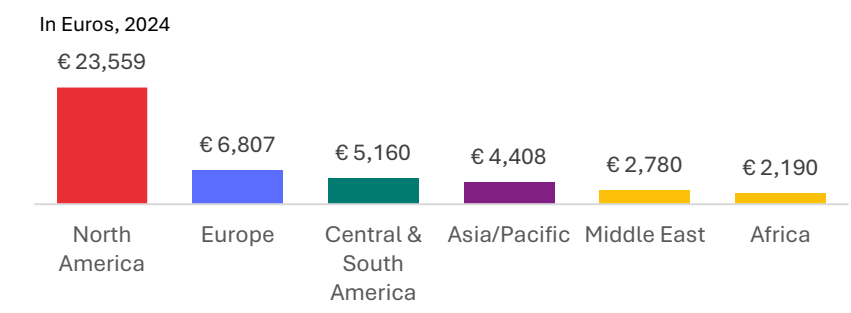
Exhibitions generated approximately €8,500 (\$9,200) in total output per square meter of capacity and €800 (\$900) per square foot of capacity on a global basis in 2024.

Exhibitions generated €367.9 (\$398.2) billion of total output (total business sales) in 2024. Based on a global total of 43.12 million square meters (464.15 million square feet) of venue capacity measured in terms of gross indoor exhibition space (as reported in the UFI World Map of Exhibition Venues 2024), total output per square meter of venue capacity amounted to approximately €8,500 (\$9,200), while total output per square foot of venue capacity amounted to approximately €800 (\$900) .

North America ranked first with €23,559 (\$26,376) in total output per square meter of venue capacity and €2,189 (\$2,450) per square foot of venue capacity . Europe followed with €6,807 (\$7,621) in total output per square meter of venue capacity and €632 (\$708) per square foot of venue capacity.

Exhibitions total output per sqm of capacity (2024)

	Capacity (million square meters)	Capacity (million square feet)	Total output		Total output per square meter of capacity		Total output per square foot of capacity	
			(billions Euros)	(billions US\$)	(Euros)	(US\$)	(Euros)	(US\$)
Global total	43.12	464.15	€ 367.9	\$398.2	€ 8,532	\$9,234	€ 793	\$858
By region								
North America	7.42	79.82	€ 174.7	\$189.1	€ 23,559	\$26,376	€ 2,189	\$2,450
Europe	15.82	170.25	€ 107.7	\$116.5	€ 6,807	\$7,621	€ 632	\$708
Central & South America	1.50	16.12	€ 7.7	\$8.4	€ 5,160	\$5,777	€ 479	\$537
Asia/Pacific	16.59	178.58	€ 73.1	\$79.1	€ 4,408	\$4,935	€ 409	\$458
Middle East	1.26	13.57	€ 3.5	\$3.8	€ 2,780	\$3,113	€ 258	\$289
Africa	0.54	5.82	€ 1.2	\$1.3	€ 2,190	\$2,452	€ 203	\$228



Source: Oxford Economics & UFI (2025)

Global exhibitions impact ranking

The global exhibition sector's total GDP impact would rank it as the 57th largest economy globally.

The global exhibitions sector directly generated more output (business sales) than many large global sectors, including machine tools and medical & surgical equipment.

The €215.4 (\$233.1) 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 table on the following page compares the global exhibitions sector's total GDP impact to the GDP of countries around the world.

GDP comparisons

Amounts in billions of Euros, 2024

Rank	Country	GDP	Rank	Country	GDP	Rank	Country	GDP
1	United States	€ 26,967	31	Thailand	€ 487	61	Ukraine	€ 176
2	China	€ 17,324	32	Austria	€ 482	62	Nigeria	€ 172
3	Eurozone	€ 15,150	33	Norway	€ 447	63	Morocco	€ 142
4	Germany	€ 4,308	34	Philippines	€ 426	64	Kuwait	€ 142
5	Japan	€ 3,721	35	Vietnam	€ 425	65	Slovak Republic	€ 130
6	India	€ 3,553	36	Bangladesh	€ 400	66	Dominican Republic	€ 118
7	United Kingdom	€ 3,367	37	Denmark	€ 397	67	Puerto Rico	€ 115
8	France	€ 2,922	38	Malaysia	€ 391	68	Ecuador	€ 114
9	Italy	€ 2,189	39	Pakistan	€ 391	69	Kenya	€ 113
10	Canada	€ 2,070	40	Colombia	€ 387	70	Uzbekistan	€ 106
11	Brazil	€ 2,017	41	Hong Kong, China	€ 376	71	Guatemala	€ 105
12	Russia	€ 2,004	42	South Africa	€ 370	72	Bulgaria	€ 104
13	South Korea	€ 1,729	43	Romania	€ 354	73	Oman	€ 99
14	Mexico	€ 1,714	44	Egypt	€ 334	74	Sri Lanka	€ 91
15	Australia	€ 1,659	45	Czech Republic	€ 319	75	Angola	€ 89
16	Spain	€ 1,592	46	Chile	€ 305	76	Costa Rica	€ 89
17	Indonesia	€ 1,290	47	Iran, Islamic Rep.	€ 300	77	Serbia	€ 88
18	Turkey	€ 1,218	48	Portugal	€ 285	78	Croatia	€ 85
19	Netherlands	€ 1,134	49	Finland	€ 276	79	Luxembourg	€ 83
20	Saudi Arabia	€ 1,003	50	Iraq	€ 273	80	Panama	€ 80
21	Switzerland	€ 866	51	Peru	€ 267	81	Cote d'Ivoire	€ 80
22	Poland	€ 839	52	Kazakhstan	€ 263	82	Lithuania	€ 78
23	Taiwan	€ 735	53	Algeria	€ 251	83	Ghana	€ 75
24	Belgium	€ 614	54	New Zealand	€ 239	84	Uruguay	€ 75
25	Argentina	€ 580	55	Greece	€ 237	85	Tanzania	€ 74
26	Sweden	€ 563	56	Venezuela, RB	€ 218	86	Turkmenistan	€ 73
27	Ireland	€ 531	57	Exhibitions globally	€ 215	87	Belarus	€ 70
28	Singapore	€ 506	58	Hungary	€ 206	88	Slovenia	€ 67
29	United Arab Emirates	€ 500	59	Qatar	€ 202	89	Azerbaijan	€ 67
30	Israel	€ 499	60	Ethiopia	€ 182	90	Congo, Dem. Rep.	€ 64

Source: Source: Oxford Economics (based on data from National Statistical Offices)

4

Methods

Research Approach

We integrated the results of existing studies and exhibitions data maintained by UFI to model global exhibitions volume and direct spending. Three-quarters of global exhibitions direct spending was covered by country-level studies.

Our approach to the exhibitions sector research included the following steps:

- Analysed existing data on exhibitions maintained by UFI, including net square meters sold, visitors, and exhibitors (see note);
- Analysed existing studies on exhibitions impacts in 13 countries, as well as third-party industry data;
- Developed an econometric model of the relationship between economic and travel-industry data sets and exhibitions industry impacts to estimate exhibitions activity in countries in which the exhibitions industry has not been previously quantified; and
- Combined the results of existing studies and modeled relationships to prepare global estimates.

Overall, we found that approximately three-quarters of global exhibitions direct spending was already covered by the country-level studies we analysed. As a result, while we applied the econometric model to prepare estimates for countries that have not yet been studied at the country level, findings for many of the largest and most important countries were based on the results of existing studies. This provided a solid research foundation.

In this global analysis, we have relied broadly on the headline measures of exhibitions activity and participants as reported by each study. In situations in which we saw clear differences such as definition differences or outliers in specific results, we excluded specific country-level report metrics from the estimation process.

Our discussion of research methods in this section follows the same order. First, we outline the research process, then we highlight the statistical modeling, and last, the conceptual framework.

Figures in this report are based on unrounded estimates. Due to rounding, the totals in certain tables may differ slightly from the sum of the individual rows or columns. The analysis was conducted in nominal Euros and US dollars based on market exchange rates. Model outputs were analyzed in US dollars and converted to Euros using the period exchange rate for calendar year 2024, which was 1.08225 US Dollars for each Euro.

Note: UFI produces estimations of those metrics for the world and each region. Those estimations are derived from models that use data from several markets where such data is considered reliable. UFI is ready to update those estimations when it receives reliable data for any given market (please contact research@ufi.org). Also, regarding visitors numbers, several markets communicate on “number of visits” instead, or count in “attendees”. It is important to know that the economic impact model developed for this study did not use that metric for calculation.

Country economic impact profiles

In addition to the release of the global economic impact of exhibitions findings, Oxford Economics and UFI are offering summary country profiles. Building on the results of the global impact analysis, the research team can prepare summary economic impact profiles at the country level. Metrics included in the country profiles will include direct impacts, indirect and induced impacts, and total impacts for the following metrics: Economic output (business sales), GDP (gross domestic product) and Jobs.

Existing impact studies and third-party data

We compiled existing studies on the impacts of exhibitions in global markets. A comprehensive list of the 13 studies included in the analysis is outlined in the table below.

The research team collected the following metrics for each country:

- Direct spending
- Direct value-added (GDP)
- Direct jobs
- Total participants

In addition to existing impact studies, the research process also encompassed third-party industry data from the following sources:

- UFI
- Global Business Travel Association

	Country	Study year	Report title	Sources
Existing economic impact studies	Australia	2015	The Value of Business Events to Australia	Ernst & Young, Business Events Council of Australia
	Canada	2014	The Economic Contribution of Business Events in Canada	MPI Foundation Canada, Maritz Research, The Conference Board of Canada
	Denmark	2012	Economic Contribution of Meeting Activity in Denmark	Visit Denmark
	France	2011	Étude sur les retombées économiques de l'activité des salons en France et en Île-de-France	Chambre de commerce et d'industrie de Paris, COMITÉ des Expositions de PARIS
	Germany	2018	Overall Economic Relevance of Exhibitions in Germany	Association of the German Trade Fair Industry (AUMA)
	Guatemala	2017	Medicion de la relevancia economica de la industria de turismo de reuniones en Guatemala	STA Consultores, Gobierno de la Republica de Guatemala, INGUAT (Instituto Guatemalteco de Turismo)
	India	2017	Indian Exhibition Industry Report	Indian Exhibition Industry Association
	Mexico	2016	The Economic Relevance of Meetings in Mexico	SECTUR (Secretaria de Turismo), Consejo do Promocion Turistica de Mexico, STA Consultores
	Peru	2014	Peru, Destination for Meetings Tourism	PROMPERU
	Poland	2015	The Economic Impact of Poland's Meetings Industry	Poland Convention Bureau, Polka Organizacja Turystyczna, MPI Foundation, MPI Poland Chapter
	United Kingdom	2012	The Economic Impact of the UK Exhibitions Industry	FaceTime & Oxford Economics
	United Kingdom	2013	The Economic Impact of the UK Meeting & Event Industry	MPI Foundation
	United States	2018	Economic Significance of Meetings to the US Economy	Oxford Economics, Events Industry Council

Econometric model

The econometric model tested the relationship between economic and travel-industry data sets and exhibitions industry impacts

The research team developed an econometric model of the relationship between economic and travel-industry data sets and exhibitions impacts to estimate exhibitions activity in countries in which the exhibitions industry has not been previously quantified. In addition to the data provided by UFI and collected from existing exhibitions impact studies, the table below summarizes the data we compiled to include in the modeling process.

	Data description	Sources
Data inputs for econometric model	Business arrivals	UNWTO (World Tourism Organization), various national statistical agencies
	International business inbound travel spending	IMF Balance of Payments
	Domestic business travel spending	Oxford Economics / WTTC (World Travel and Tourism Council)
	GDP (gross domestic product)	Haver Analytics, various national statistical agencies
	Total population	Haver Analytics, United Nations, various national statistical agencies
	Per capita GDP	Haver Analytics, United Nations, various national statistical agencies
	Services industry gross output	Various national statistical agencies, central banks, and ministries of finance
	Whole economy gross output	Various national statistical agencies, central banks, and ministries of finance

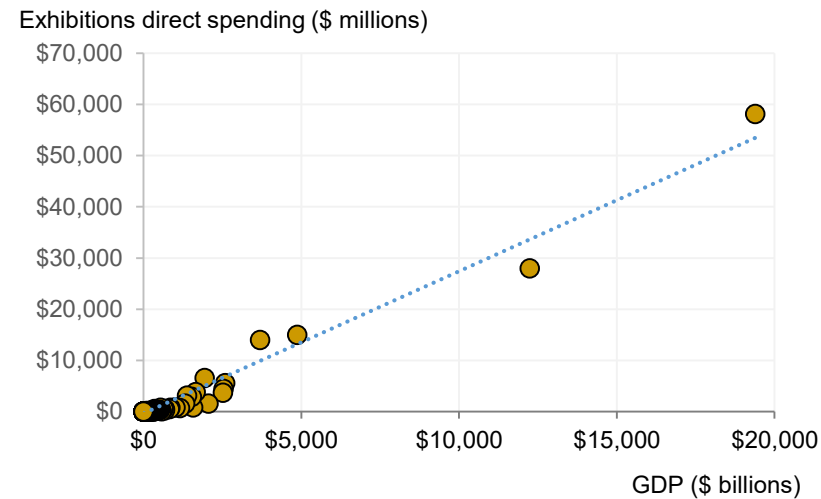
Econometric model

The resulting model reflects the positive relationship between travel-industry measures and exhibitions direct spending.

The resulting model reflects the relationship between travel-industry measures, such as estimated domestic and international business travel spending at the country level (based on Oxford Economics analysis for the World Travel and Tourism Council), and exhibitions direct spending. Because studies of exhibitions activity in more developed countries tend to show higher levels of activity relative to business travel spending, GDP per capita was also used in the model.

The resulting estimates show that exhibitions spending tends to be correlated with broad economic activity. For example, the correlation between exhibitions spending and economic activity as measured by GDP is shown in the accompanying chart.

Exhibitions direct spending and GDP by country



Source: Oxford Economics (2022)

Country impact profiles

In addition to the release of the global economic impact of exhibitions findings, Oxford Economics and UFI are offering summary country profiles, which will provide insight for country-level impacts of exhibitions. Building on the existing econometric model and research conducted for the global impact analysis allows the research team to prepare summary economic impact profiles at the country level.

Based on data availability, the following exhibition metrics will be included in the country profiles:

- Exhibition venue capacity
- Exhibition space sold
- Exhibitors
- Visitors

Economic impact metrics included in the country profiles will include direct impacts, indirect and induced impacts, and total impacts for the following metrics:

- Economic output (business sales)
- GDP (gross domestic product)
- Jobs

Individual country profile reports can be produced for UFI Member Associations. Such reports have already been produced for Economic Impact of Exhibitions for Brazil (in 2025), Greece (2024), Spain (2020), Thailand (2022) and the UK (2019, 2023, 2024).

Please contact advocacy@ufi.org more information.

Economic impact metrics

Secondary data sources were a critical part of the research.

After estimating direct exhibitions spending based on existing impact studies and the econometric model, the research team estimated additional economic impact metrics utilizing the sources listed in the table below. For example, we used economic data on gross output and value added for both the whole economy and the travel industry to estimate direct GDP impacts for each country. In addition, we used multipliers from existing impact studies and travel and tourism multipliers maintained by Oxford Economics and WTTC to estimate the total economic impact of exhibitions for each country.

	Economic impact metric	Estimation method and source
Economic impact metrics	Direct spending (direct output)	Existing impact studies Estimates from econometric model
	Net space sold (square meters)	Existing UFI data
	Total visitors	Existing UFI data
	Total exhibitors	Existing UFI data
	Direct GDP (gross domestic product) impact	Estimates of direct spending (direct output) Economic data on whole economy & services industry gross output from national statistical agencies Economic data on whole economy & services industry value-added from national statistical agencies
	Direct jobs	Existing impact studies Estimates from econometric model Economic data on whole economy gross output from various national statistical agencies Travel & tourism data & multipliers from Oxford Economics & WTTC (World Travel and Tourism Council)
	Total economic impact, GDP, and jobs	Existing impact studies Travel & tourism data & multipliers from Oxford Economics & WTTC (World Travel and Tourism Council)

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