UFI Global Exhibition

Barometer

ufi The Global Association of the Exhibition Industry

33rd Edition

Report based on the results of a survey concluded in July 2024

Global	
Southern Africa	
Australia	
Brazil	
Italy	
United Kingdom	
Spain	
Asia	
Peru	
Central & South America	
Colombia	
South Korea	
Mexico	
Argentina	
Panama	
Indonesia	
Uruguay	
Hong Kong	
India	
Japan	
Macau	
Malaysia	
Myanmar	
Saudi Arabia	
Singapore	
US	
Greece	
Thailand	
France	

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.

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 MEA – Overview of the exhibition market in the MEA region.

The Exhibition Industry in Latin America – The first comprehensive overview by UFI of the exhibition industry Latin America.

Topical Reports

Focused reports on challenges and developments within the exhibition industry.

Global Visitor Insights & Global 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.

UFI Research is available at
www.ufi.org/research

Contents

Introduction 4

Results globally

Operations 5
Turnover – Operating profits 7
Workforce Development 9
Most Important Business Issues 11
Current Strategic Priorities 15
Generative AI Applications 20

Regional and details results for selected markets 23

North America – Mexico and US 38
Central & South America – Argentina, Brazil and Colombia 57
Europe – France, Germany, Greece, Italy, Spain and United Kingdom 88
Middle East & Africa – Saudi Arabia, UAE and South Africa 107
Asia-Pacific – Australia, China, India, Malaysia and Thailand

Conclusion 134

Answers per country/region 136

Introduction

Welcome to the 33rd edition of the “UFI Global Exhibition Barometer” survey. This study is based on a global survey that was concluded in July 2024. It represents up-to-date information on the status and outlook of the global exhibition industry as well as on 19 specific markets and regions. The UFI Global Exhibition Barometer was launched in response to the 2008 global financial crisis. Since then, it has tracked industry development through various external shocks (the most recent one being the COVID-19 pandemic). As a globally trusted, independently run research project, this latest edition again identifies and lists today’s and tomorrow’s industry challenges.

The Barometer has a truly global reach, with 453 companies participating from 68 countries and regions.

We wish to thank the following associations, whose participation made this global collaboration possible: AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, ABEA (Australian Business Events Association) in Australia, ABEOC (Associao Brasileira de Empresas de Eventos) and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil, AEFI (Italian Exhibition & Trade Fair Association) in Italy, AEO (Association of Event Organisers) in the UK, AFE (Spanish Trade Fairs Association) in Spain, AFECA (Asian Federation of Exhibition & Convention Associations) in Asia, AFEP (Asociacion de Ferias del Peru) in Peru, AFIDA (Asociación Internacional de Ferias de América) in Central & South America, AIFEC (Asociacion Colombiana de la Industria de Ferias, Congresos, Convenciones y Actividades Afines) in Colombia, AKEI (The Association of Korean Exhibition Industry) in South Korea, AMEREF (Asociacion Mexicana de Recintos Feriales) and AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, AOCA (Asociación Argentina de Organizadores y Proveedores de Exposiciones, Congresos, Eventos y de Burós de Convenciones) in Argentina, APPCE (Asociación Panameña de Profesionales en Congresos, Exposiciones y Afines) in Panama, AUDOCA (Asociación Uruguaya de Organizadores de Congresos y Afines) in Uruguay, HKECIA (Hong Kong Exhibition and Convention Industry Association) in Hong Kong, IECA/ ASPERAPI (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MFTA (Macau Fair & Trade Association) in Macau, MACEOS (Malaysian Association of Convention and Exhibition Organisers and Suppliers) in Malaysia, MECA (Myanmar Exhibition and Conference Association) in Myanmar, PEIFE (Professional Events Industry Association Saudi Arabia) and SCEGA (Saudi Conventions & Exhibitions General Authority) in Saudi Arabia, SECB (Singapore Exhibition & Convention Bureau) in Singapore, SISO (Society of Independent Show Organizers) for the US, SOKEE (Greek Exhibition Industry Association) in Greece, TEA (Thai Exhibition Association) in Thailand, and UNIMEV (French Meeting Industry Council) in France.

Important remarks

- The number of responses to the current survey (453 total from 68 countries and regions - see the full list at the end of the document) provides representative results. However, the consolidated regional results may not reflect the situation of specific countries in that region. This is why the report also includes a set of detailed results for the 19 markets where a significant number of answers were obtained.
- Due to decimal rounding, the percentage values indicated in some charts may not sum up exactly to 100%.

Questions related to this survey can be sent to research@ufi.org
This research is available online at www.ufi.org/research

Operations World

The 33rd Barometer surveyed participants' company operations for the first half of 2024 (compared to the year before), qualifying their level of activity as "increased," "normal," "reduced," or "no activity." It also gauged their predicted level of activity for the second half of 2024 and the first half of 2025.

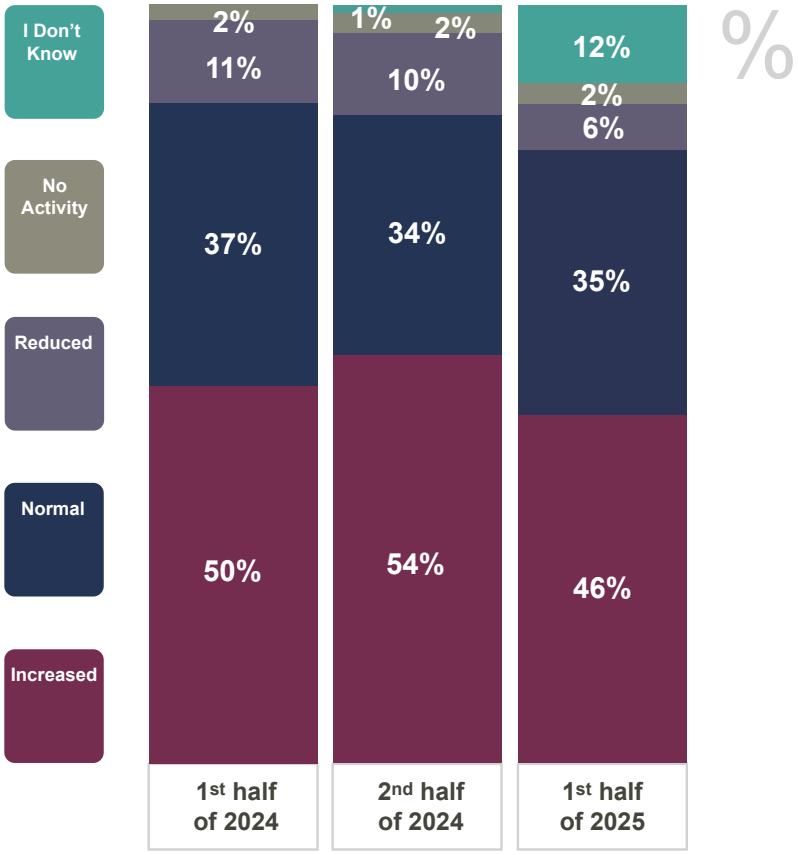
Globally, the level of operations in the first half of 2024 has picked up for half of the companies (4 out of 10 in Asia-Pacific, Central & South America and Middle East & Africa; and 6 out of 10 in Europe and North America) while it was qualified as "normal" for one in three.

This trend will continue in the coming year with, on average, a percentage of companies reporting an increased activity ranging from 59% in North America to 50% in Asia-Pacific, 49% in the Middle East and Africa and 48% in Central and South America and Europe respectively.

It should be noted that these averages include significant variations for some countries: the level of increased activities is lower than the global averages for all periods in Australia, China, Colombia, France, Saudi Arabia, and South Africa, while it is higher in Brazil, India, Malaysia, Thailand, the USA and the UK.

Operations World

Situation of the industry operations for the current year, and predictions for the next year



Turnover - Operating Profits World

The 33rd Barometer asked participants for their company's gross turnover for 2023, and their expectations for 2024, compared to the previous year. The survey also aimed to gather insights on the progression of operating profits for 2023 and 2024 compared to the preceding year. It shall be noted that the results do not consider inflation, which varies from one country to another.

The following charts present:

- Revenues from 2023 and projections for 2024 compared to the previous year respectively, on average for all companies.
- The evolution of 2023 and 2024 operating profits compared to the previous year respectively.

Revenues increased by 20% on average in 2023, and this trend is expected to continue. In 2024, revenues are expected to grow again by an average of 17% year over year.

These general trends vary from one country to another:

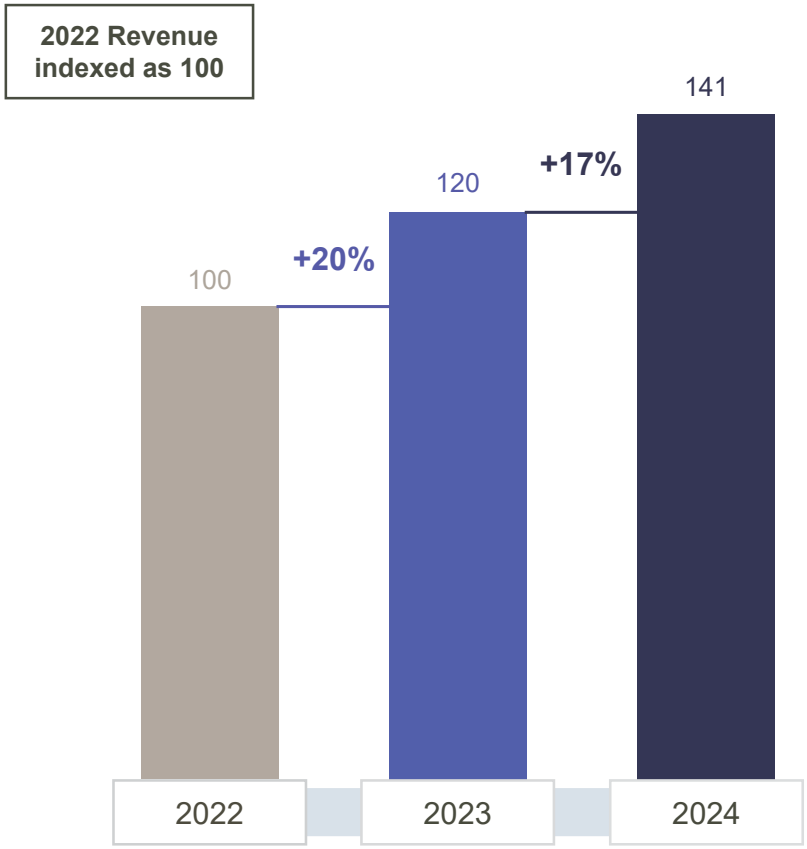
- Revenues from 2023 compared to 2022 vary from 143% in Malaysia, 139% in Thailand, 132% in Argentina and the USA, to 105% in Spain, 103% in Brazil and 101% in Australia.
- Revenues from 2024 compared to 2023 vary from 148% in Colombia, 138% in Brazil, 123% in the UAE, to 106% in Germany, 105% in China and 98% in France.

In terms of operating profits for 2023, 61% of the companies declare an annual increase of more than 10%, and 27% declare a stable one. The same total of 88% applies to the 2024 operating profits, with 47% planning an annual increase of more than 10% and 39% a stable one.

The highest proportion of companies expecting an annual profit increase of more than 10% are in Malaysia (100%), Spain (83%) and Thailand (75%) for 2023, and Brazil (82%), the UK (69%) and Malaysia (58%) for 2024.

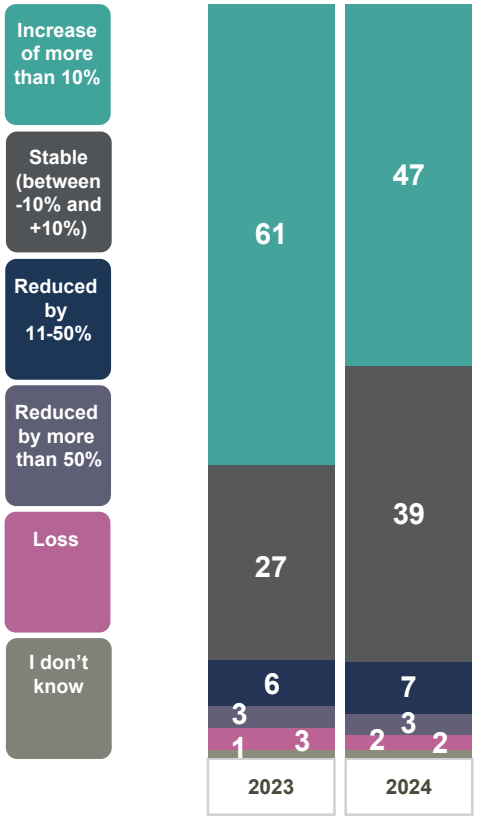
Turnover - Operating Profits World

Revenue compared to previous year



Operating profits compared to the previous year

%



Workforce Development World

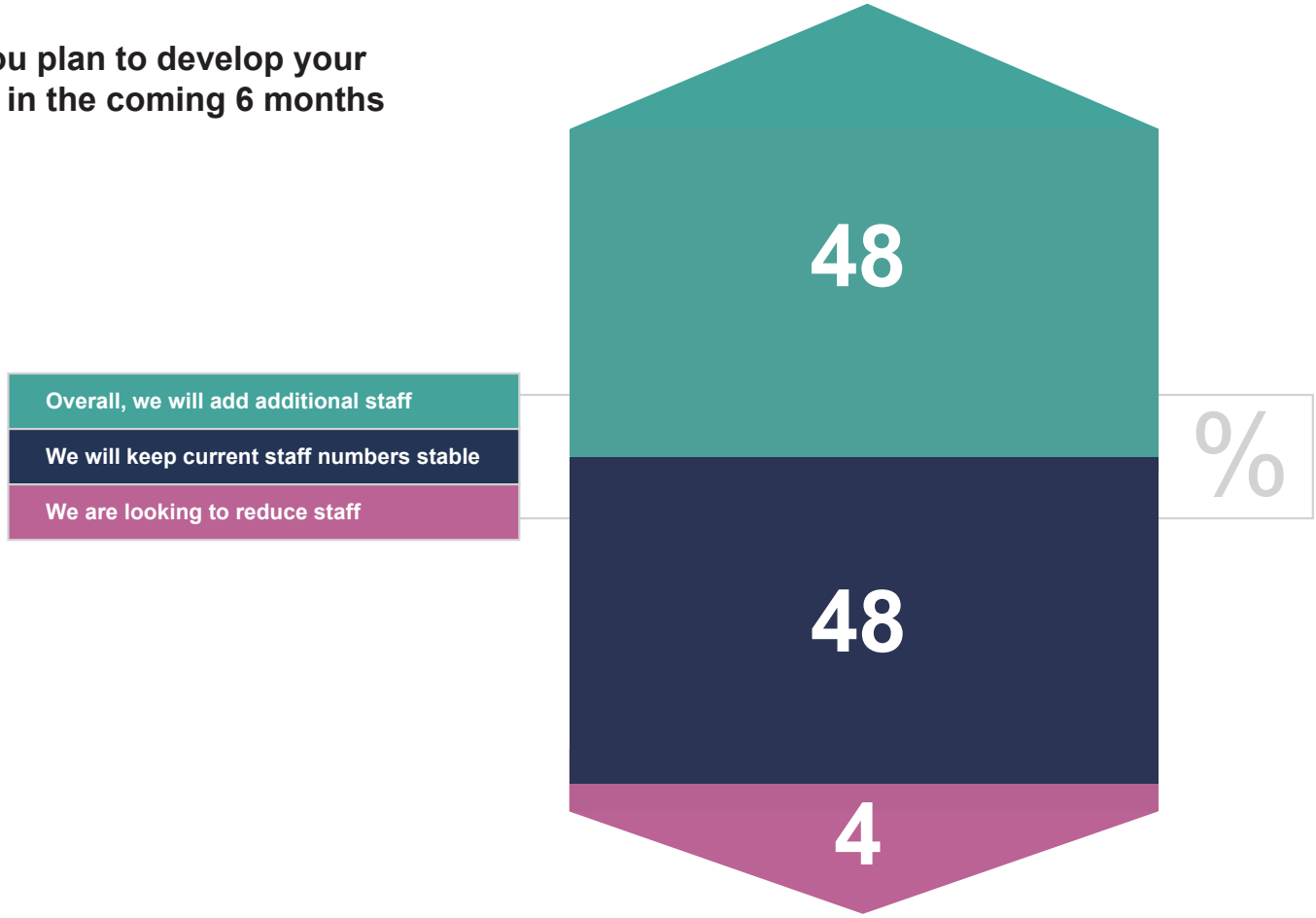
The 33rd Barometer asked companies about their plans in terms of workforce development in the coming six months.

Globally, 48% of companies declare that they plan to increase their staff numbers, while another 48% declare that they will keep current staff numbers stable.

The highest proportion of companies planning to add staff are identified in Malaysia (91%), Brazil (75%) and the UAE (73%).

Workforce Development World

How do you plan to develop your workforce in the coming 6 months



Most Important Business Issues World

The 33rd Barometer asked companies to select the most important issues for their business in the coming year from a pre-defined list of ten issues, which, for the second time, included “Geopolitical challenges.” In parallel, the “Impact of Covid-19 pandemic on the business” was removed. Companies could list a multitude of issues. The following pages present the results and include an analysis of the trend of answers to this question over the last eight years.

This edition does not show significant changes when compared to the previous edition of the Barometer released six months ago:

- The most pressing business issue is “State of the economy in home market” (22% of answers globally – same as six months ago - and the main issue in all regions, except the Middle East and Africa, where it ranks second).

- Overall, “Global economic developments” come in as the second most important issue globally (15% of answers, compared to 17% six months ago), followed by “Geopolitical challenges” (14%, and the top issue for the Middle East and Africa) and “ Competition from within the exhibition industry” (14%).

- “Internal management challenges” (11%), “Sustainability / Climate” (9%) and “Impact of digitalisation” (6%) follow.

An analysis by industry segment (organiser, venue only and service provider) shows no differences regarding the most pressing issue (“State of the economy in home market”), but the second and third ones vary: “Global economic developments” (17%) and “Geopolitical challenges” (16%) for organisers; “Competition from within the exhibition industry” (18%) and “Sustainability / Climate” (13%) for venues; “Competition from within the exhibition industry” (19%) and “Global economic developments” (15%) for service providers.

The analysis of the trend around top business issues over the 2016 - 2024 period confirms the trend identified six months ago:

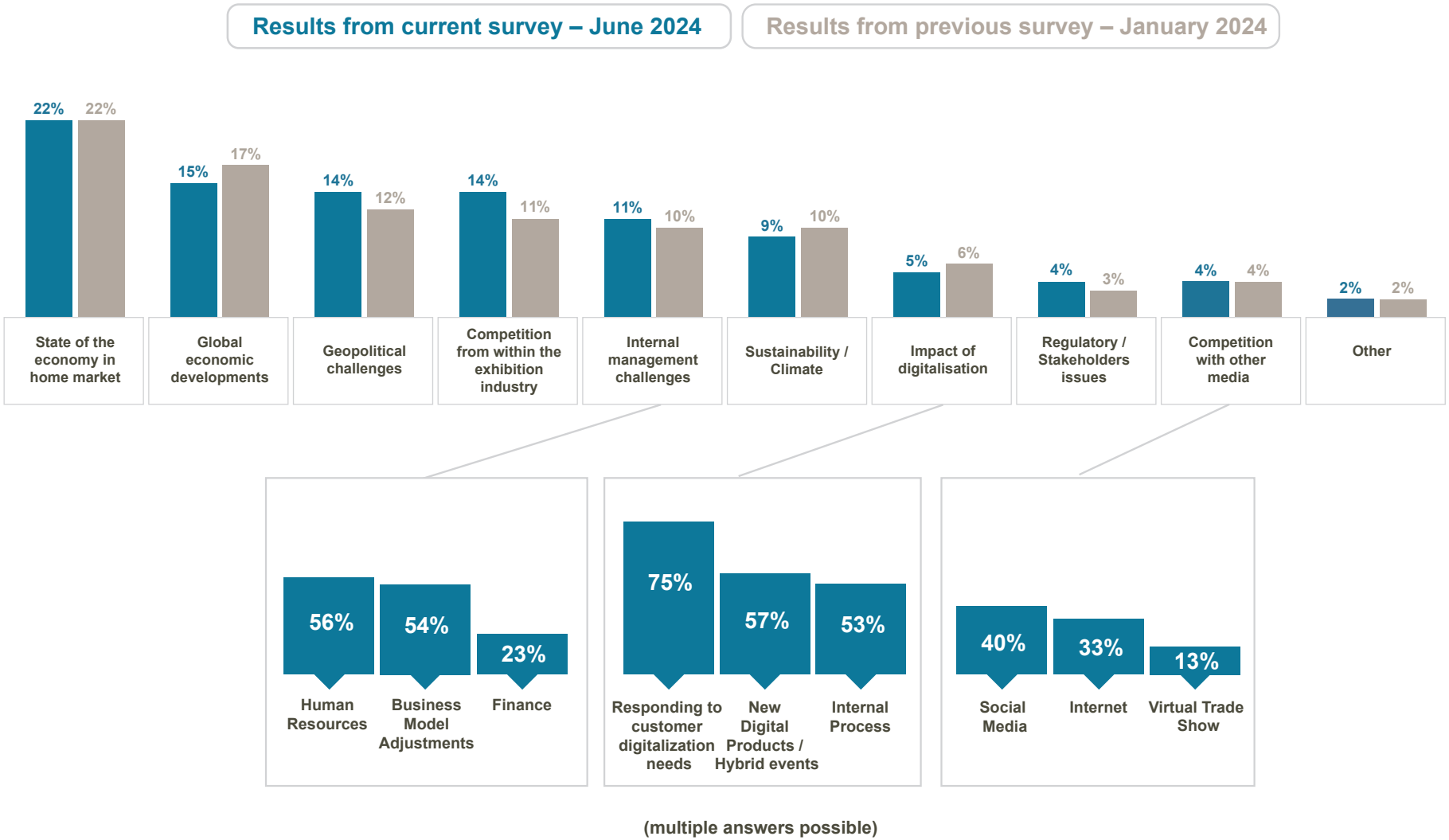
- “Global economic developments” & “State of the economy in the home market” are the main issues, with an aggregated 37% of answers.

- “Geopolitical challenges”, introduced six months ago, and “Competition from within the exhibition industry” are both in second position, with 14% of answers respectively, followed by “Sustainability / Climate” combined with “Other stakeholders’ issues” (13%).

- “Internal management challenges” stands next, with 11% of answers, half of what it represented in 2022 and 2023.

- “Impact of digitalisation” & “Competition with other media” combined has dropped from 30% or more in 2022 and 2023 to 9% in 2024.

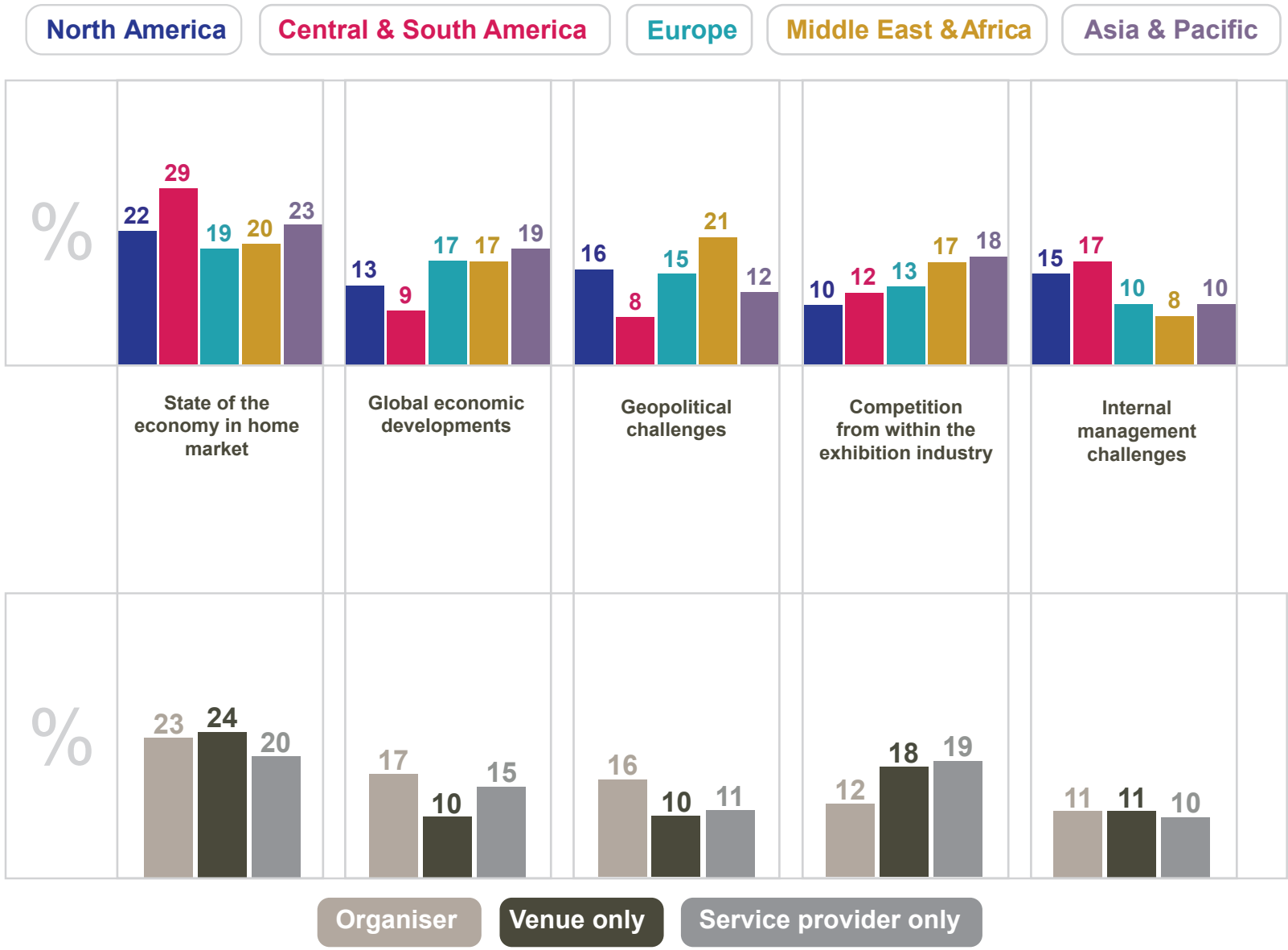
Most Important Business Issues World



(multiple answers possible)

Most important issues: detail by region and type of activity for the five top issues identified globally

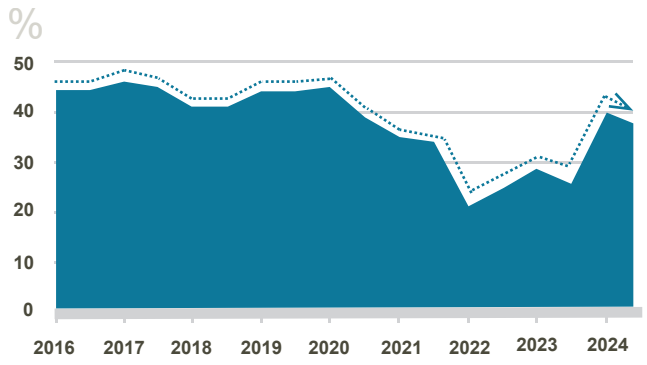
The Global Association of the Exhibition Industry



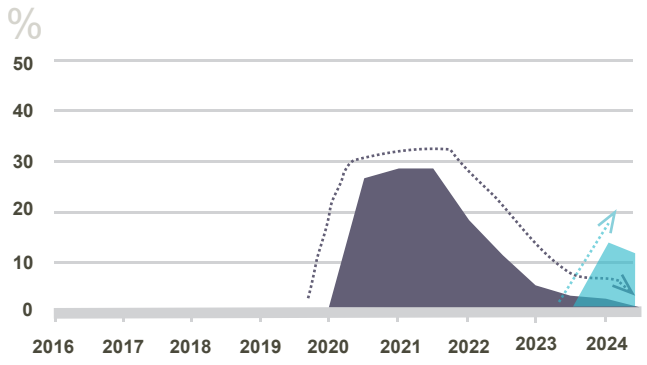
Most Important Business Issues World

Most important business issues: 2016 - 2024 trends

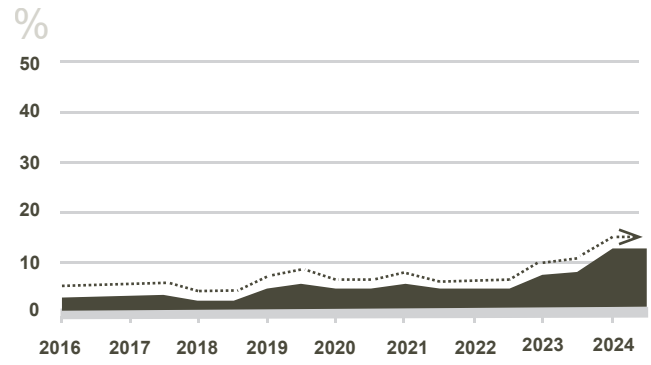
Global economic developments & State of the economy in home market



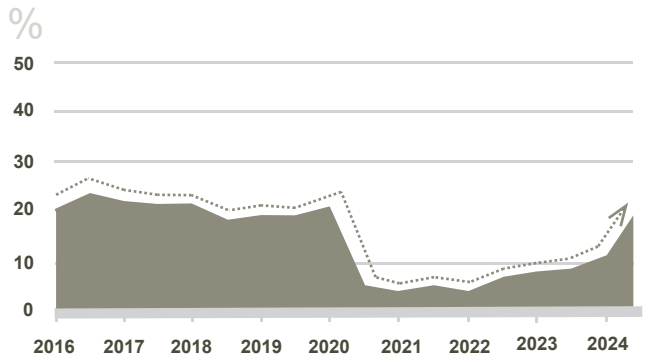
Impact of Covid-19 pandemic on the business Geopolitical challenges



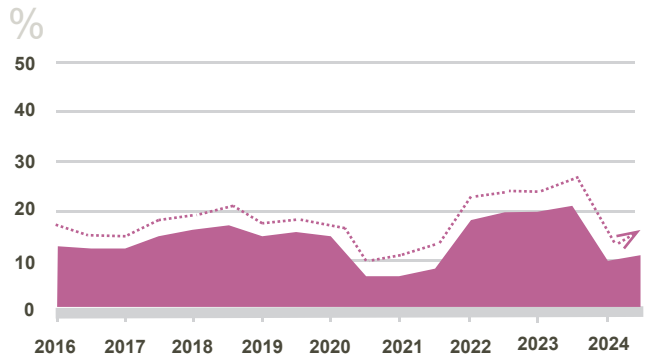
Sustainability/climate & Other stakeholders issues



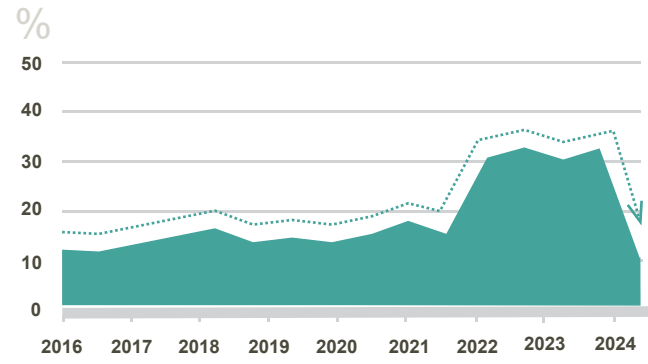
Competition from within the exhibition industry



Internal management challenges



Impact of digitisation & Competition with other media



Current Strategic Priorities
World

Companies were asked to share their current strategic priorities in two specific areas: their range of activities and their geographical exposure.

In all regions, a large majority of companies intend to develop new activities, either in the classic range of exhibition industry activities (venue/organiser/services), outside of the current product portfolios, or in both areas: 69% in Asia-Pacific, 74% in North America, 75% in Central and South America, 83% in Europe and 84% in the Middle East & Africa.

In terms of geographic expansion, 43% of companies declare an intention to develop operations in new countries and regions.

At the country level, international development is on the agenda of a majority of companies in 9 of the 19 markets analysed: the UAE (75%), Colombia (69%), Mexico (63%), Malaysia (60%), Spain and the UK (both 58%), Germany and Saudi Arabia (both 55%) and Italy (53%).

Current Strategic Priorities By Region
World

Key	
Develop new activities outside my current product portfolio (for example digital products and services)	**Both developments**
Stay within current scope of activities (as a venue, an organiser or a service provider)	**Develop my activities in line with my current portfolio**

North America	
40%	12%
26%	23%

Central & South America	
44%	5%
25%	26%

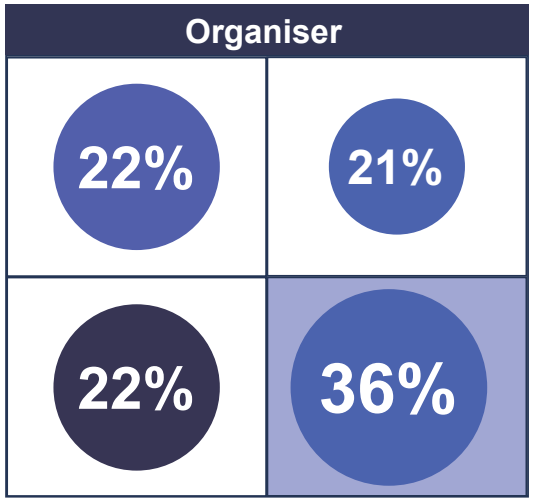
Europe	
28%	16%
17%	39%

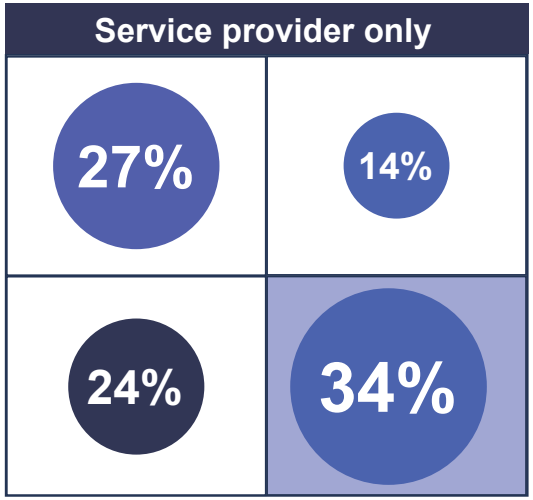
Middle East & Africa	
14%	30%
16%	40%

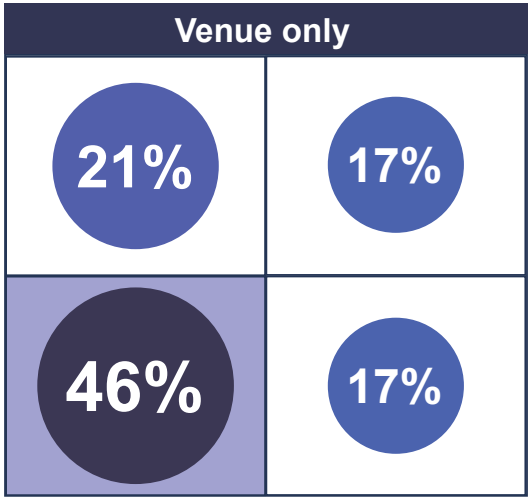
Asia & Pacific	
11%	24%
31%	34%

Current Strategic Priorities By Activity Type
World

Key	
Develop new activities outside my current product portfolio (for example digital products and services)	**Both developments**
Stay within current scope of activities (as a venue, an organiser or a service provider)	**Develop my activities in line with my current portfolio**



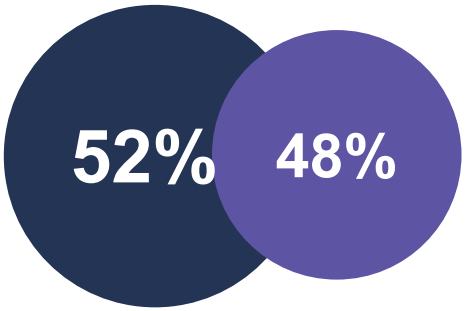




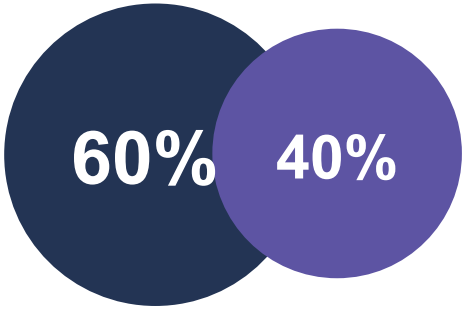
Current Strategic Priorities By Geographic Exposure

The Global Association of the Exhibition Industry

North America



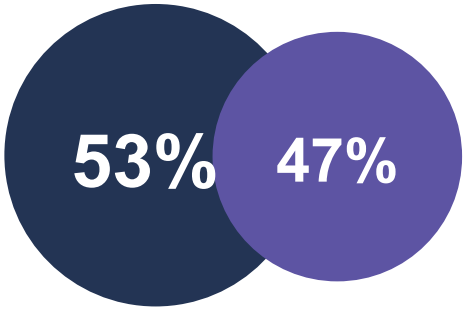
Central & South America



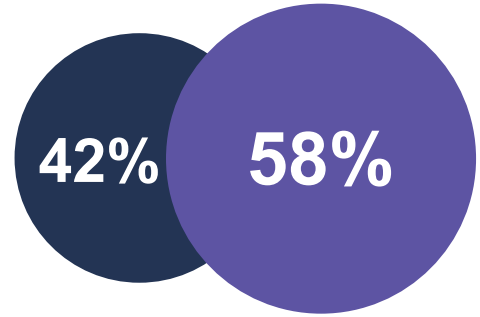
Stay in the same countries as those in which I currently operate

Operate in new countries

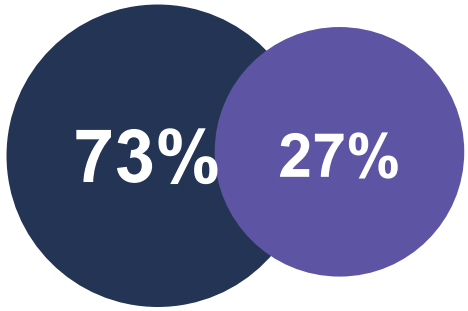
Europe



Middle East & Africa



Asia & Pacific

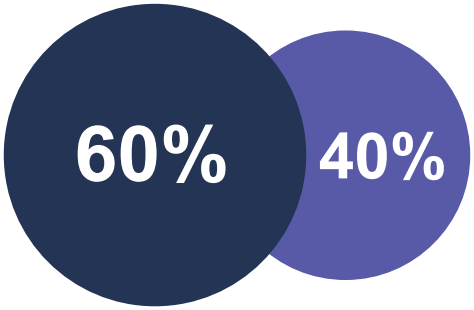


Current Strategic Priorities By Activity Type
World

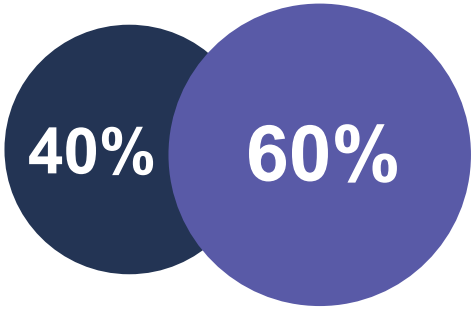
Stay in the same countries as those in which I currently operate

Operate in new countries

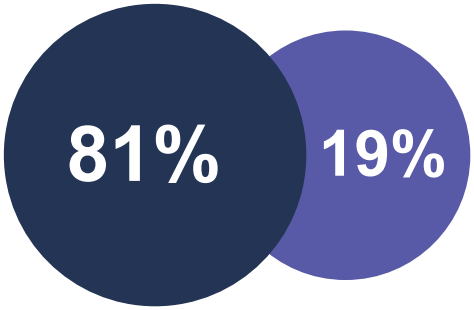
Organiser



Service provider only



Venue only



Generative AI Applications World

The 33rd Barometer survey asked a specific question on the impact of generative AI on the exhibition industry to shed light on this emerging digital transformation. The survey aimed to assess the current utilisation of AI across various business functions and gauge future expectations.

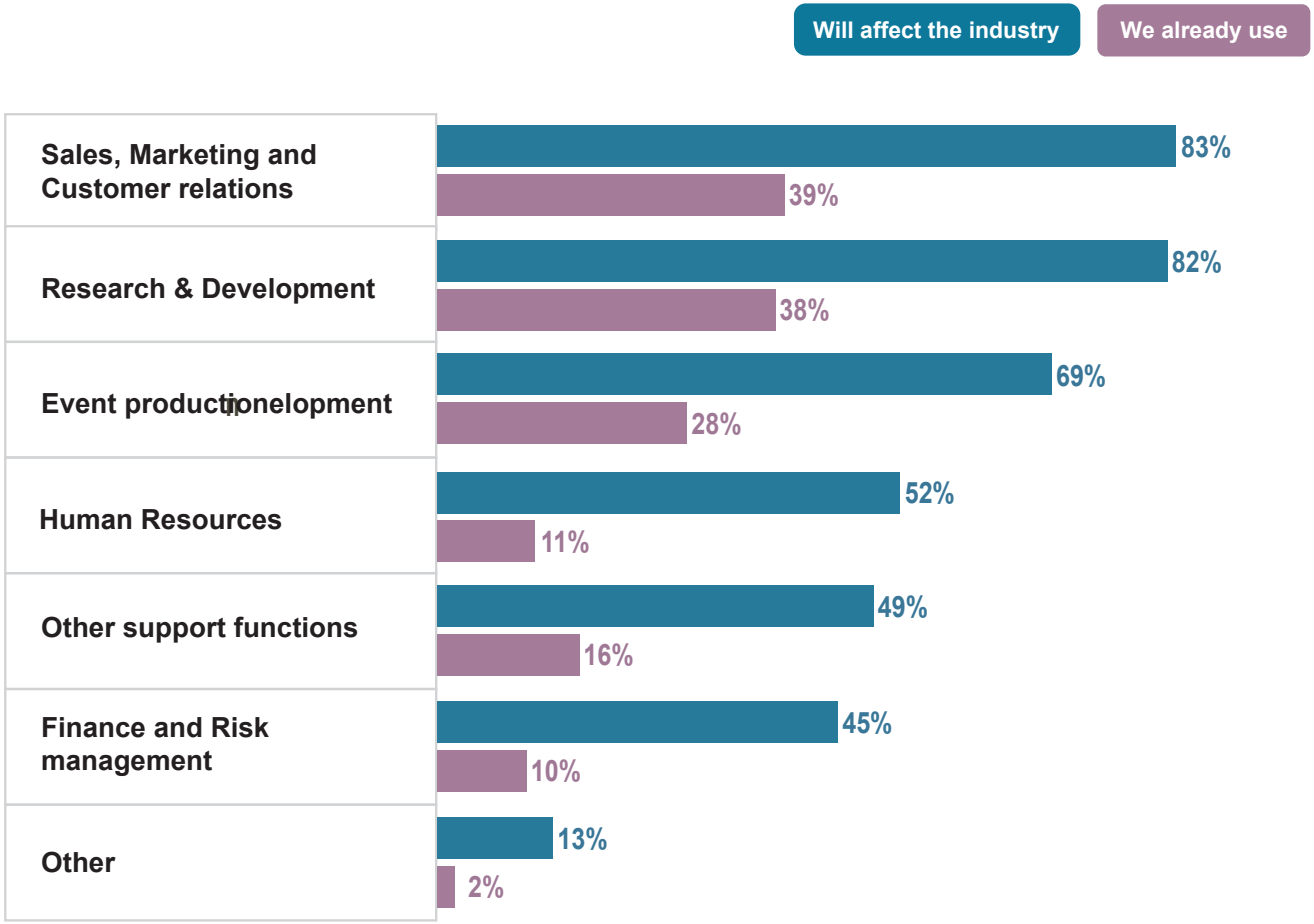
Globally, there is an overwhelming consensus that AI will affect the industry, with 90% of companies stating this.

The areas expected to be most affected by the development of AI are the same in all regions: “Sales, Marketing and Customer relations” (83% globally), “Research & Development” (82%) and “Event production” (69%).

These are precisely the areas where generative AI applications are already mostly used, and in all regions (39%, 38%, and 28% globally, respectively).

Generative AI Applications World

Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others



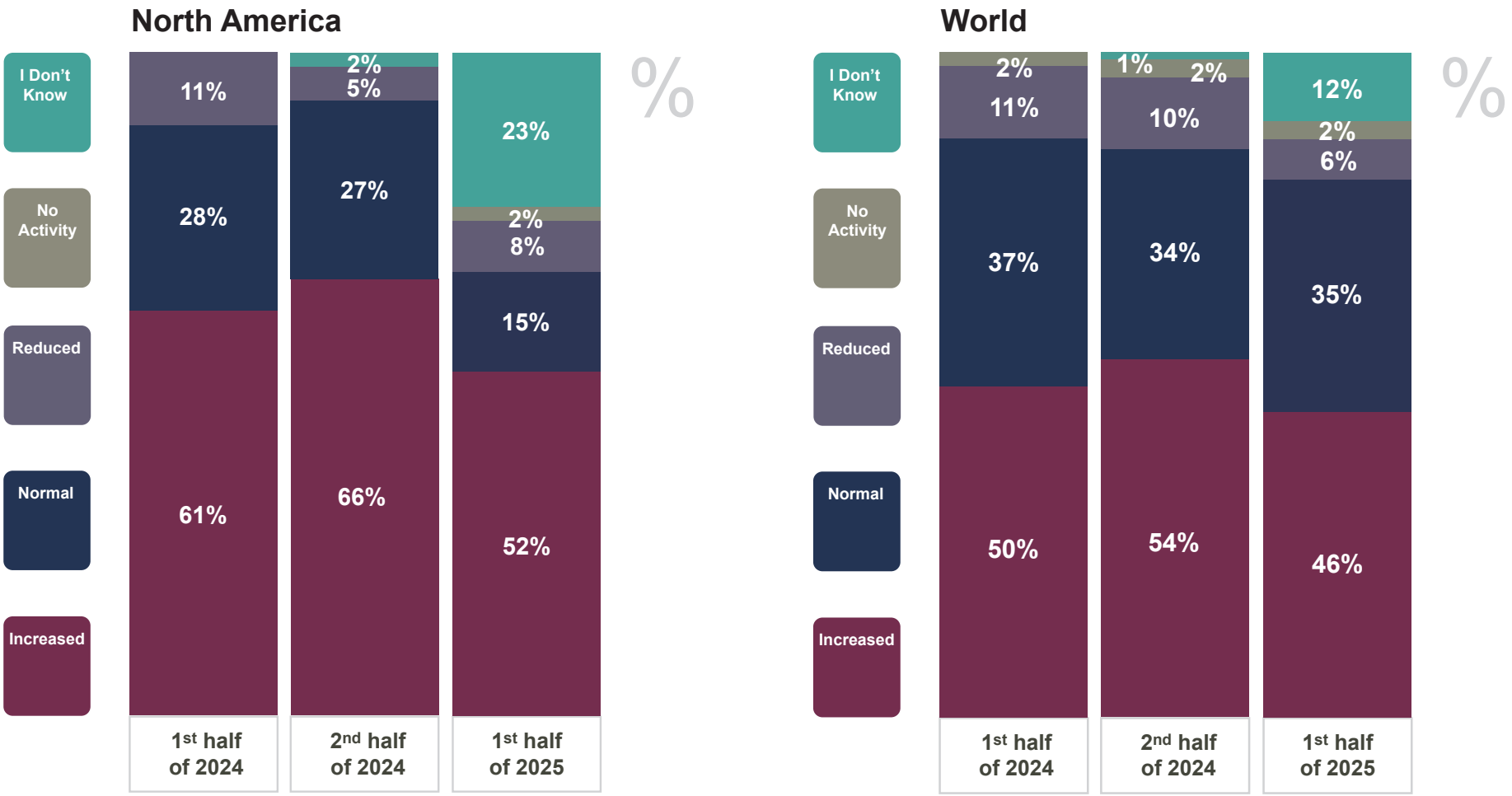
Part 2:
Detailed results for 5 regions and 19 markets

North America:	Mexico US
Central & South America:	Argentina Brazil Colombia
Europe:	France Germany Greece Italy Spain United Kingdom
Middle East & Africa:	Saudi Arabia UAE South Africa
Asia-Pacific:	Australia China India Malaysia Thailand

North America

Operations
North America

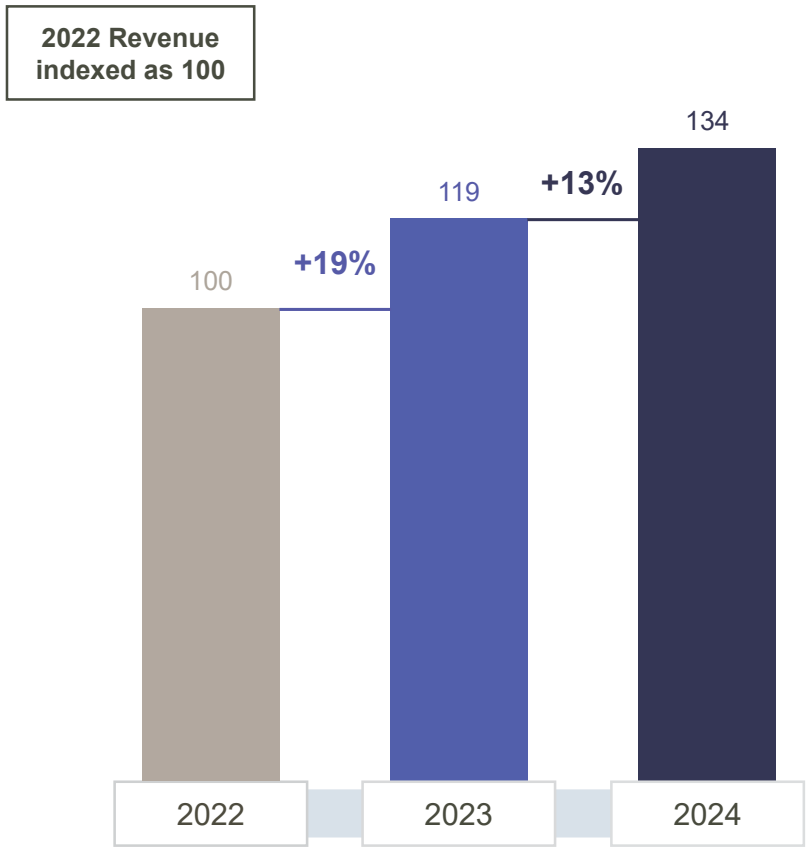
Situation of the industry operations for the current year, and predictions for the next year



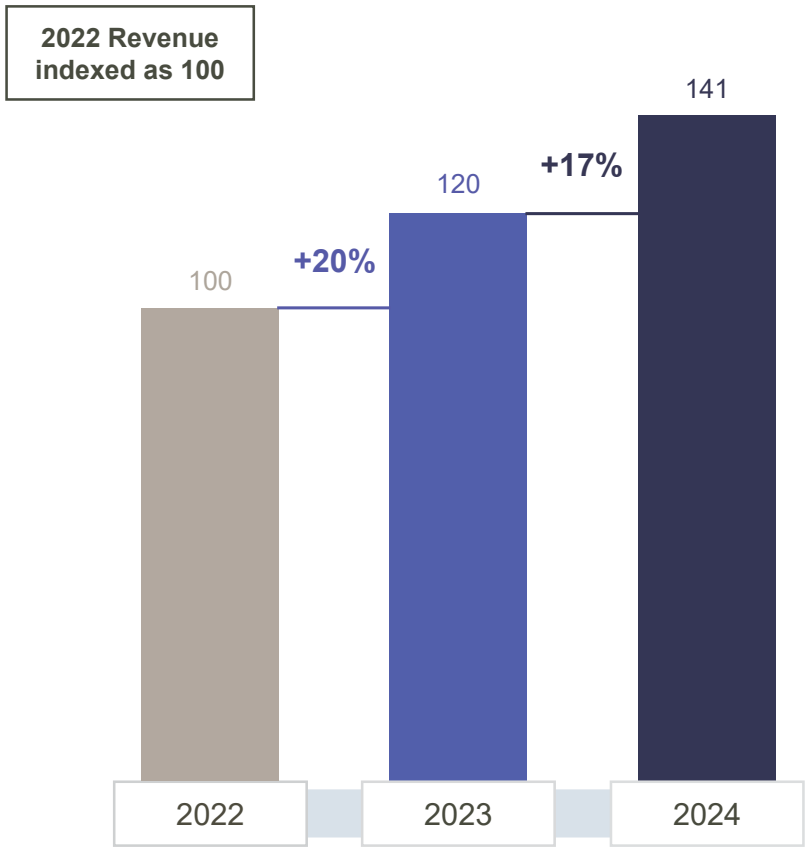
Turnover
North America

Revenue compared to previous year

North America



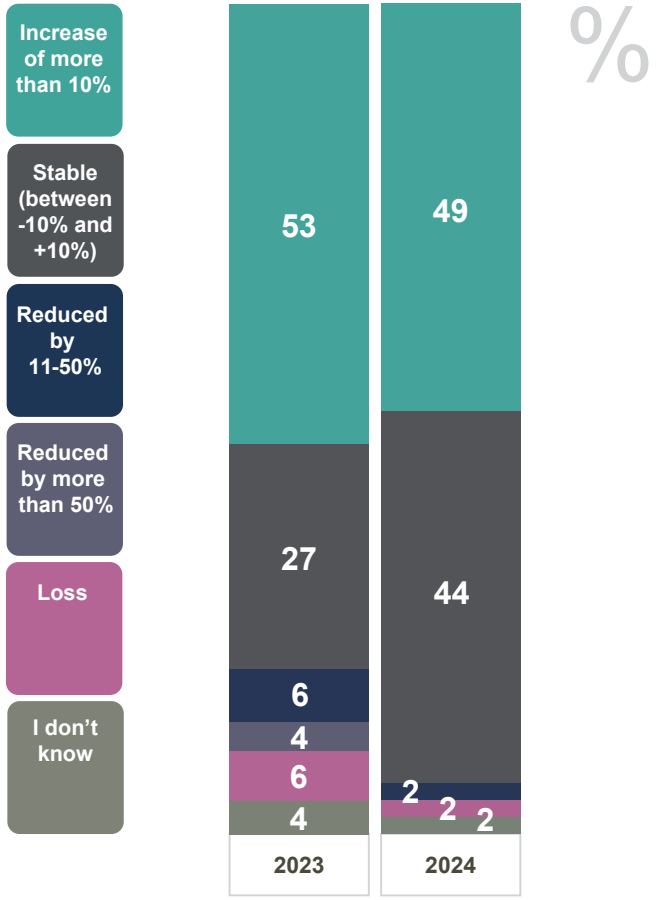
World



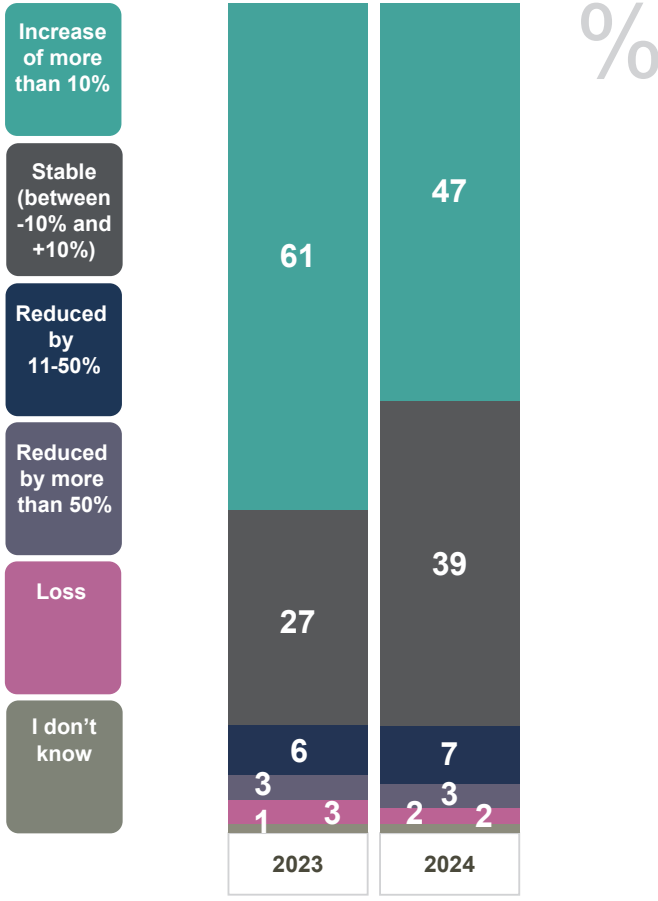
Operating Profits
North America

Operating profits compared to previous year

North America

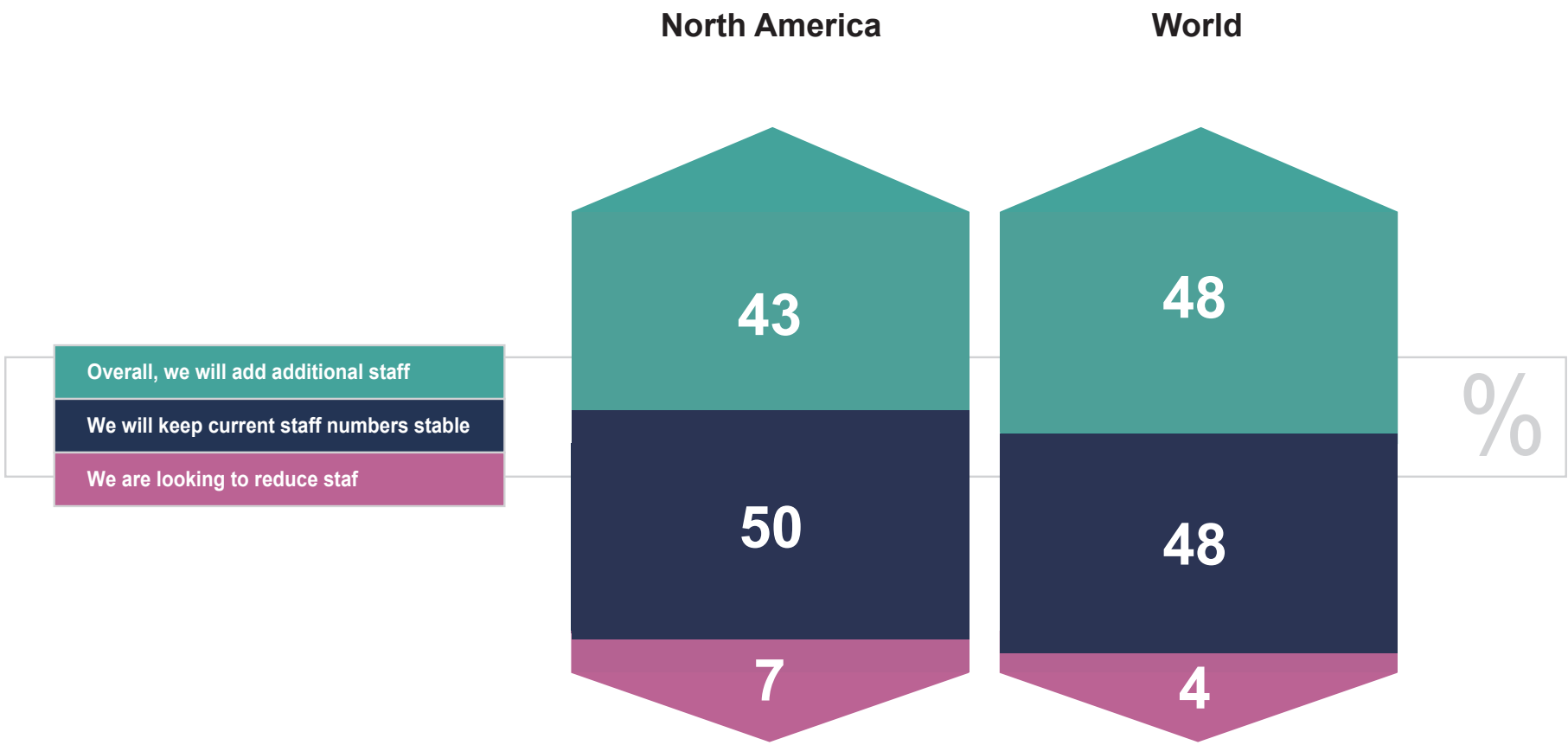


World



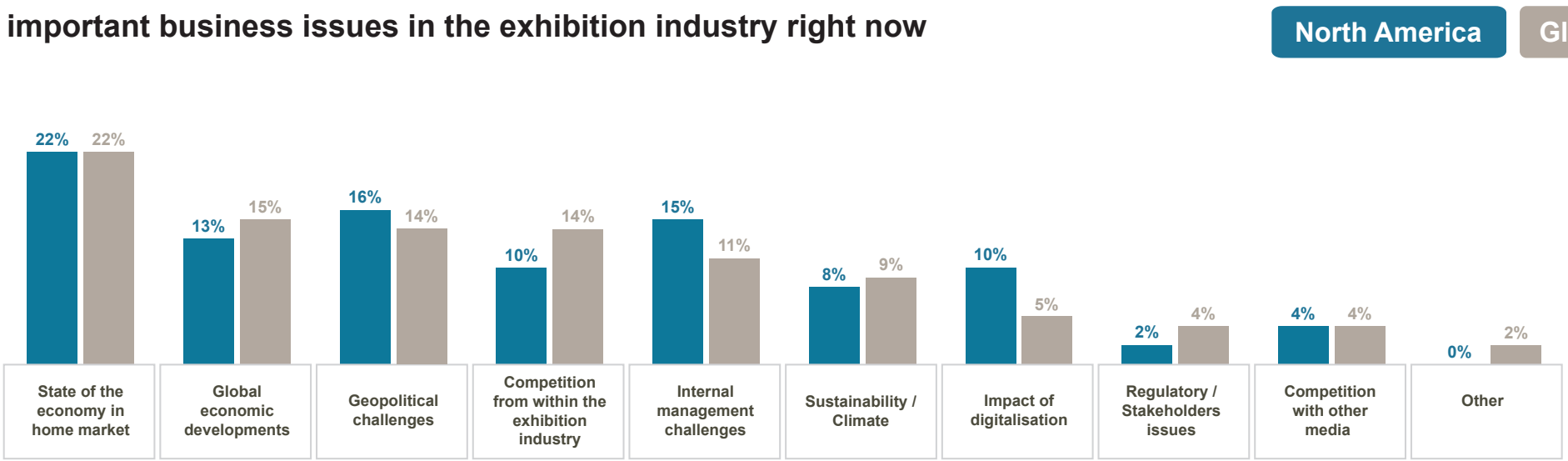
Workforce Development
North America

How do you plan to develop your workforce in the coming 6 months



Most Important Business Issues - Key Factors for Business Development - North America

Most important business issues in the exhibition industry right now

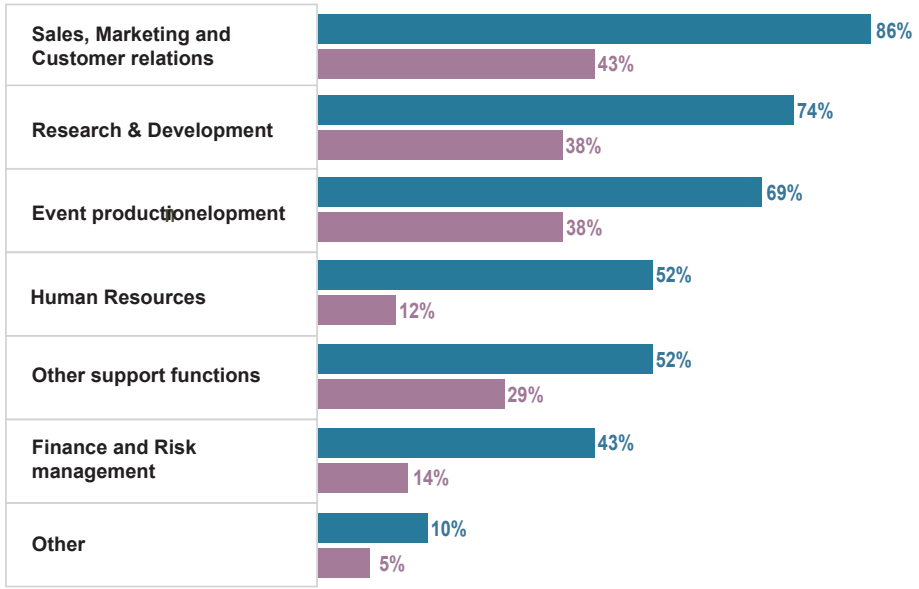


Generative AI Applications
North America

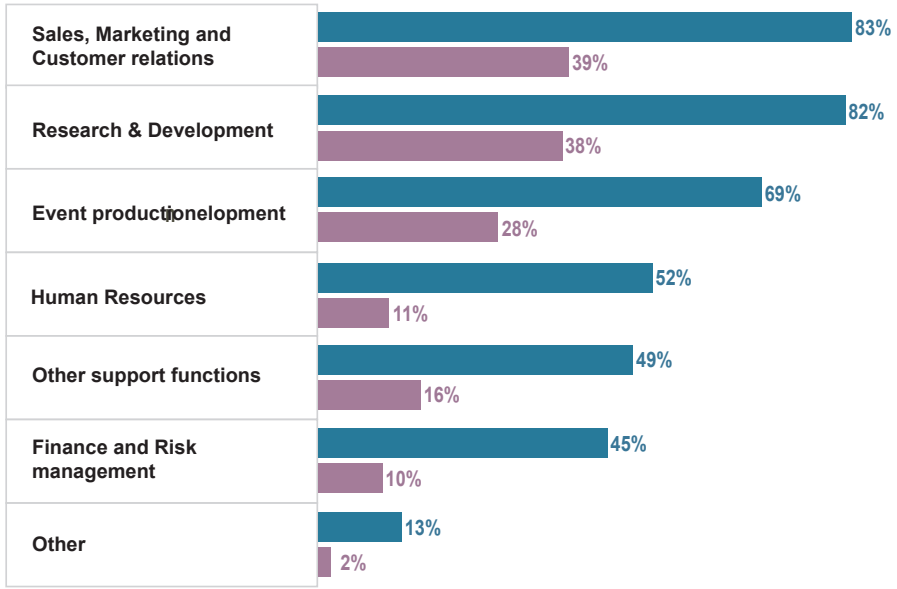
Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry | We already use

North America

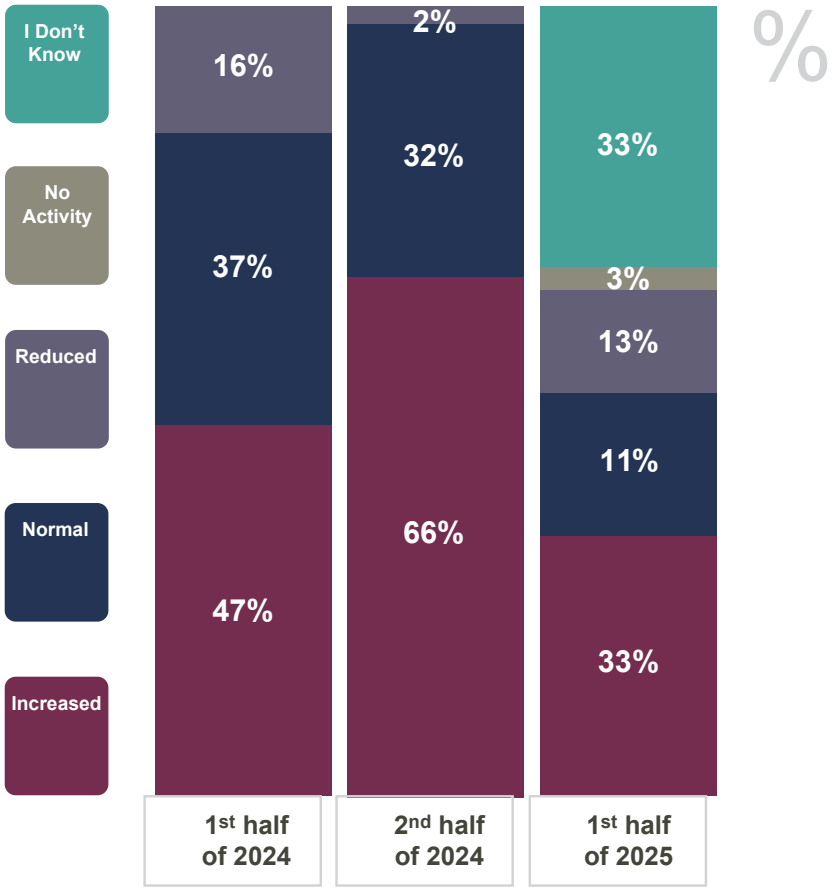


World

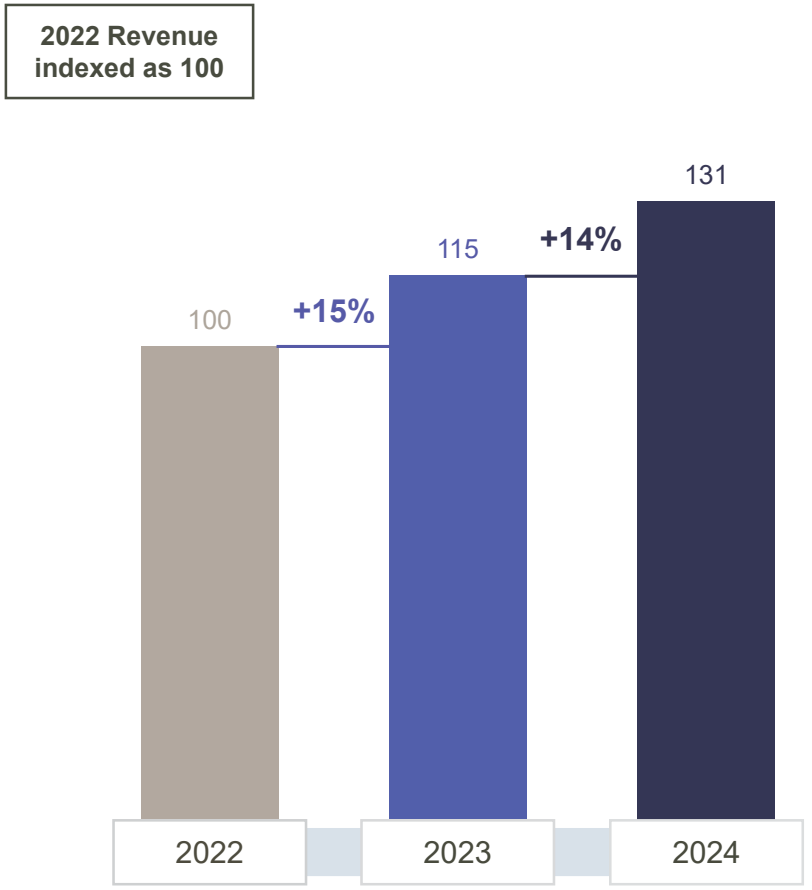


Detailed results for Mexico

Situation of the industry operations for the current year, and predictions for the next year



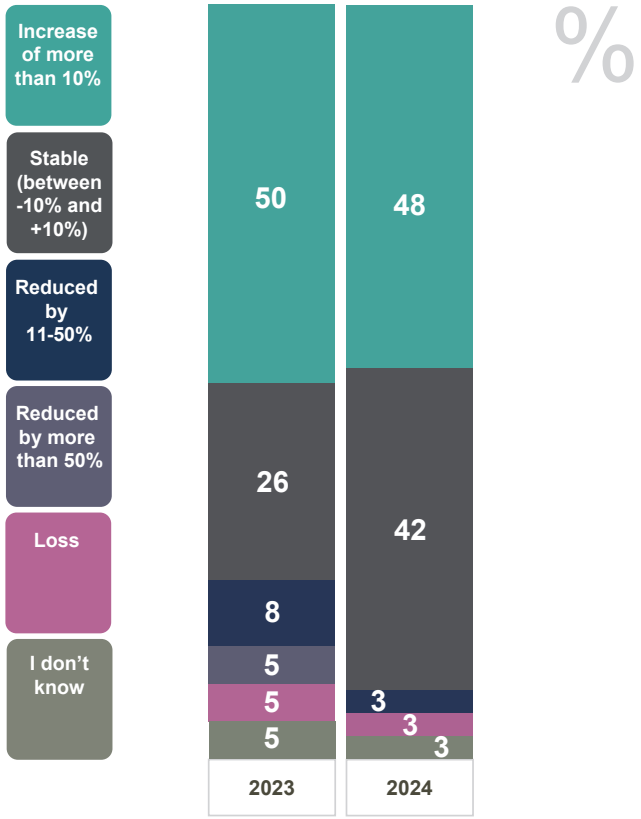
Revenue compared to the previous year



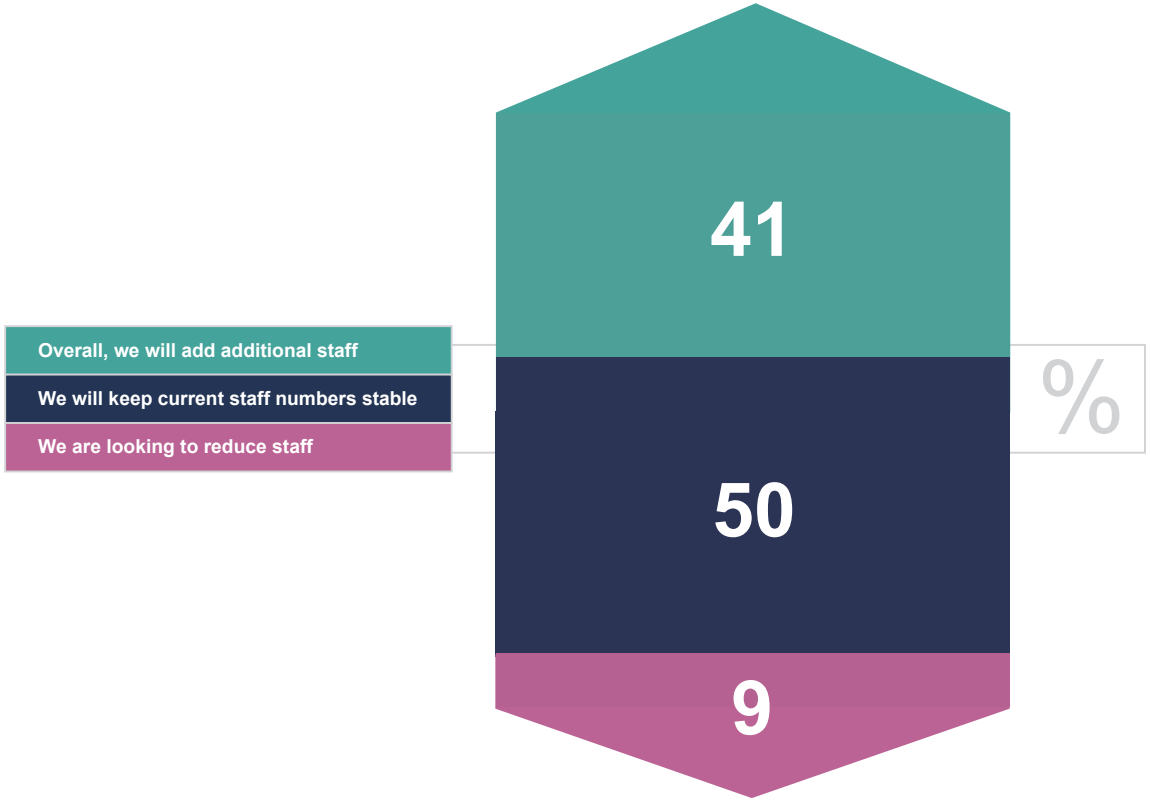
(39 answers in total)

Detailed results for Mexico

Operating profits compared to the previous year and others



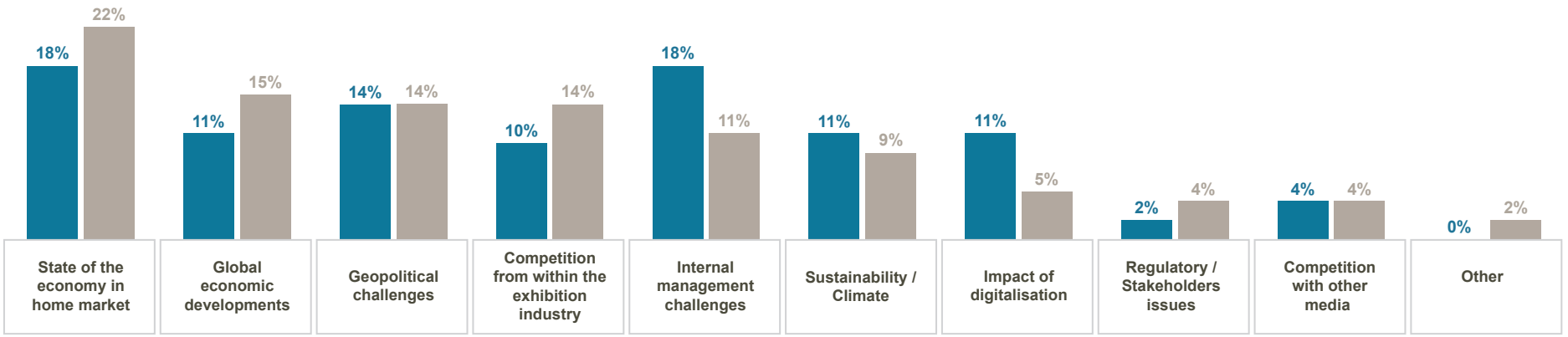
How do you plan to develop your workforce in the coming 6 months



(39 answers in total)

Detailed results for Mexico

Most important business issues in the exhibition industry right now

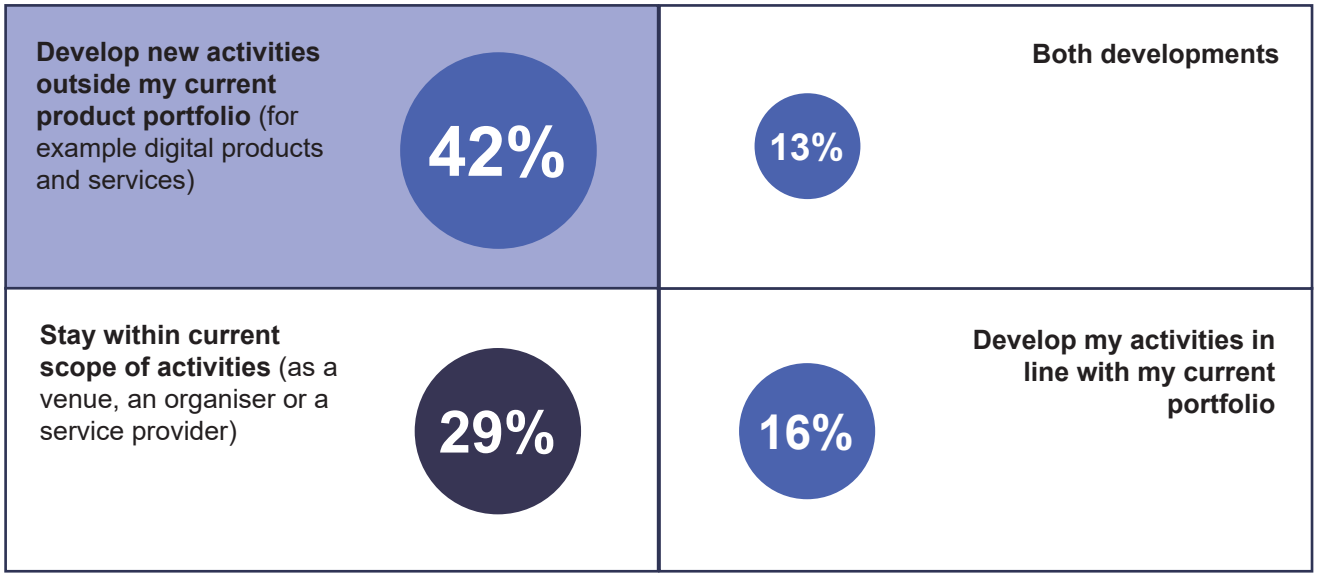


Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

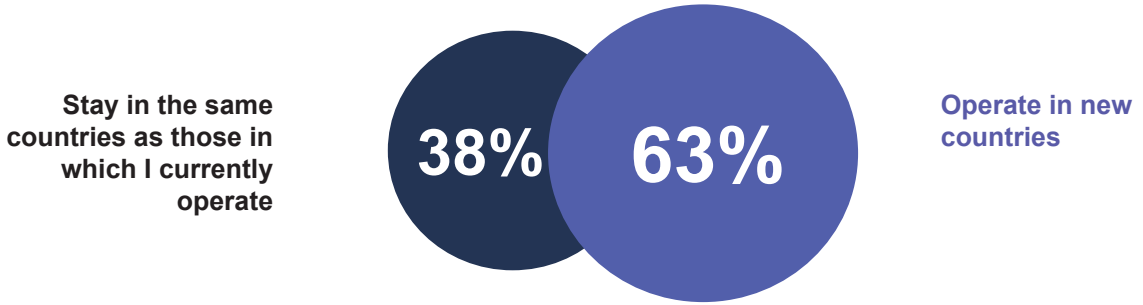
(39 answers in total)

Detailed results for Mexico

Current strategic priorities related to the range of activities



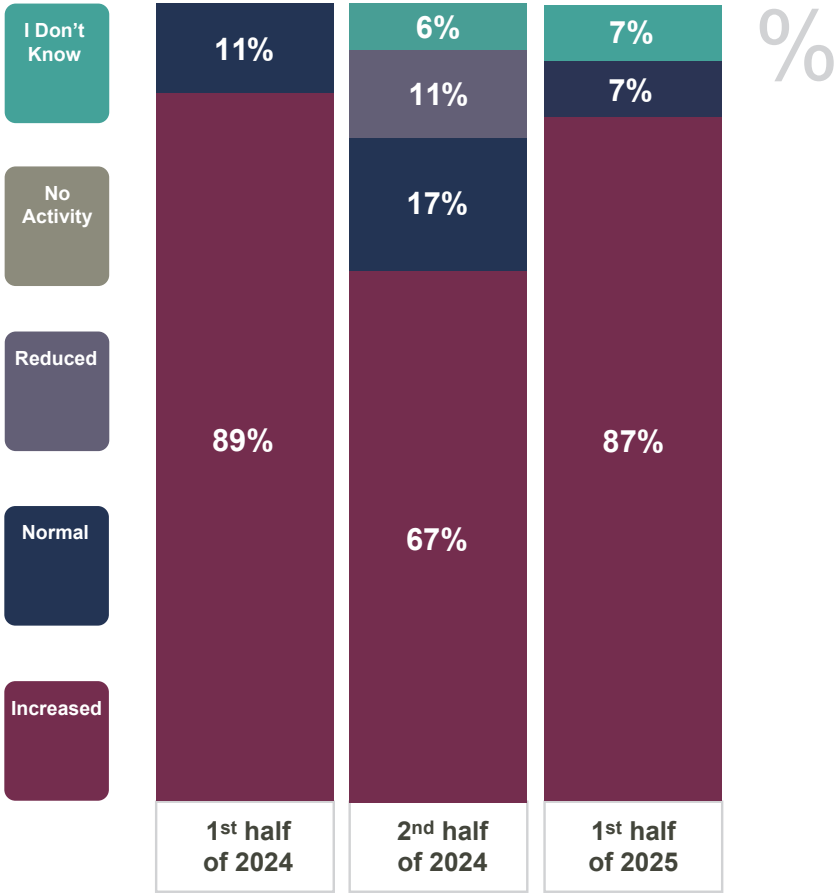
Current strategic priorities related to geographic exposure



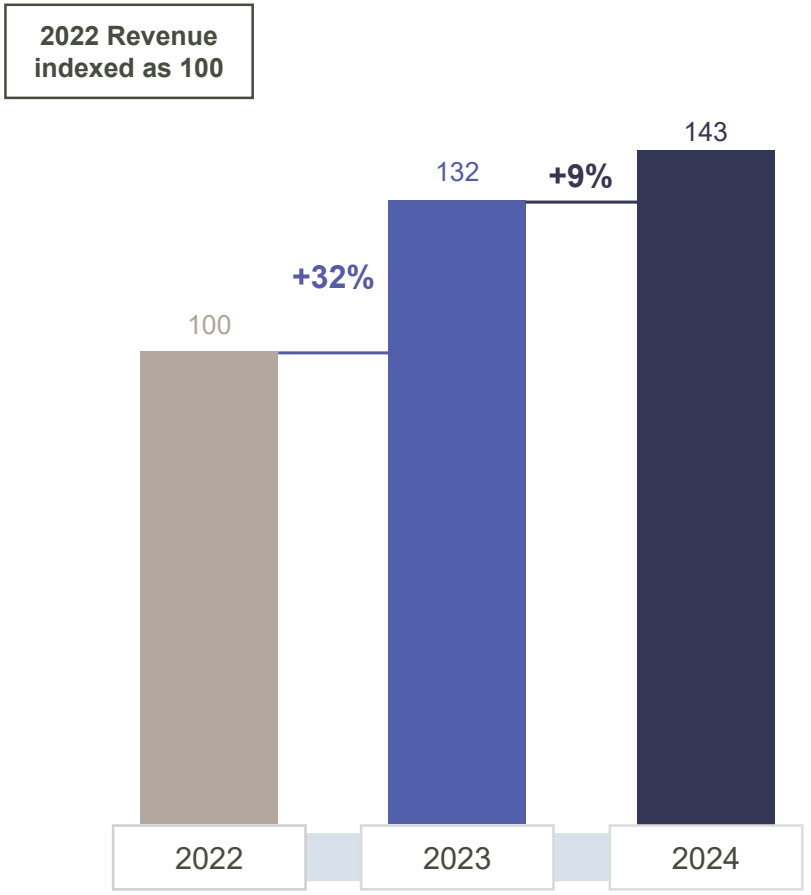
(39 answers in total)

Detailed results for US

Situation of the industry operations for the current year, and predictions for the next year



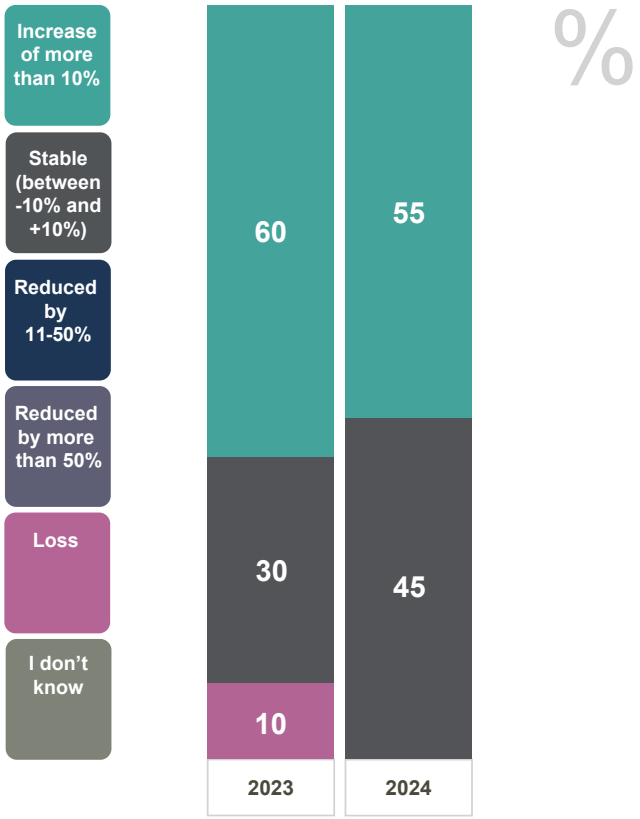
Revenue compared to the previous year



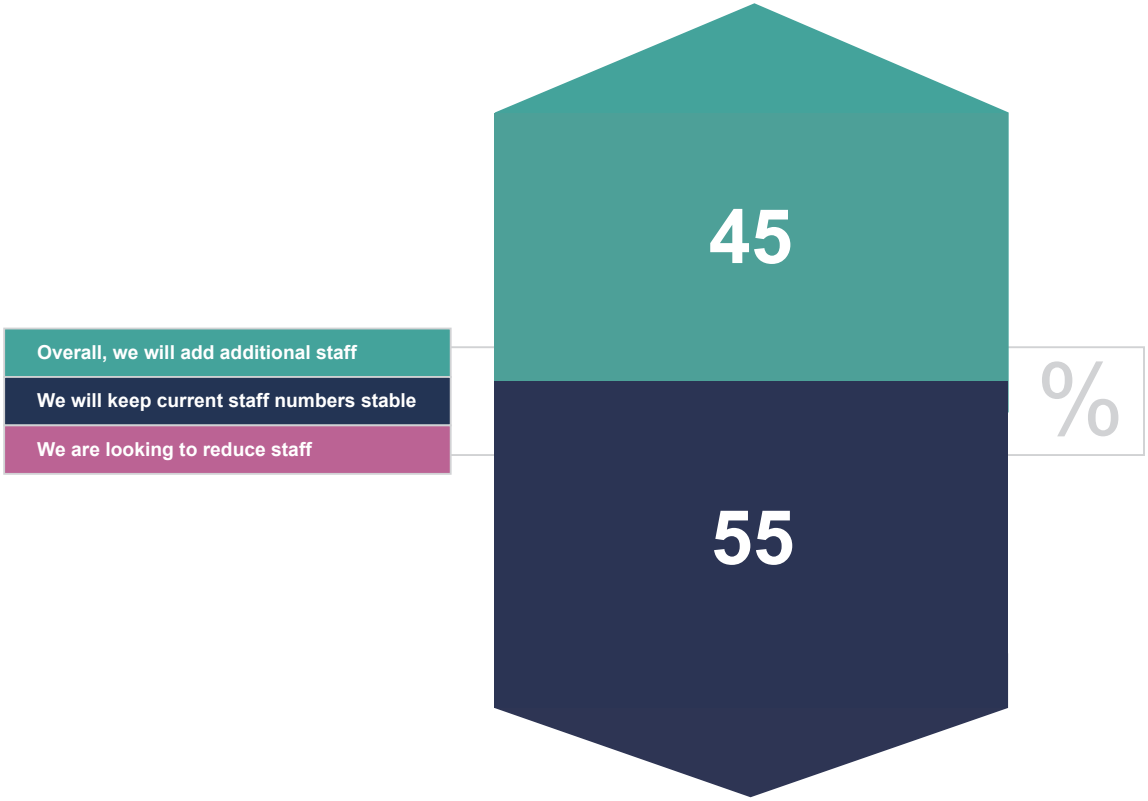
(19 answers in total)

Detailed results for US

Operating profits compared to the previous year and others



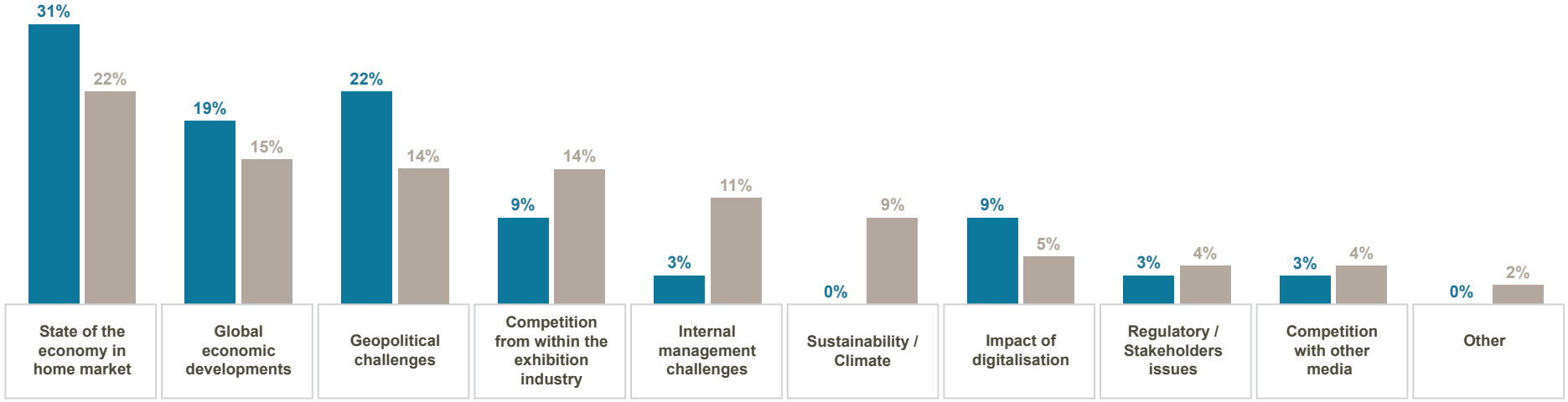
How do you plan to develop your workforce in the coming 6 months



(19 answers in total)

Detailed results for US

Most important business issues in the exhibition industry right now

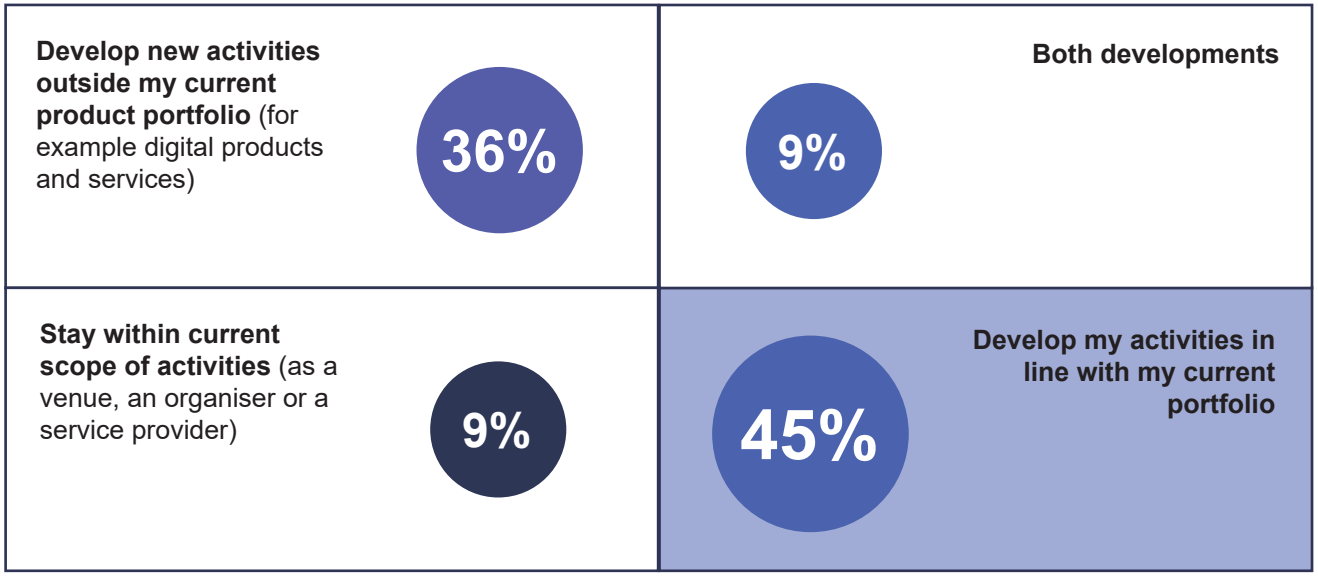


Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

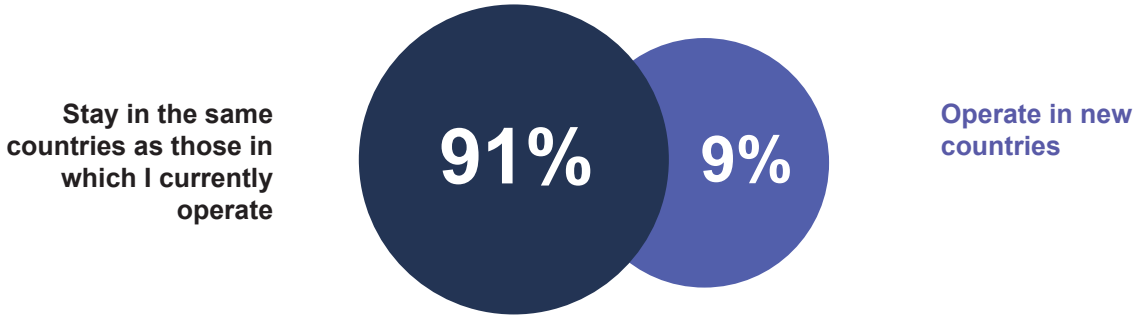
(19 answers in total)

Detailed results for US

Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

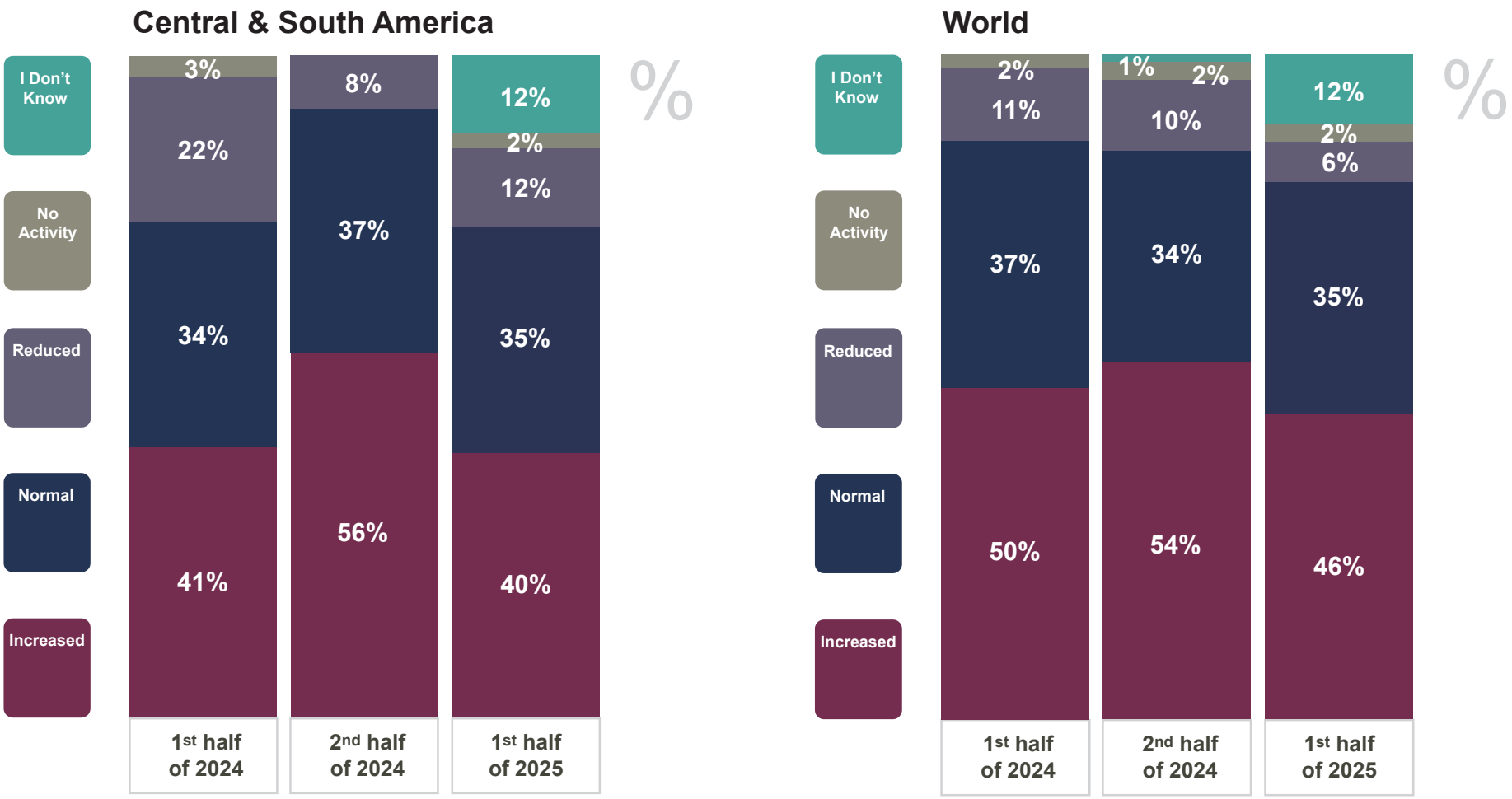


(19 answers in total)

Central & South America

Operations
Central & South America

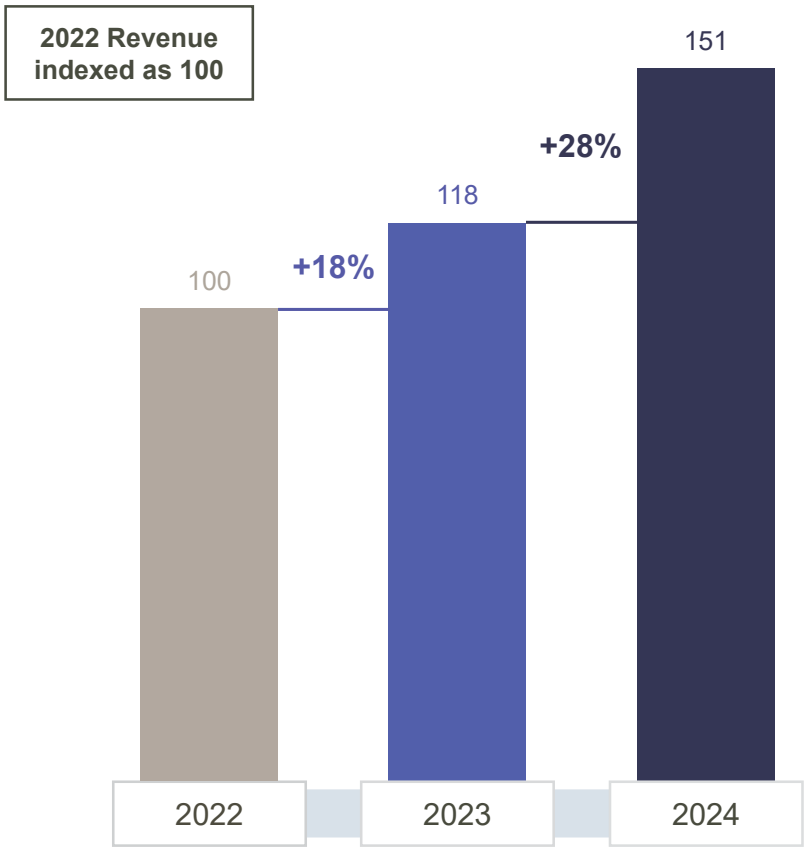
Situation of the industry operations for the current year, and predictions for the next year



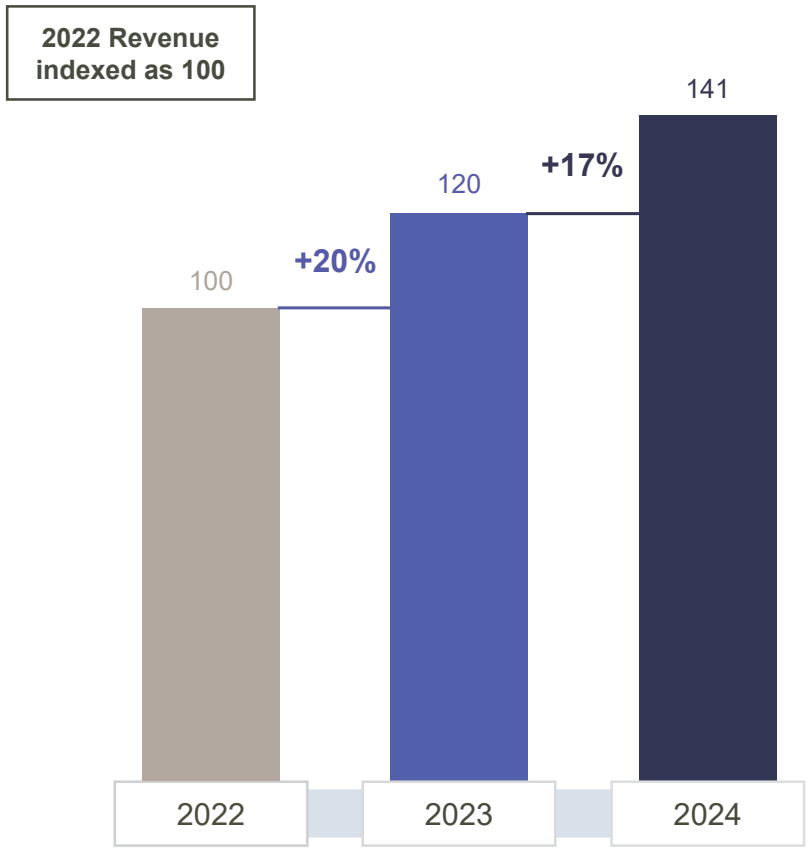
Turnover
Central & South America

Revenue compared to previous year

Central & South America



World

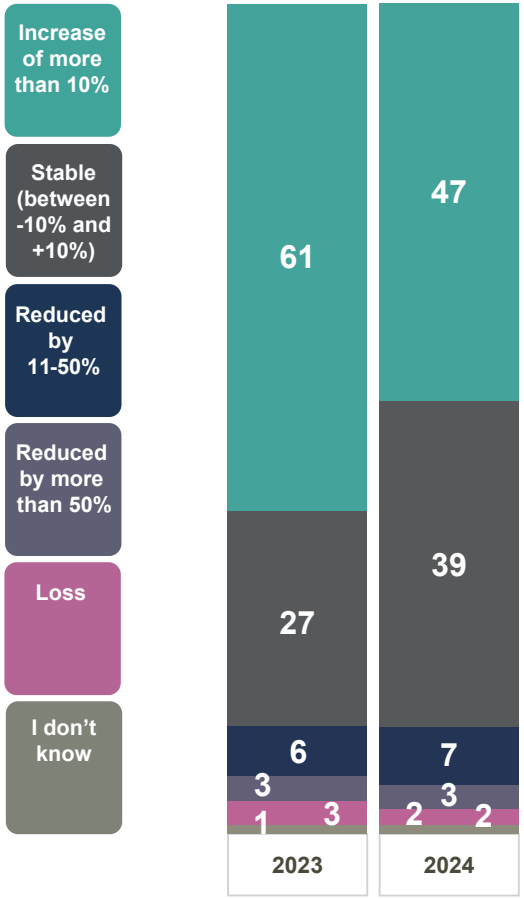


Operating Profits
Central & South America

Operating profits compared to previous year

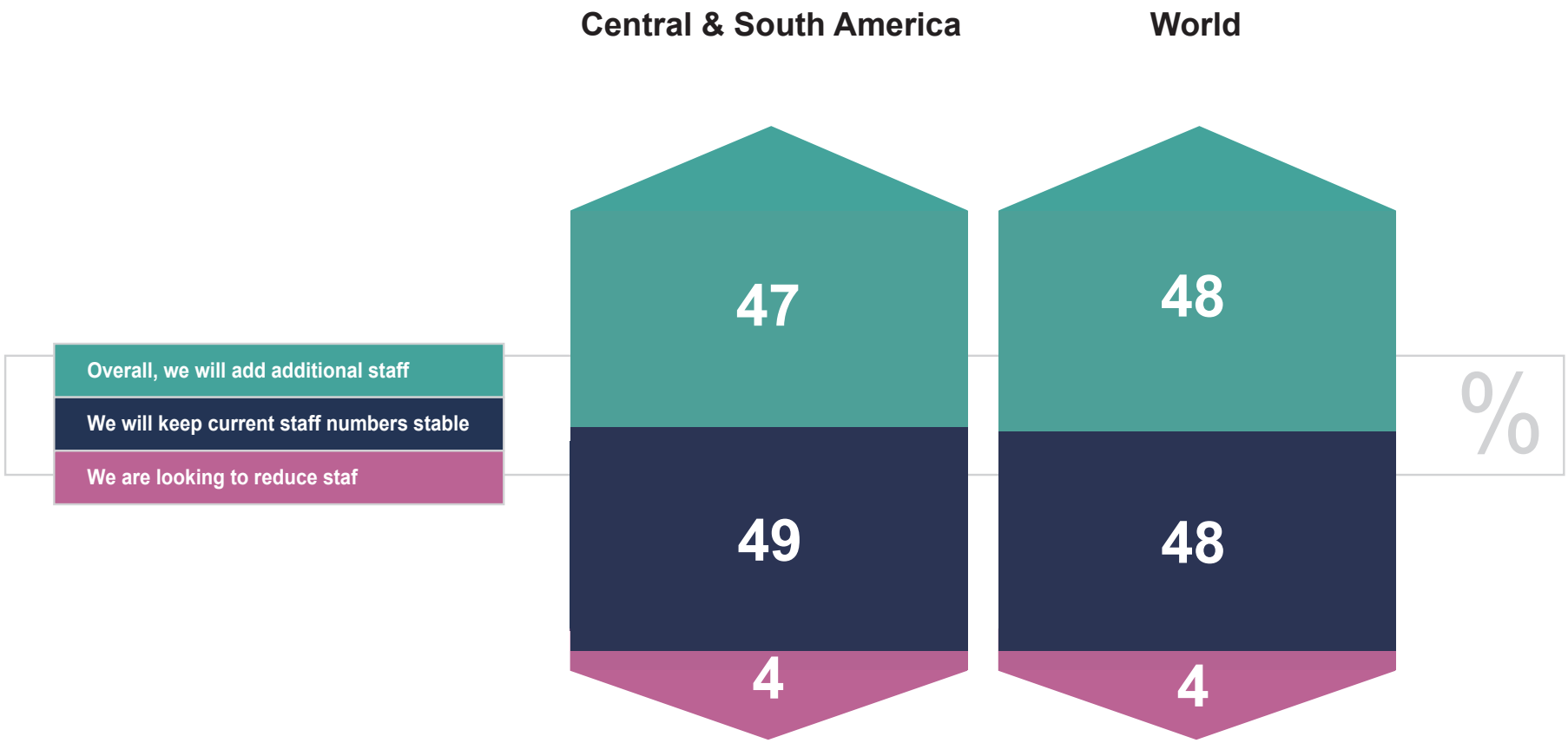
Central & South America

World



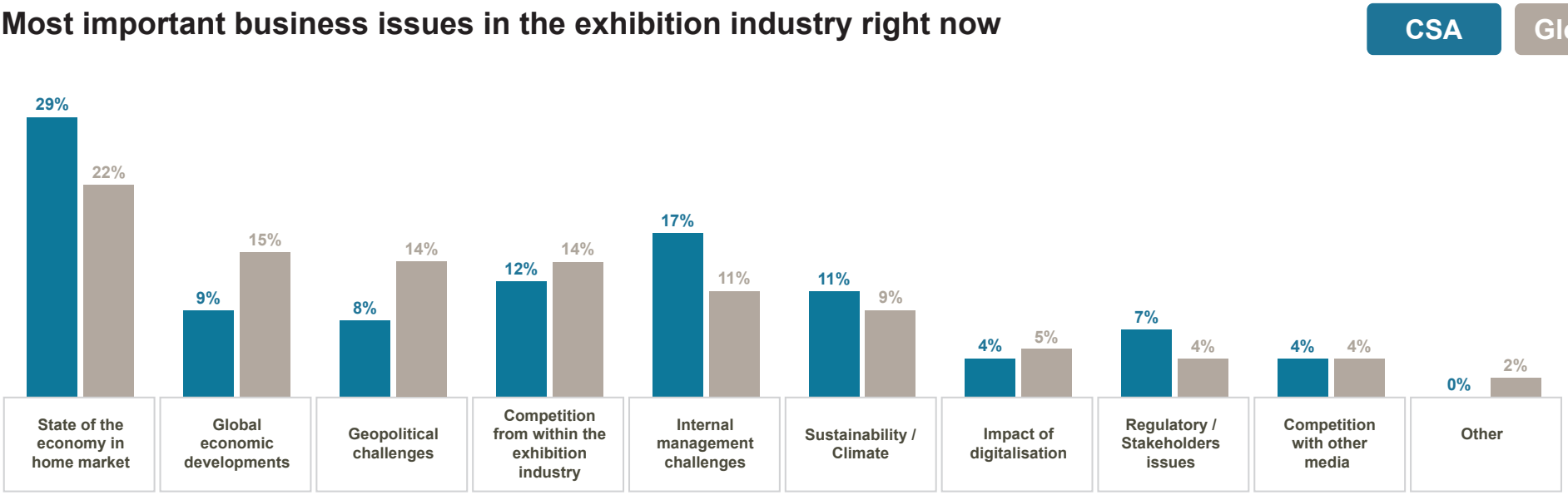
Workforce Development
Central & South America

How do you plan to develop your workforce in the coming 6 months



Most Important Business Issues - Key Factors for Business Development - Central & South America

Most important business issues in the exhibition industry right now

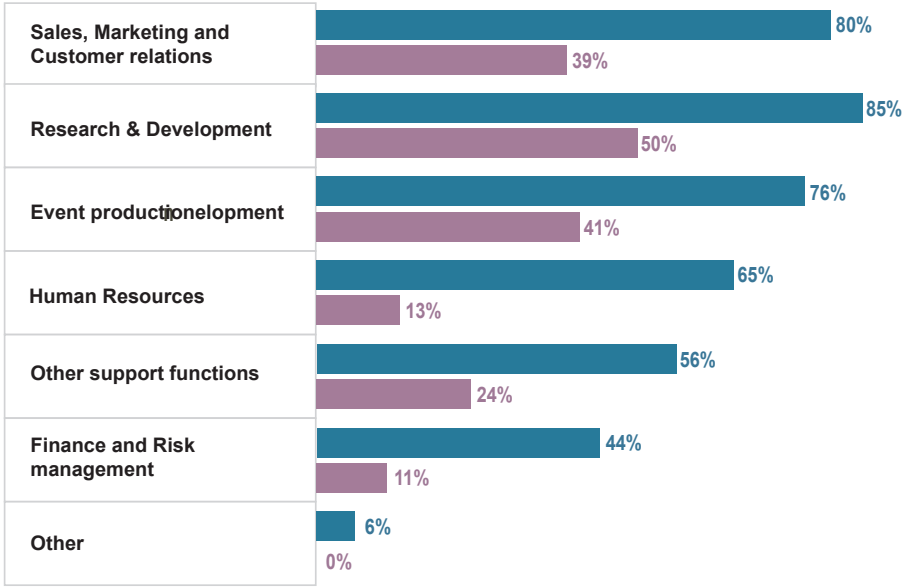


Generative AI Applications
Central & South America

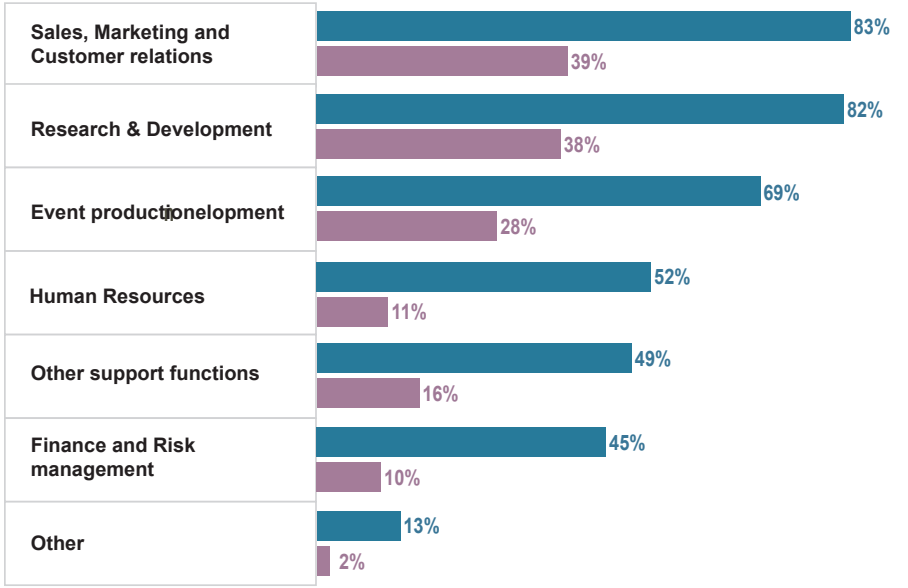
Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry | We already use

Central & South America

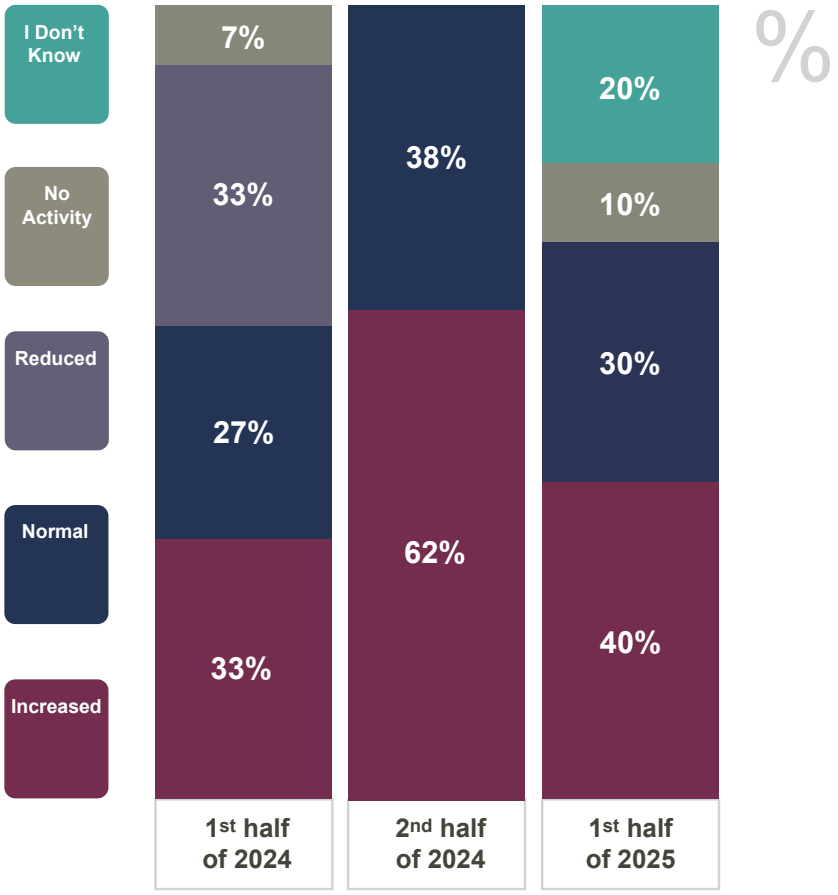


World

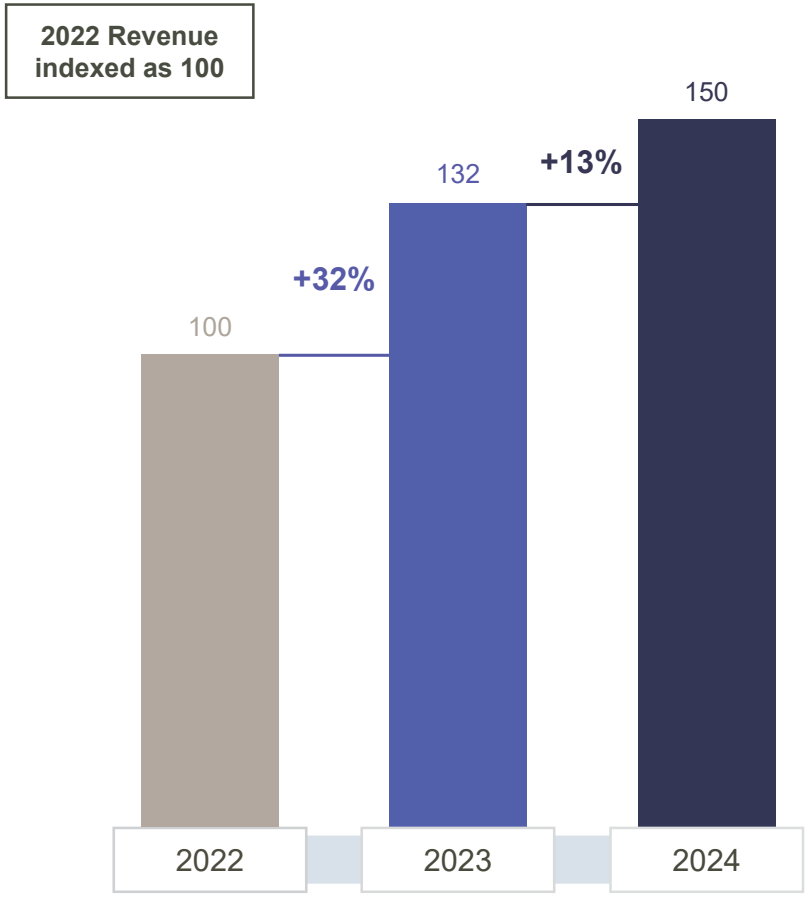


Detailed results for Argentina

Situation of the industry operations for the current year, and predictions for the next year

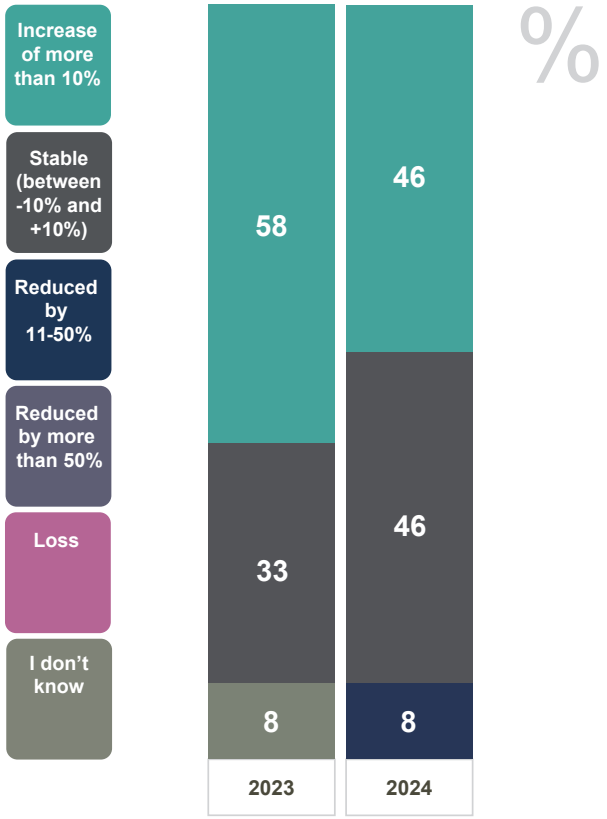


Revenue compared to the previous year

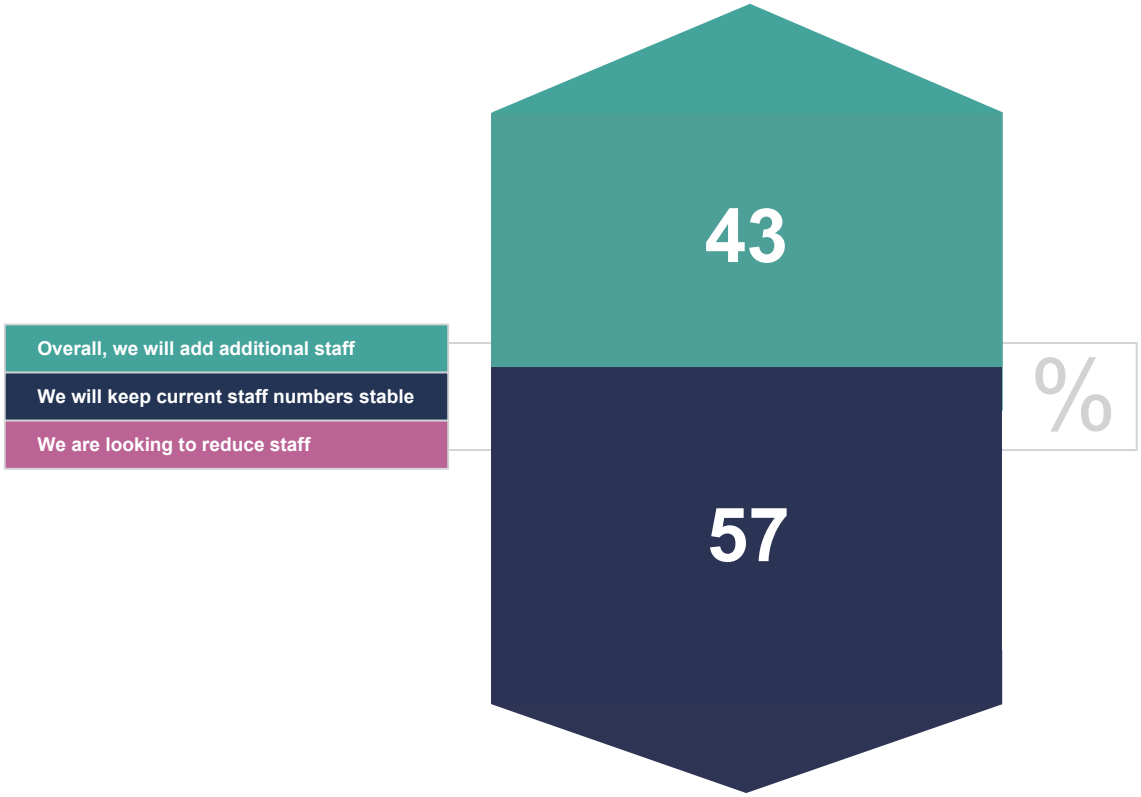


(15 answers in total)

Operating profits compared to the previous year and others



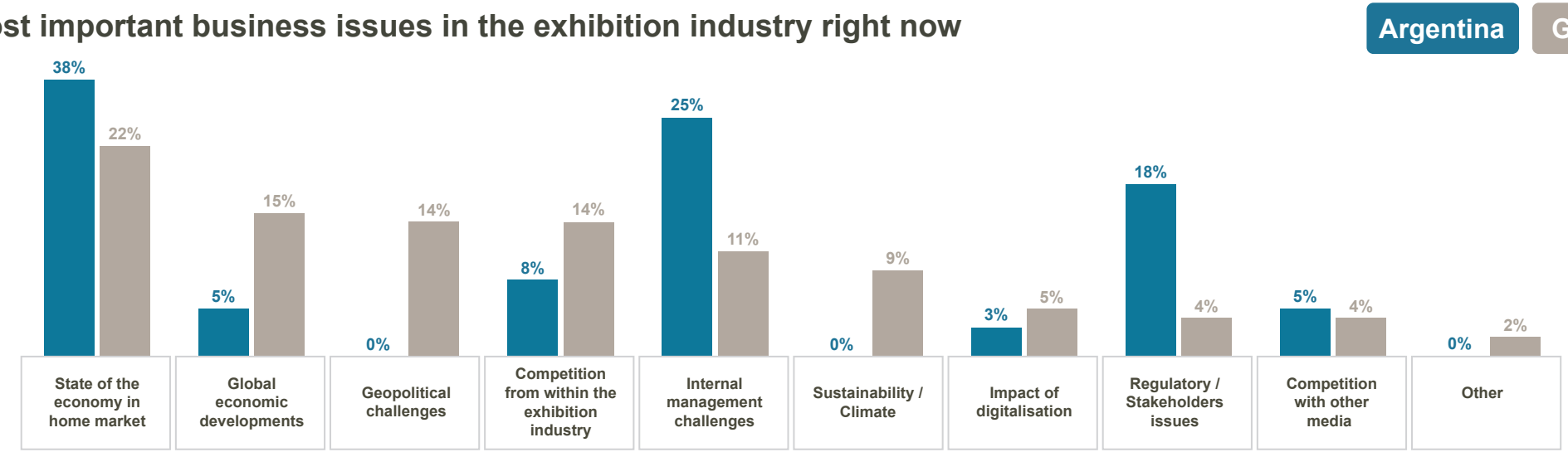
How do you plan to develop your workforce in the coming 6 months



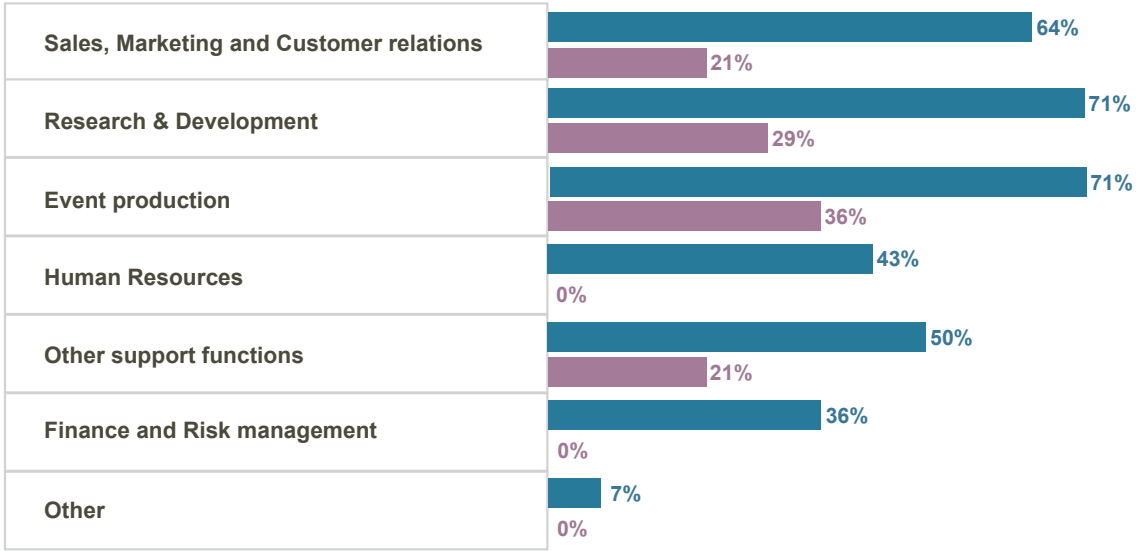
(15 answers in total)

Detailed results for Argentina

Most important business issues in the exhibition industry right now



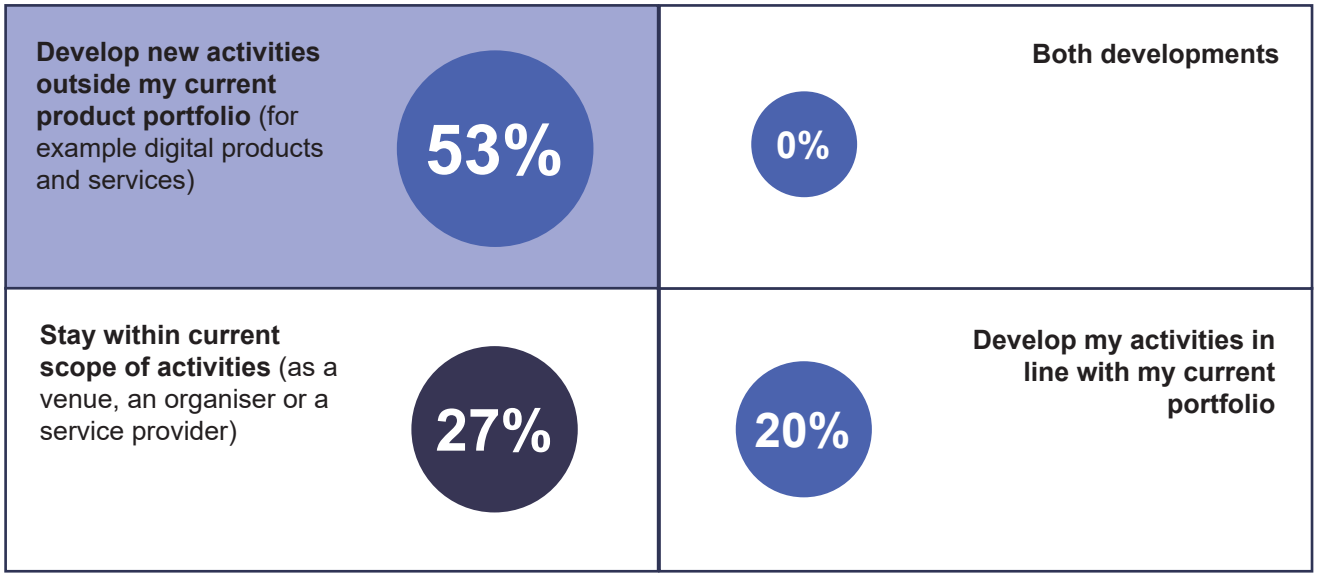
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



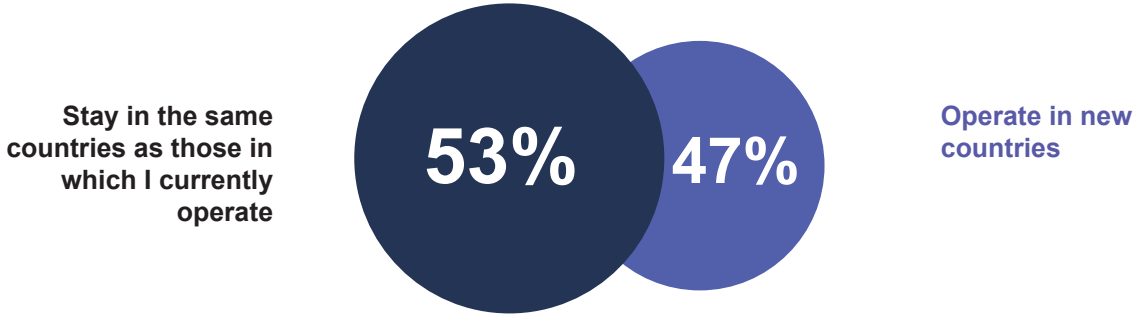
(15 answers in total)

Detailed results for Argentina

Current strategic priorities related to the range of activities



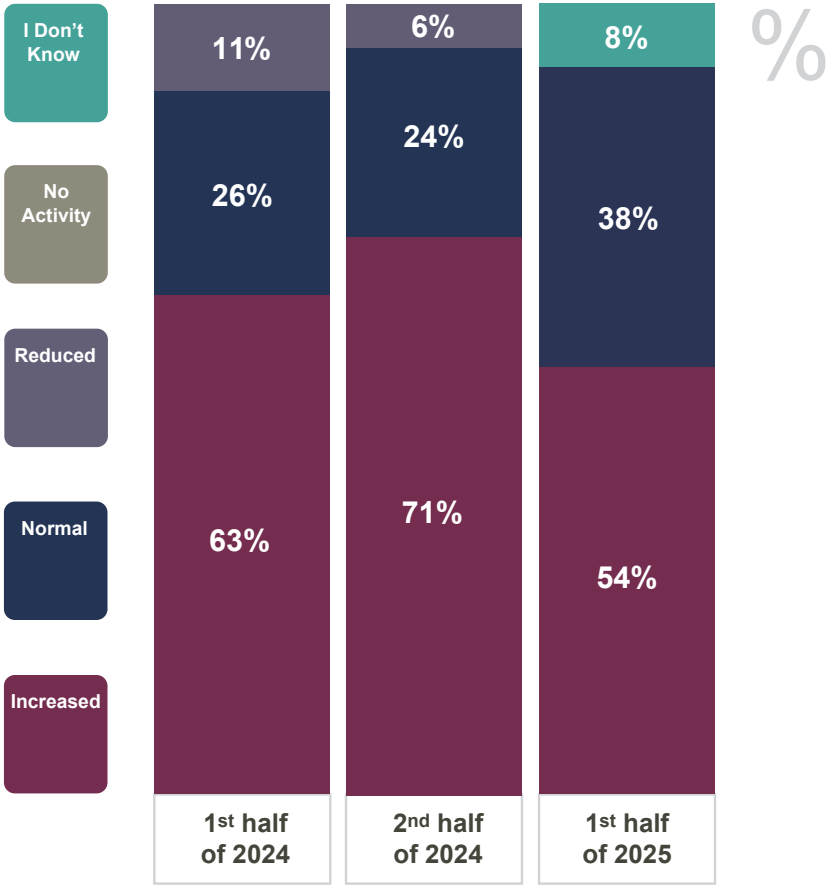
Current strategic priorities related to geographic exposure



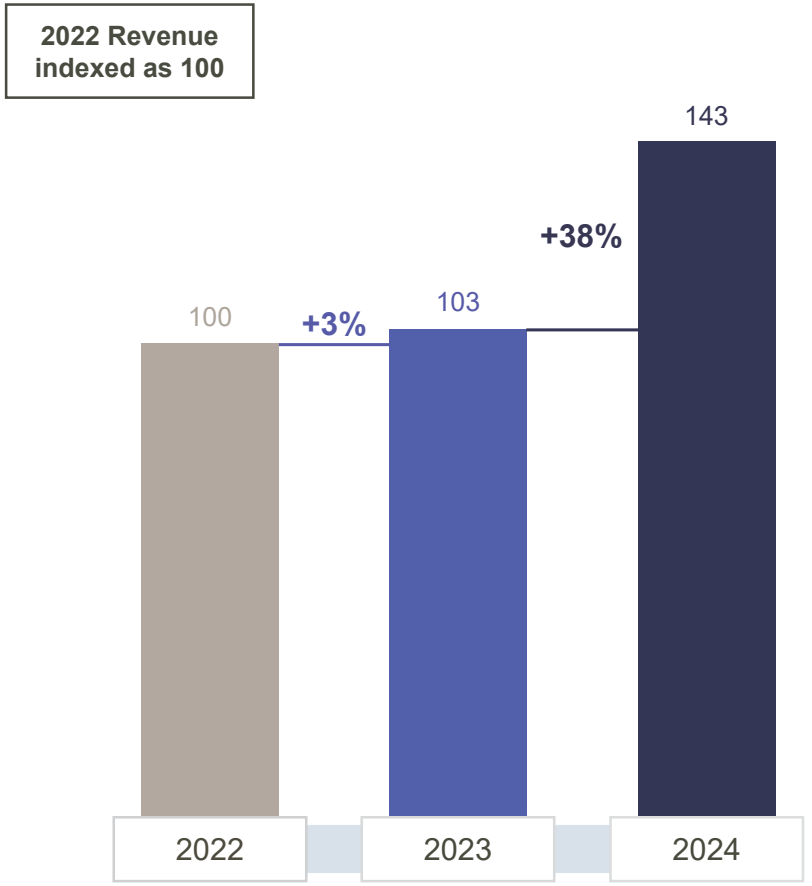
(15 answers in total)

Detailed results for Brazil

Situation of the industry operations for the current year, and predictions for the next year



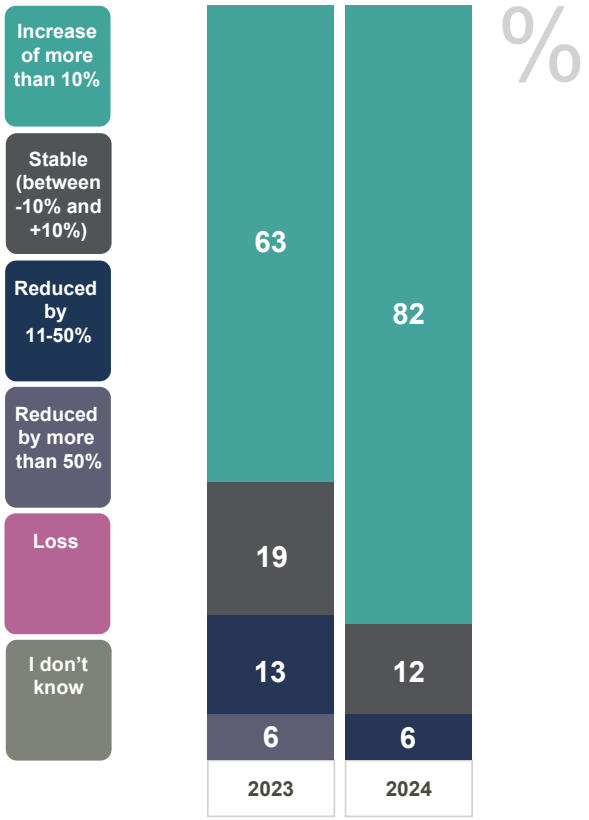
Revenue compared to the previous year



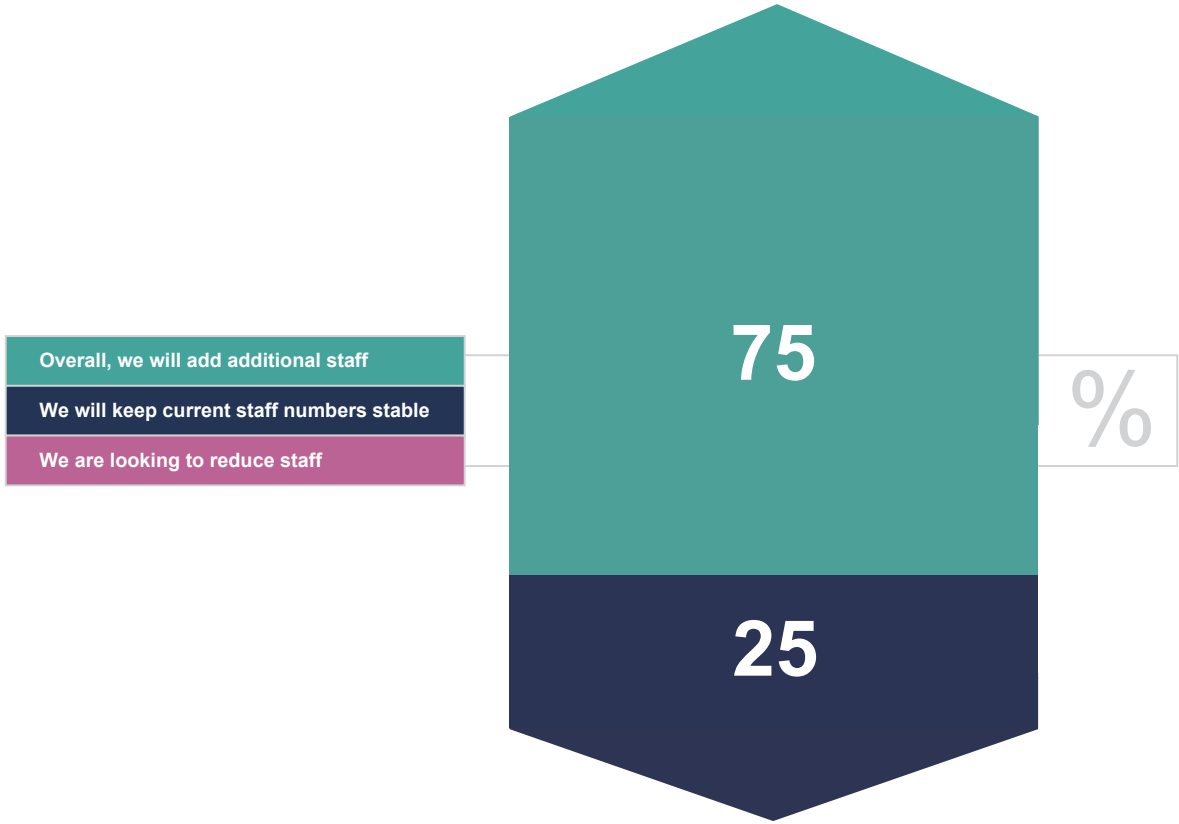
(17 answers in total)

Detailed results for Brazil

Operating profits compared to the previous year and others



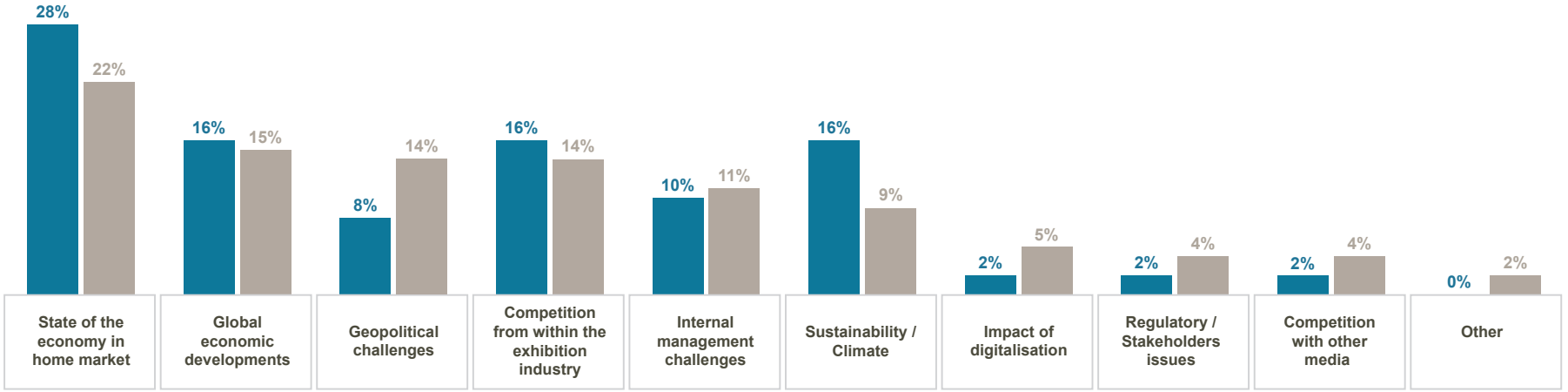
How do you plan to develop your workforce in the coming 6 months



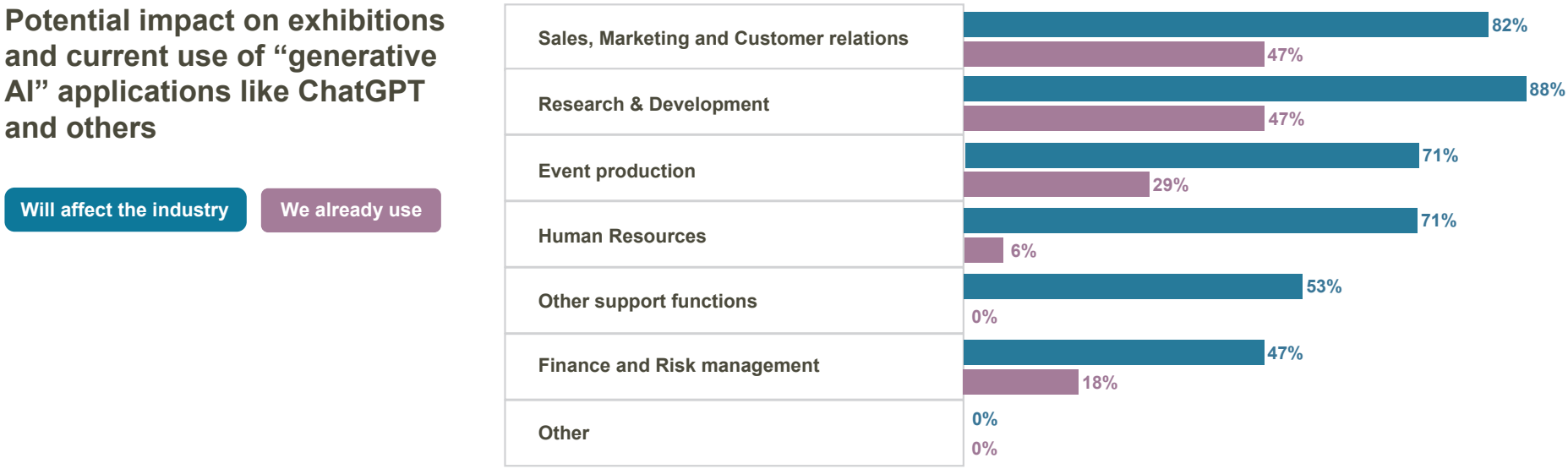
(17 answers in total)

Detailed results for Brazil

Most important business issues in the exhibition industry right now



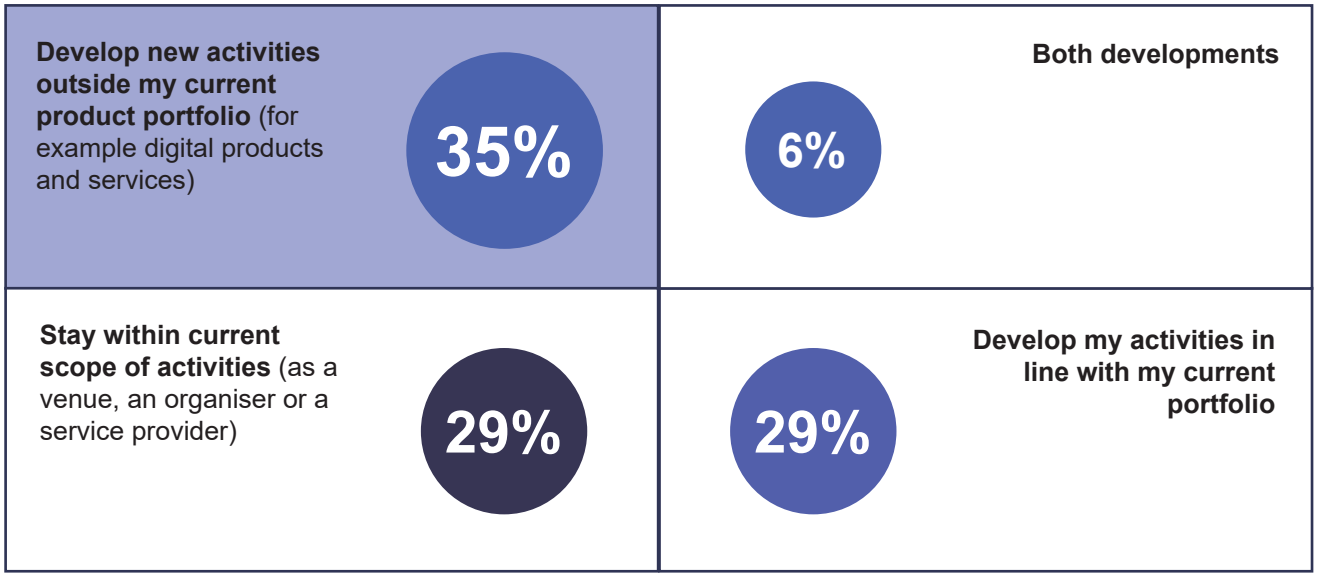
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



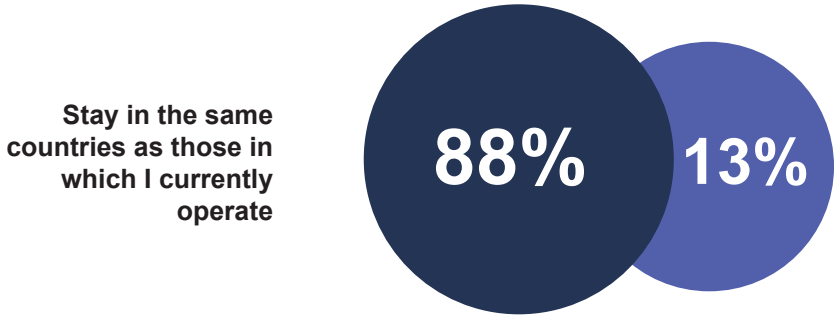
(17 answers in total)

Detailed results for Brazil

Current strategic priorities related to the range of activities



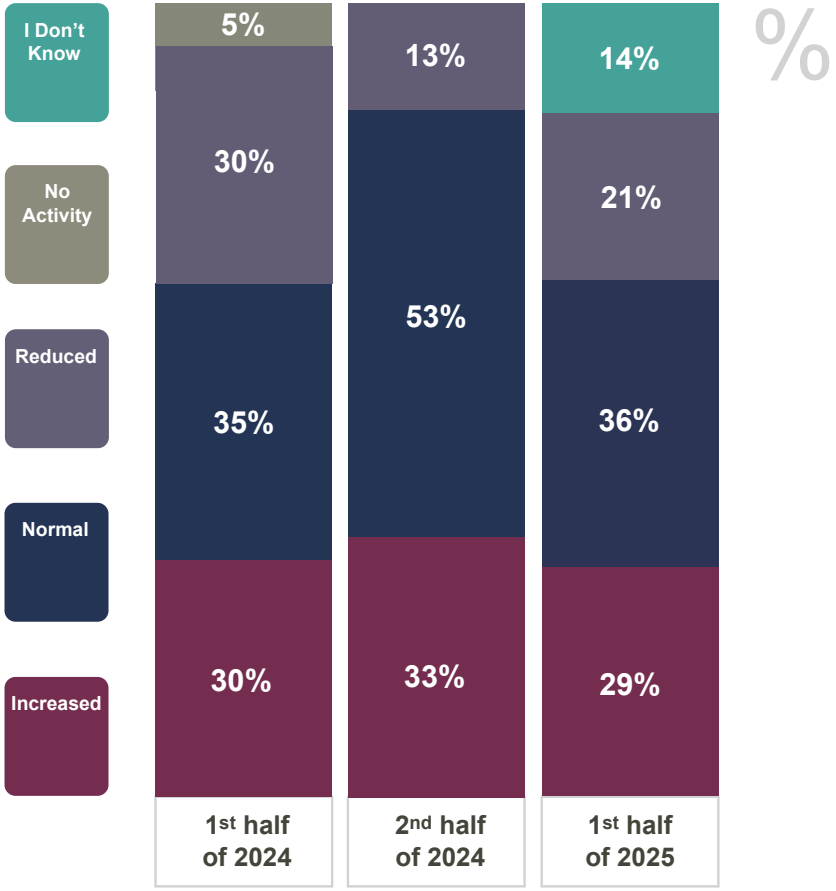
Current strategic priorities related to geographic exposure



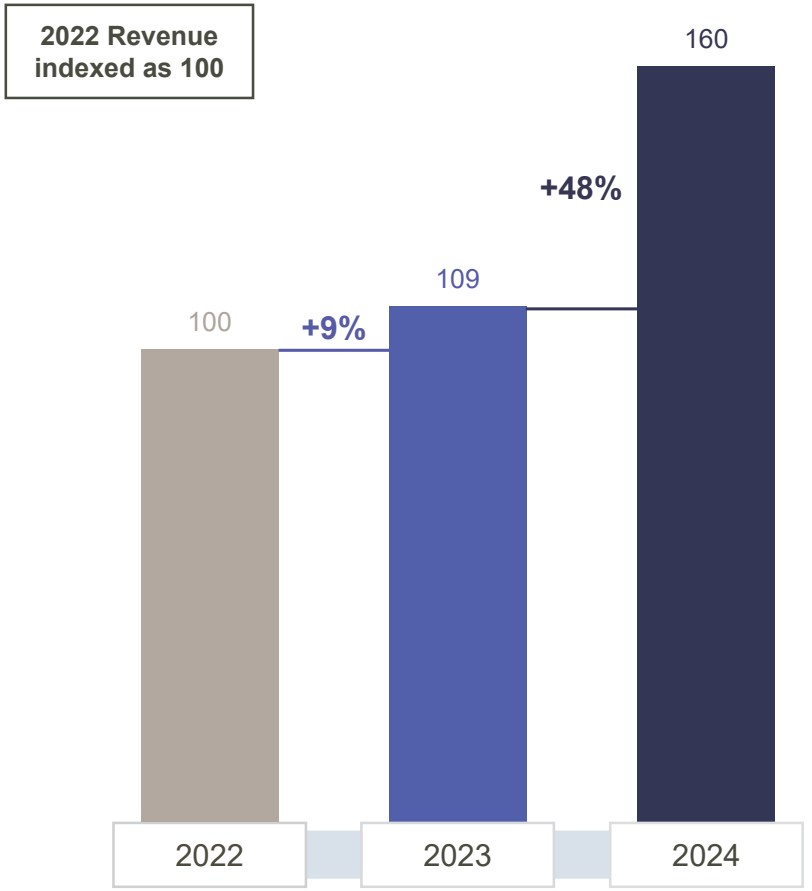
(17 answers in total)

Detailed results for Colombia

Situation of the industry operations for the current year, and predictions for the next year



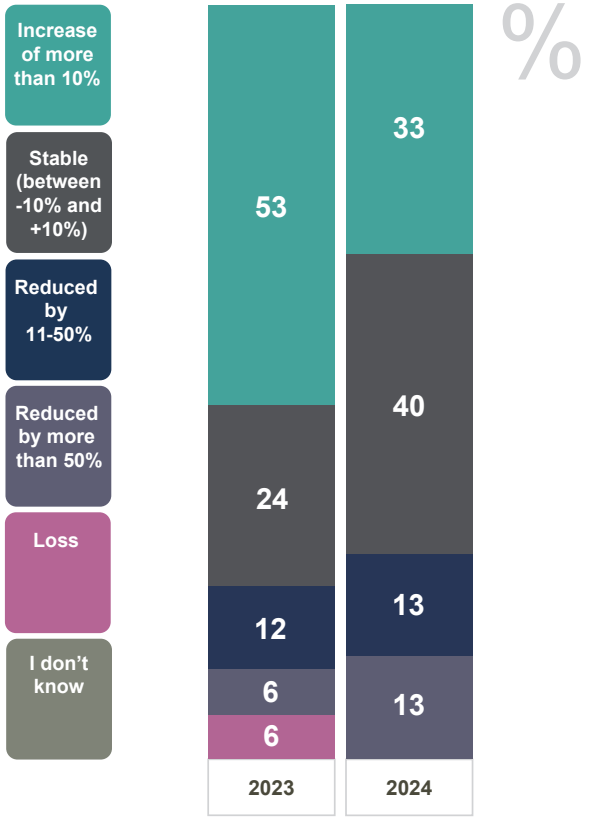
Revenue compared to the previous year



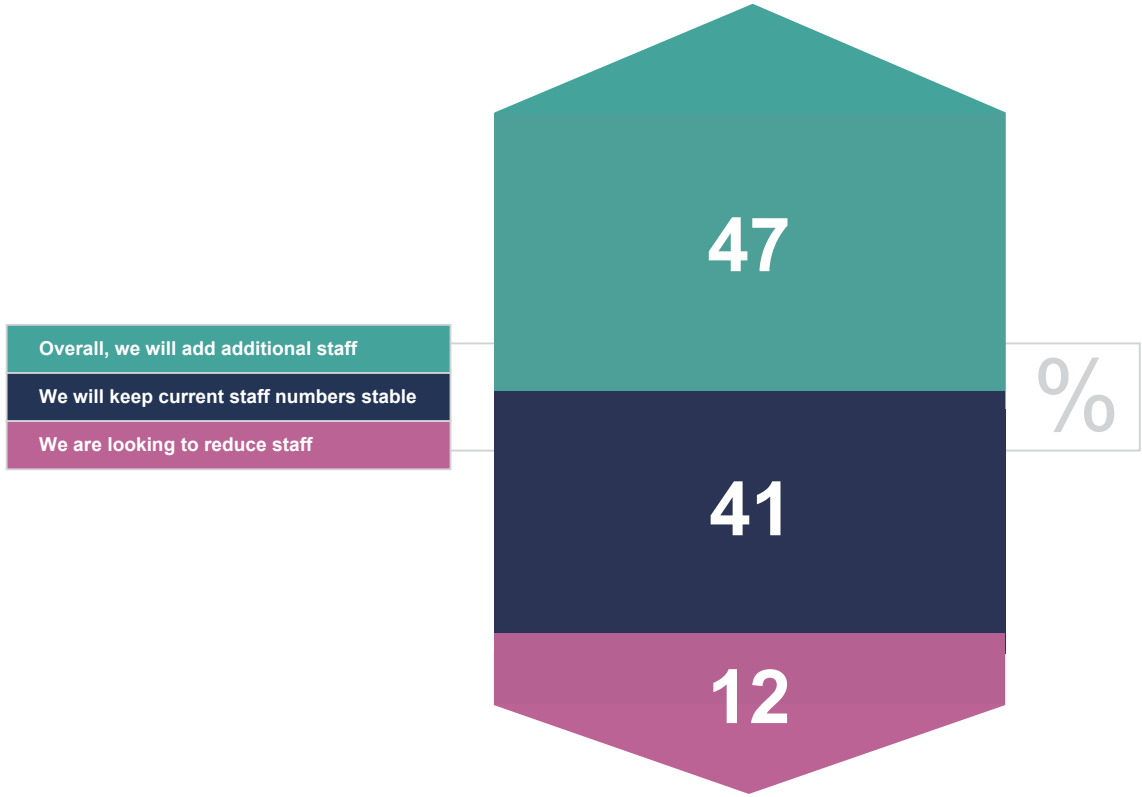
(17 answers in total)

Detailed results for Colombia

Operating profits compared to the previous year and others



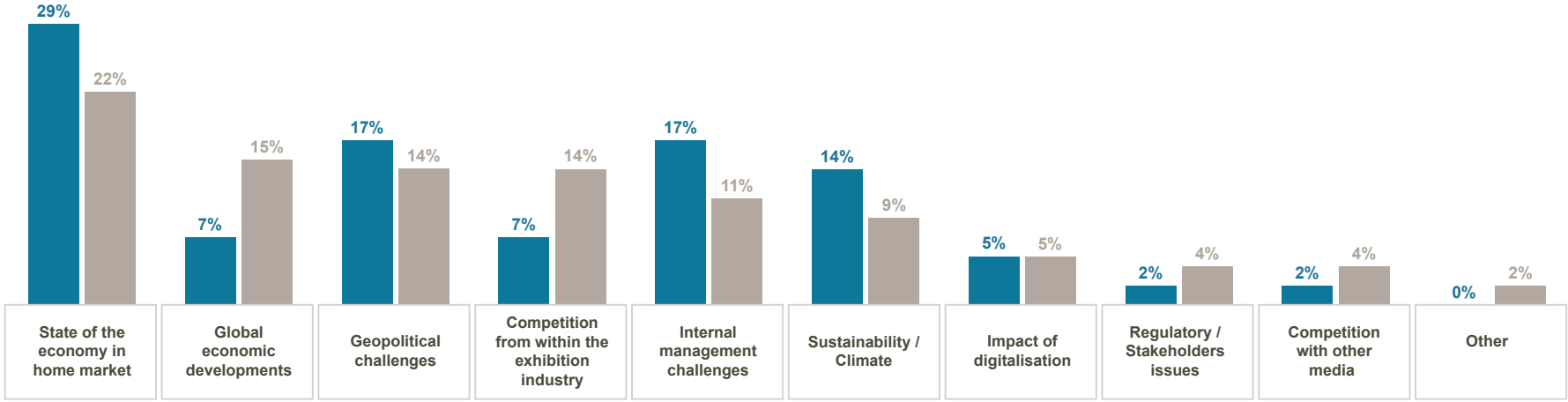
How do you plan to develop your workforce in the coming 6 months



(17 answers in total)

Detailed results for Colombia

Most important business issues in the exhibition industry right now

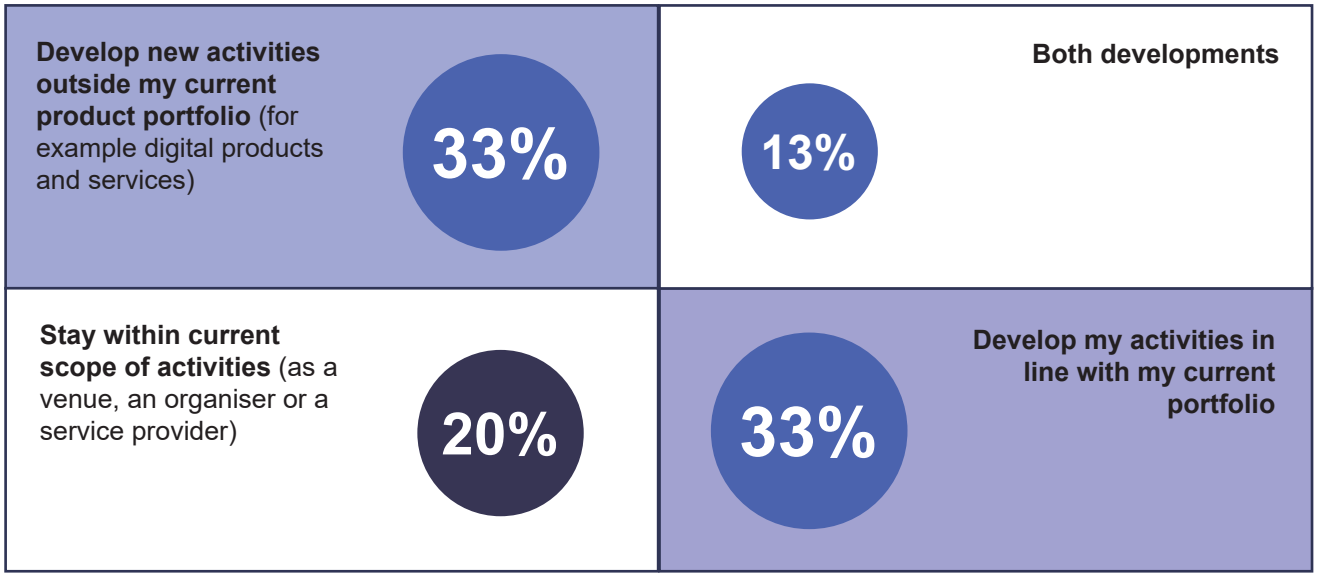


Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

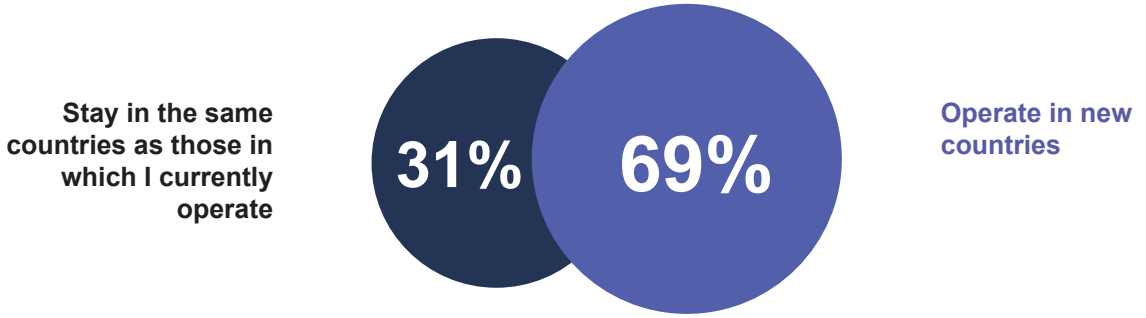
(17 answers in total)

Detailed results for Colombia

Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

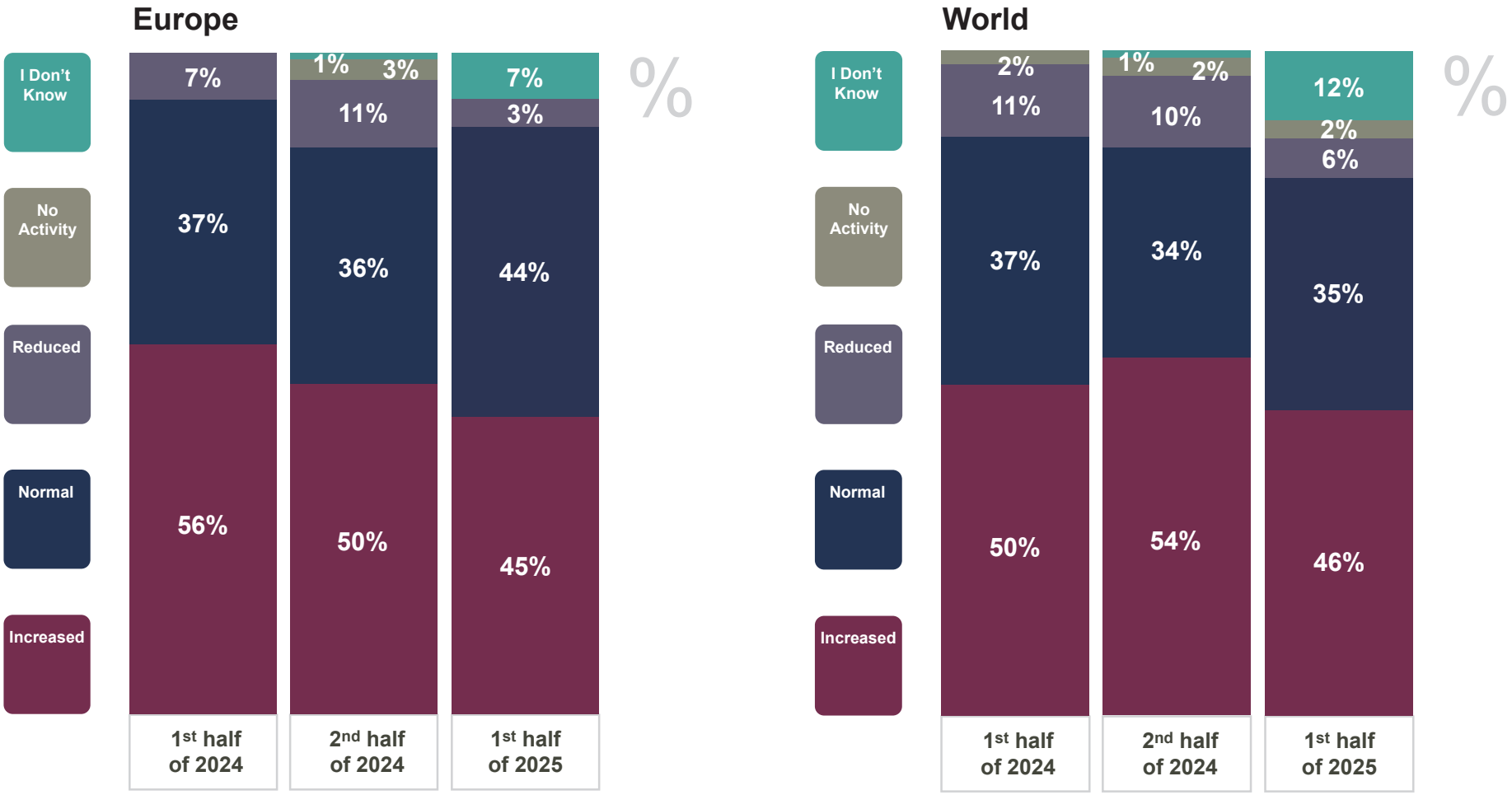


(17 answers in total)

Europe

Operations Europe

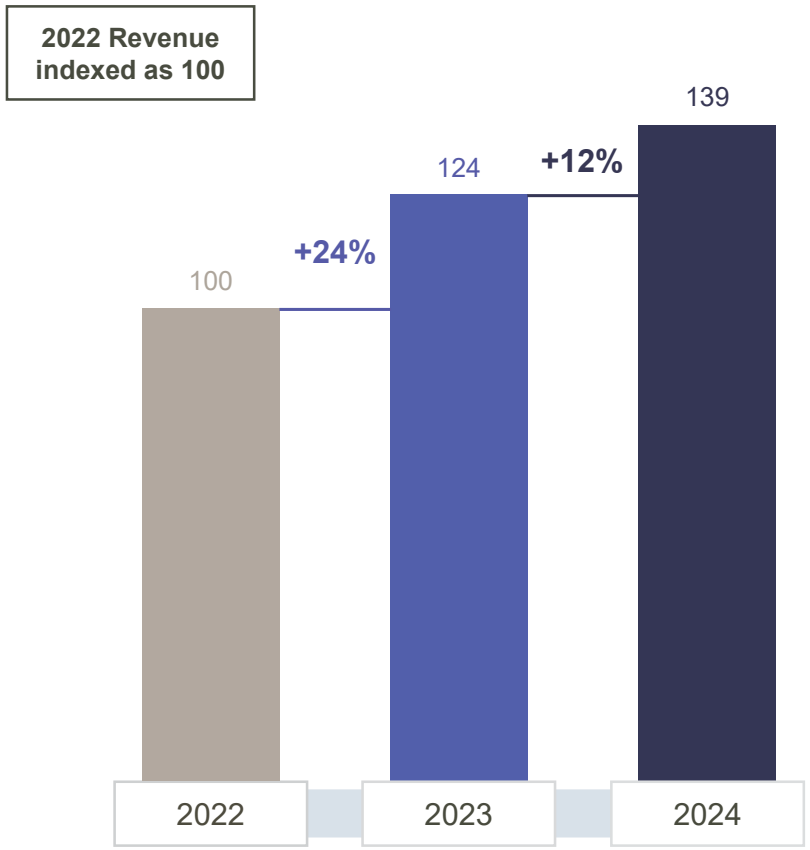
Situation of the industry operations for the current year, and predictions for the next year



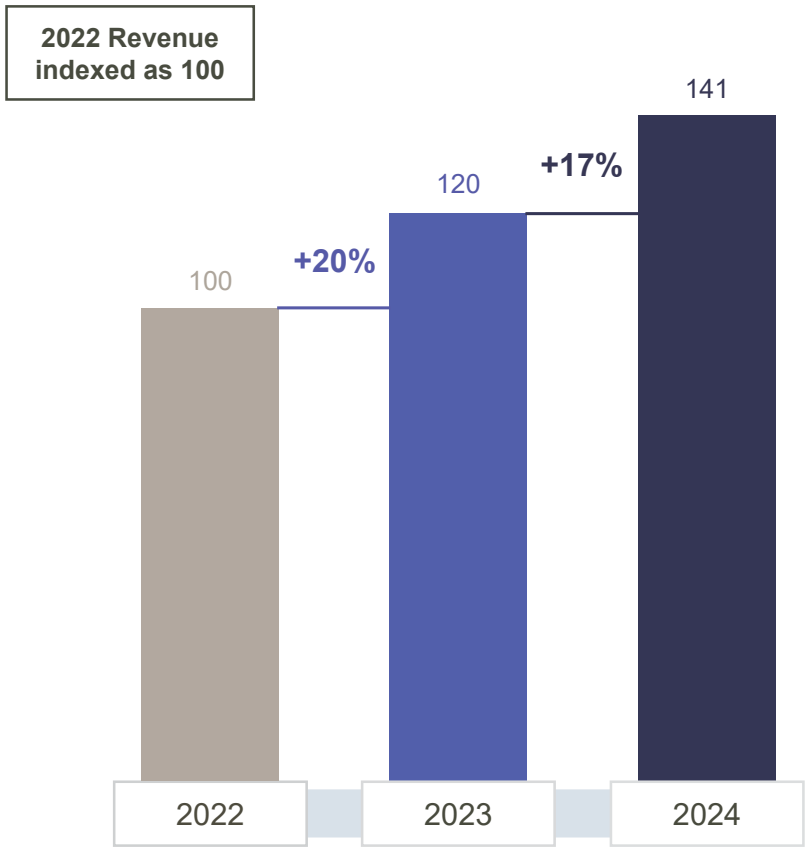
Turnover Europe

Revenue compared to previous year

Europe



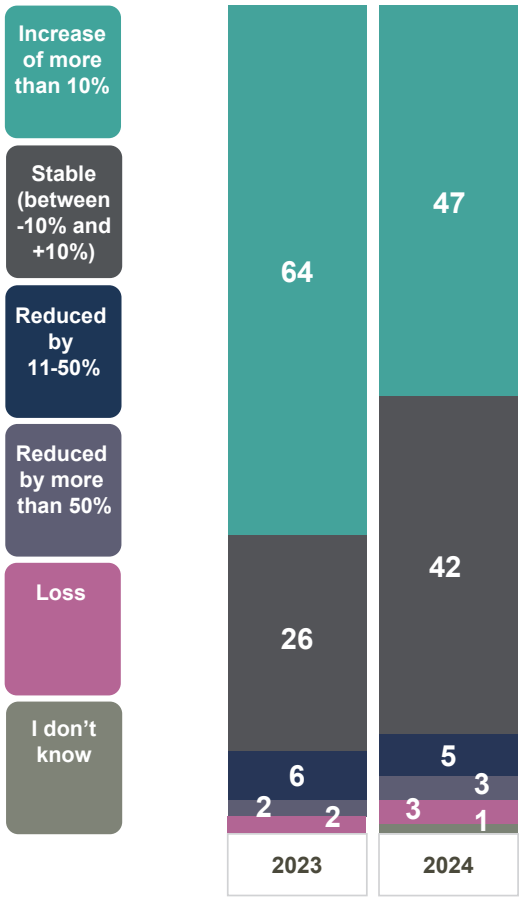
World



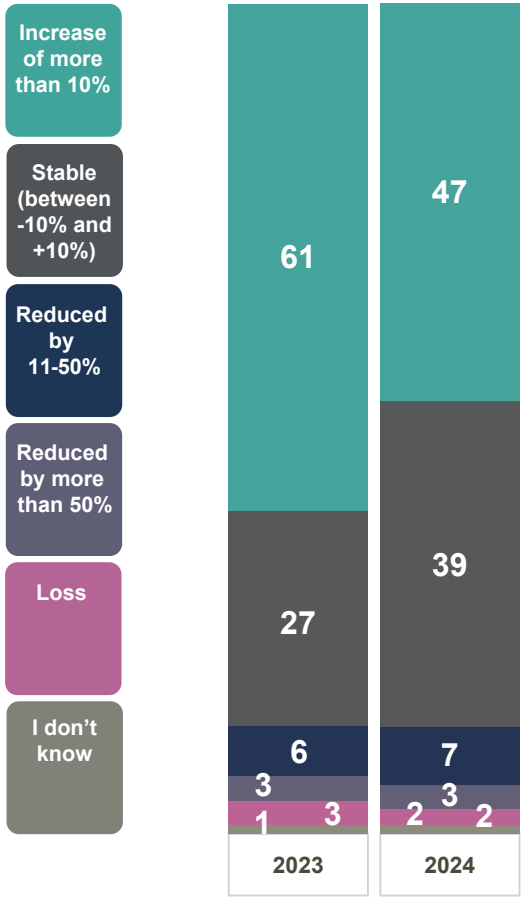
Operating Profits Europe

Operating profits compared to previous year

Europe

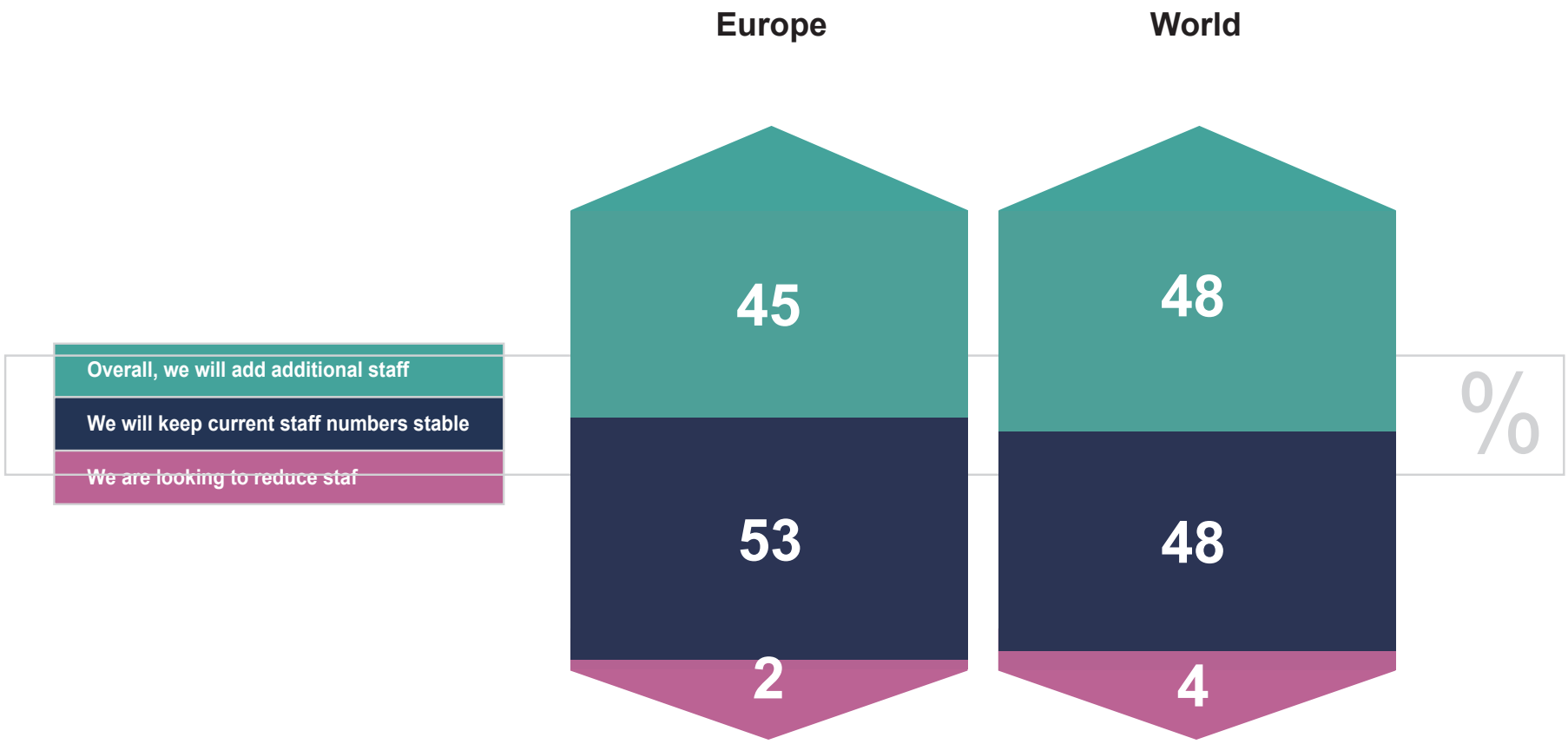


World



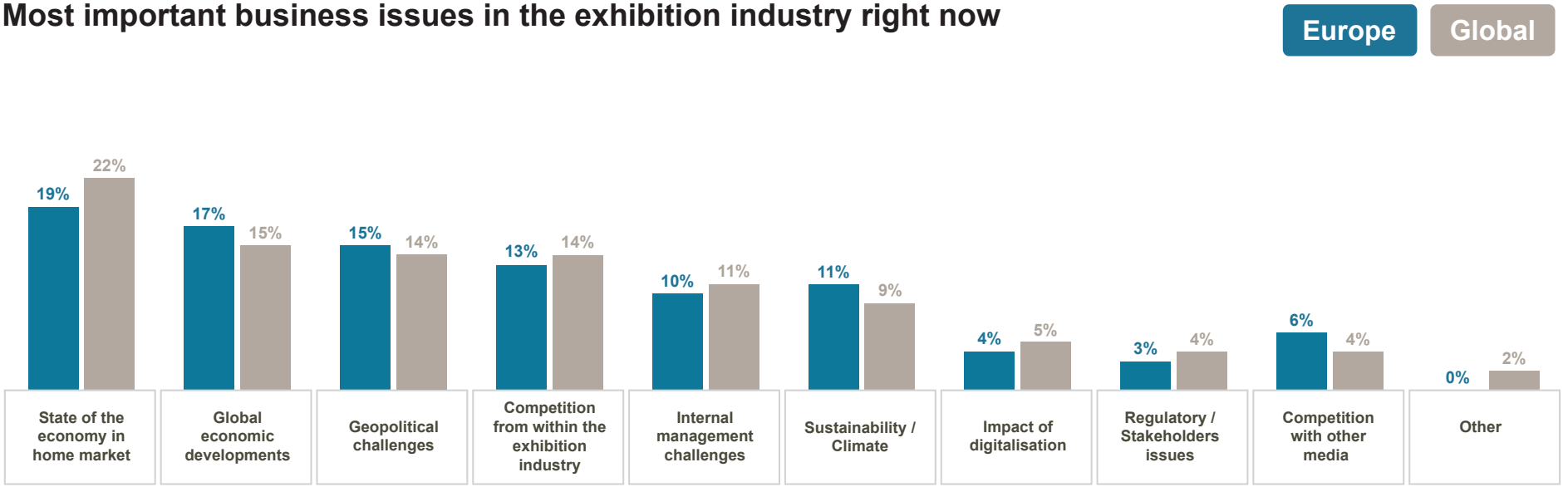
Workforce Development
Europe

How do you plan to develop your workforce in the coming 6 months



Most Important Business Issues - Key Factors for Business Development - Europe

Most important business issues in the exhibition industry right now

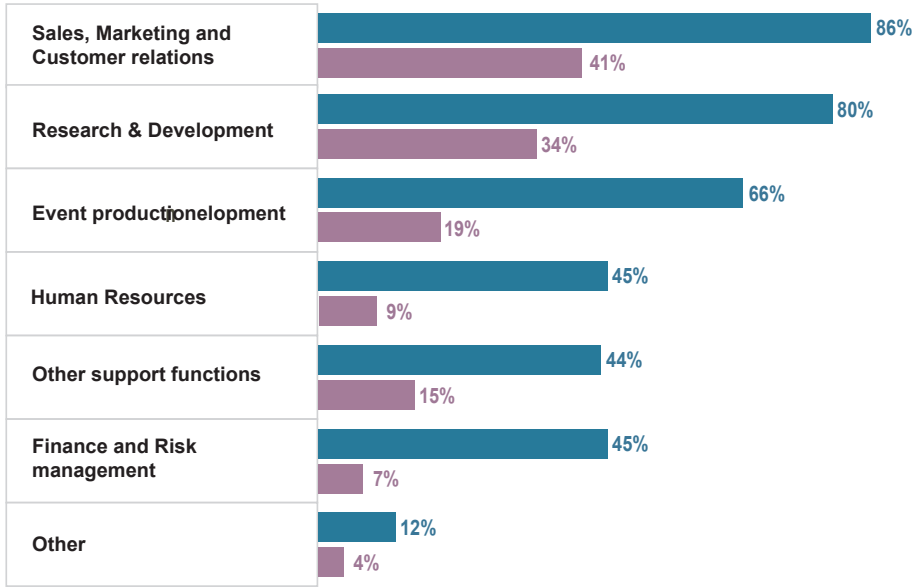


Generative AI Applications
Europe

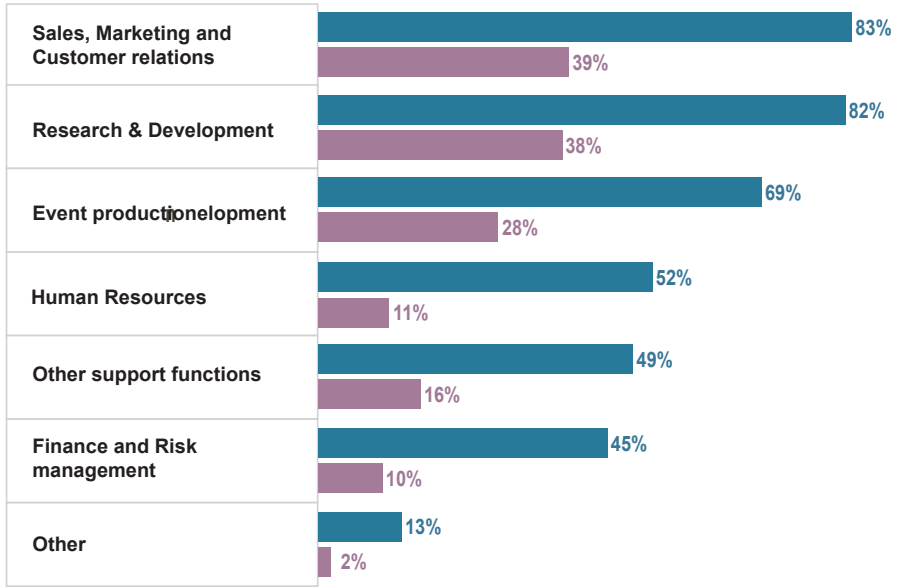
Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry | We already use

Europe

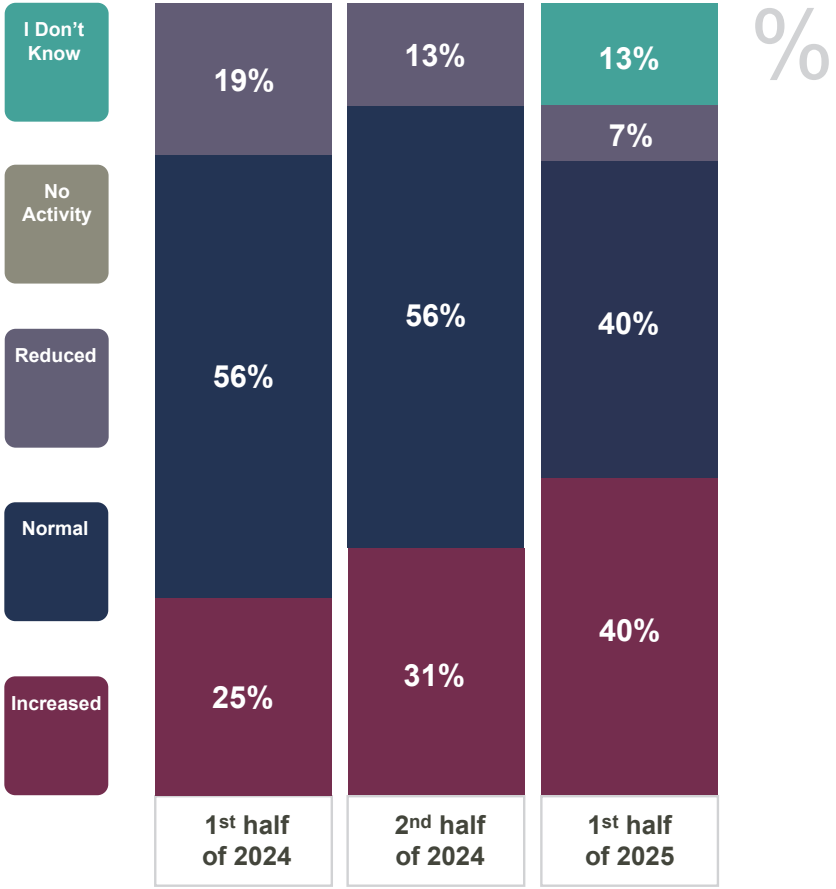


World

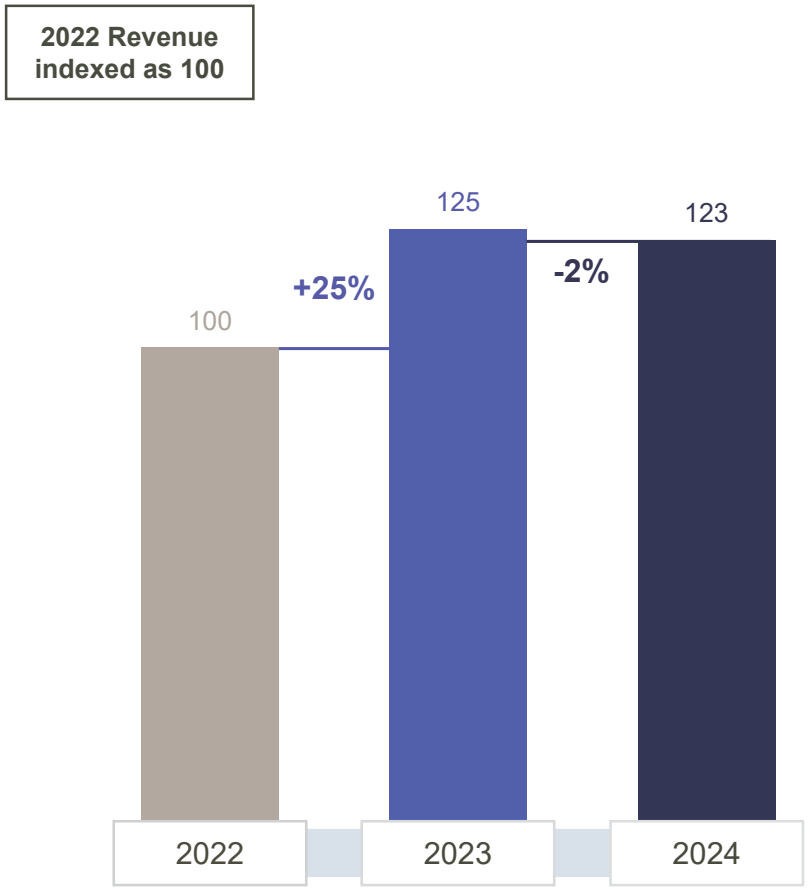


Detailed results for France

Situation of the industry operations for the current year, and predictions for the next year

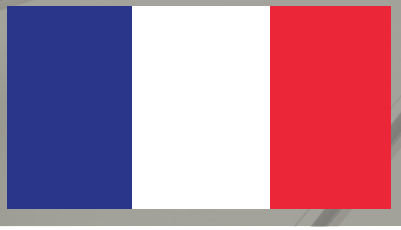


Revenue compared to the previous year

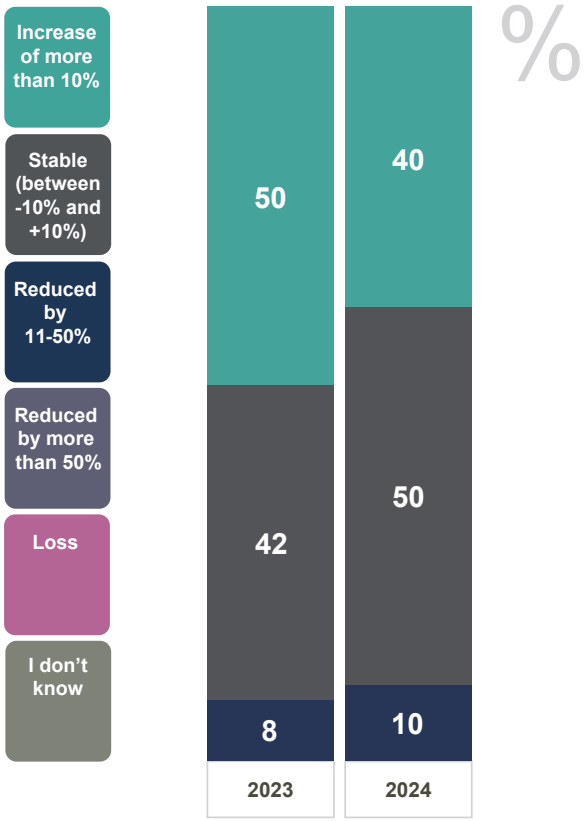


(16 answers in total)

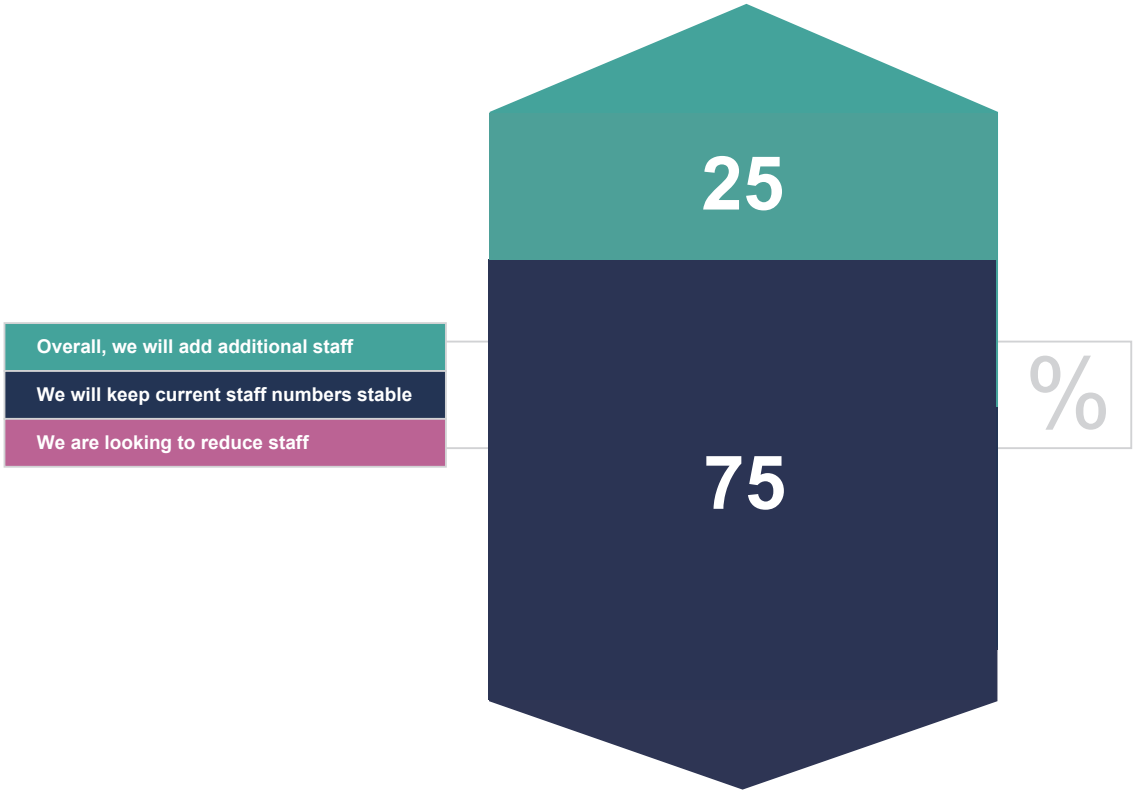
Detailed results for France



Operating profits compared to the previous year and others



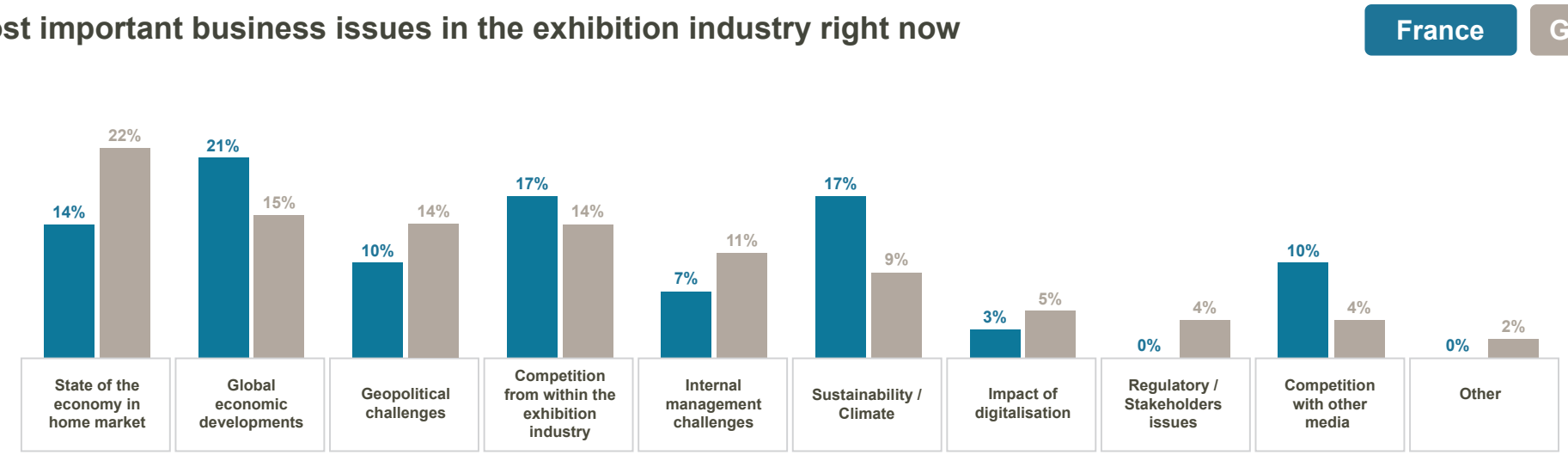
How do you plan to develop your workforce in the coming 6 months



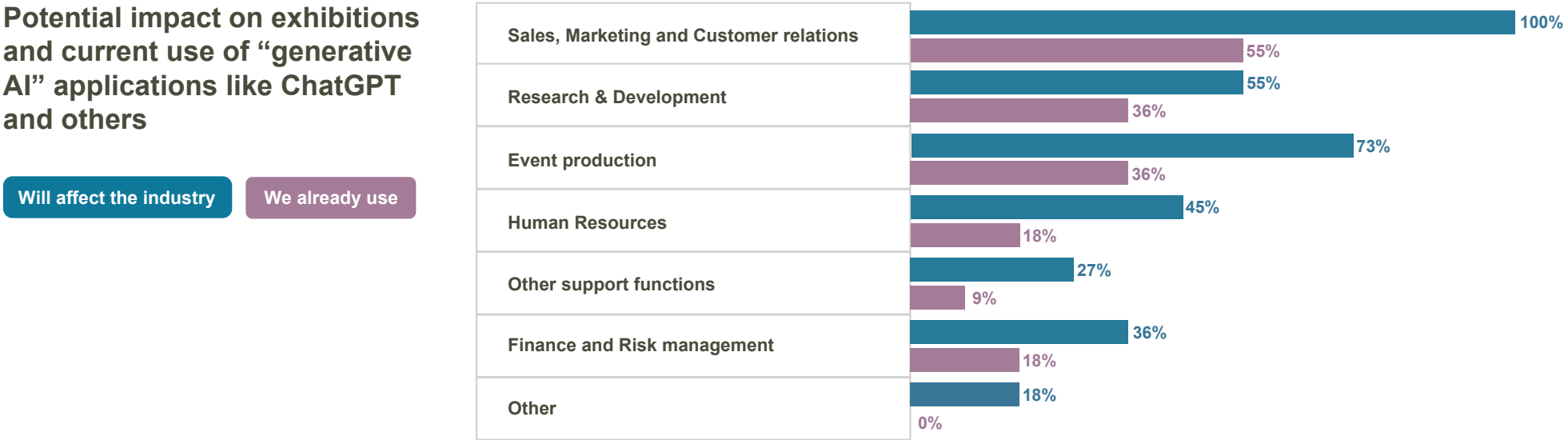
(16 answers in total)

Detailed results for France

Most important business issues in the exhibition industry right now



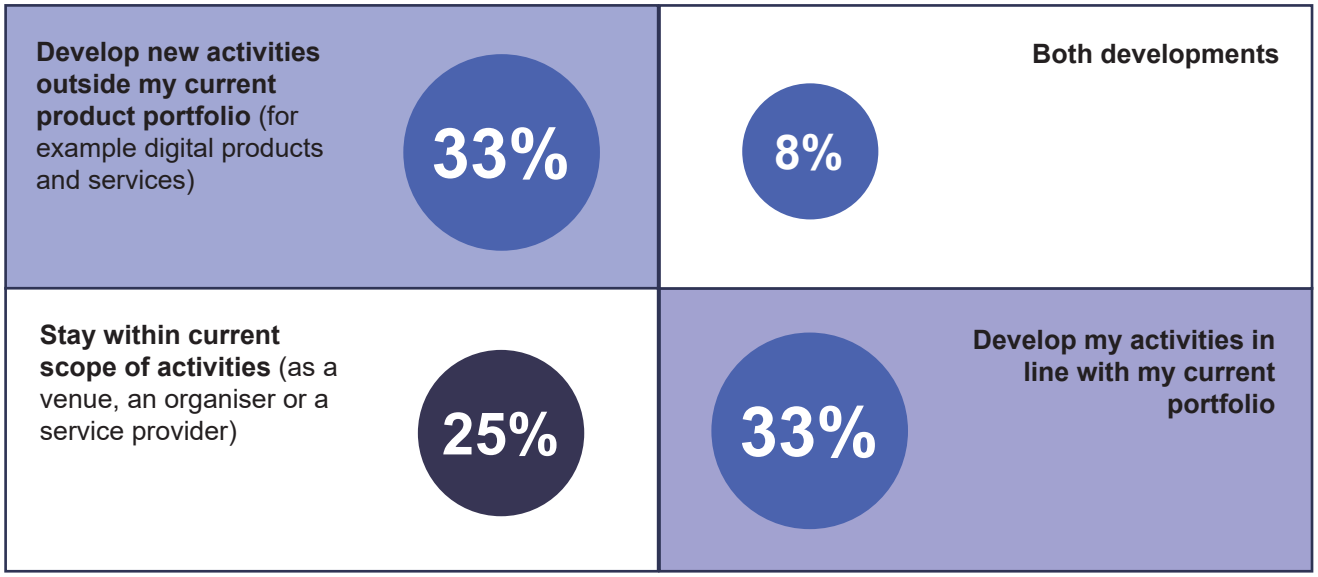
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



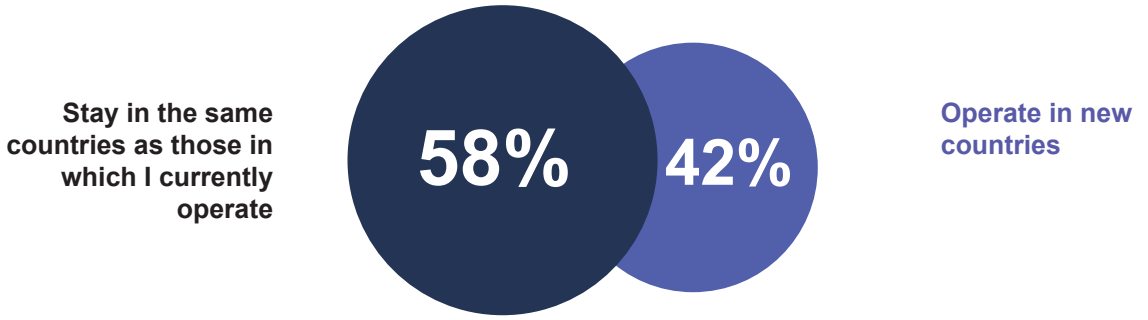
(16 answers in total)

Detailed results for France

Current strategic priorities related to the range of activities



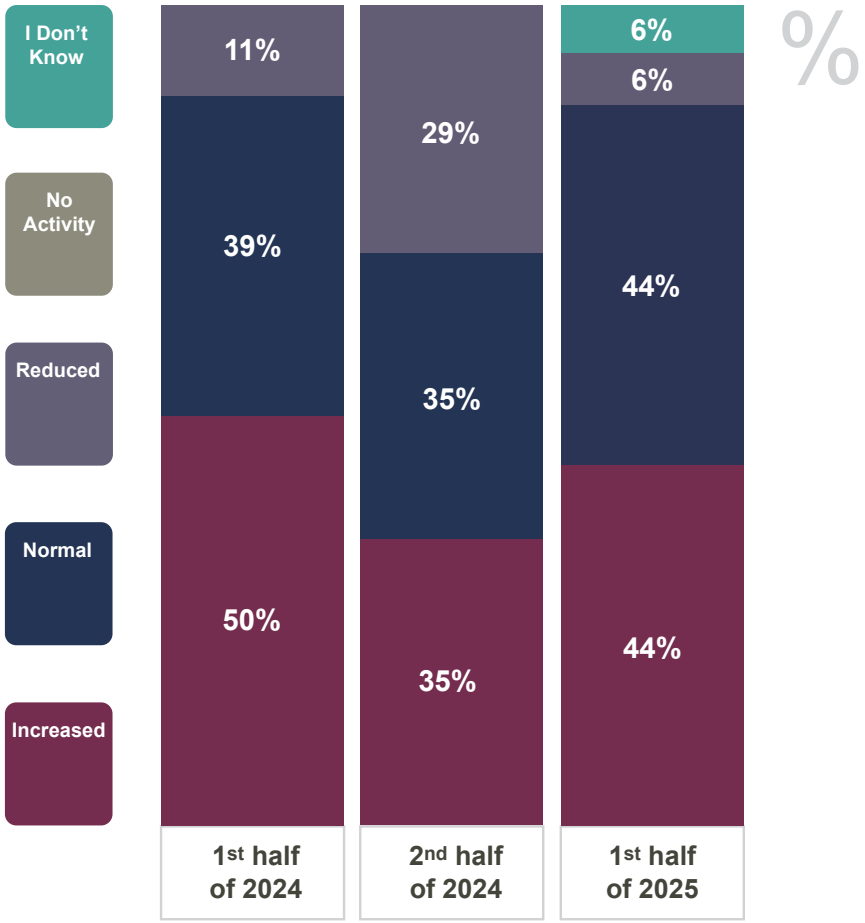
Current strategic priorities related to geographic exposure



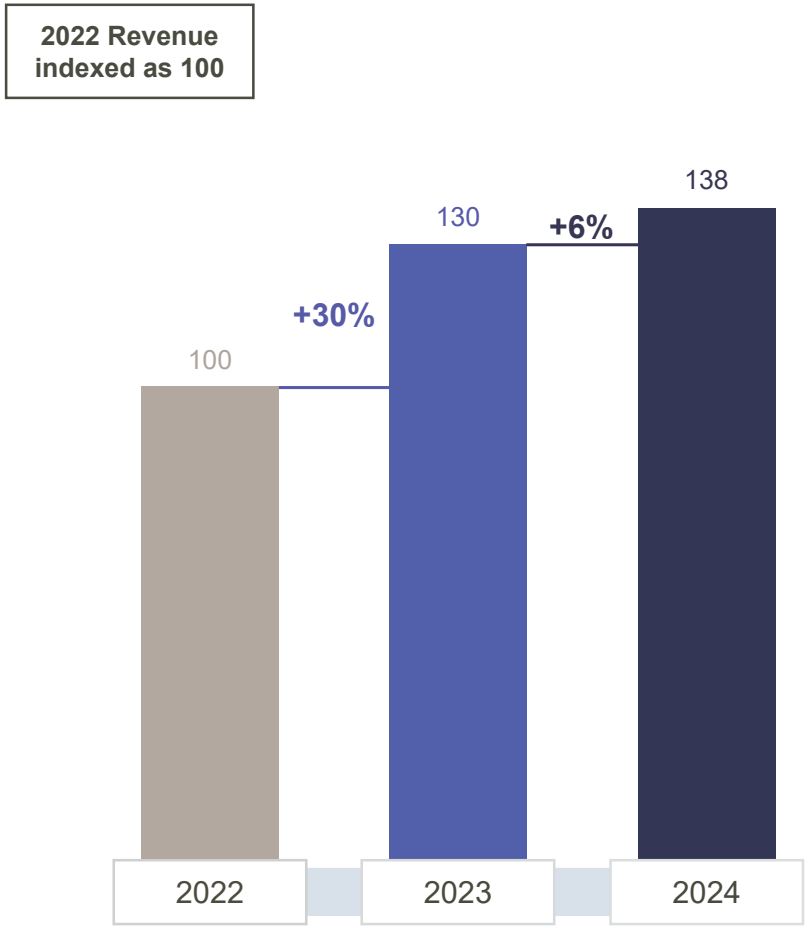
(16 answers in total)

Detailed results for Germany

Situation of the industry operations for the current year, and predictions for the next year



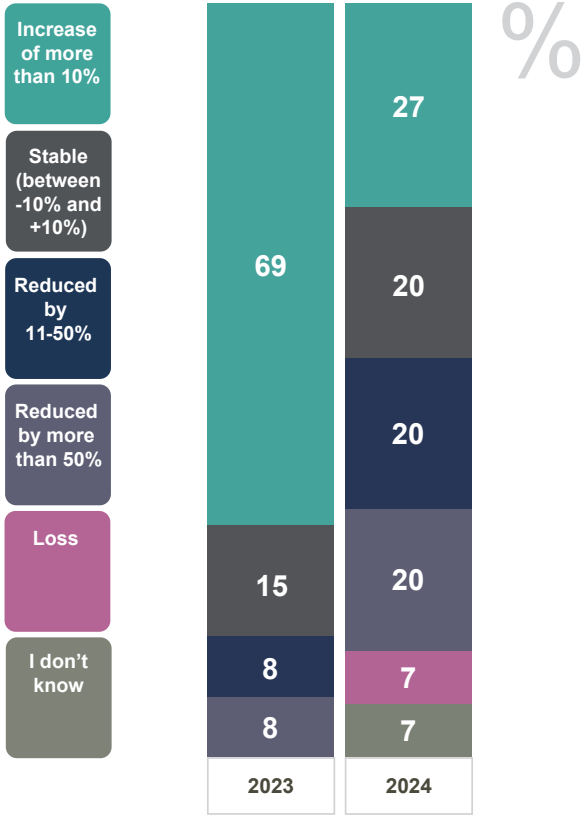
Revenue compared to the previous year



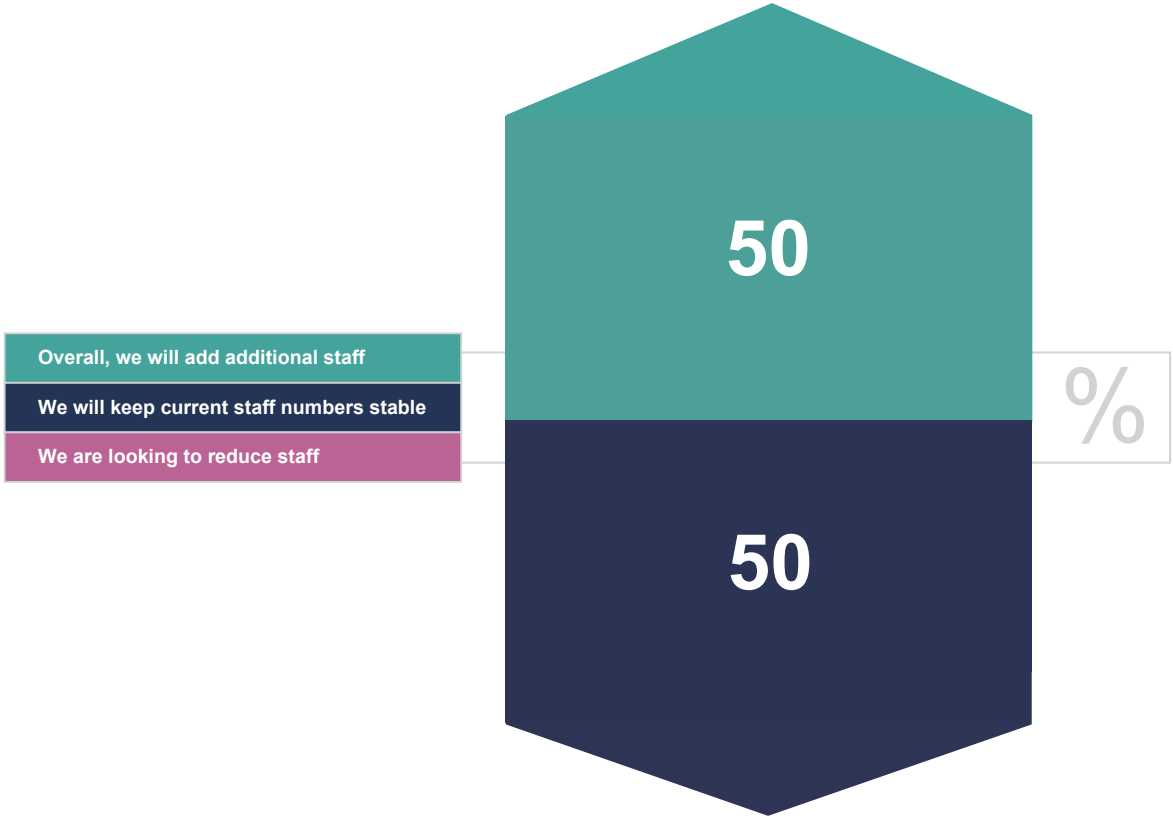
(18 answers in total)

Detailed results for Germany

Operating profits compared to the previous year and others



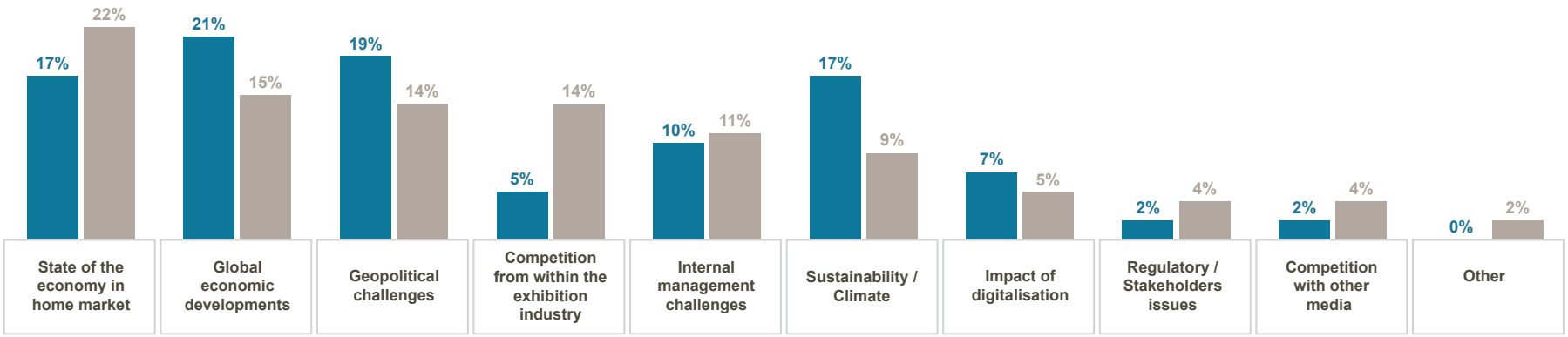
How do you plan to develop your workforce in the coming 6 months



(18 answers in total)

Detailed results for Germany

Most important business issues in the exhibition industry right now

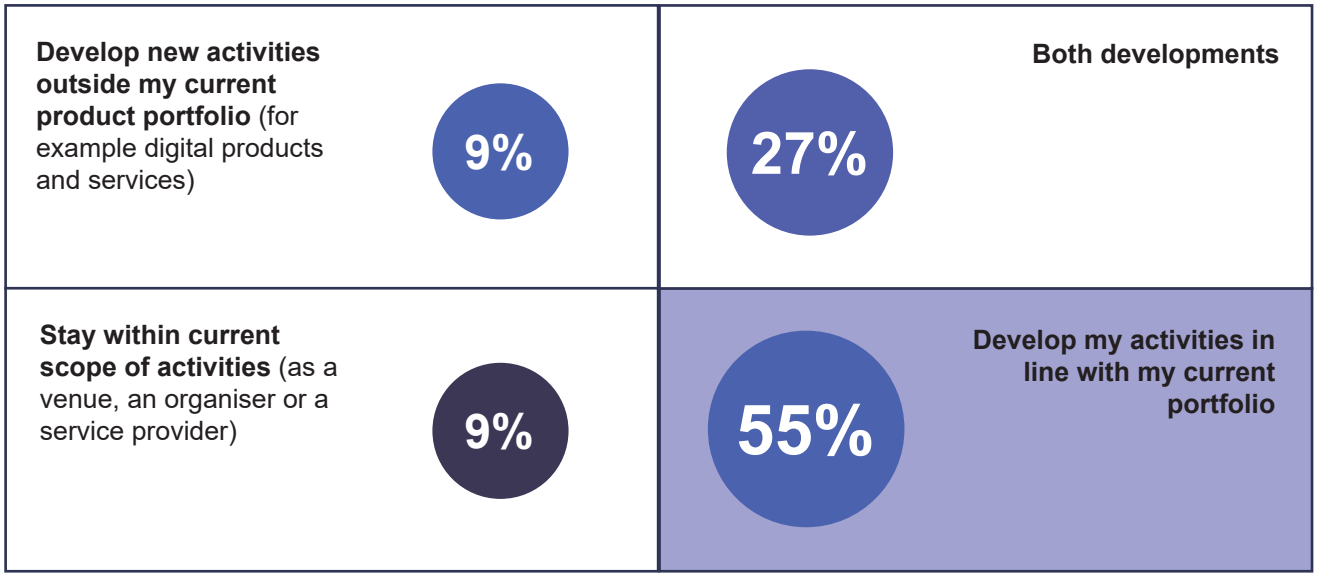


Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

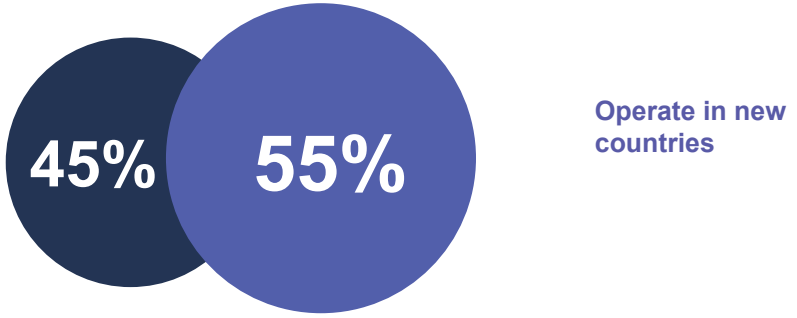
(18 answers in total)

Detailed results for Germany

Current strategic priorities related to the range of activities



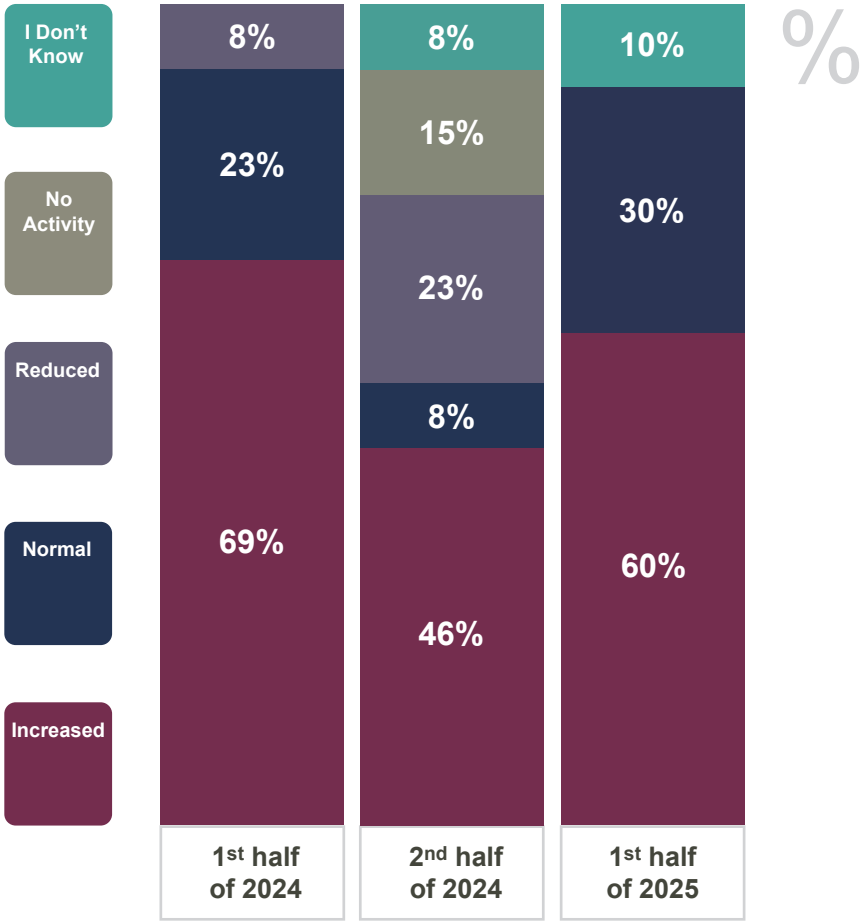
Current strategic priorities related to geographic exposure



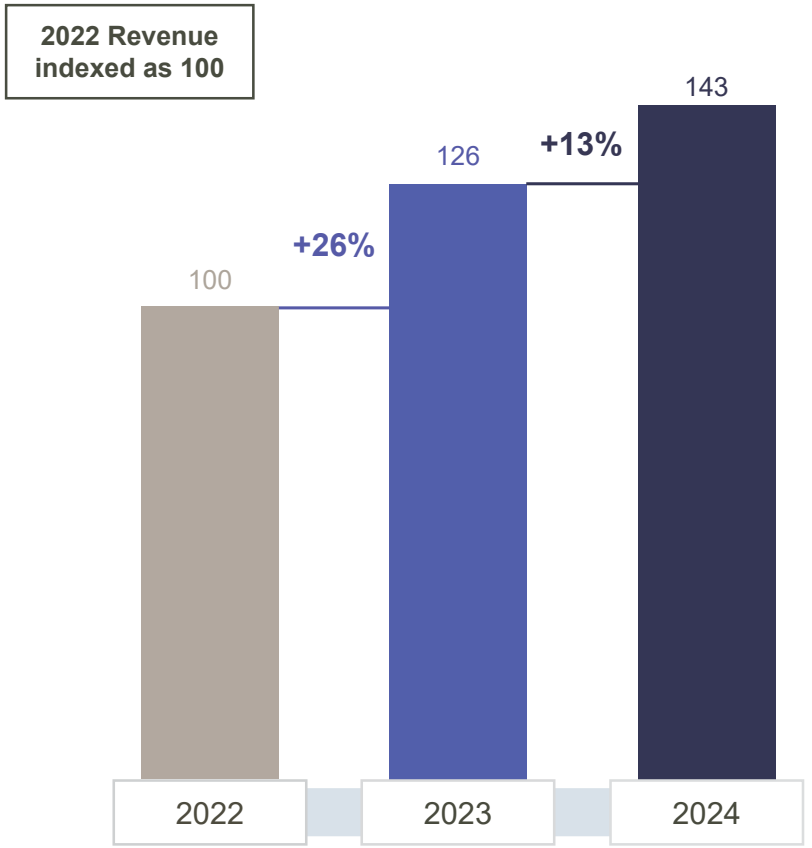
(18 answers in total)

Detailed results for Greece

Situation of the industry operations for the current year, and predictions for the next year



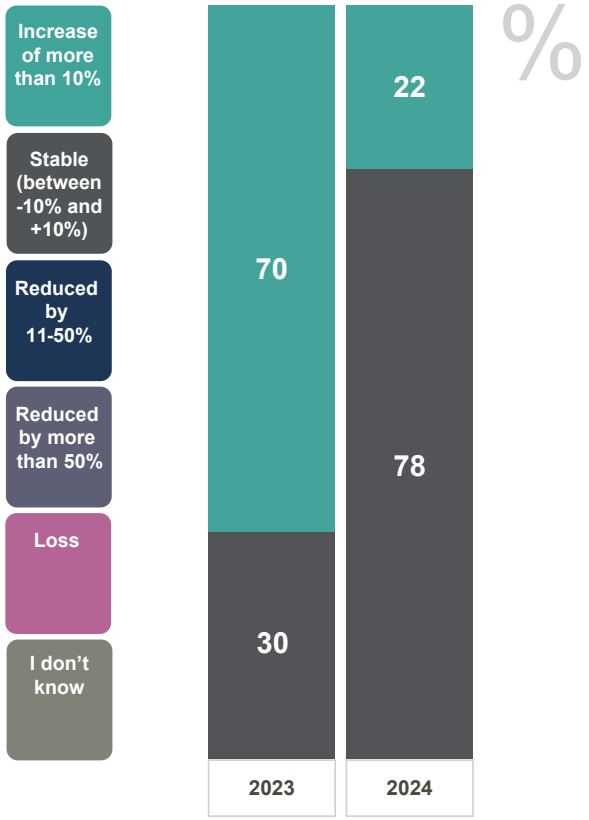
Revenue compared to the previous year



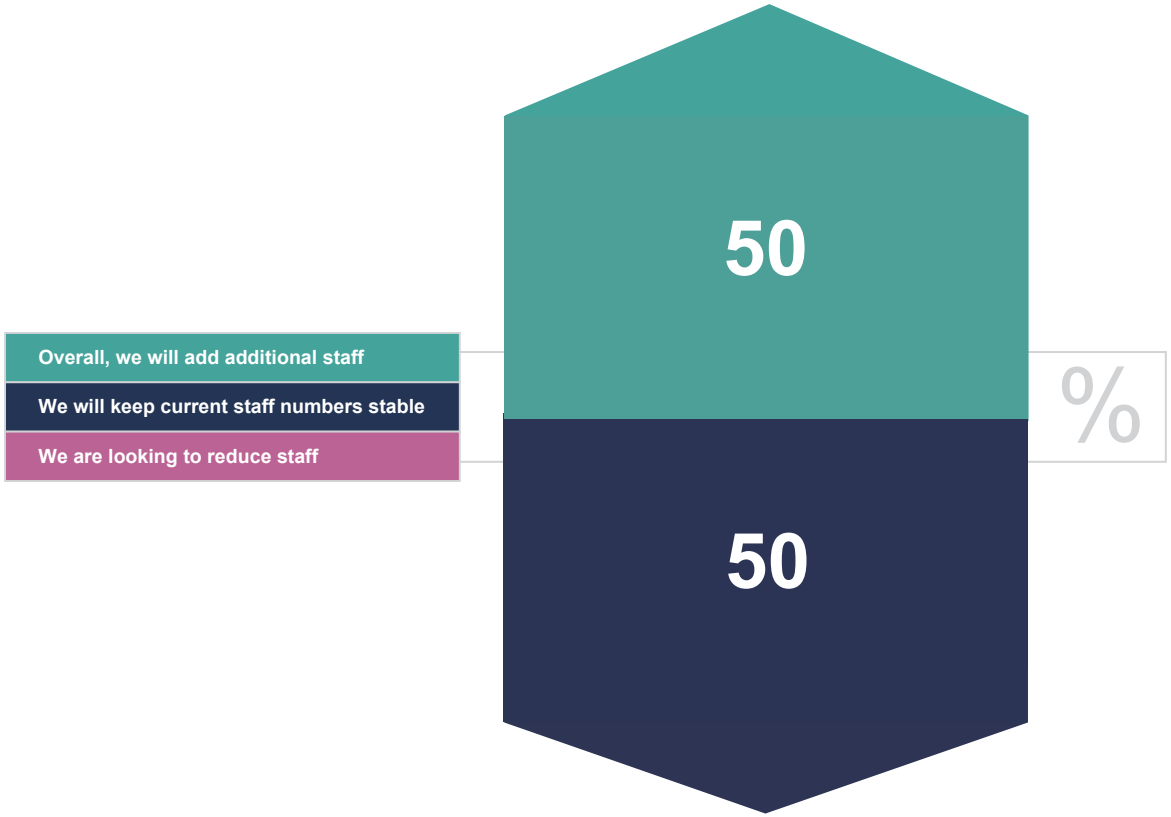
(12 answers in total)

Detailed results for Greece

Operating profits compared to the previous year and others



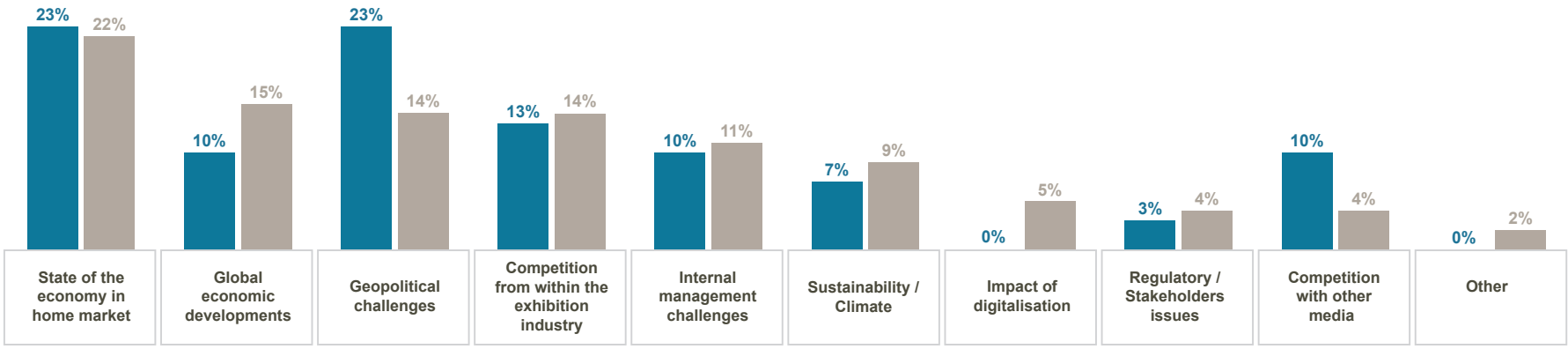
How do you plan to develop your workforce in the coming 6 months



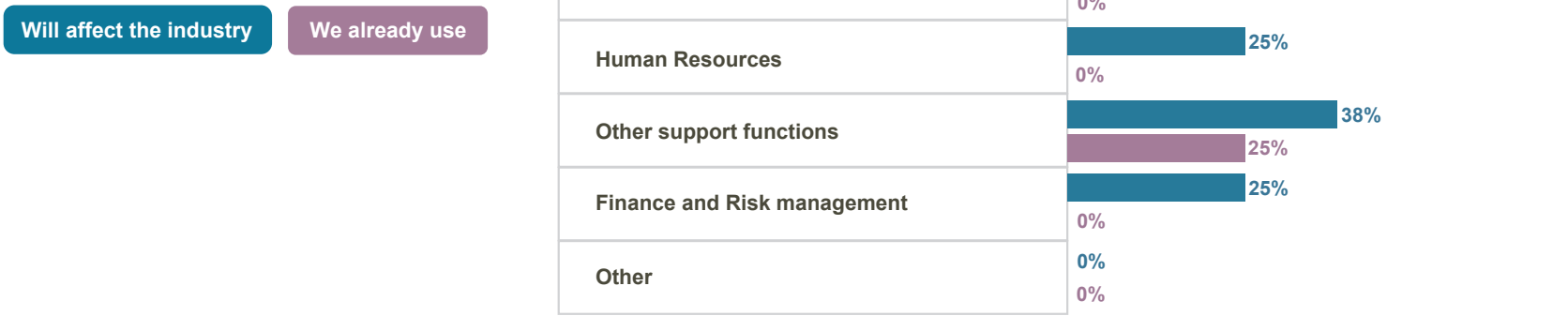
(12 answers in total)

Detailed results for Greece

Most important business issues in the exhibition industry right now



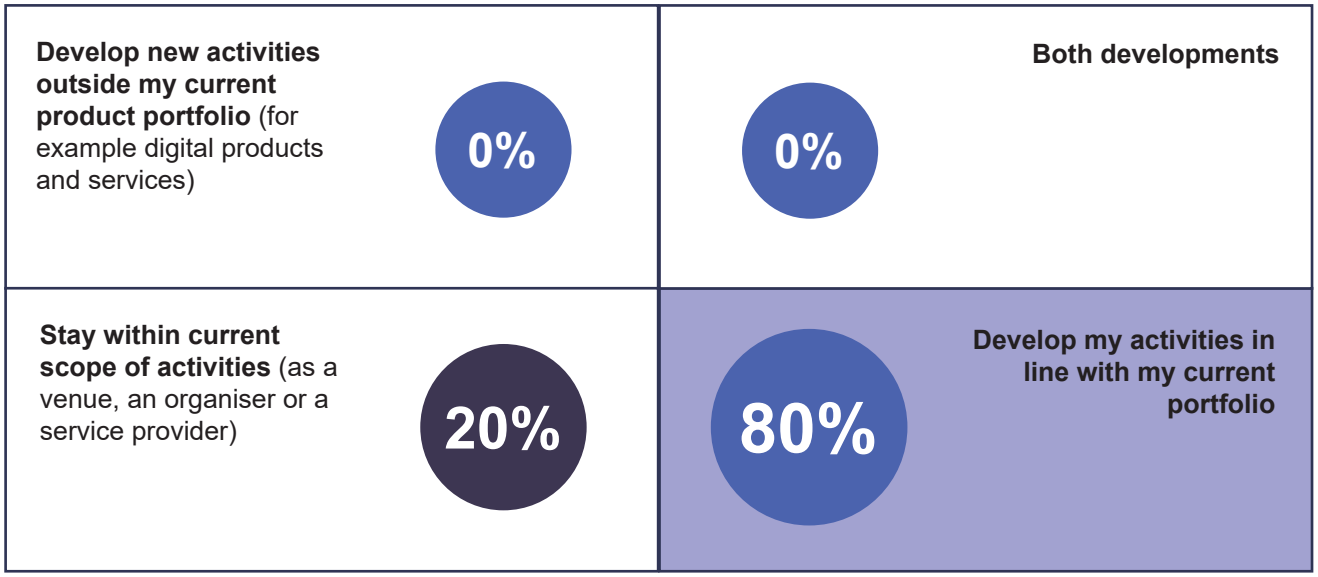
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



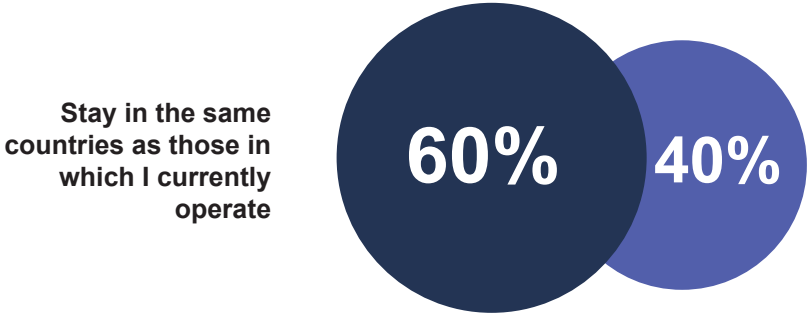
(12 answers in total)

Detailed results for Greece

Current strategic priorities related to the range of activities



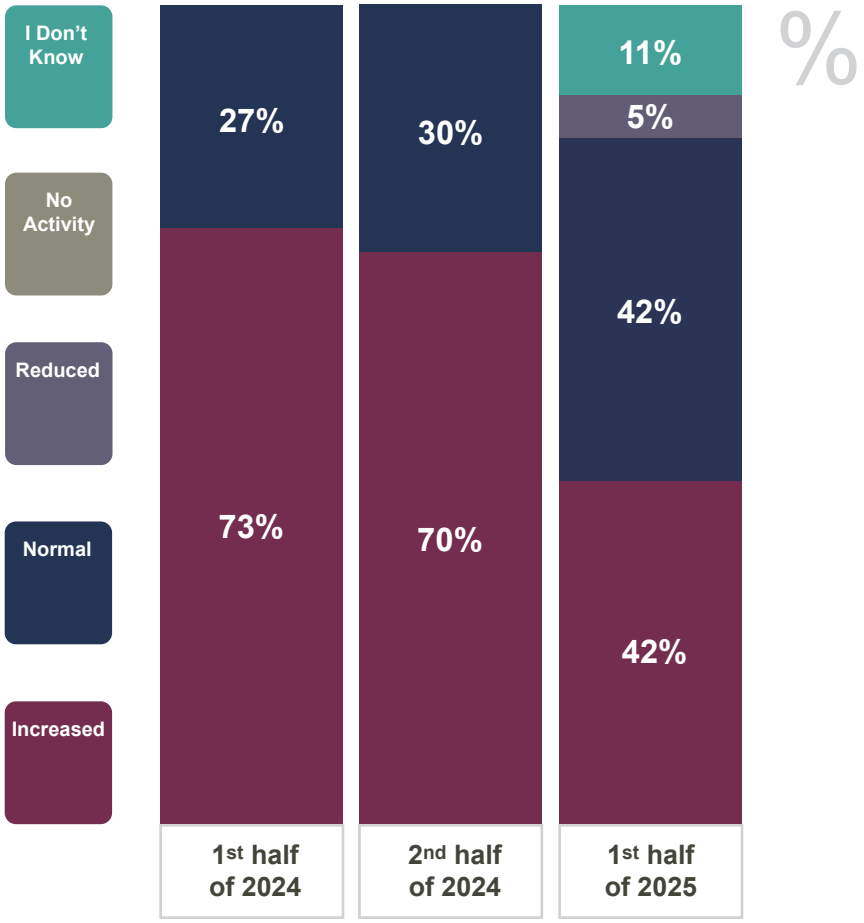
Current strategic priorities related to geographic exposure



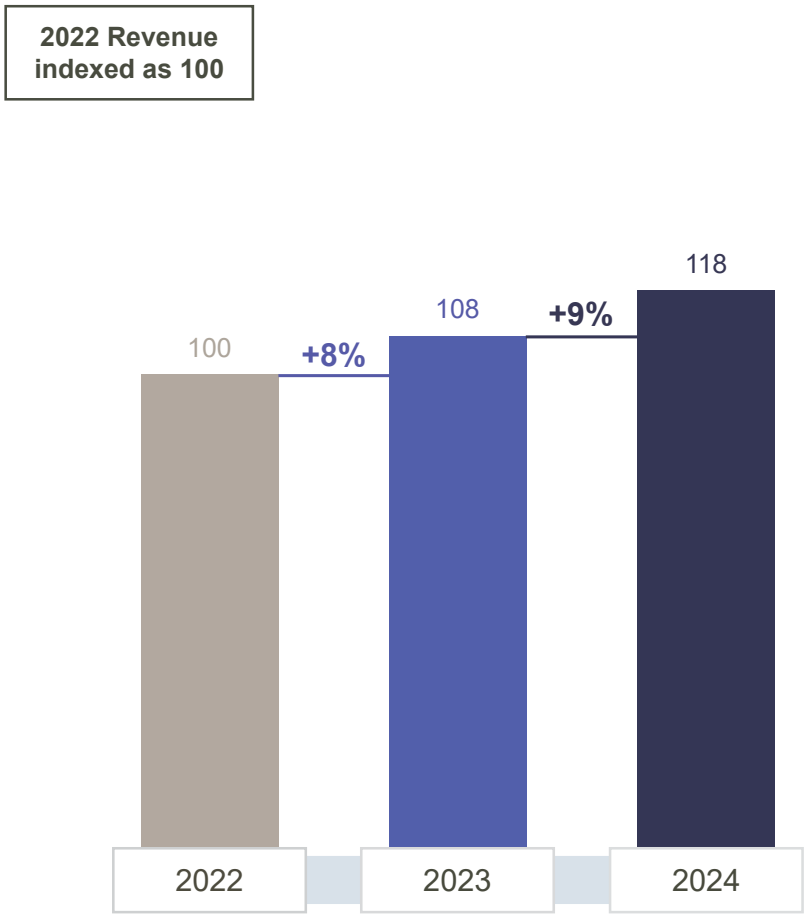
(12 answers in total)

Detailed results for Italy

Situation of the industry operations for the current year, and predictions for the next year



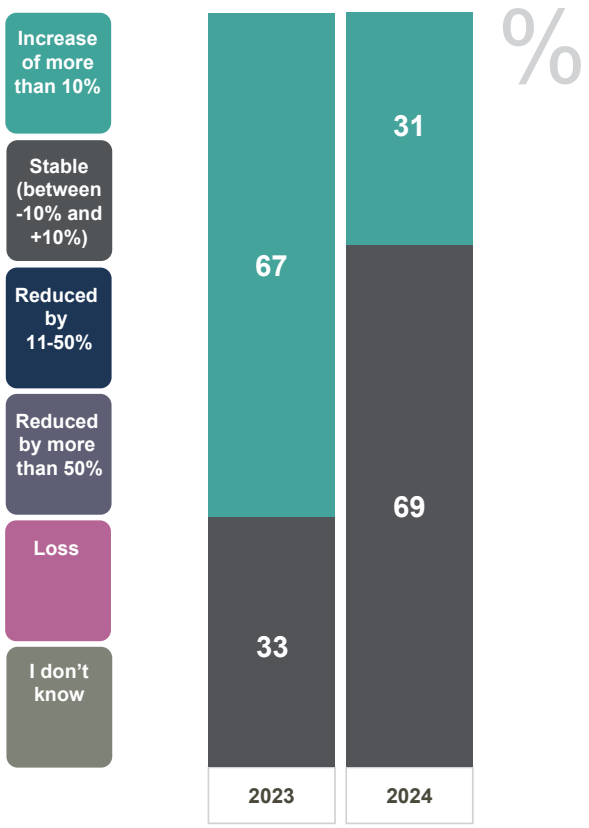
Revenue compared to the previous year



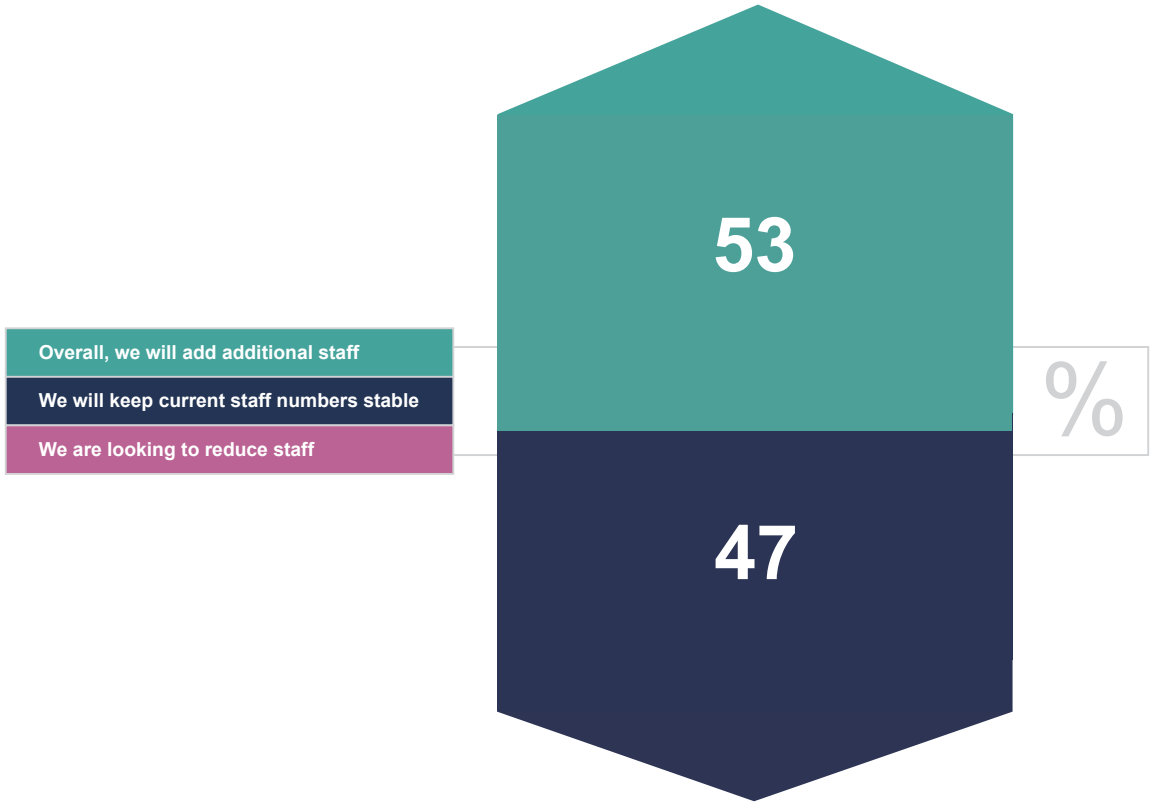
(22 answers in total)

Detailed results for Italy

Operating profits compared to the previous year and others



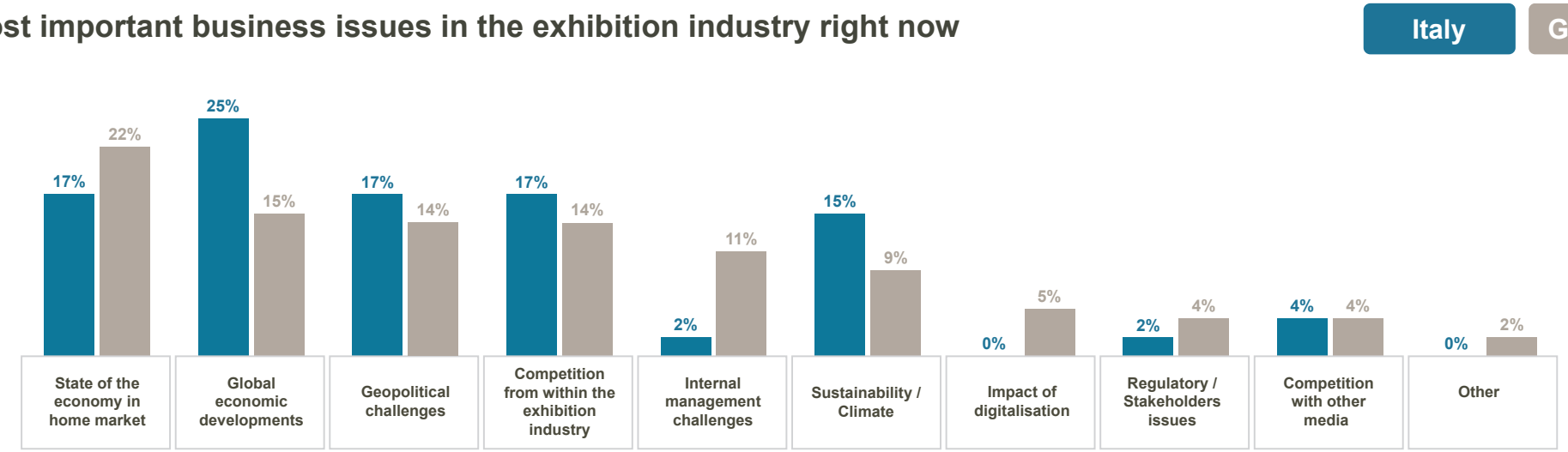
How do you plan to develop your workforce in the coming 6 months



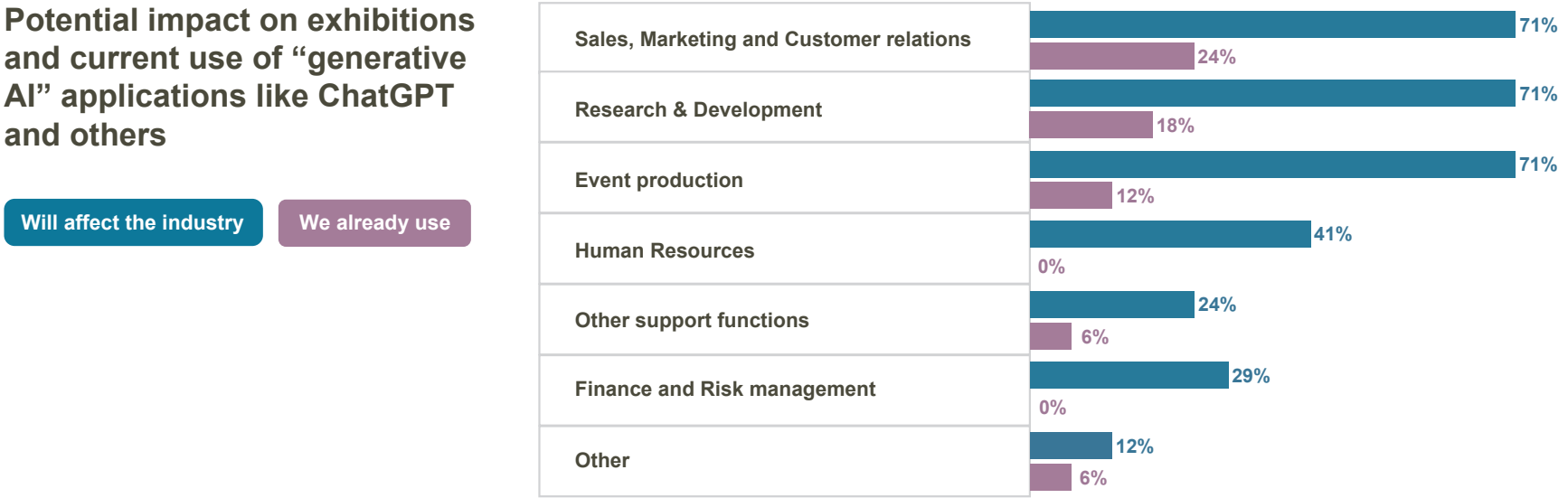
(22 answers in total)

Detailed results for Italy

Most important business issues in the exhibition industry right now



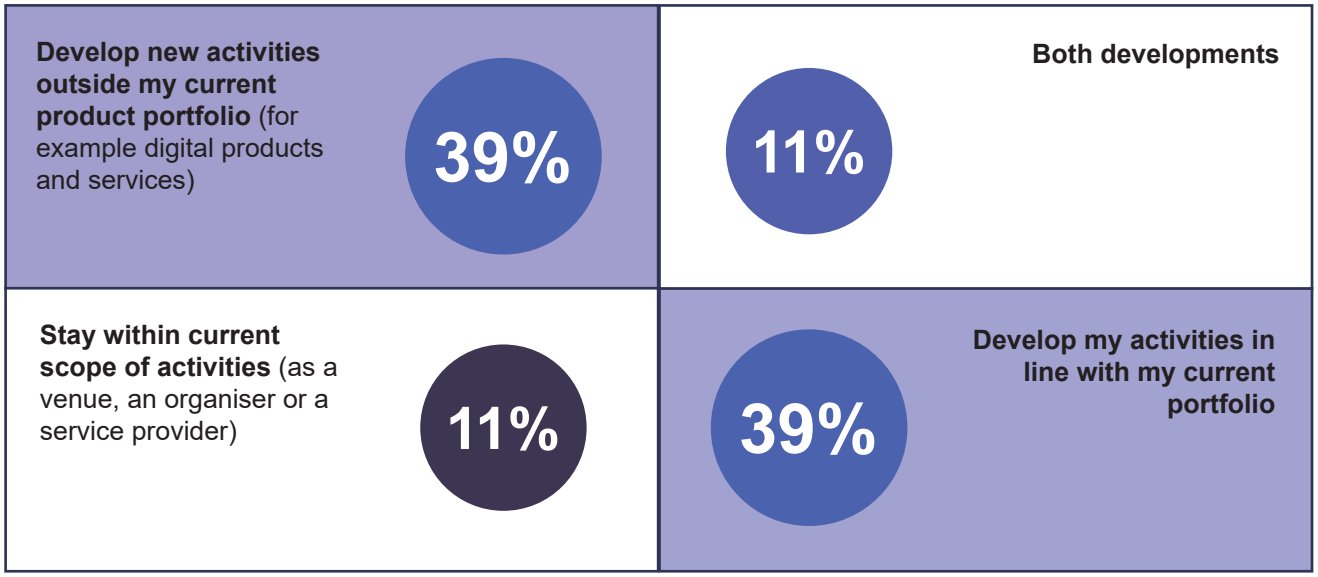
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



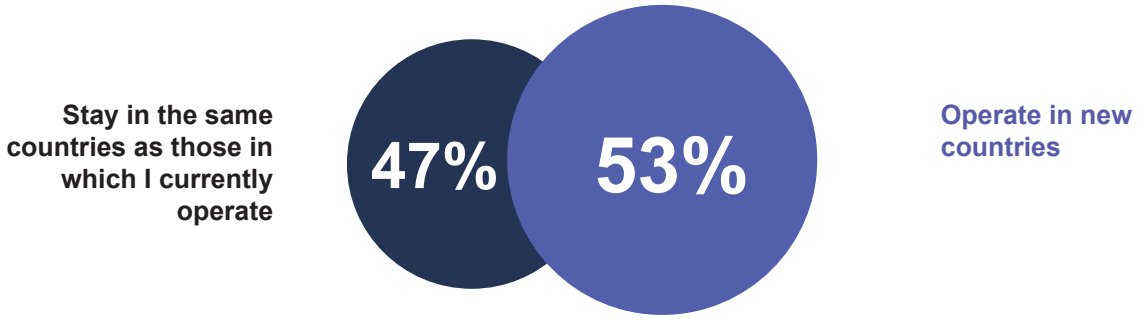
(22 answers in total)

Detailed results for Italy

Current strategic priorities related to the range of activities



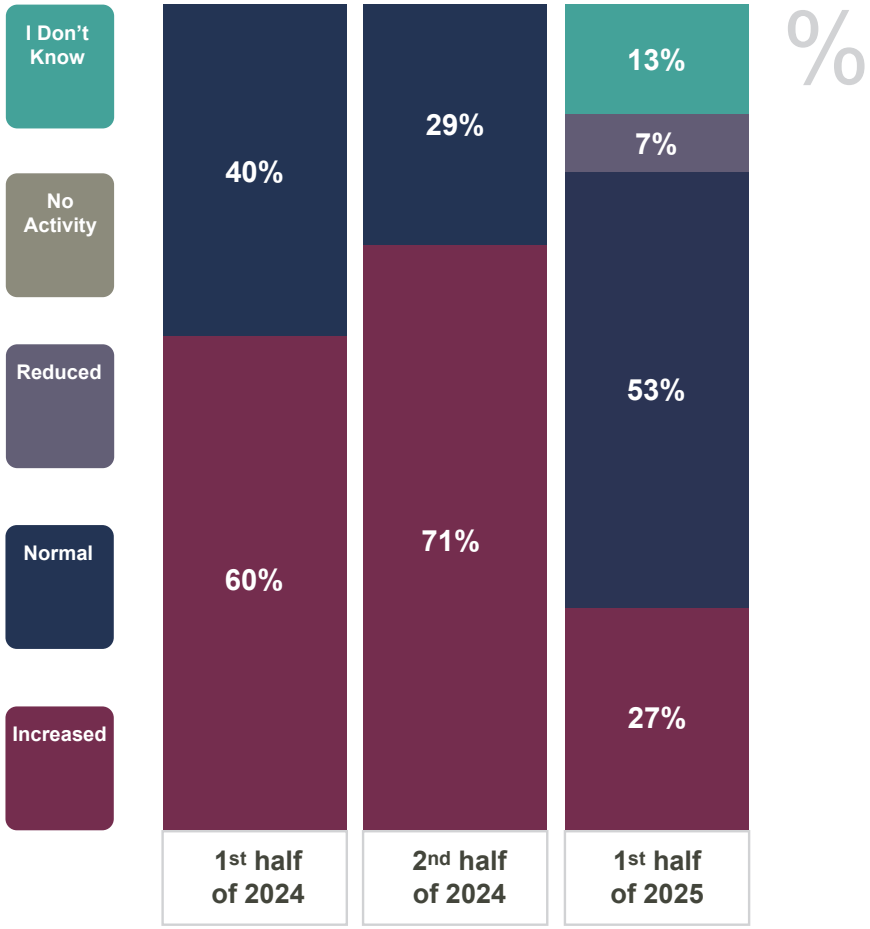
Current strategic priorities related to geographic exposure



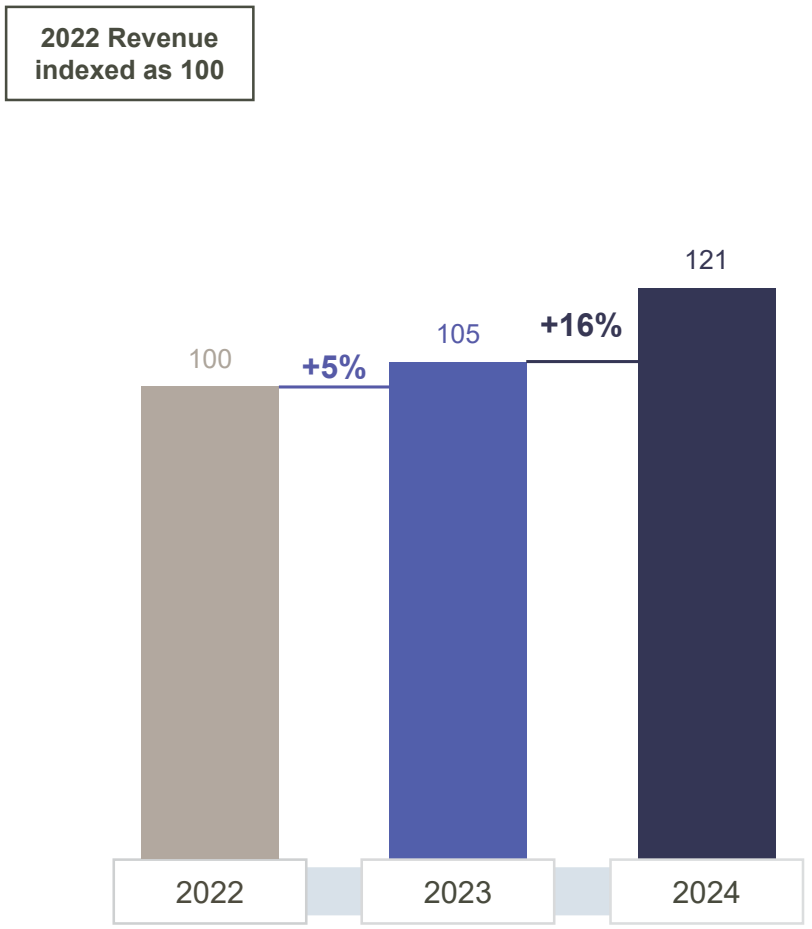
(22 answers in total)

Detailed results for Spain

Situation of the industry operations for the current year, and predictions for the next year



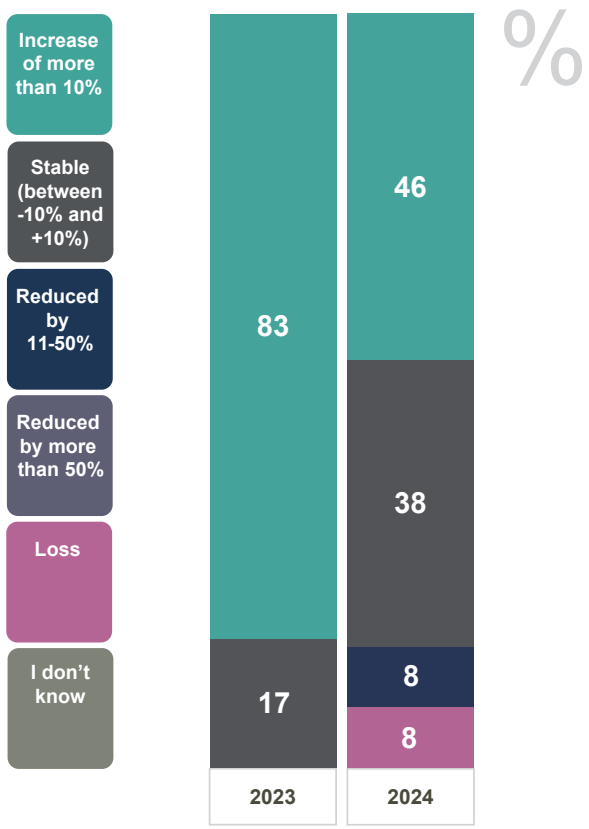
Revenue compared to the previous year



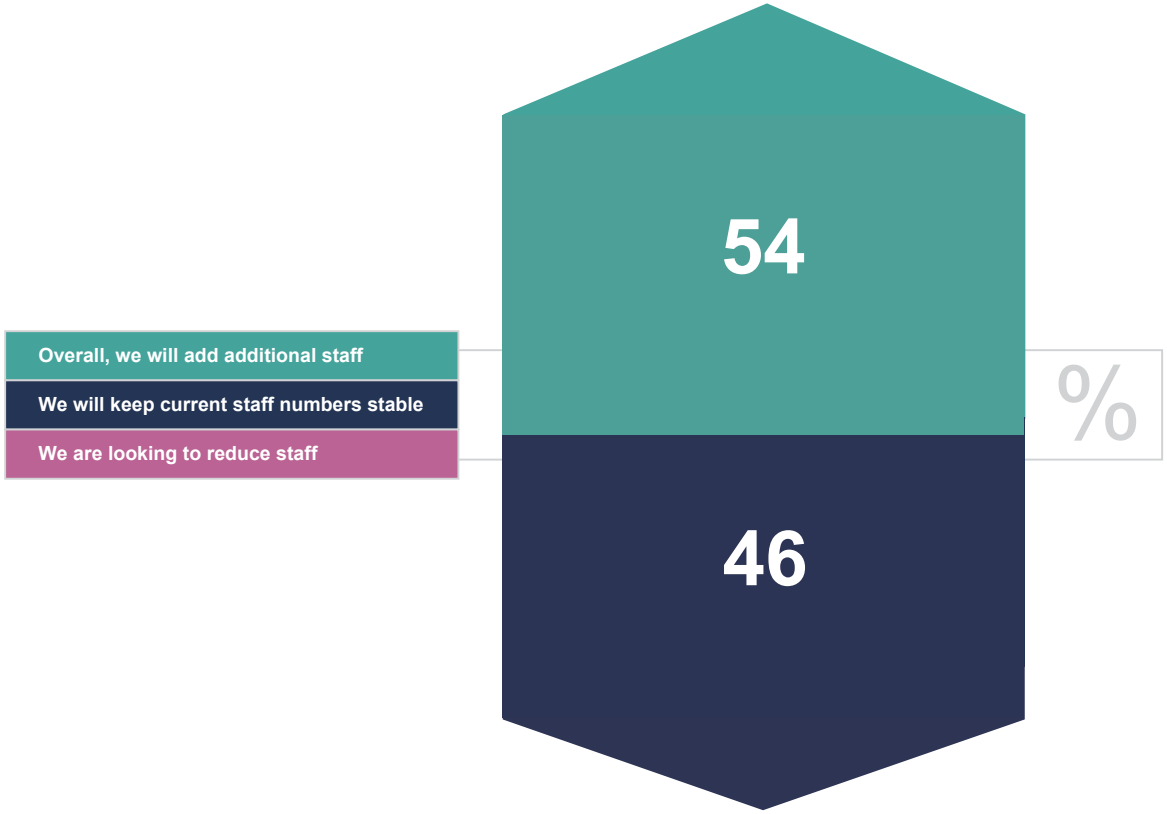
(15 answers in total)

Detailed results for Spain

Operating profits compared to the previous year and others



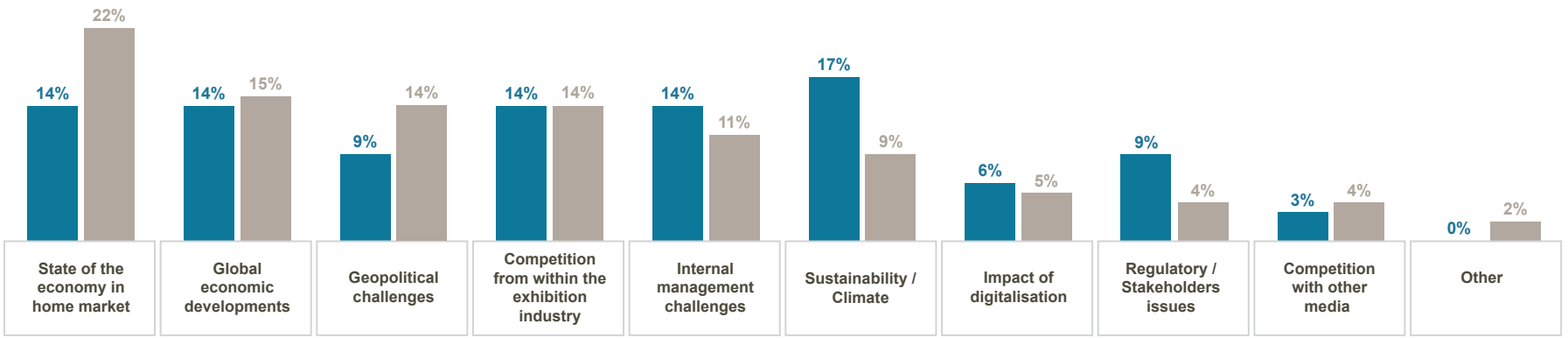
How do you plan to develop your workforce in the coming 6 months



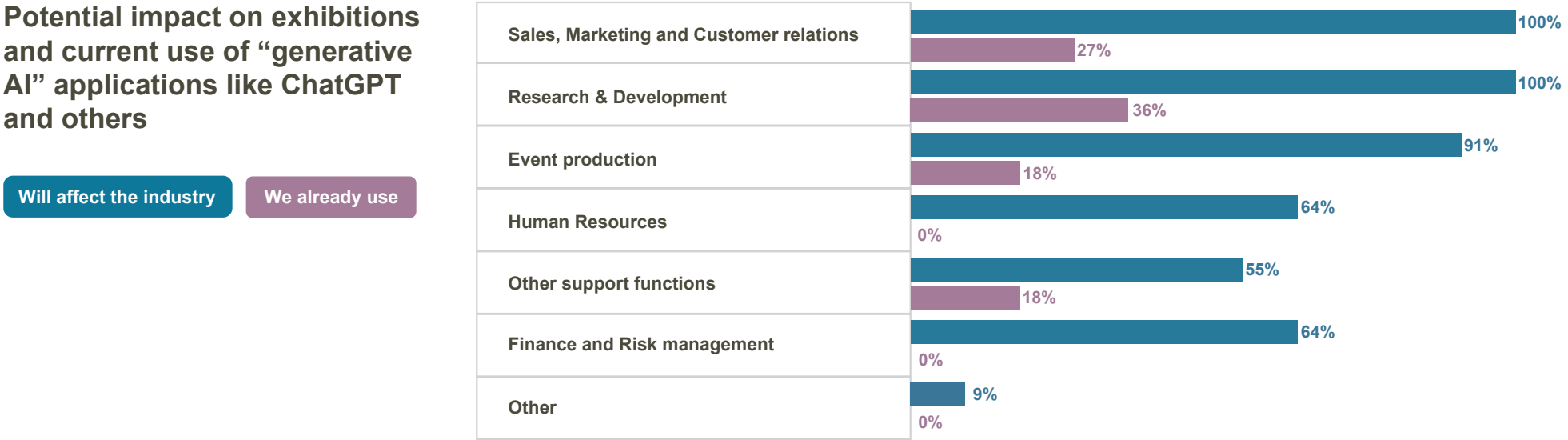
(15 answers in total)

Detailed results for Spain

Most important business issues in the exhibition industry right now



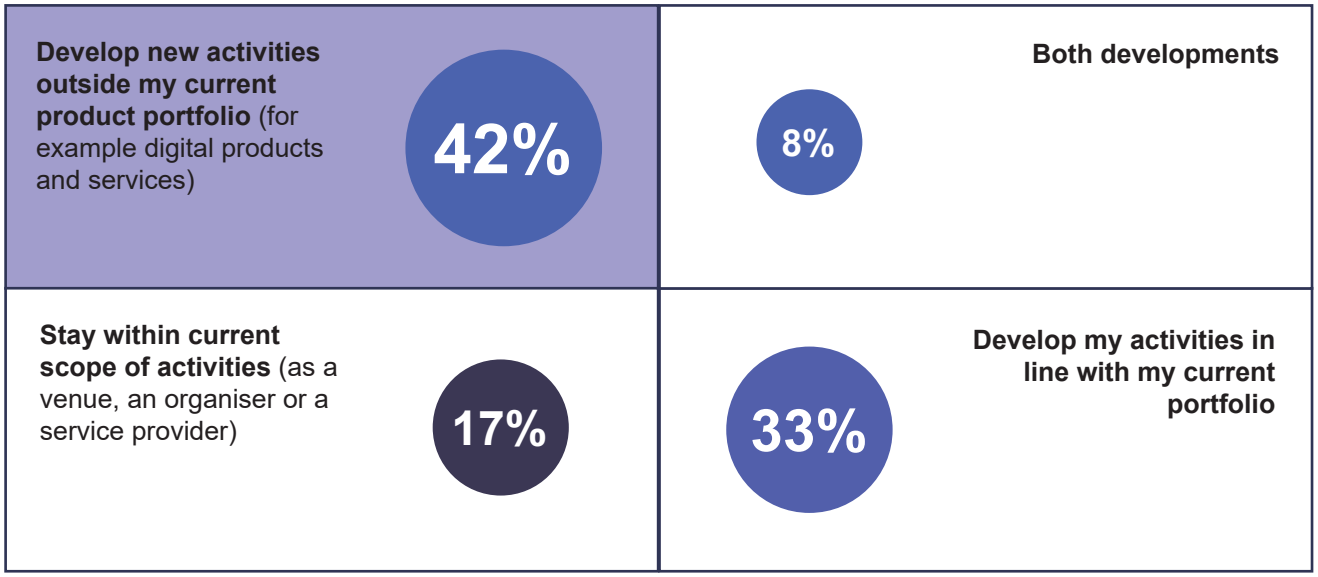
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



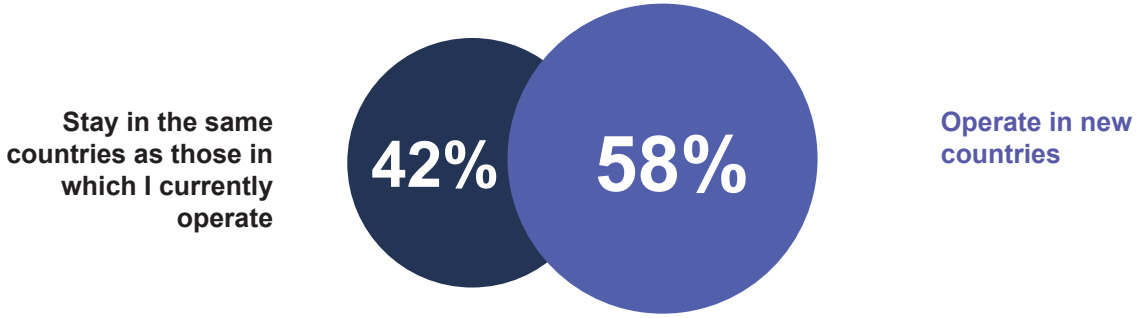
(15 answers in total)

Detailed results for Spain

Current strategic priorities related to the range of activities



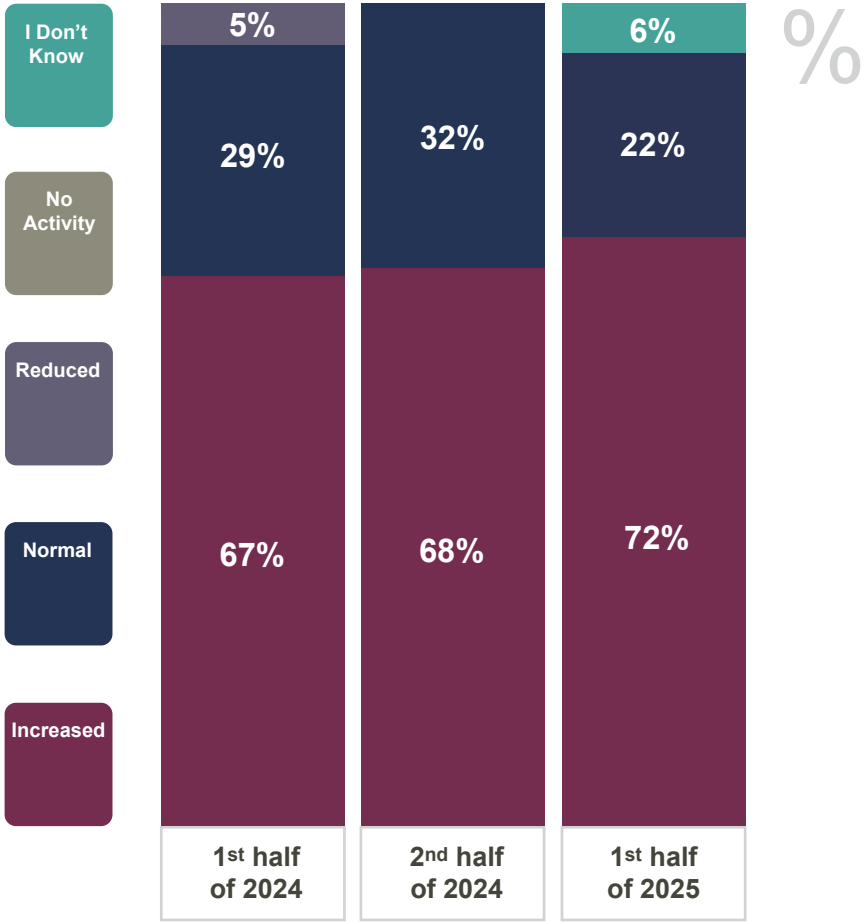
Current strategic priorities related to geographic exposure



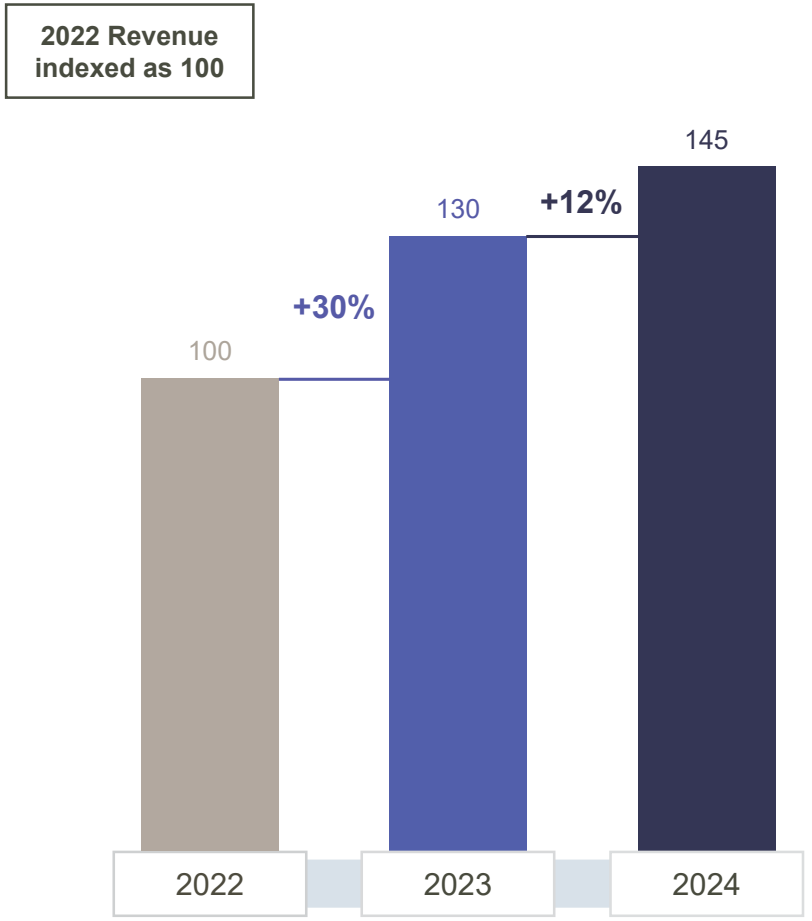
(15 answers in total)

Detailed results for UK

Situation of the industry operations for the current year, and predictions for the next year



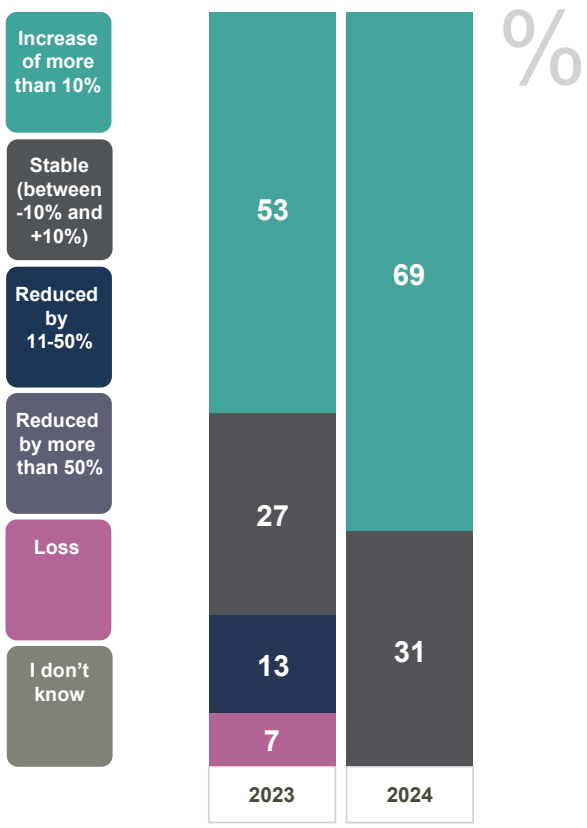
Revenue compared to the previous year



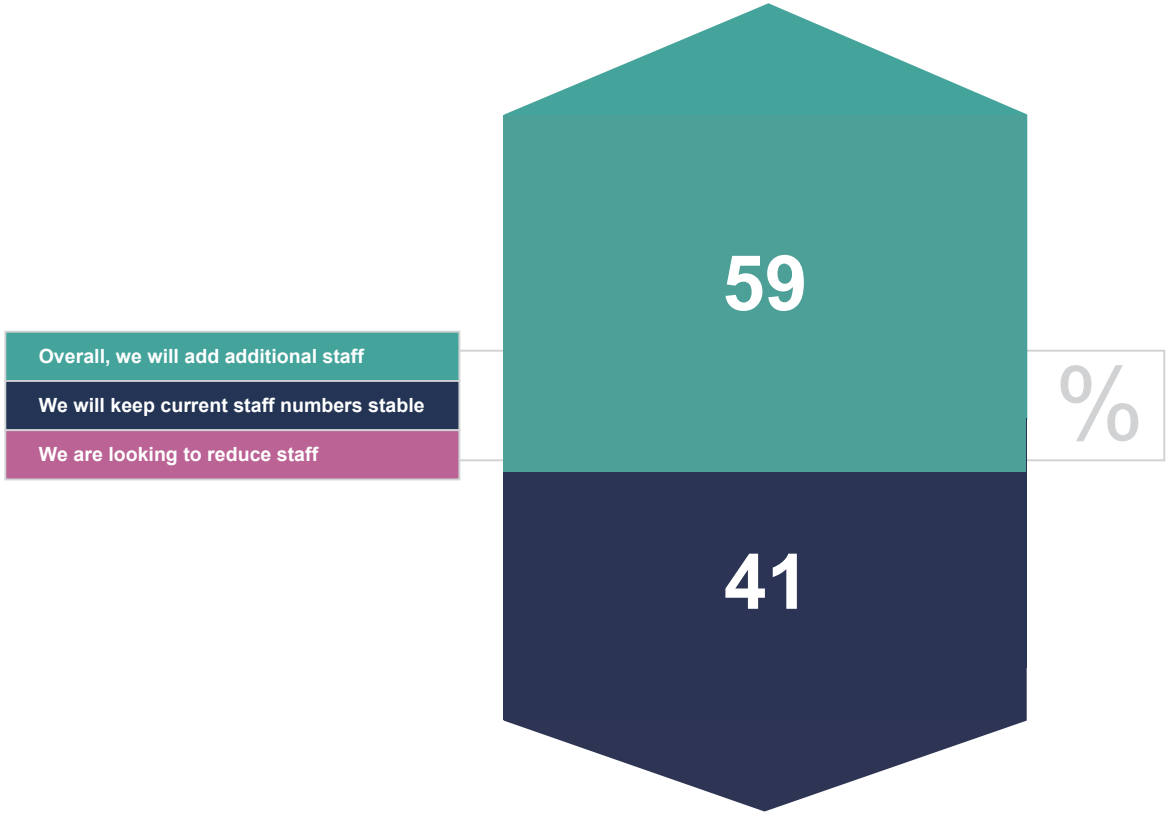
(21 answers in total)

Detailed results for UK

Operating profits compared to the previous year and others



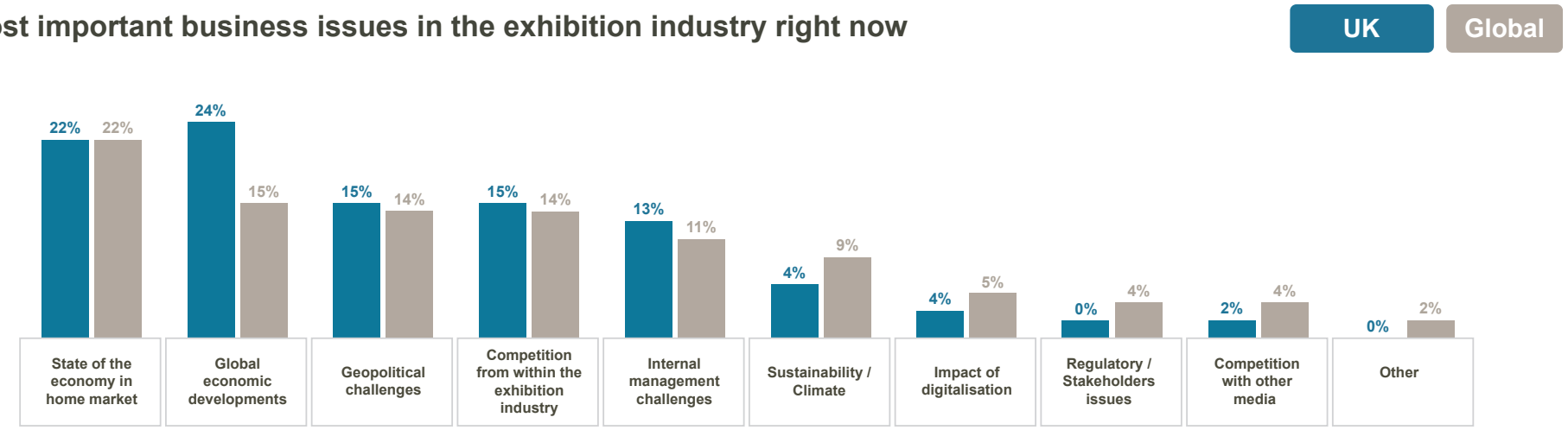
How do you plan to develop your workforce in the coming 6 months



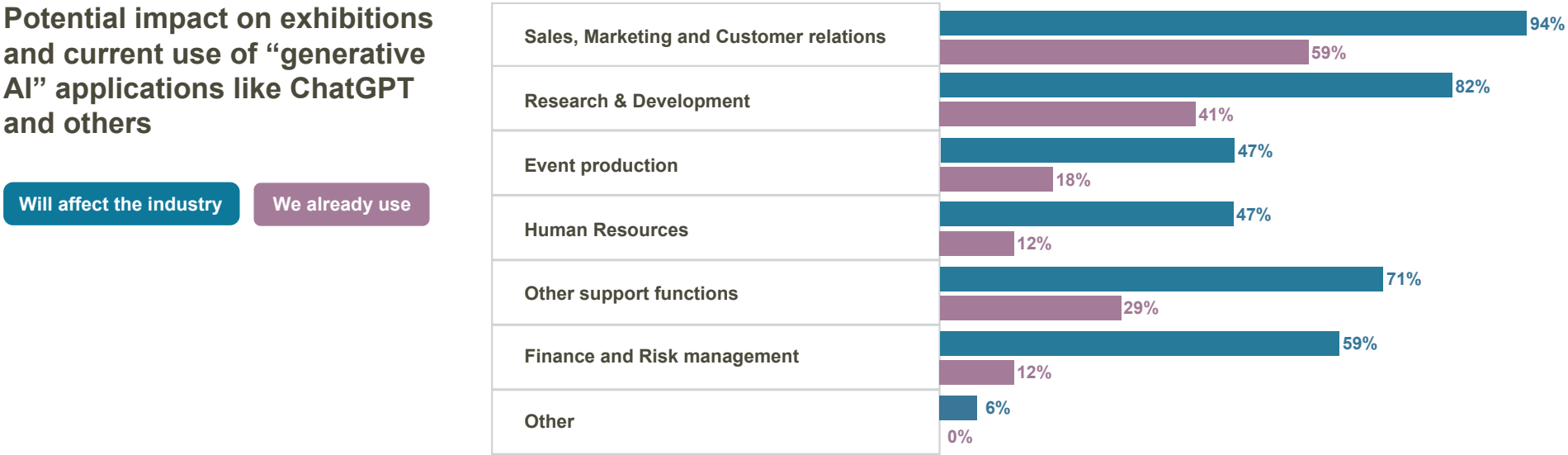
(21 answers in total)

Detailed results for UK

Most important business issues in the exhibition industry right now



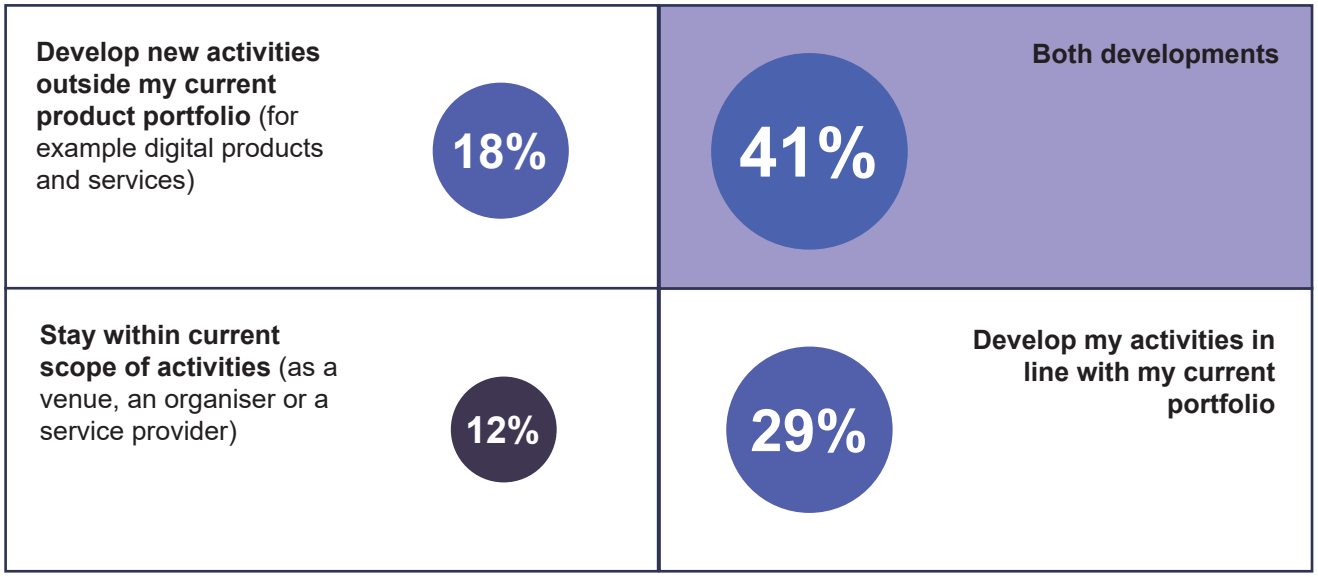
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



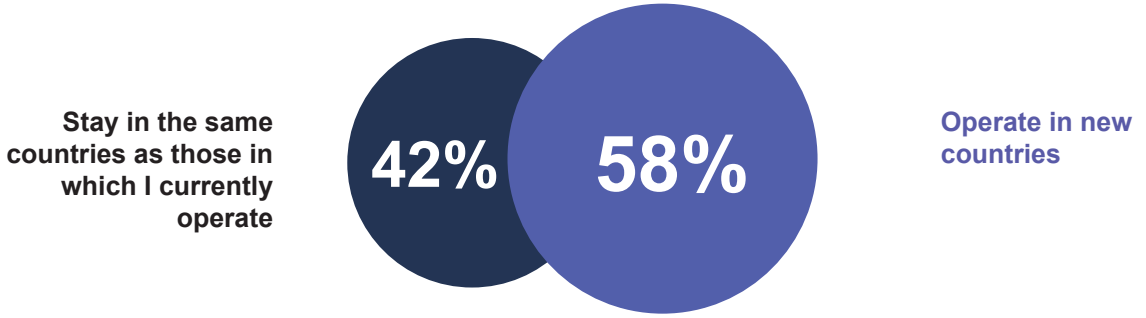
(21 answers in total)

Detailed results for UK

Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

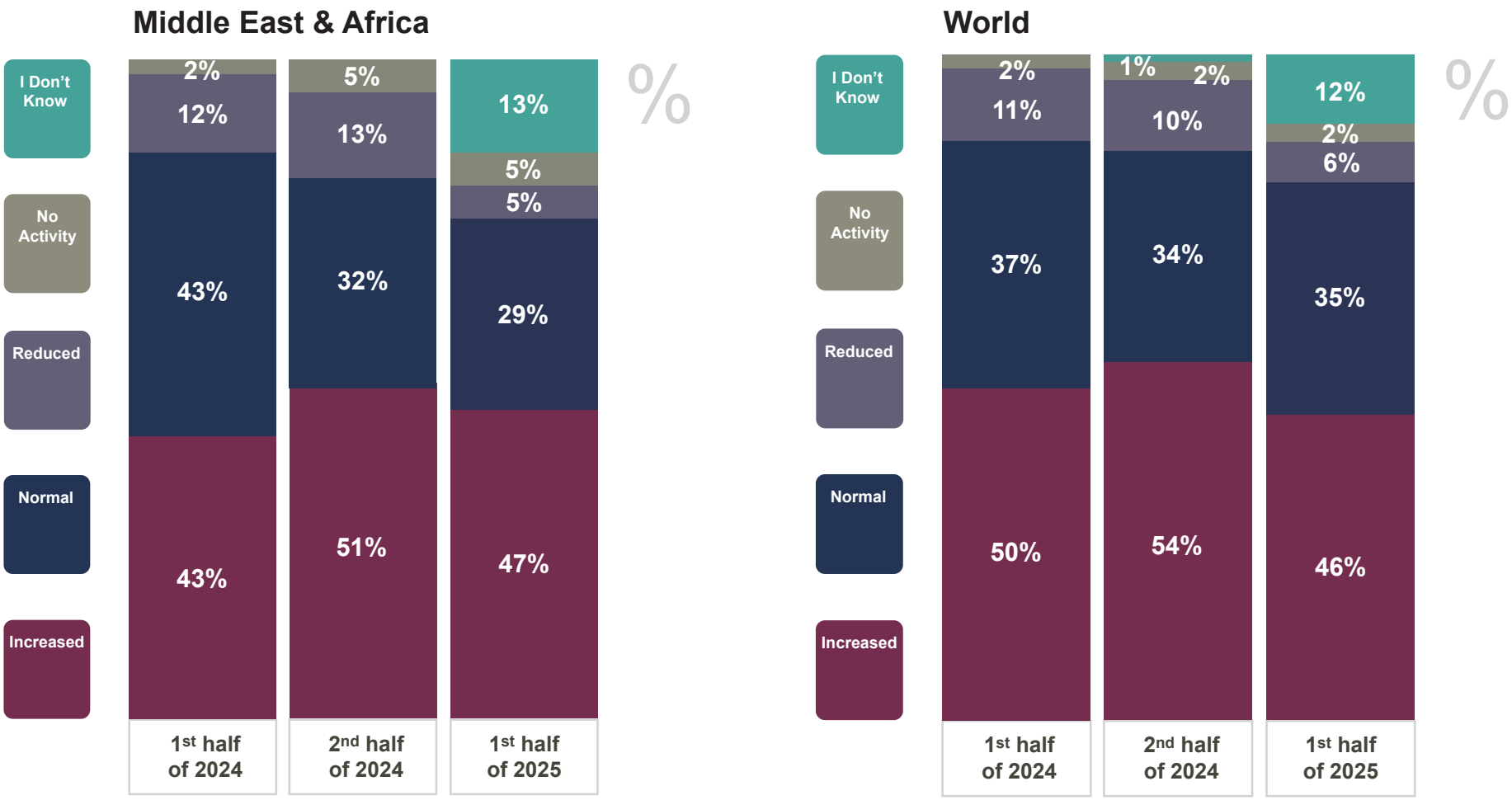


(21 answers in total)

Middle East & Africa

Operations
Middle East & Africa

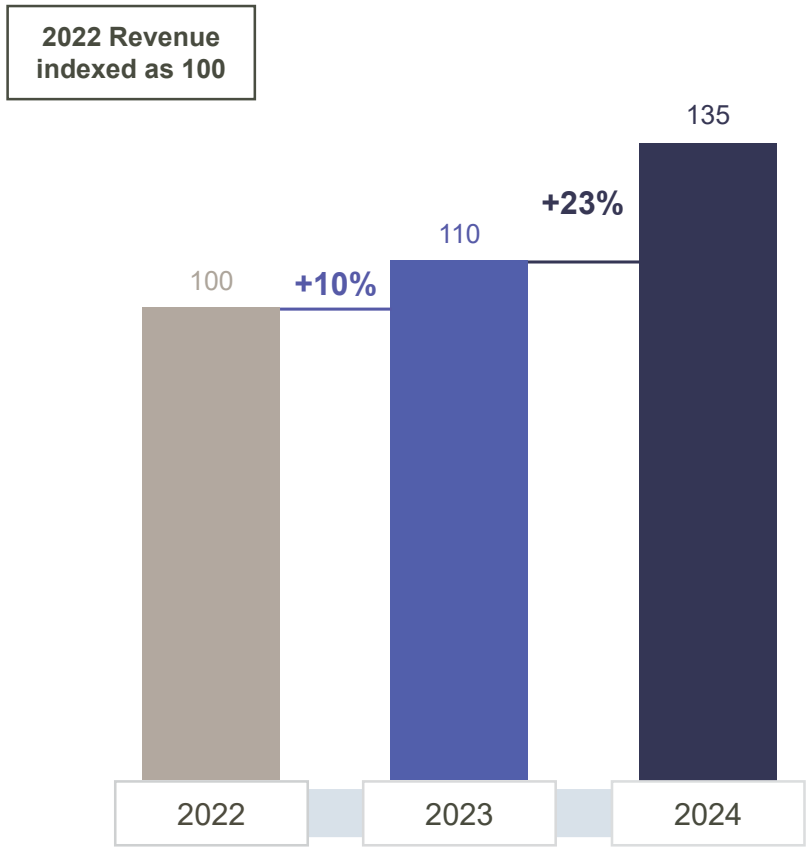
Situation of the industry operations for the current year, and predictions for the next year



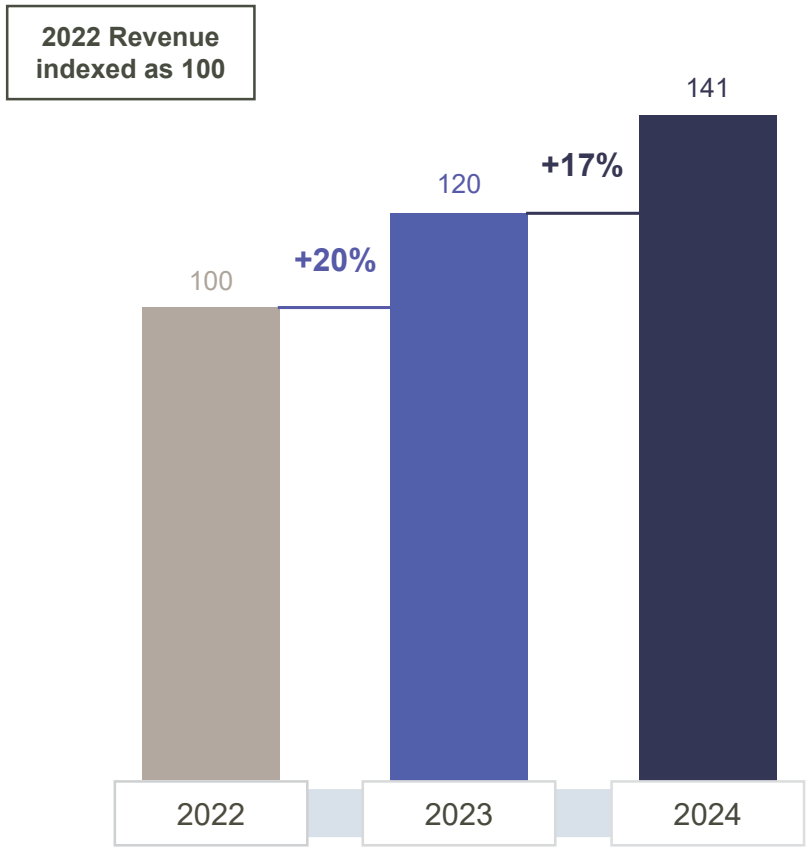
Turnover
Middle East & Africa

Revenue compared to previous year

Middle East & Africa



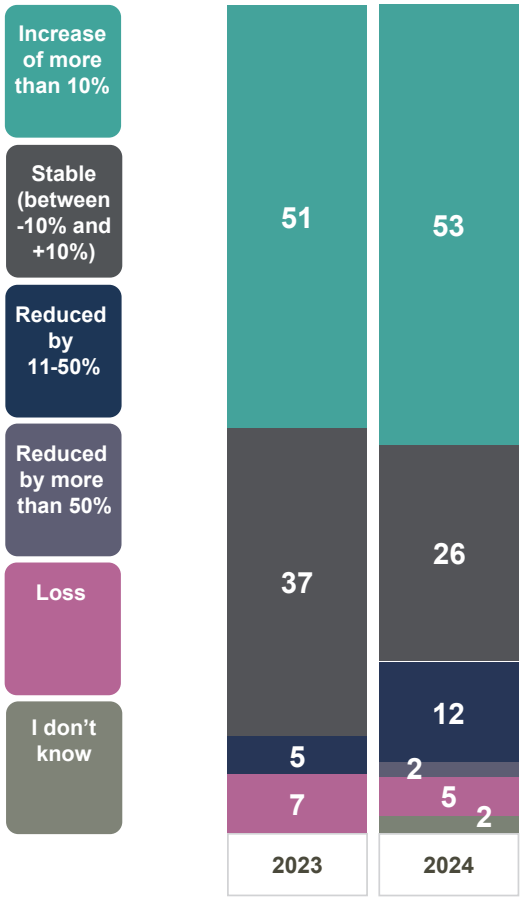
World



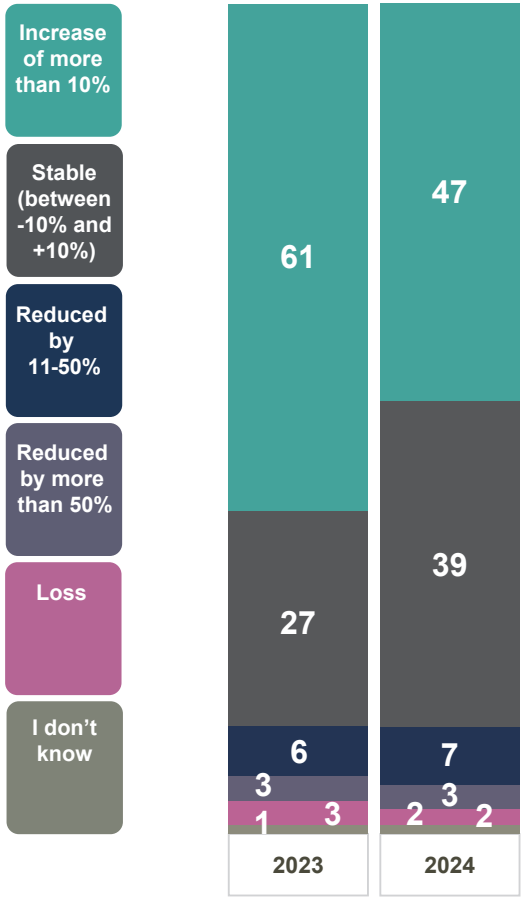
Operating Profits
Middle East & Africa

Operating profits compared to previous year

Middle East & Africa

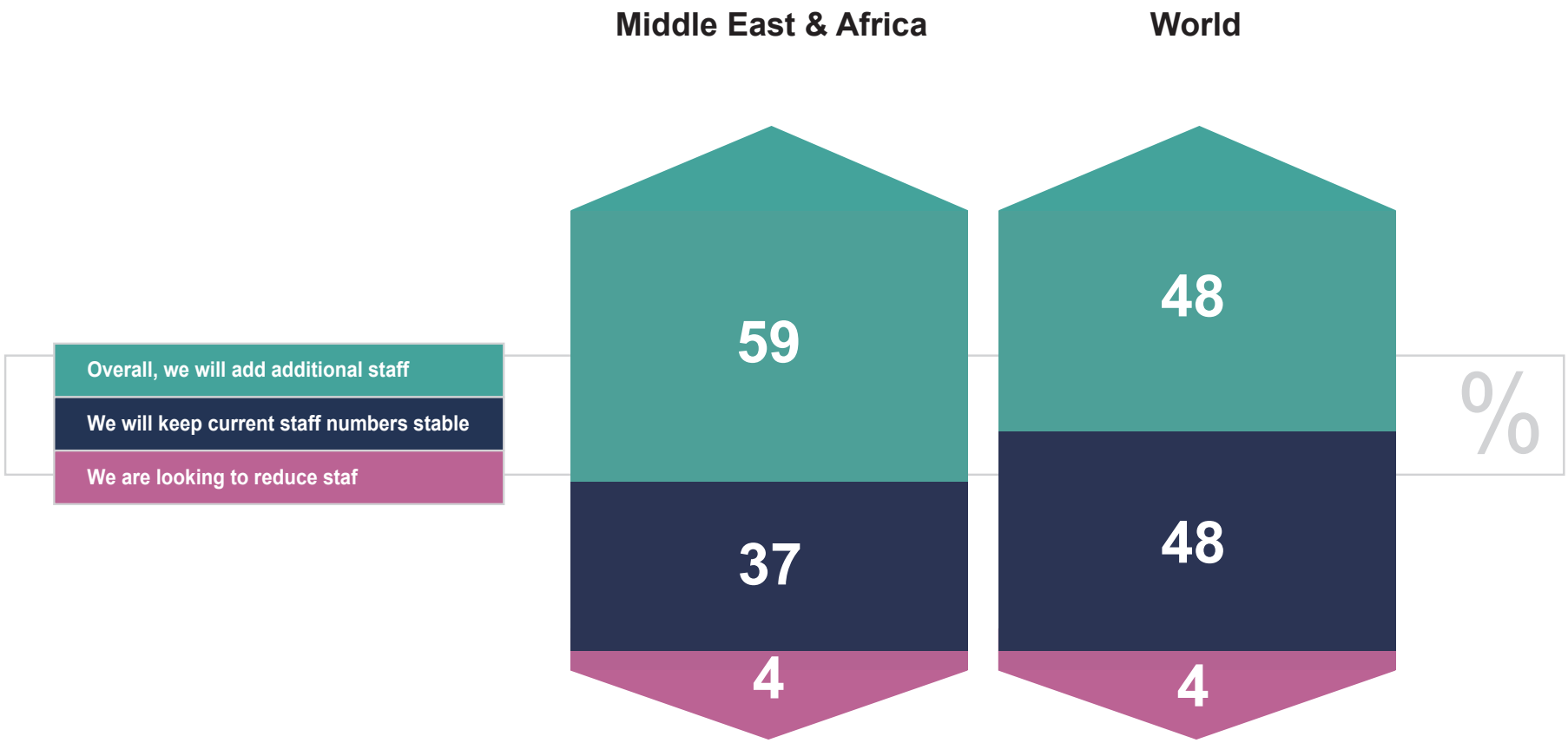


World



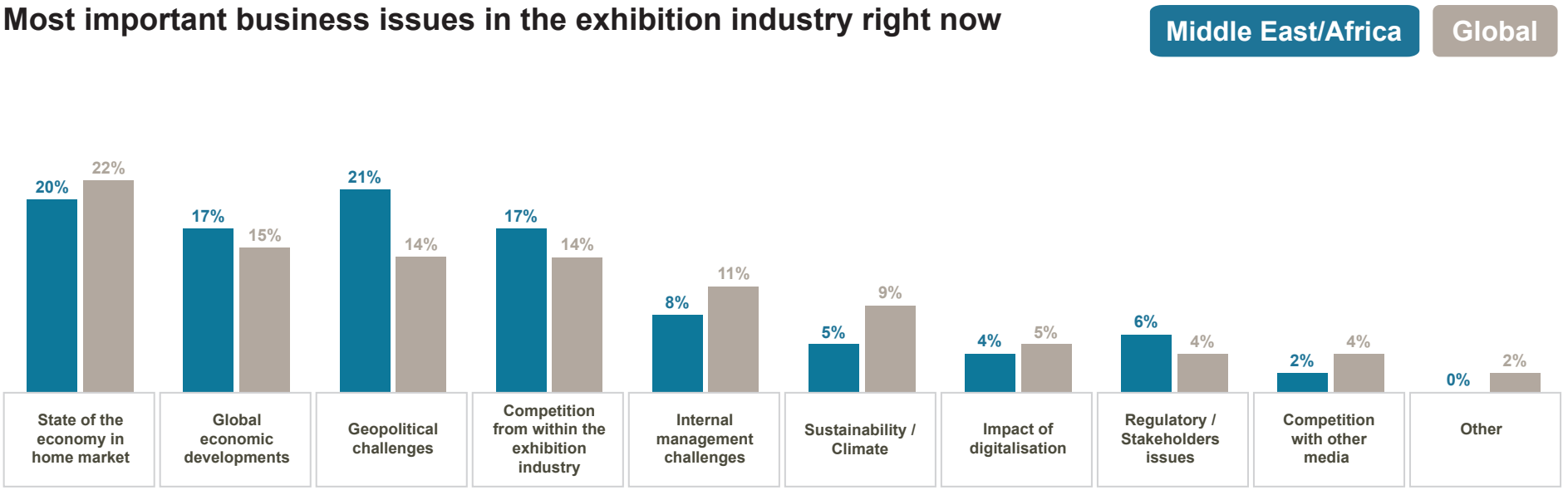
Workforce Development
Middle East & Africa

How do you plan to develop your workforce in the coming 6 months



Most Important Business Issues - Key Factors for Business Development - Middle East & Africa

Most important business issues in the exhibition industry right now

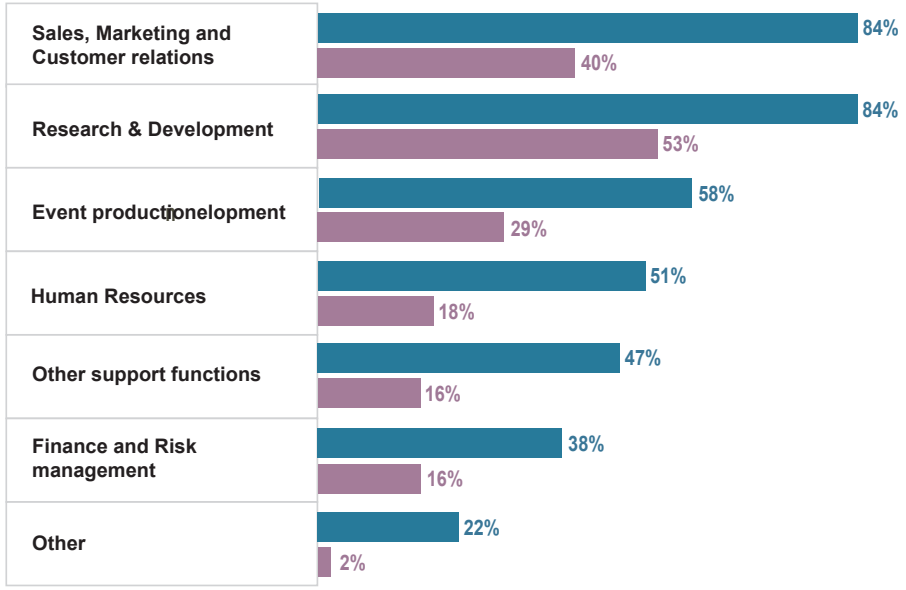


Generative AI Applications
Middle East & Africa

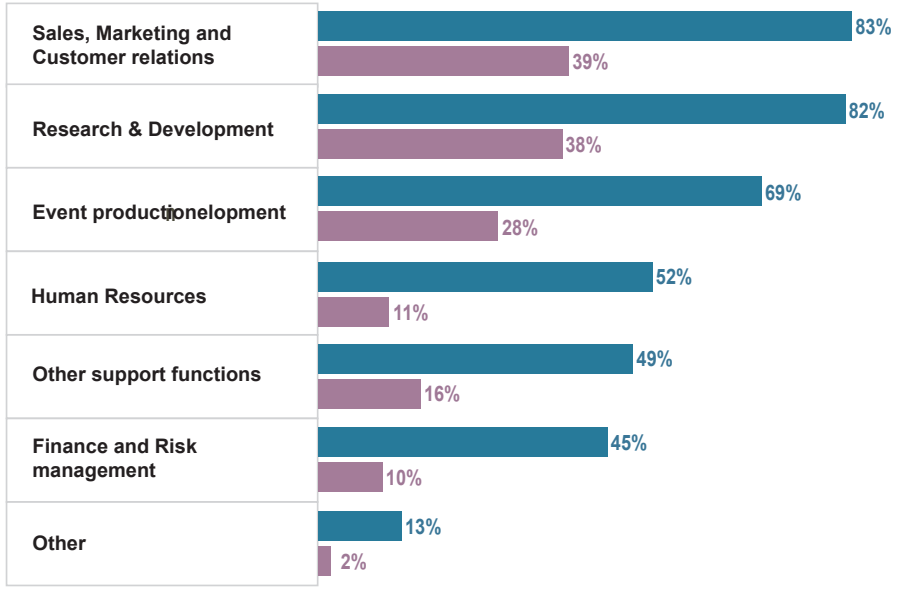
Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry | We already use

Middle East & Africa

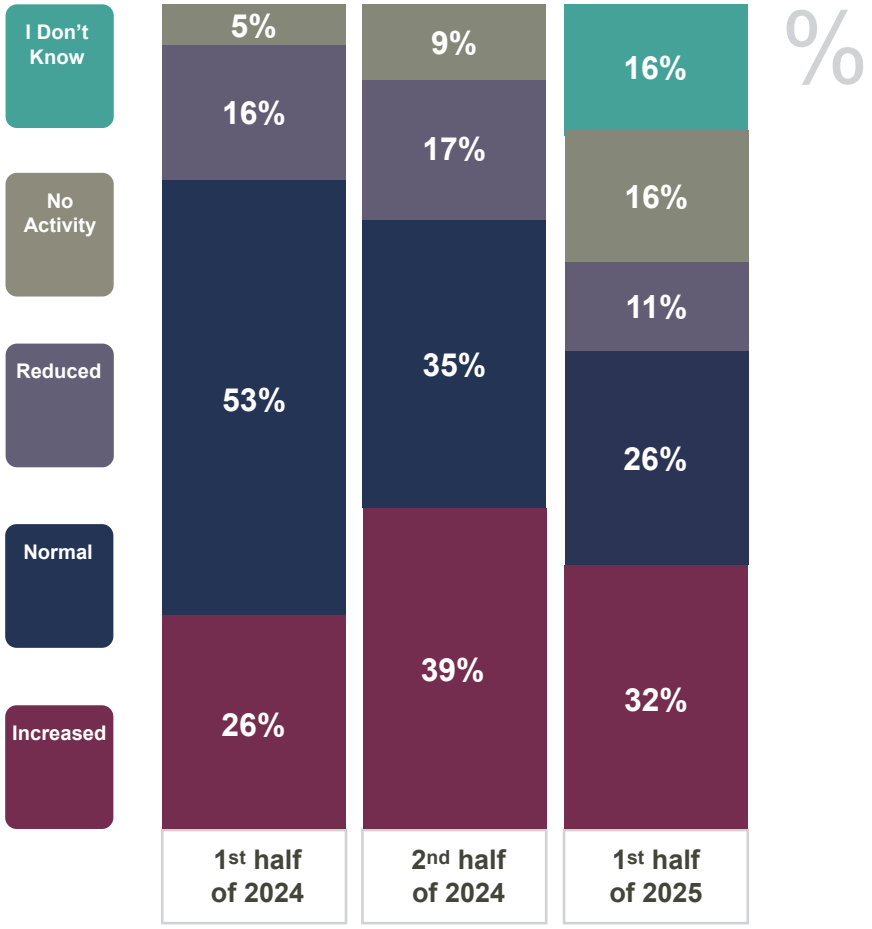


World

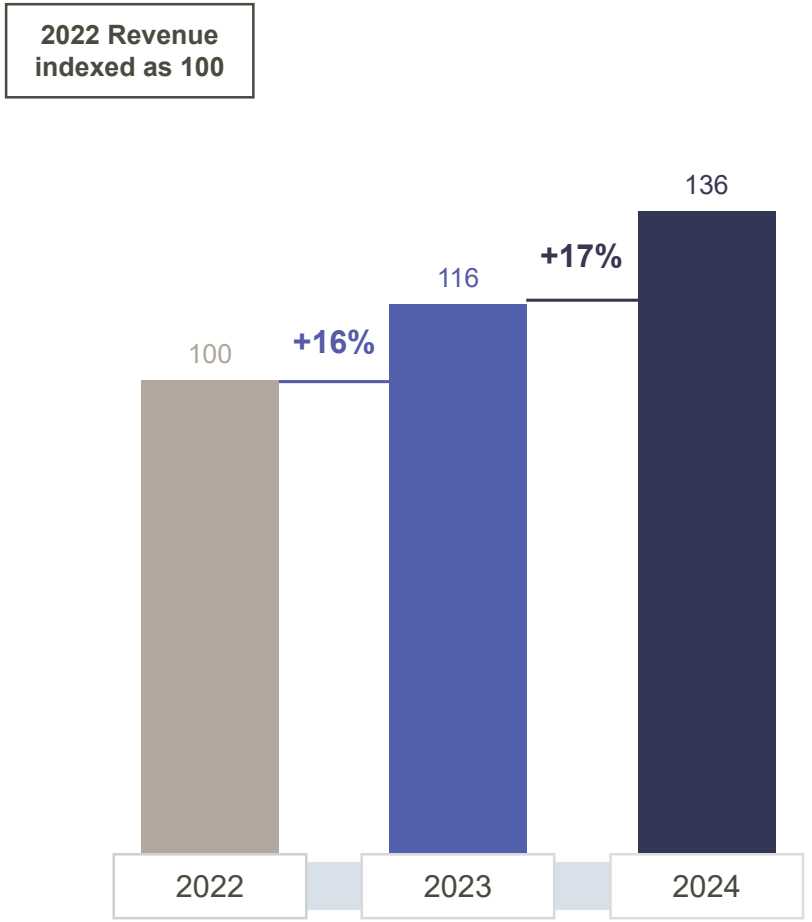


Detailed results for Saudi Arabia

Situation of the industry operations for the current year, and predictions for the next year

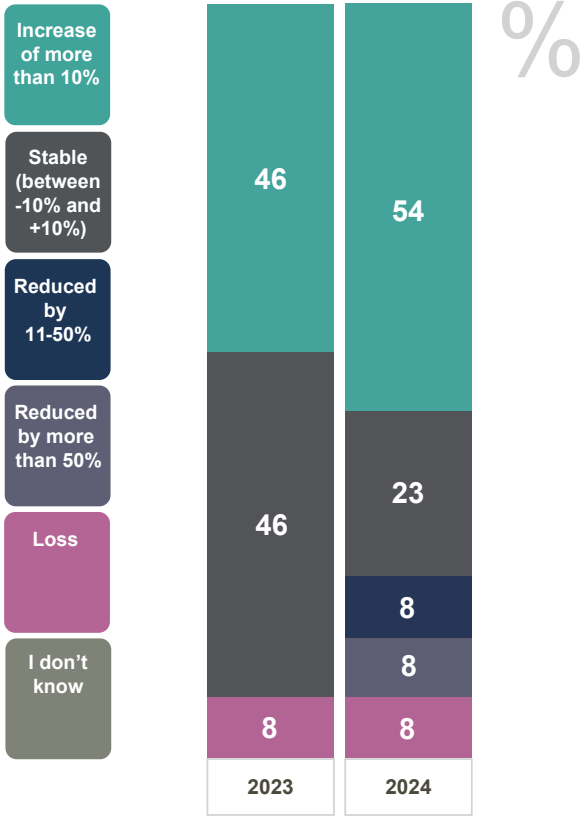


Revenue compared to the previous year

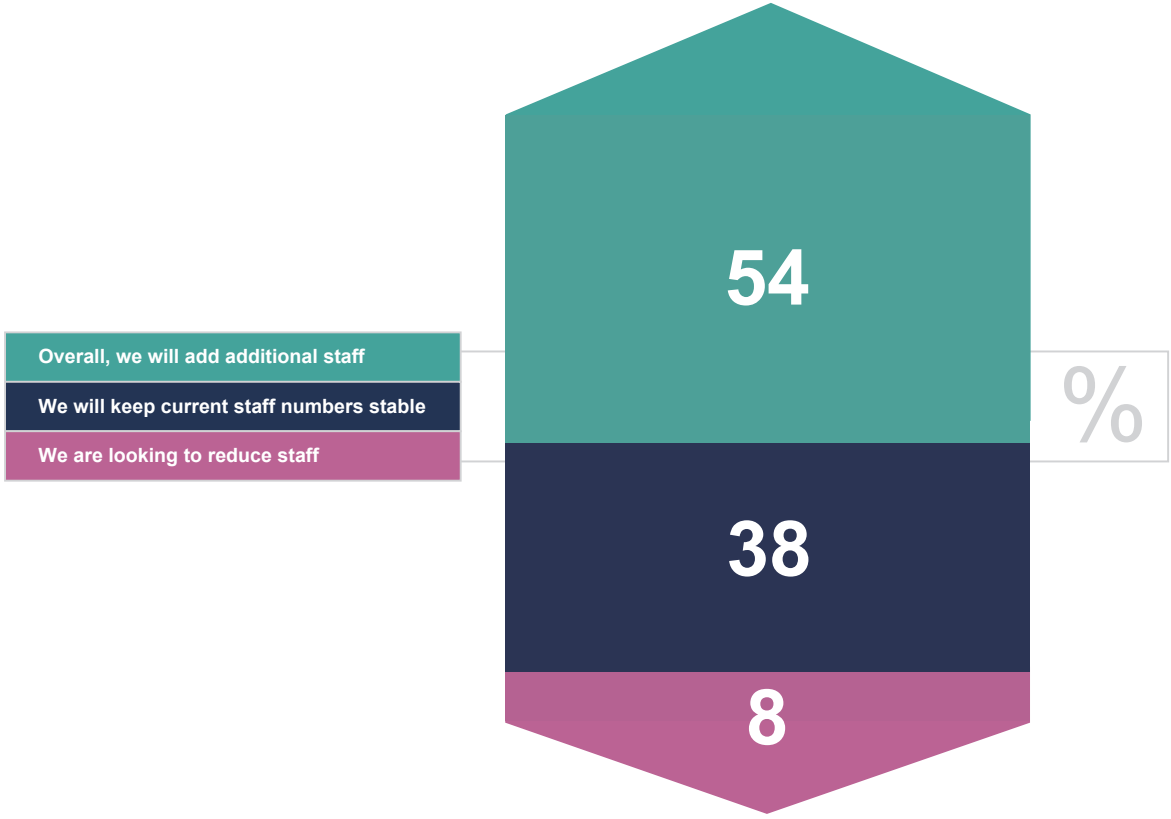


Detailed results for Saudi Arabia

Operating profits compared to the previous year and others



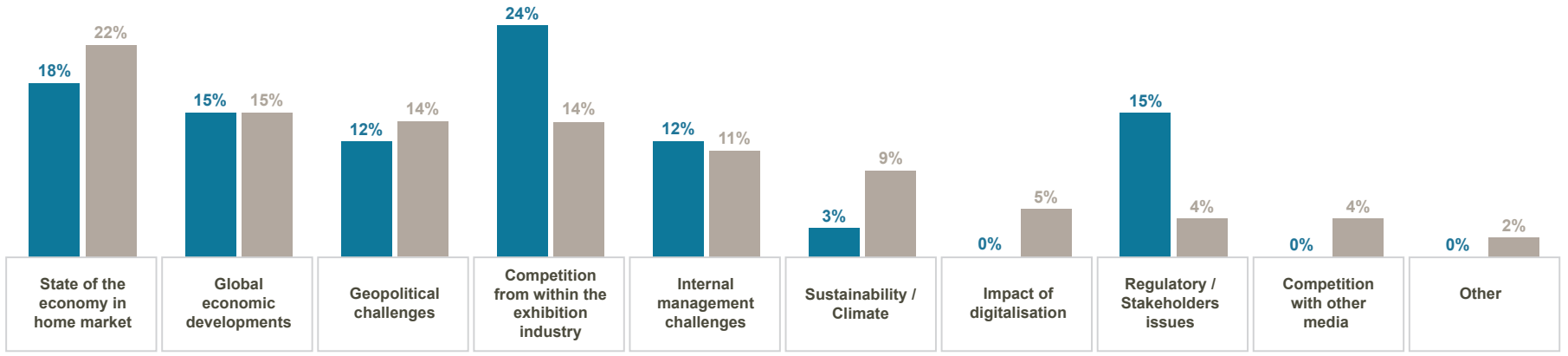
How do you plan to develop your workforce in the coming 6 months



(18 answers in total)

Detailed results for Saudi Arabia

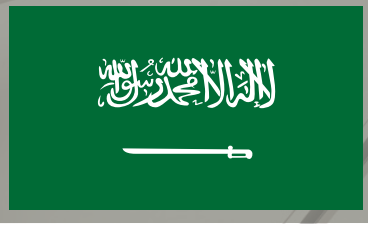
Most important business issues in the exhibition industry right now



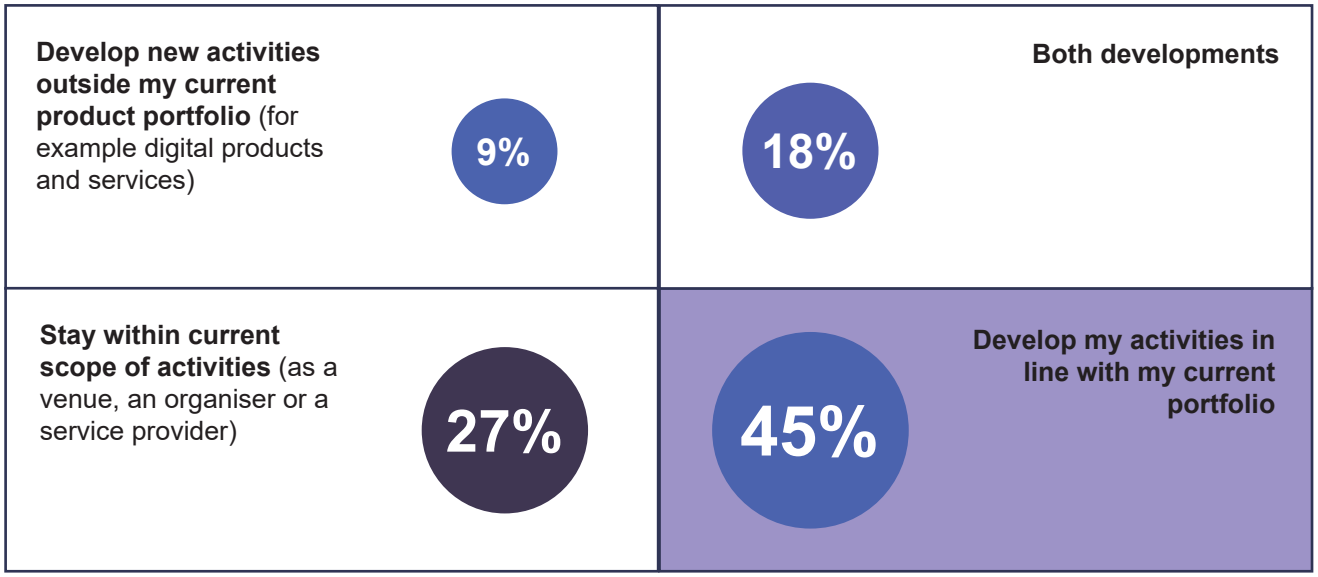
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

(18 answers in total)

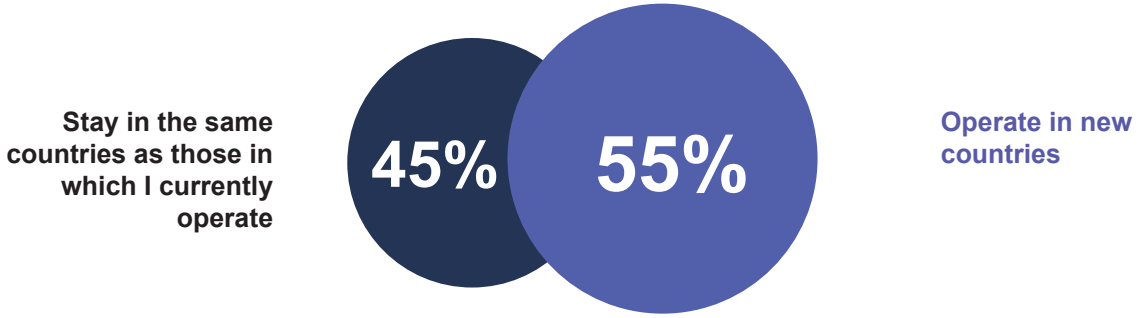
Detailed results for Saudi Arabia



Current strategic priorities related to the range of activities

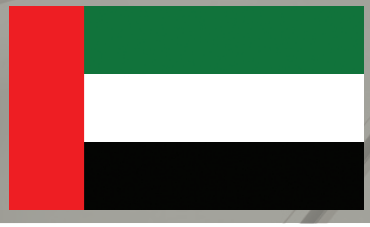


Current strategic priorities related to geographic exposure

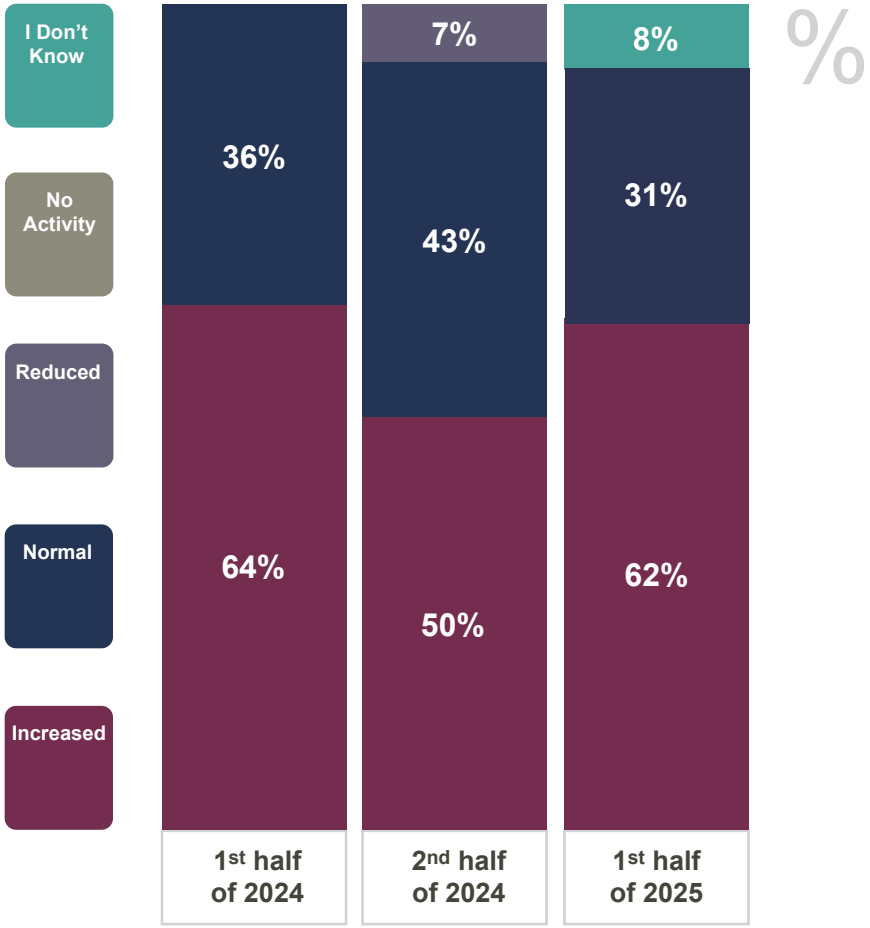


(18 answers in total)

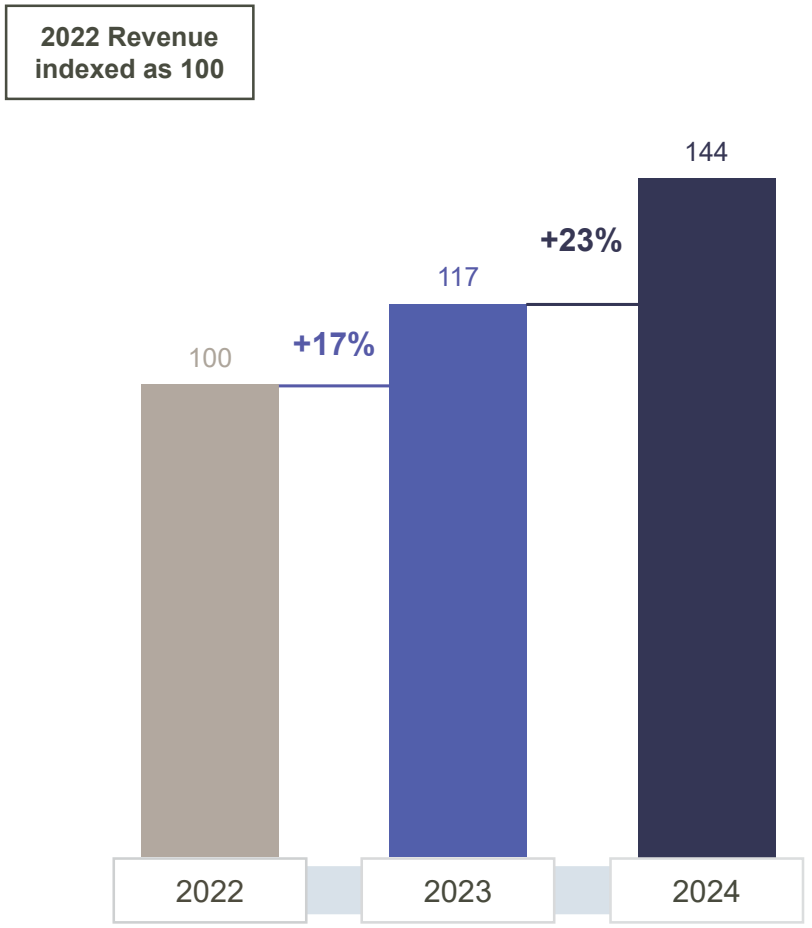
Detailed results for United Arab Emirates



Situation of the industry operations for the current year, and predictions for the next year

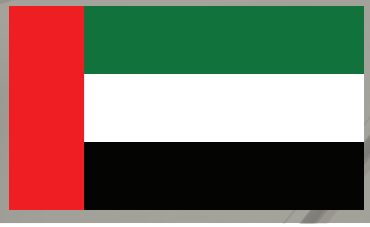


Revenue compared to the previous year

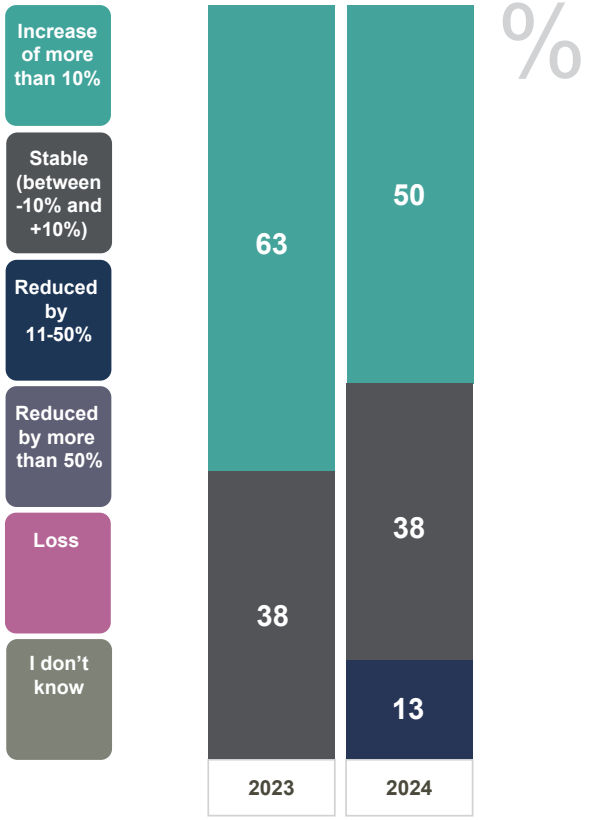


(15 answers in total)

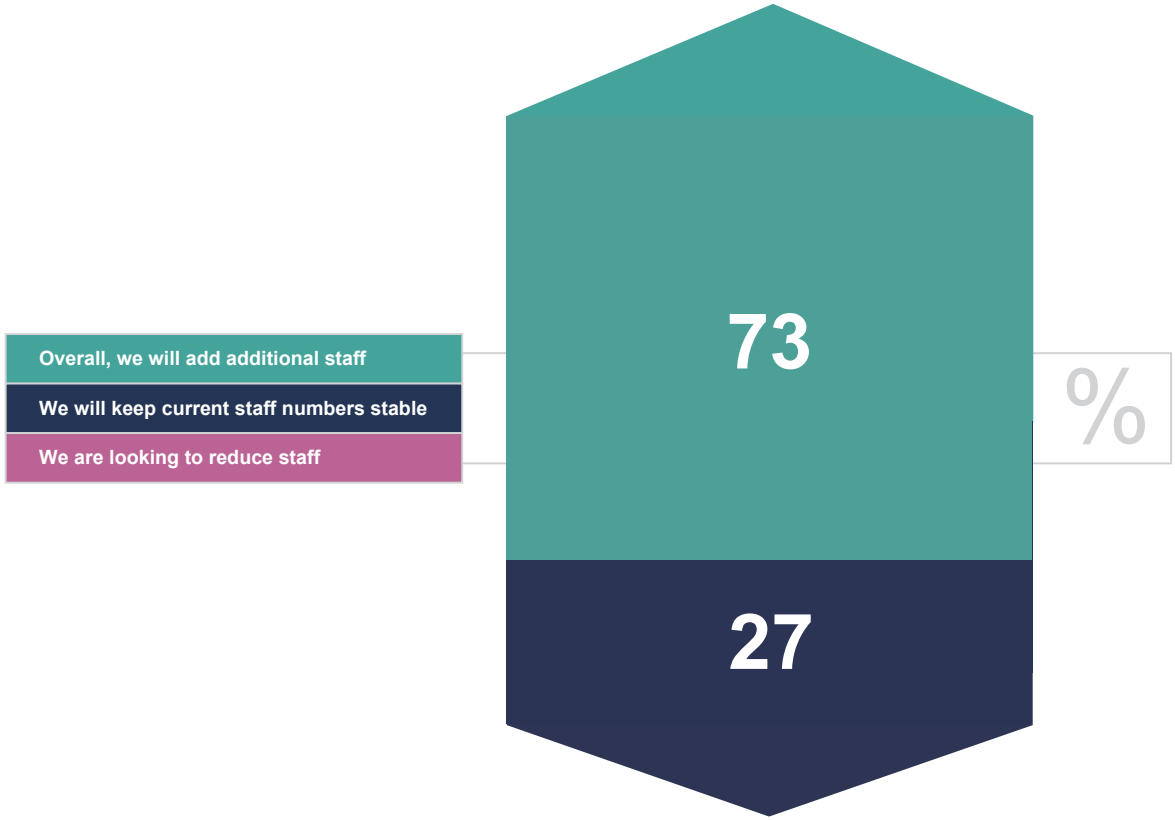
Detailed results for United Arab Emirates



Operating profits compared to the previous year and others

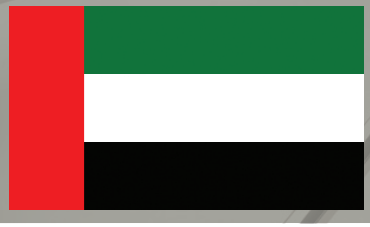


How do you plan to develop your workforce in the coming 6 months

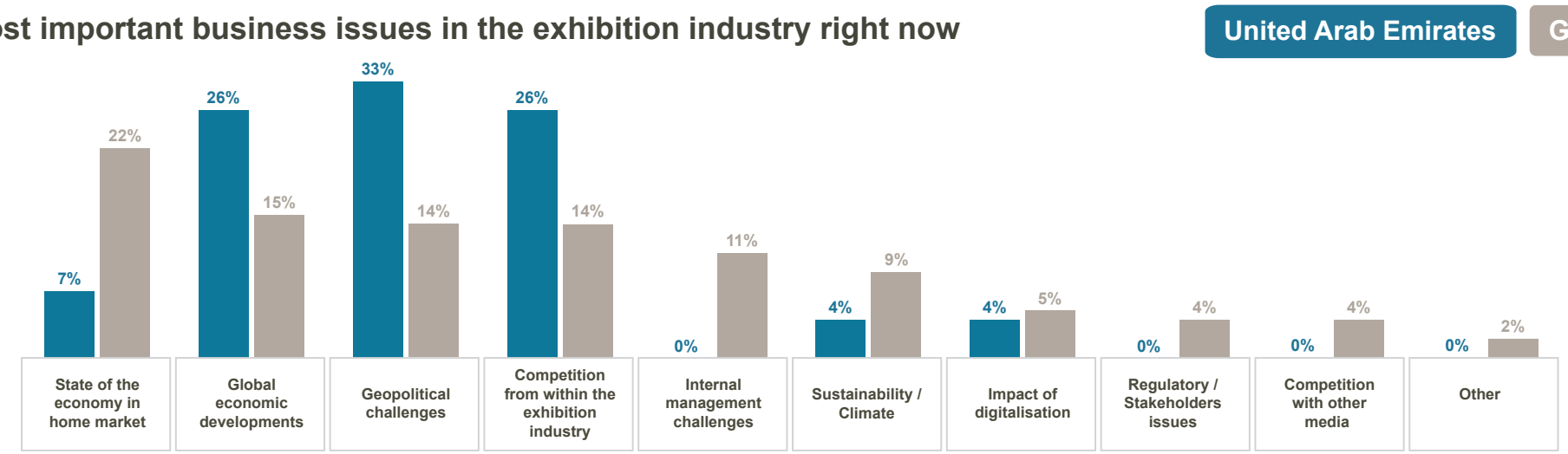


(15 answers in total)

Detailed results for United Arab Emirates



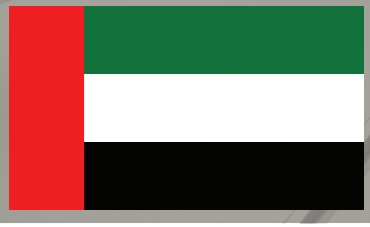
Most important business issues in the exhibition industry right now



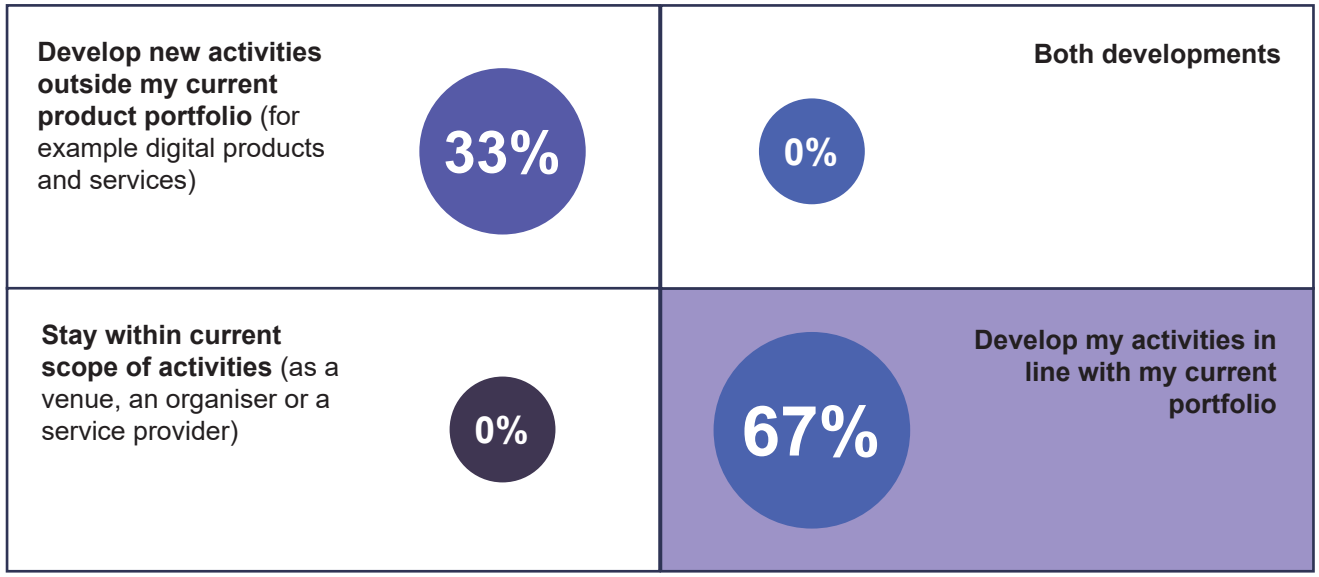
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

(15 answers in total)

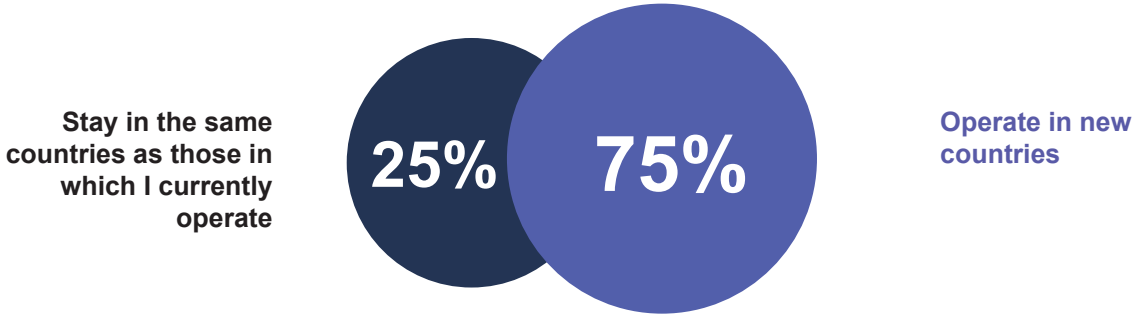
Detailed results for United Arab Emirates



Current strategic priorities related to the range of activities



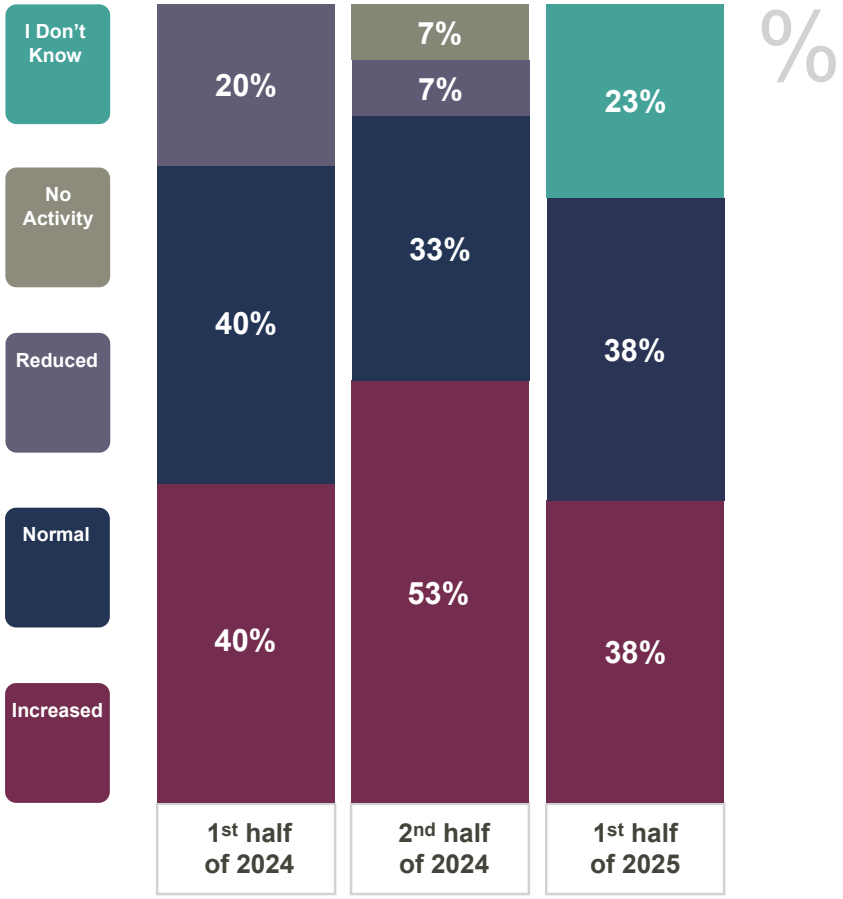
Current strategic priorities related to geographic exposure



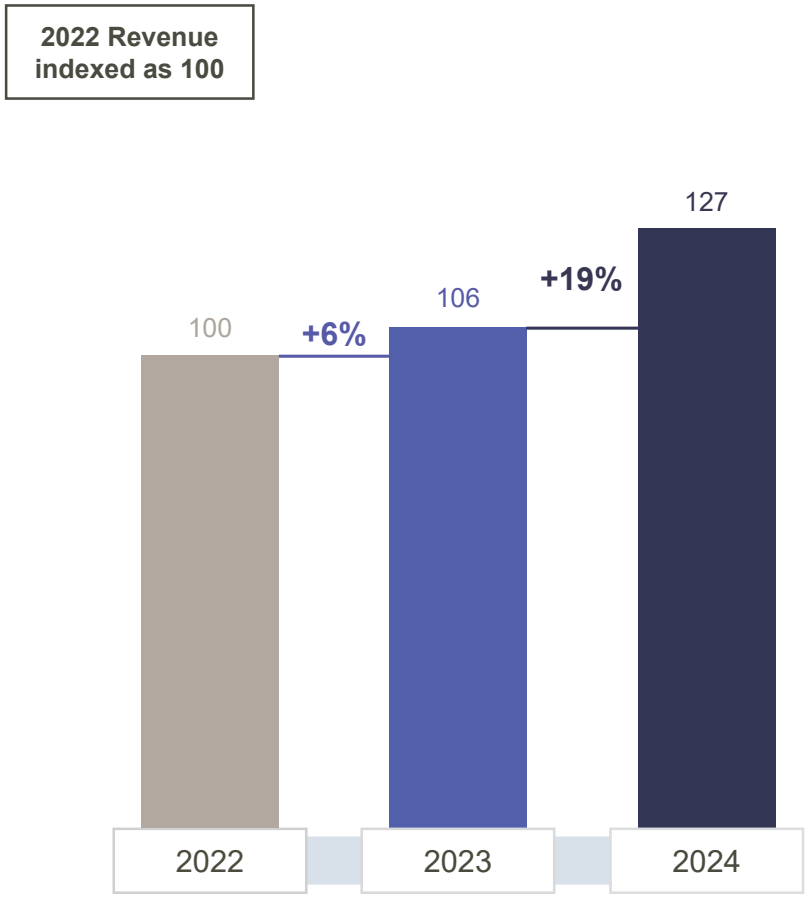
(15 answers in total)

Detailed results for South Africa

Situation of the industry operations for the current year, and predictions for the next year



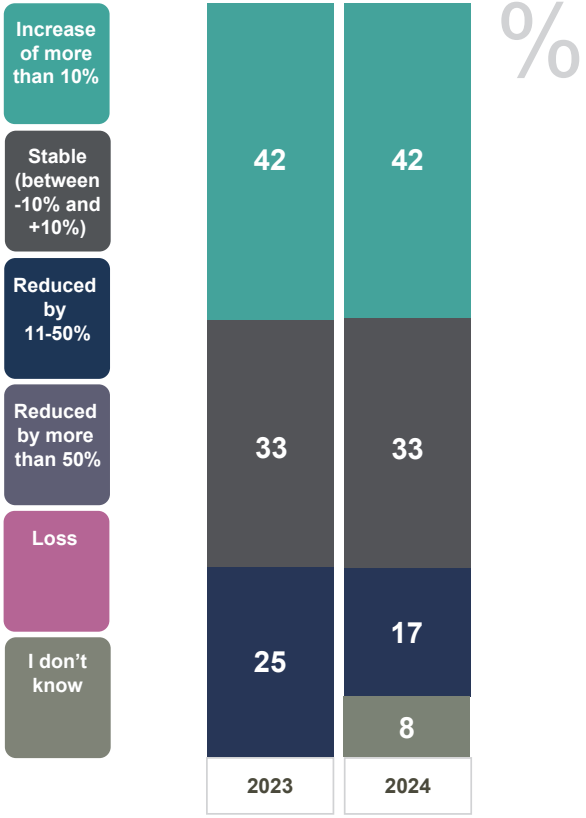
Revenue compared to the previous year



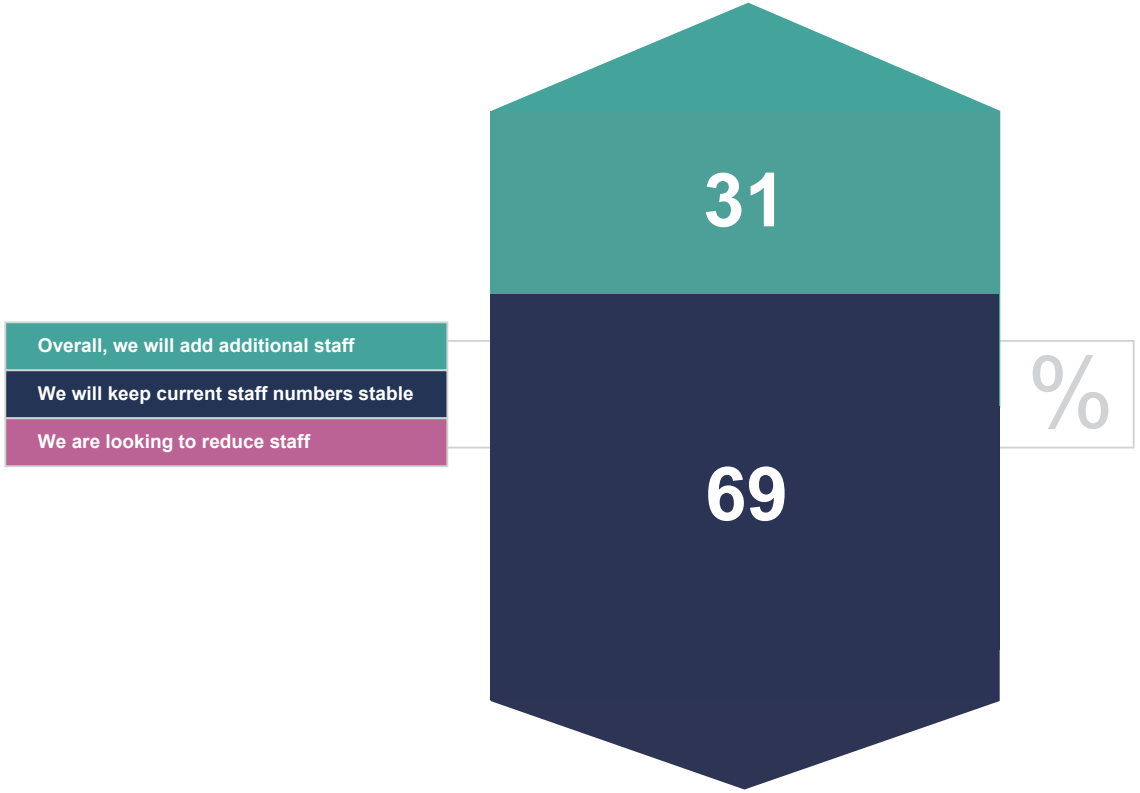
(14 answers in total)

Detailed results for South Africa

Operating profits compared to the previous year and others



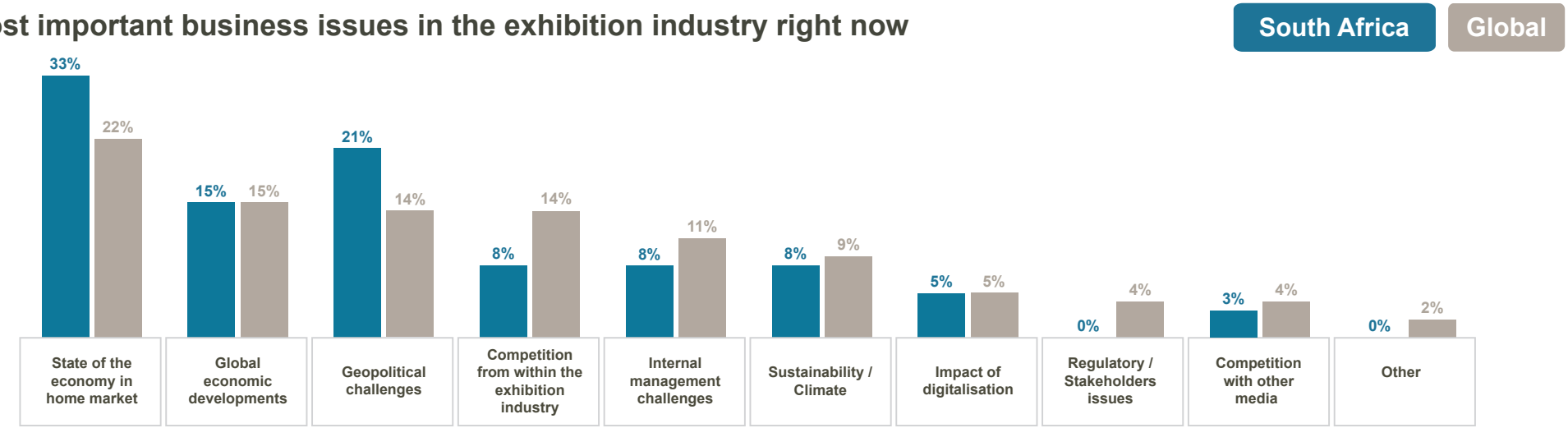
How do you plan to develop your workforce in the coming 6 months



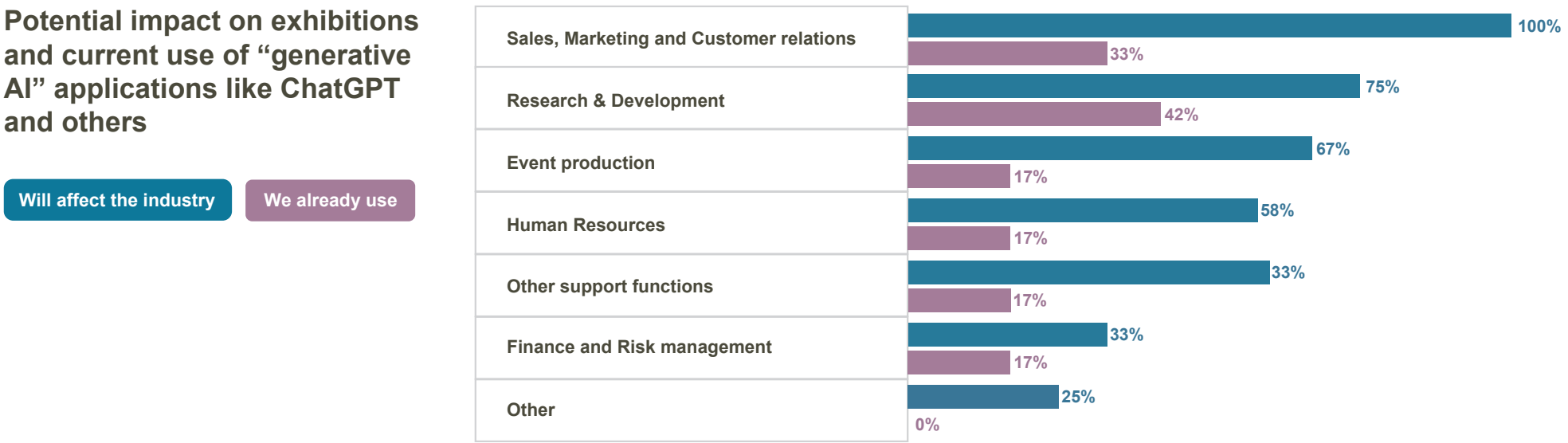
(14 answers in total)

Detailed results for South Africa

Most important business issues in the exhibition industry right now



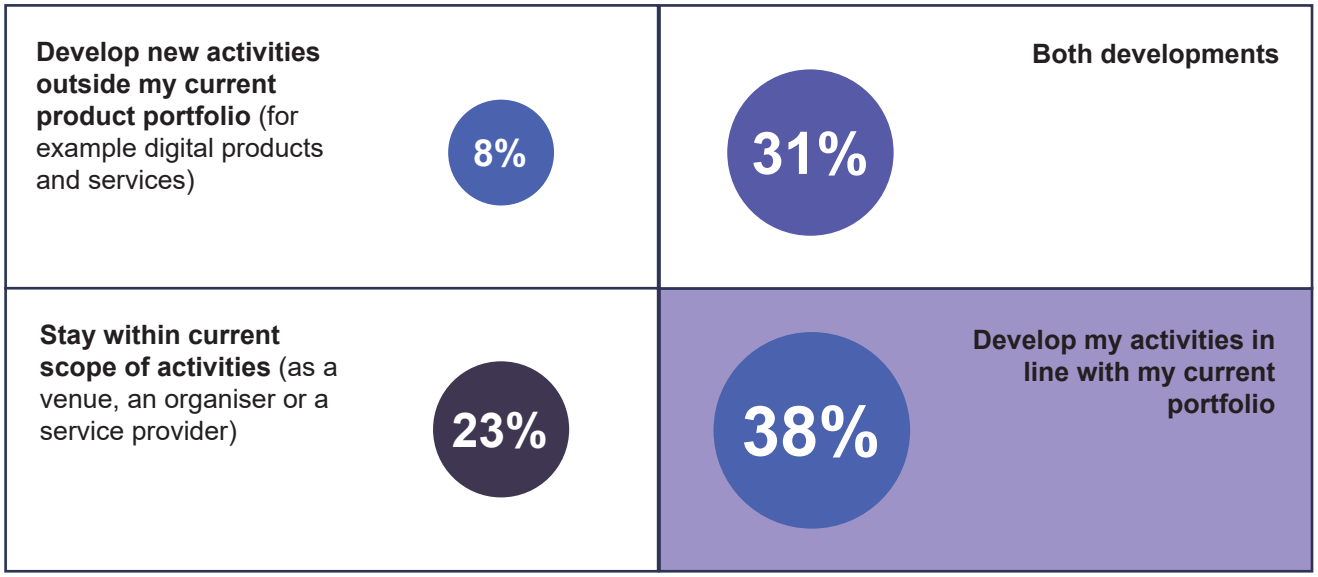
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



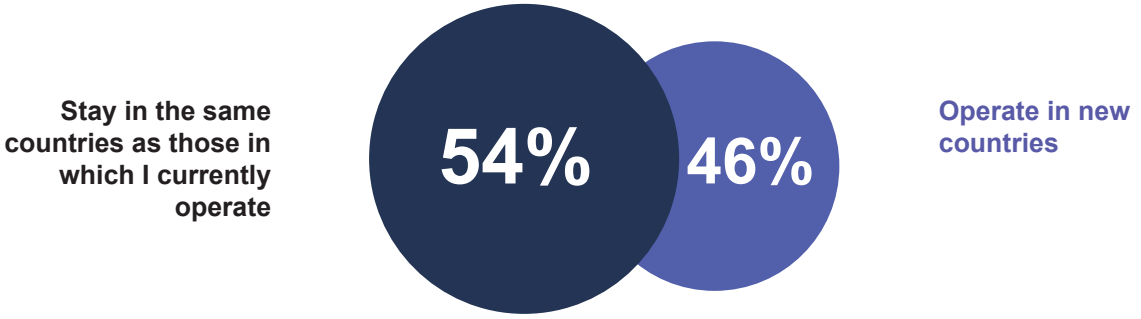
(14 answers in total)

Detailed results for South Africa

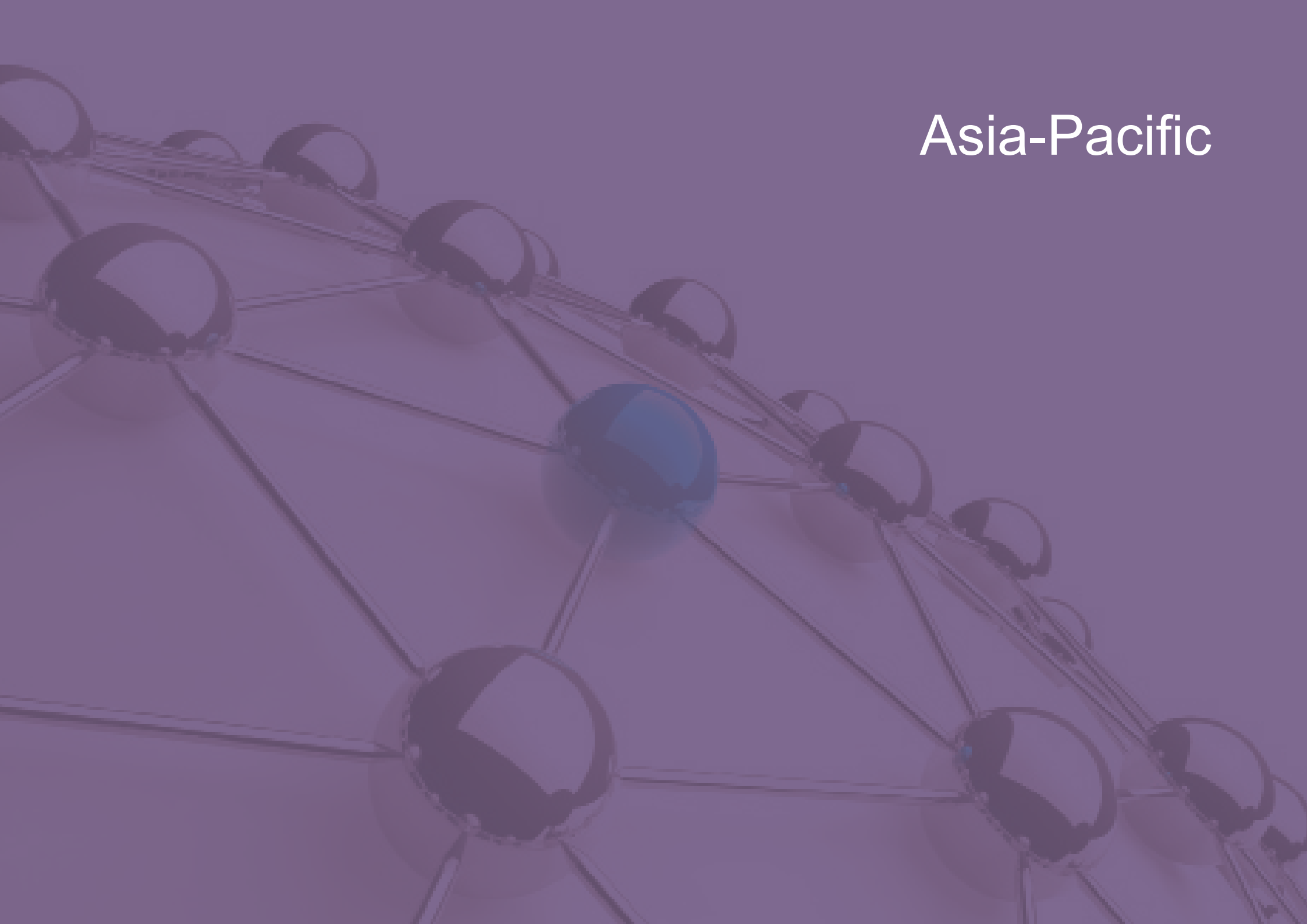
Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure



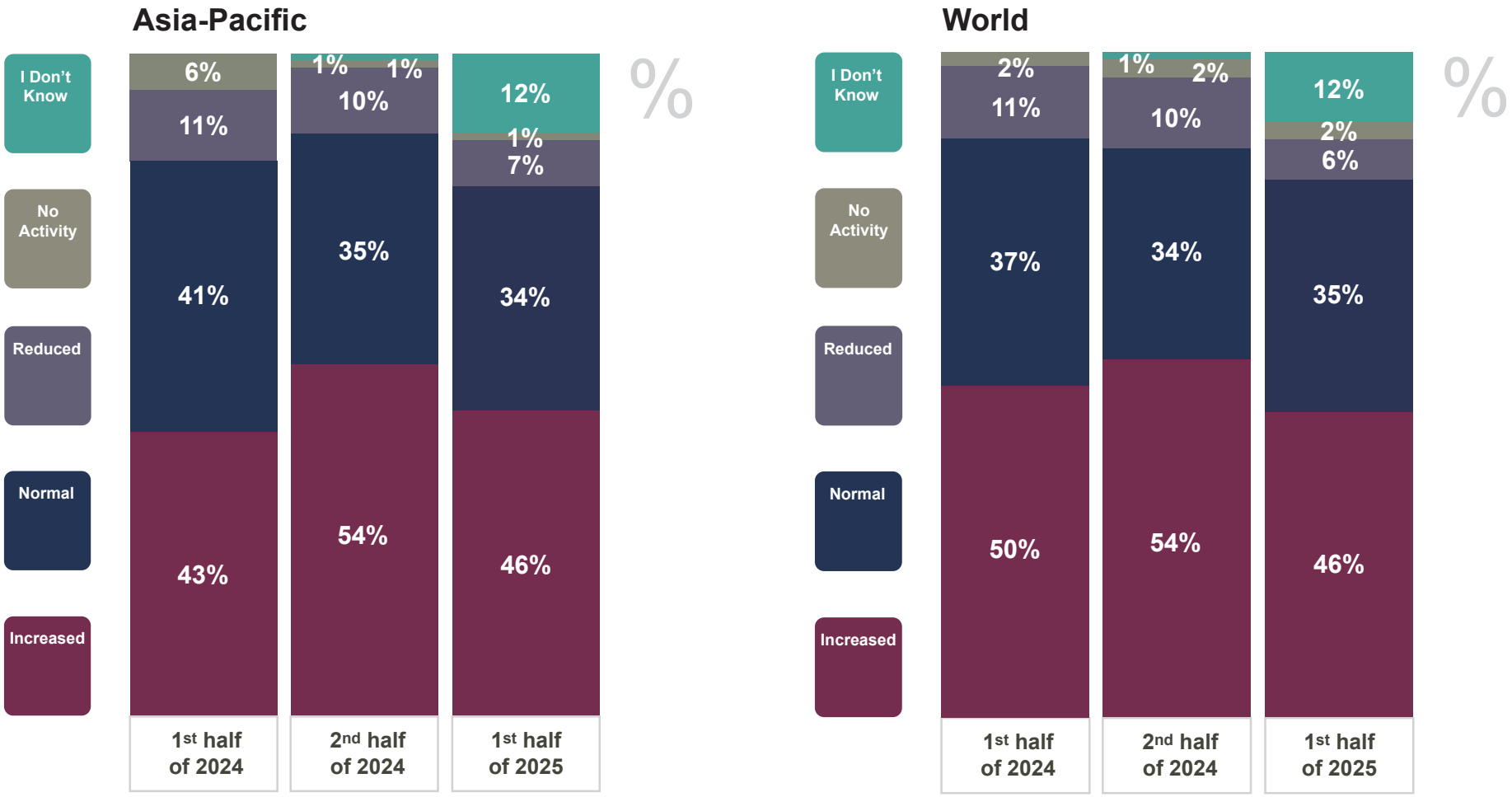
(14 answers in total)



Asia-Pacific

Operations Asia-Pacific

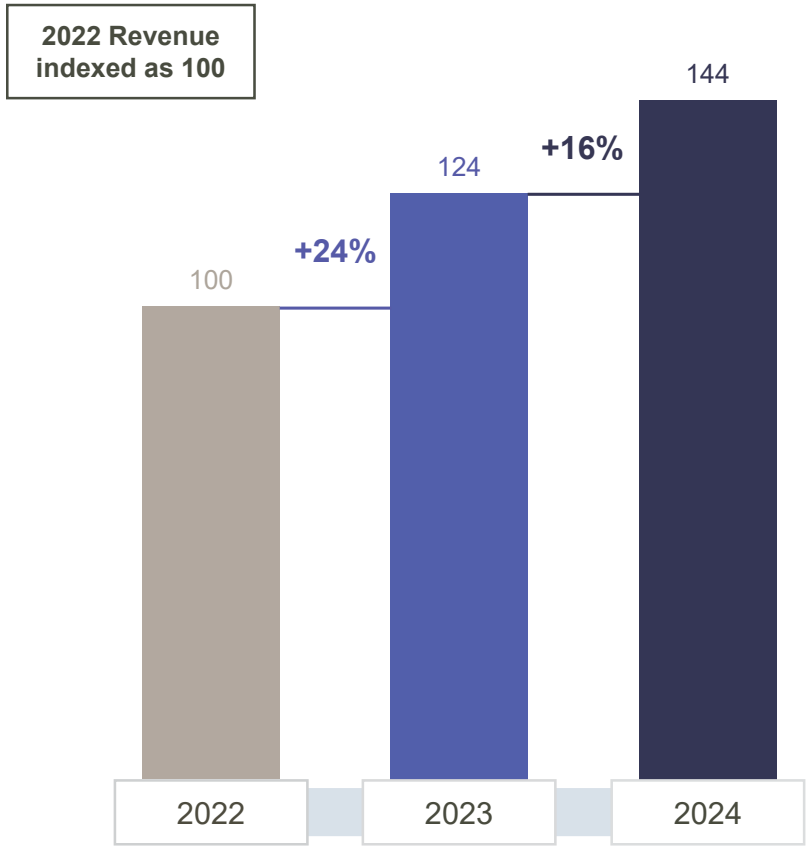
Situation of the industry operations for the current year, and predictions for the next year



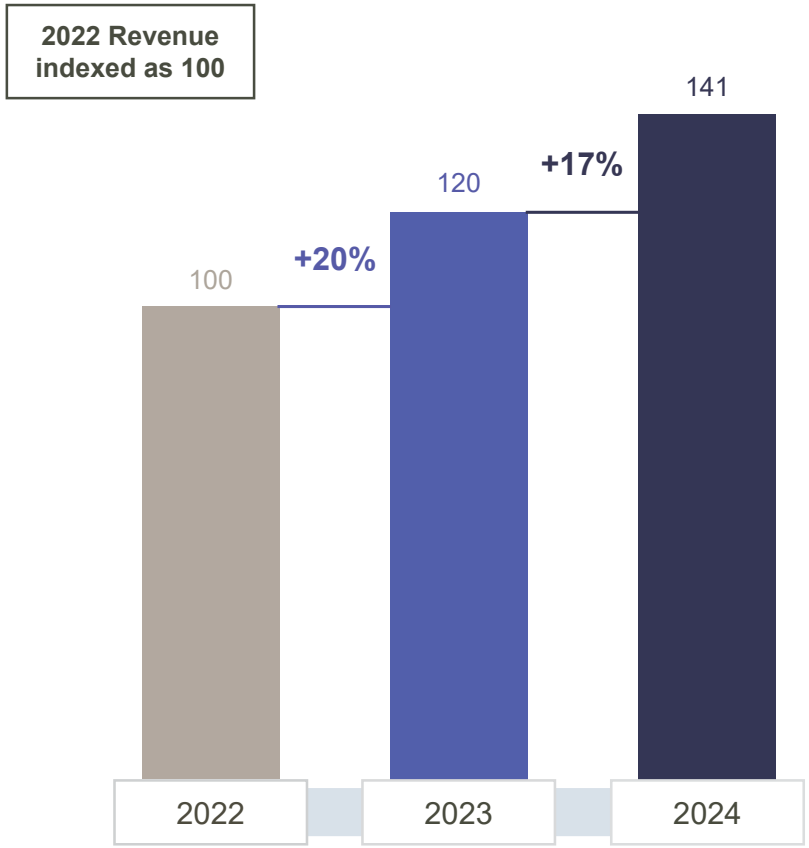
Turnover Asia-Pacific

Revenue compared to previous year

Asia & Pacific



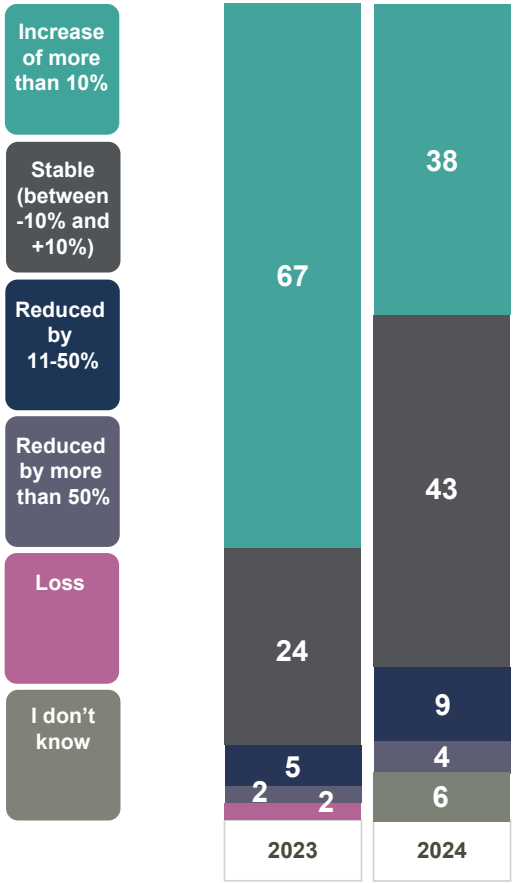
World



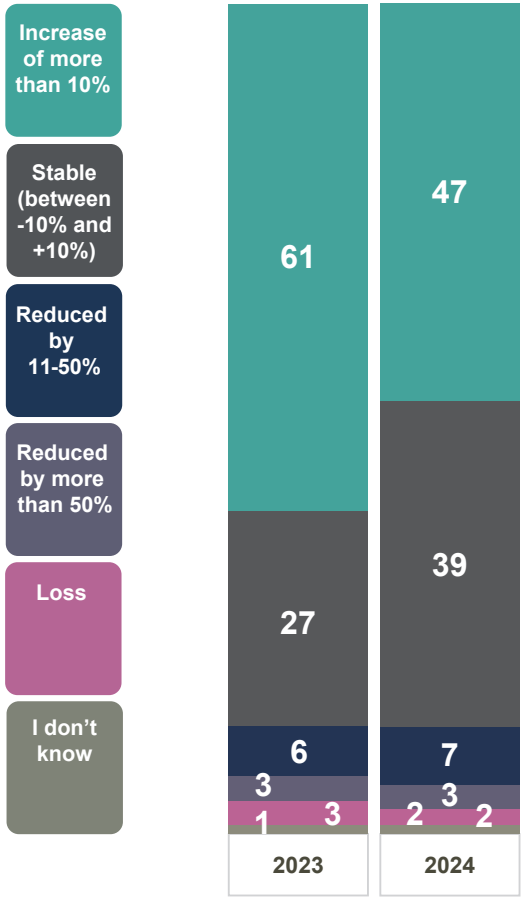
Operating Profits Asia-Pacific

Operating profits compared to previous year

Asia-Pacific

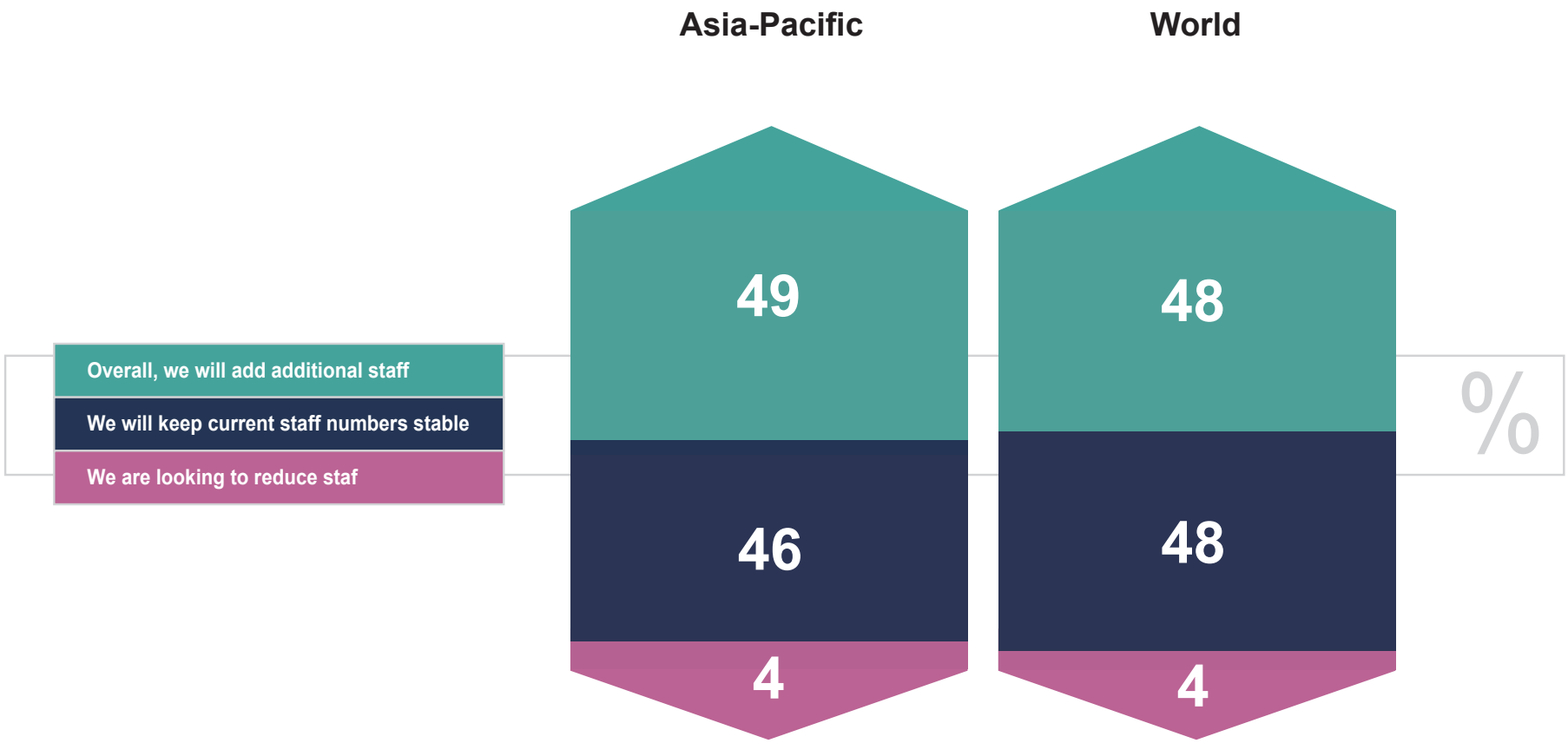


World

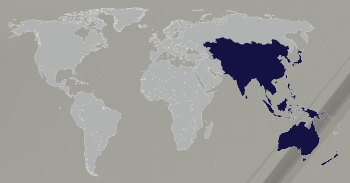


Workforce Development
Asia-Pacific

How do you plan to develop your workforce in the coming 6 months

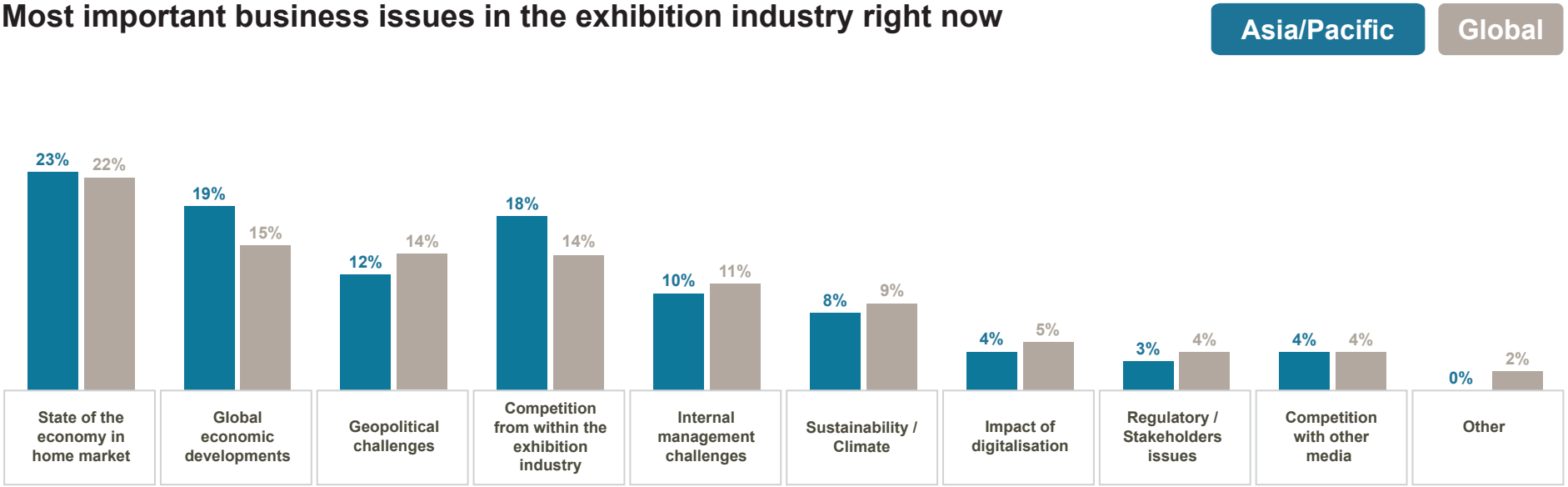


Most Important Business Issues - Key Factors for Business Development - Asia-Pacific



The Global Association of the Exhibition Industry

Most important business issues in the exhibition industry right now

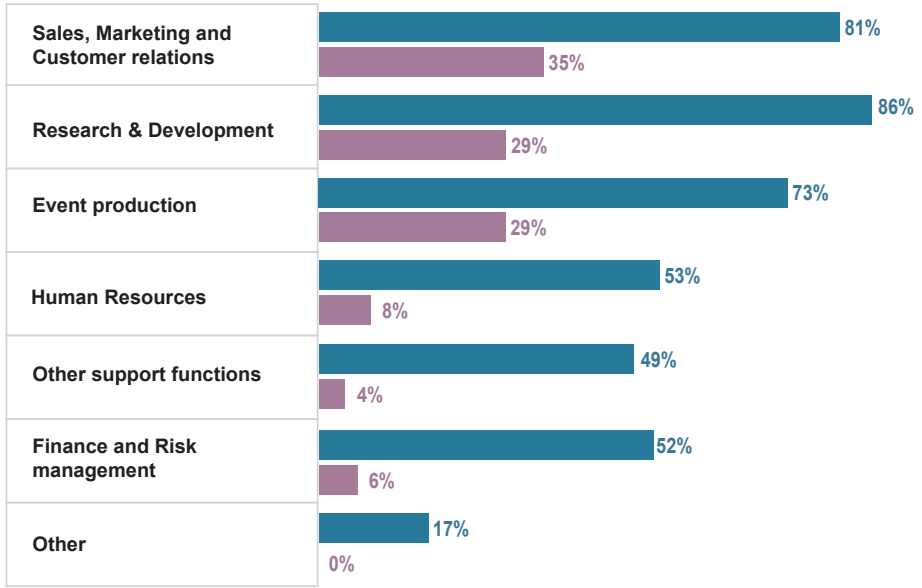


Generative AI Applications
Asia-Pacific

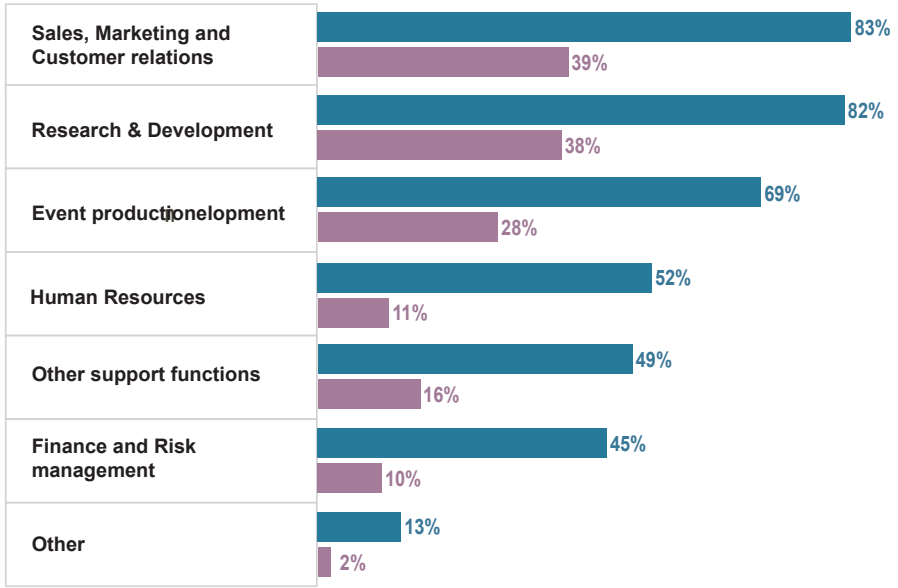
Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry | We already use

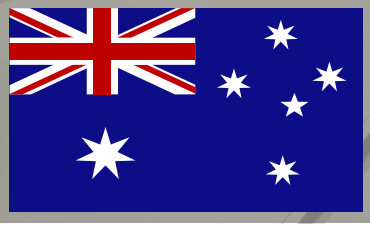
Asia-Pacific



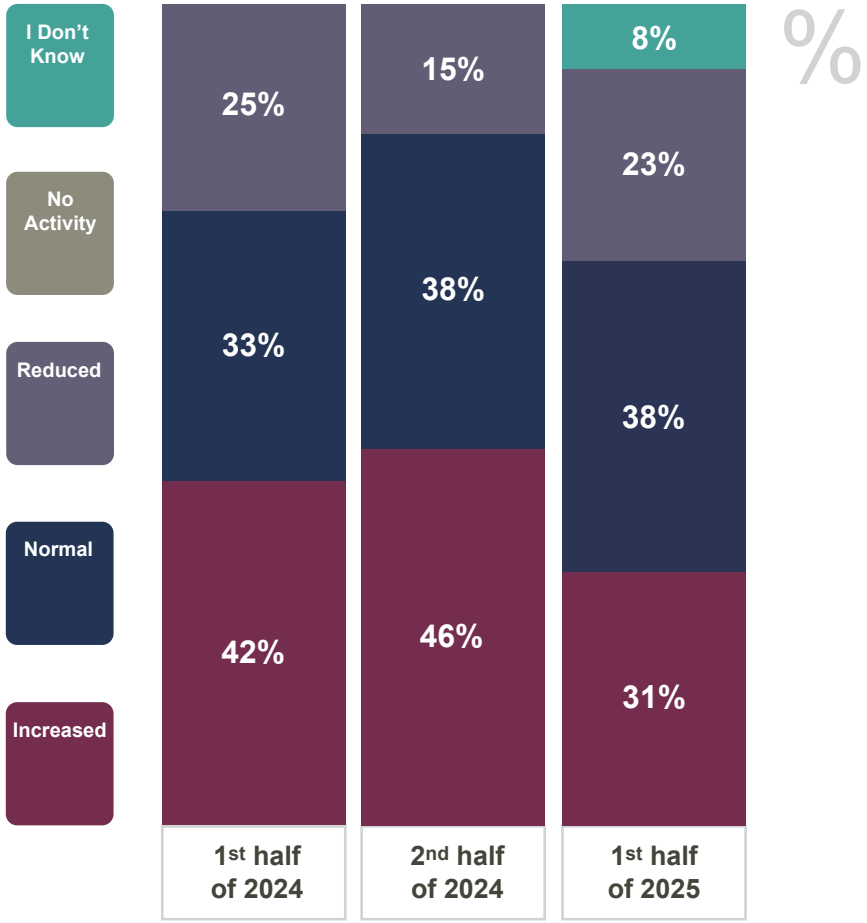
World



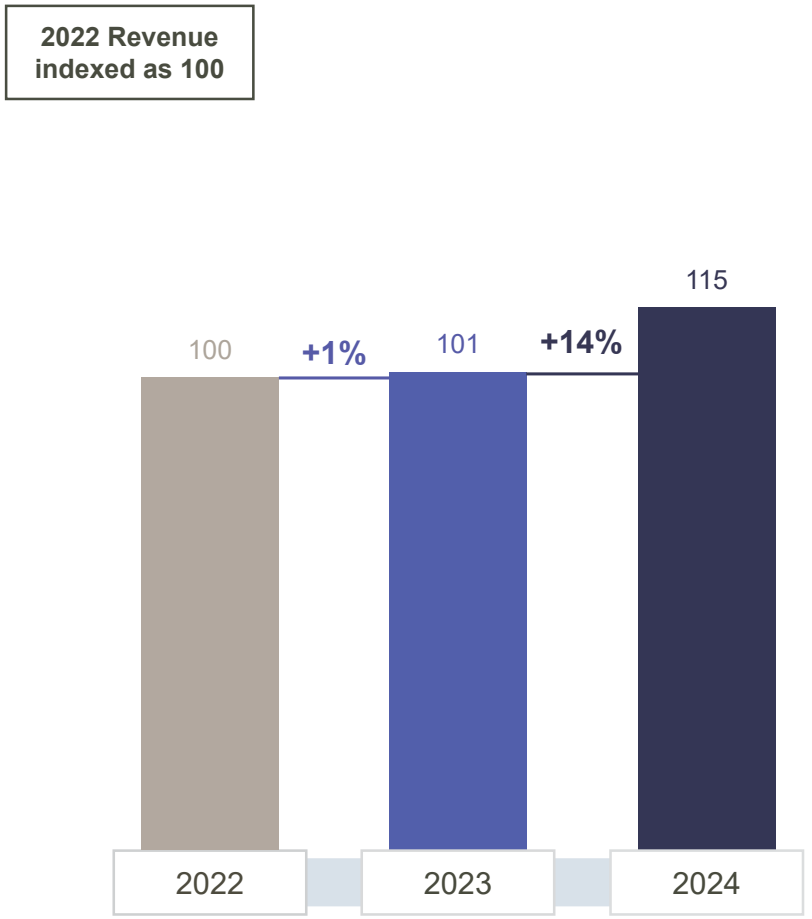
Detailed results for Australia



Situation of the industry operations for the current year, and predictions for the next year

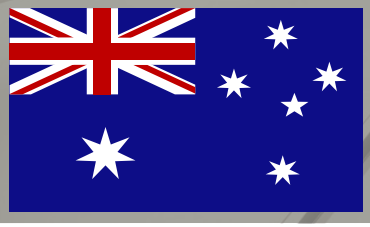


Revenue compared to the previous year

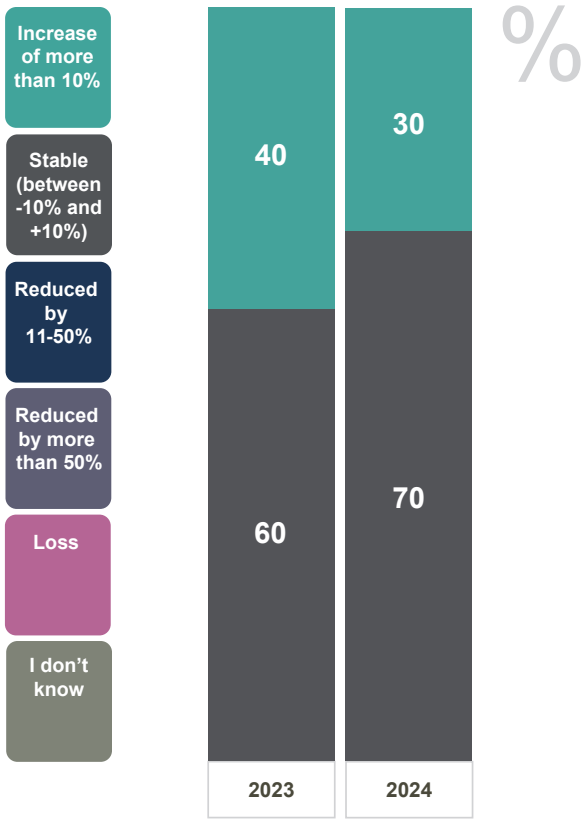


(13 answers in total)

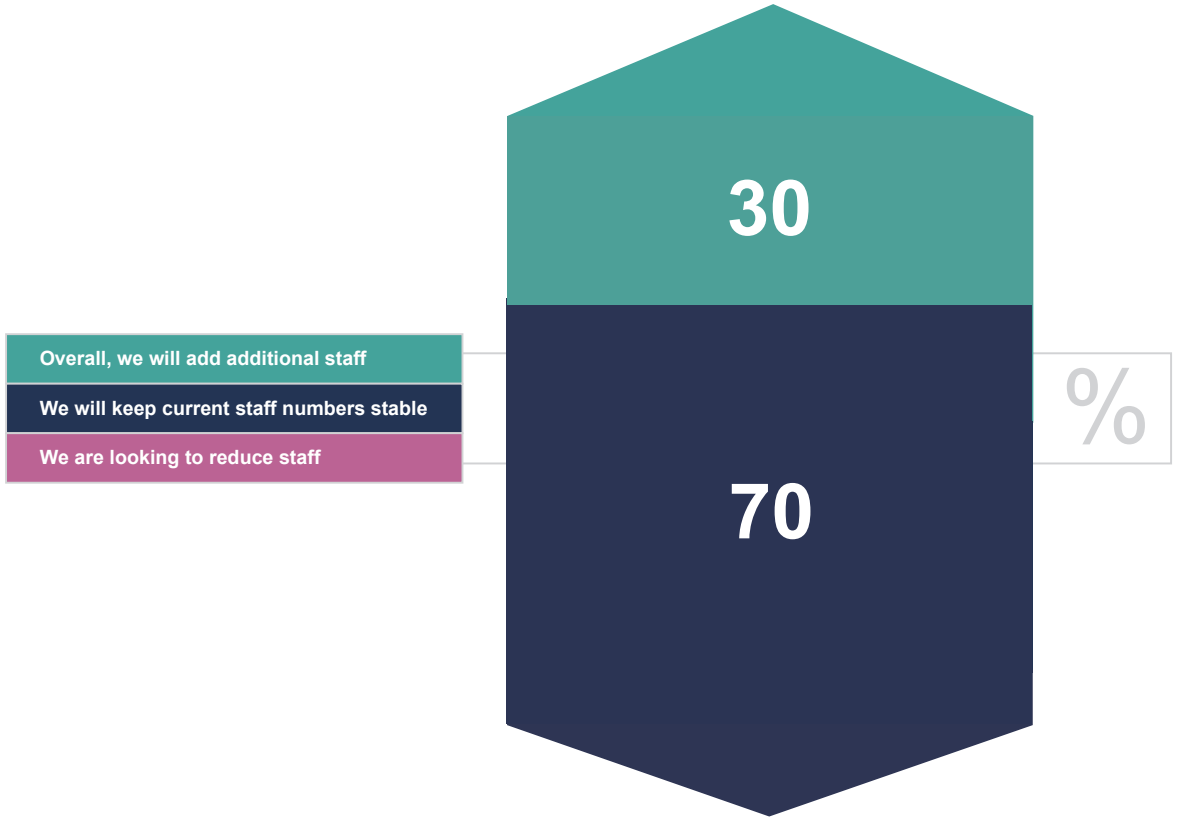
Detailed results for Australia



Operating profits compared to the previous year and others



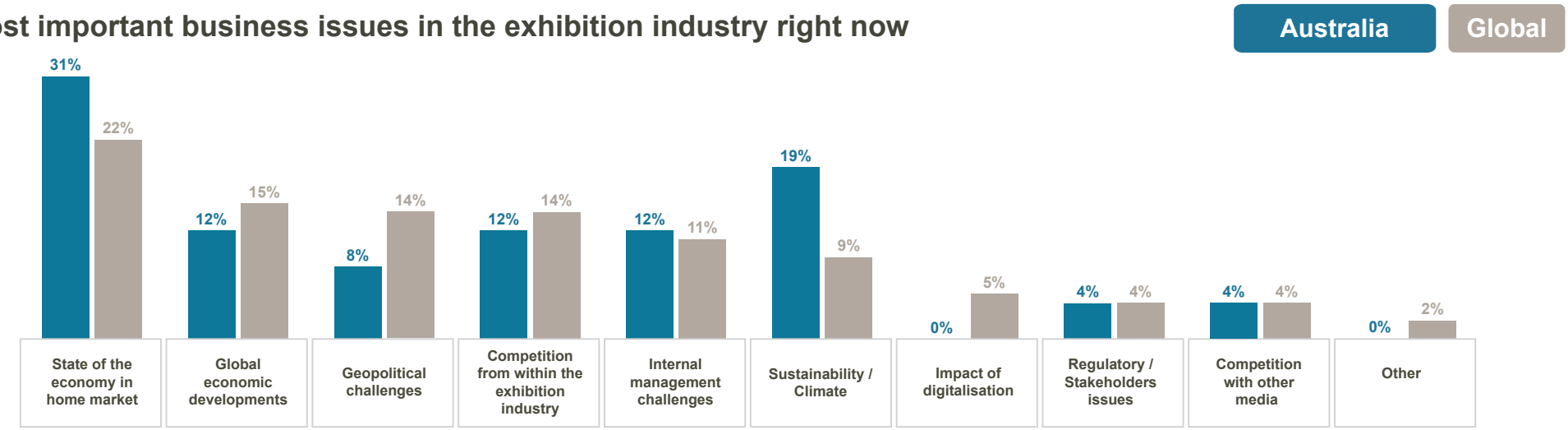
How do you plan to develop your workforce in the coming 6 months



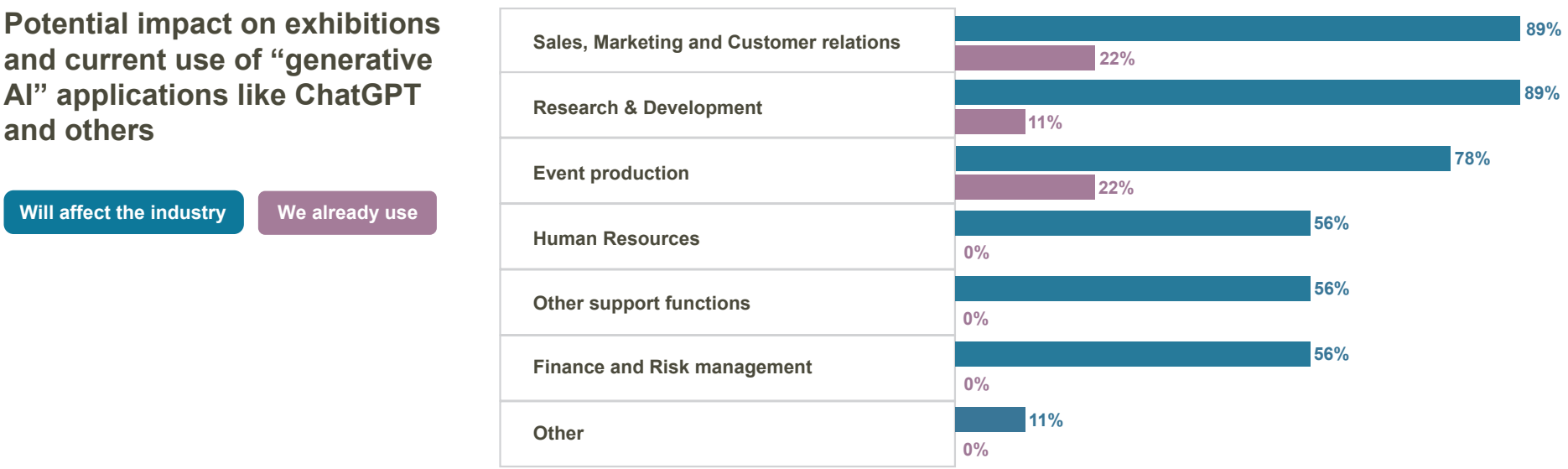
(13 answers in total)

Detailed results for Australia

Most important business issues in the exhibition industry right now

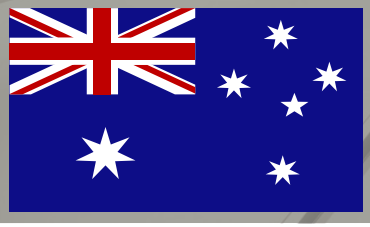


Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

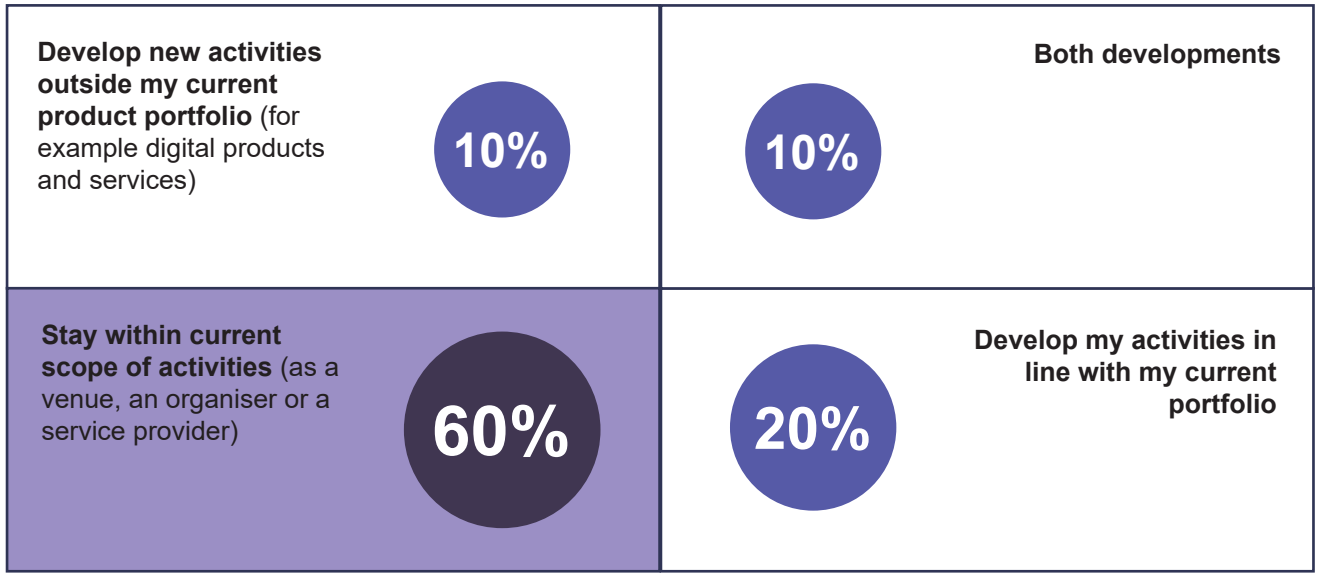


(13 answers in total)

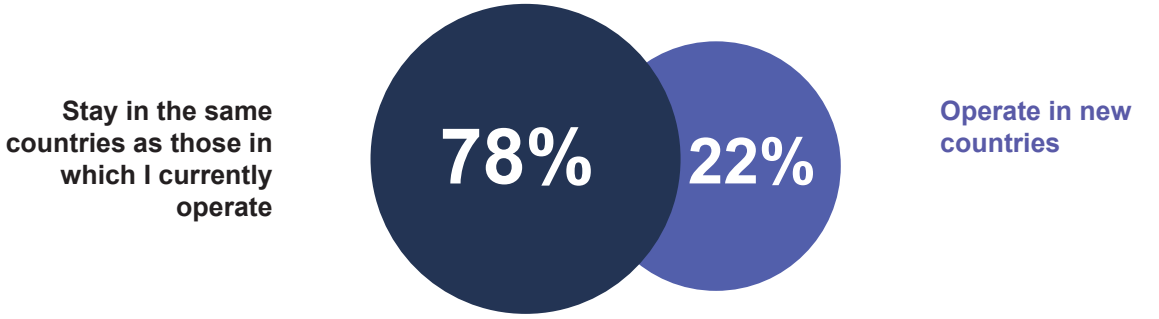
Detailed results for Australia



Current strategic priorities related to the range of activities



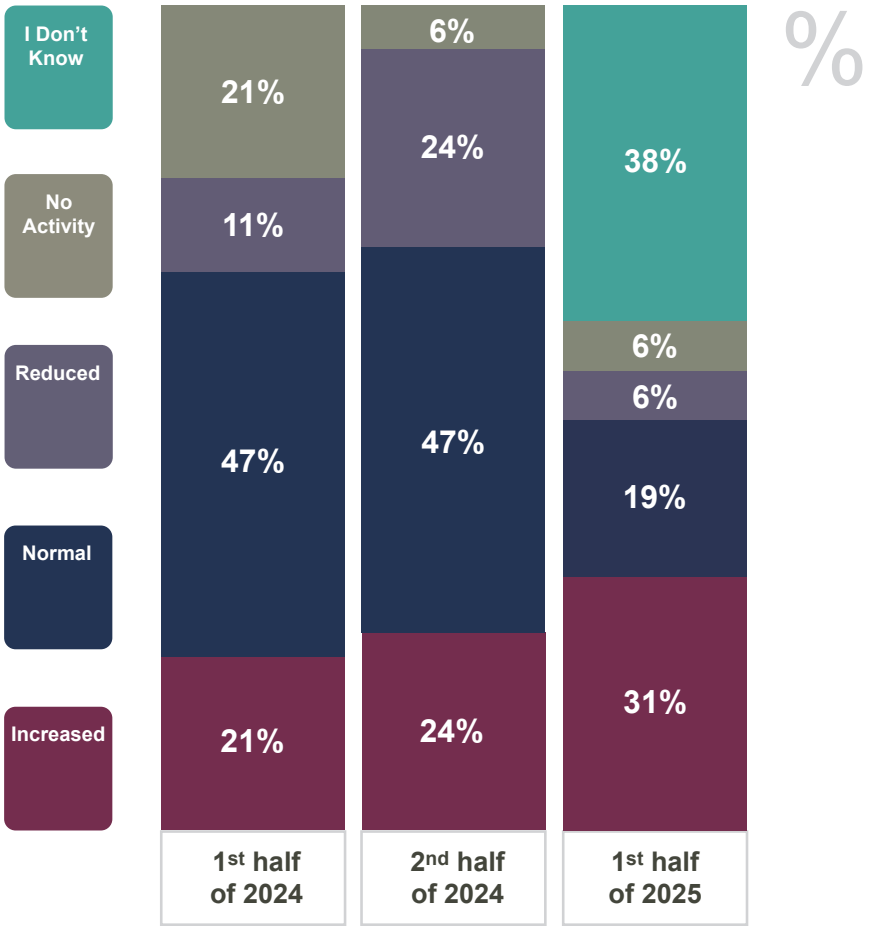
Current strategic priorities related to geographic exposure



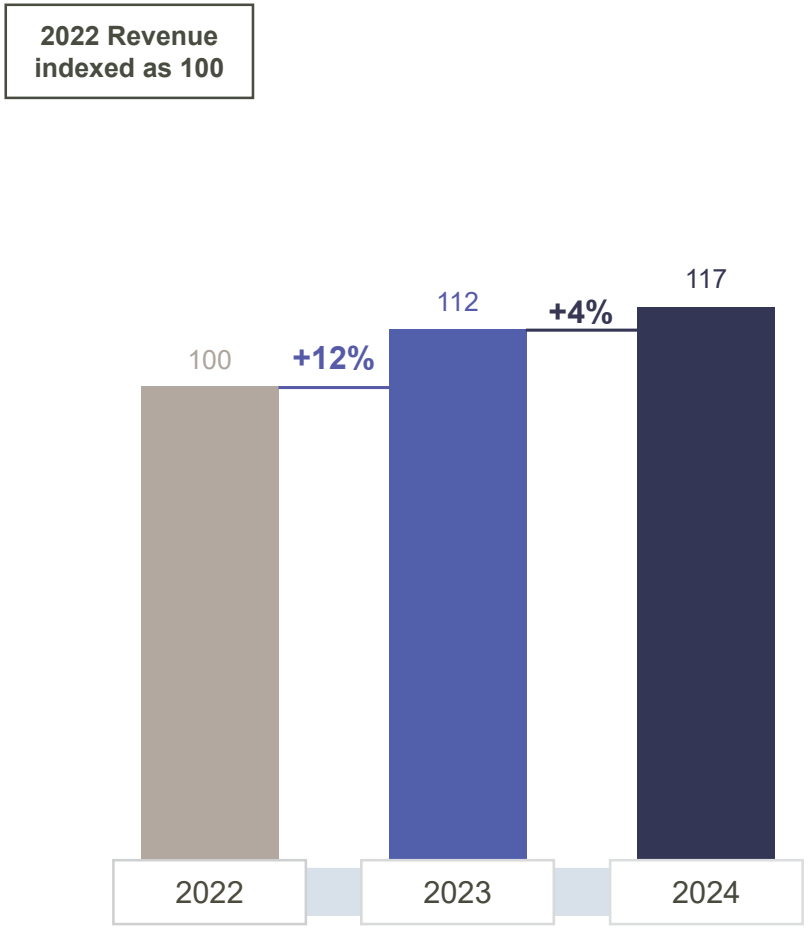
(13 answers in total)

Detailed results for China

Situation of the industry operations for the current year, and predictions for the next year



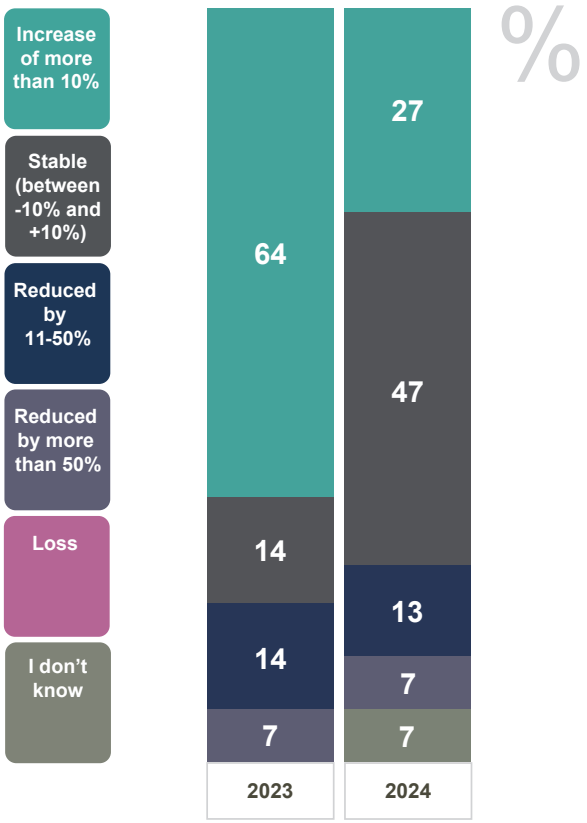
Revenue compared to the previous year



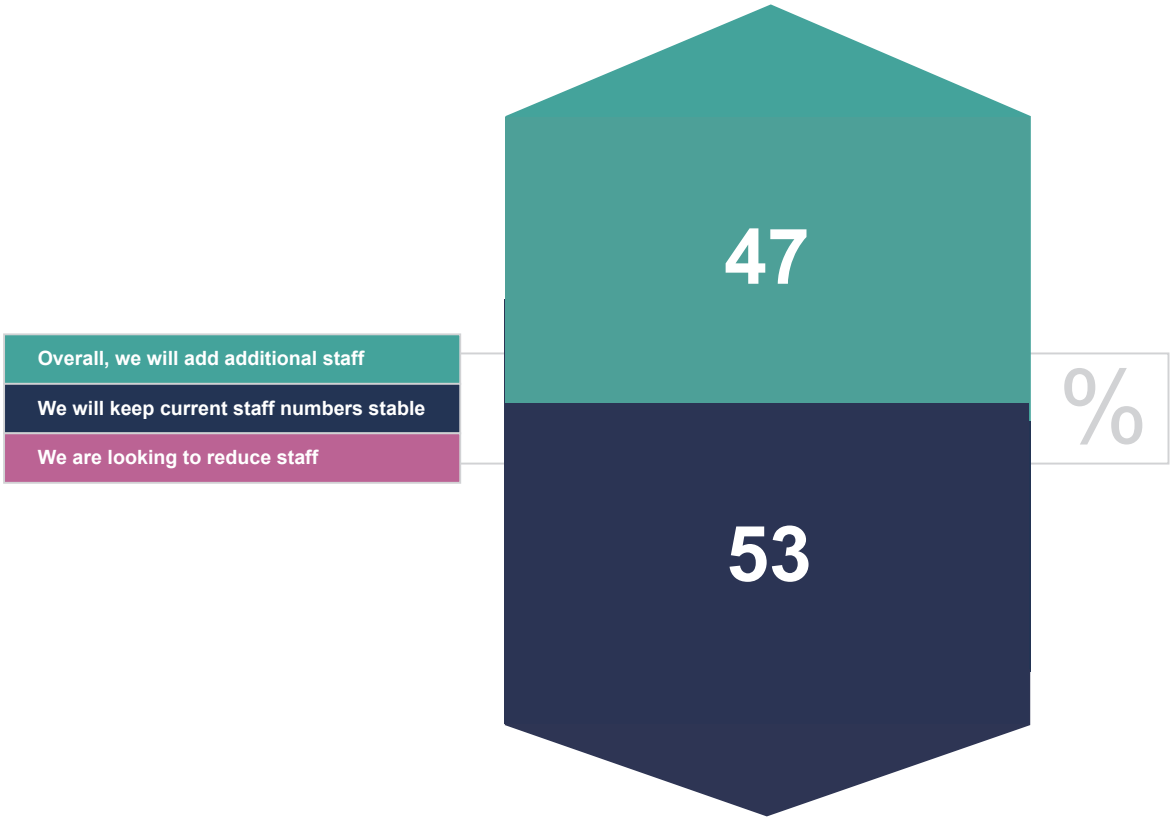
(20 answers in total)

Detailed results for China

Operating profits compared to the previous year and others



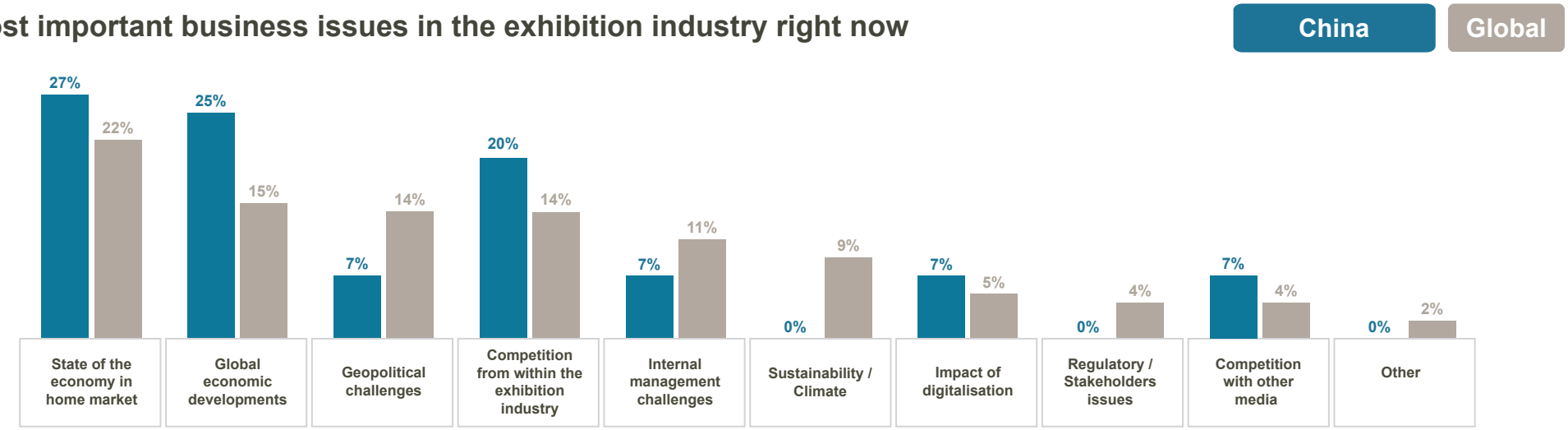
How do you plan to develop your workforce in the coming 6 months



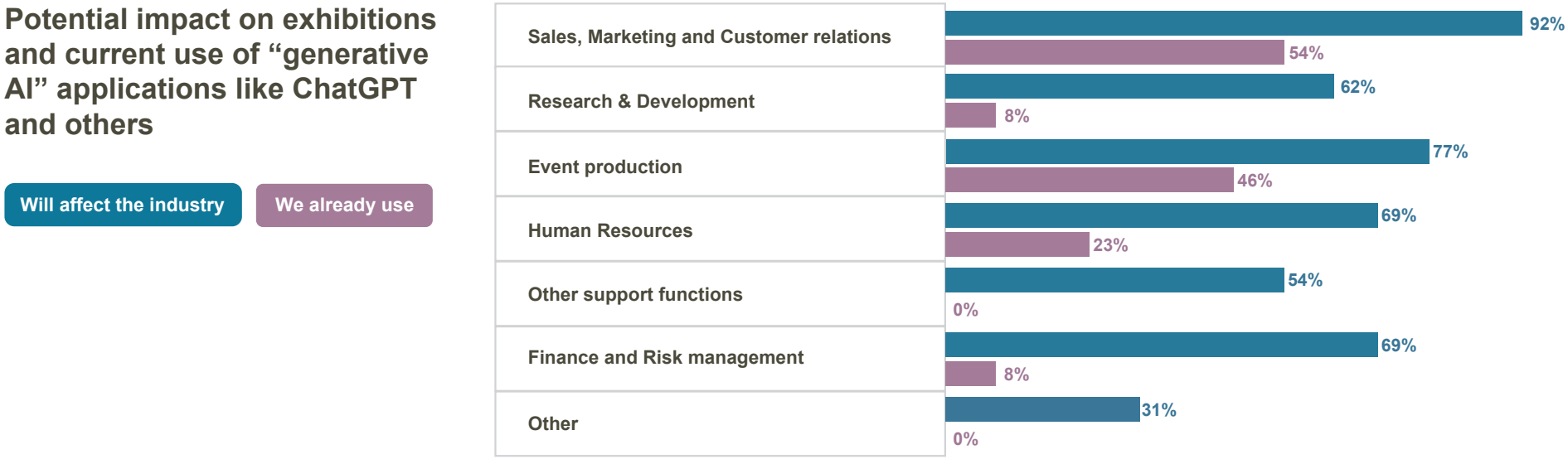
(20 answers in total)

Detailed results for China

Most important business issues in the exhibition industry right now



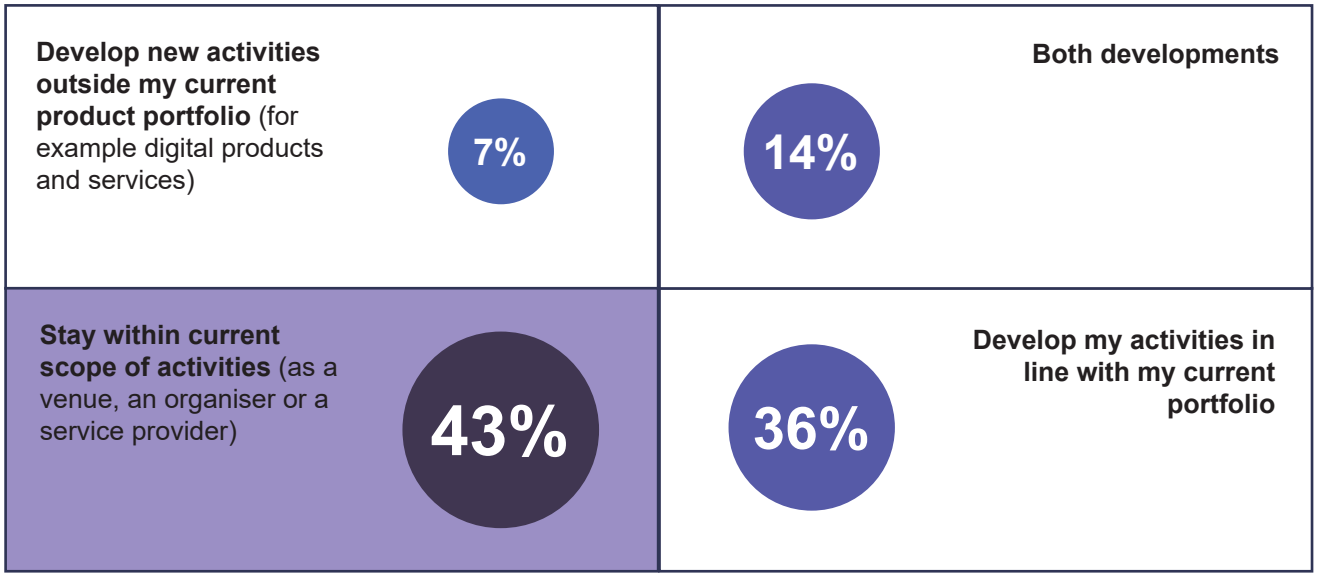
Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others



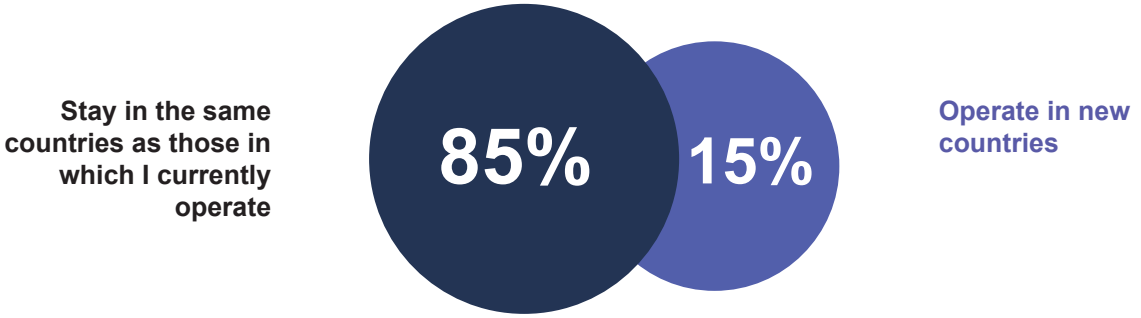
(20 answers in total)

Detailed results for China

Current strategic priorities related to the range of activities



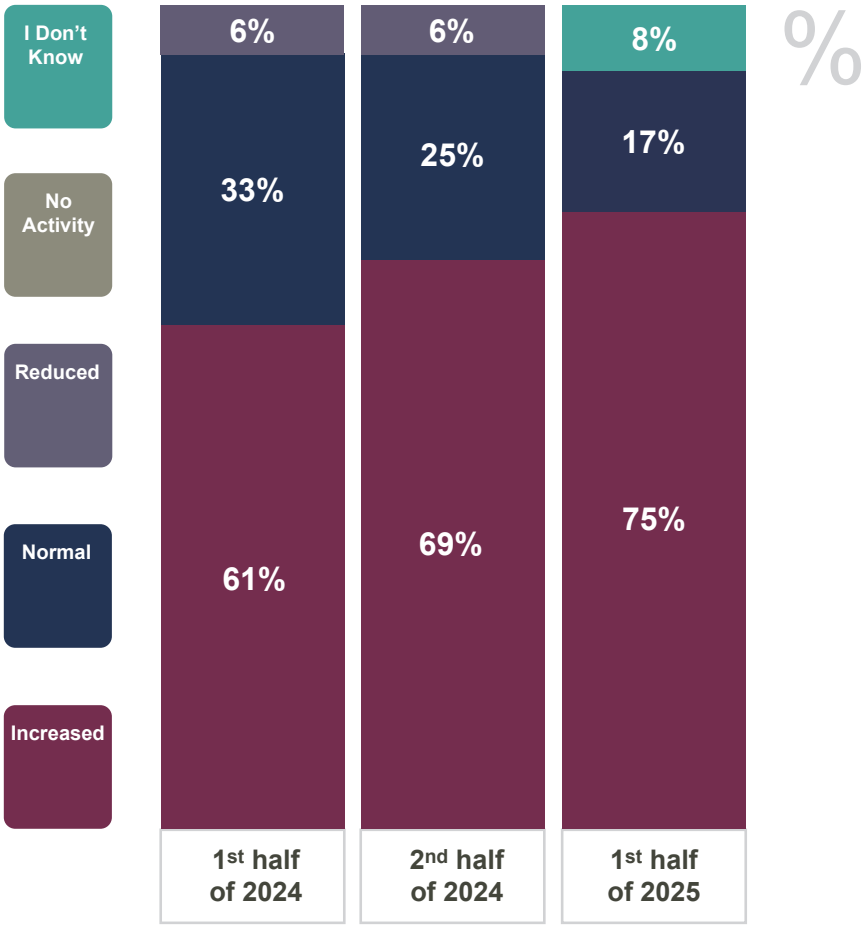
Current strategic priorities related to geographic exposure



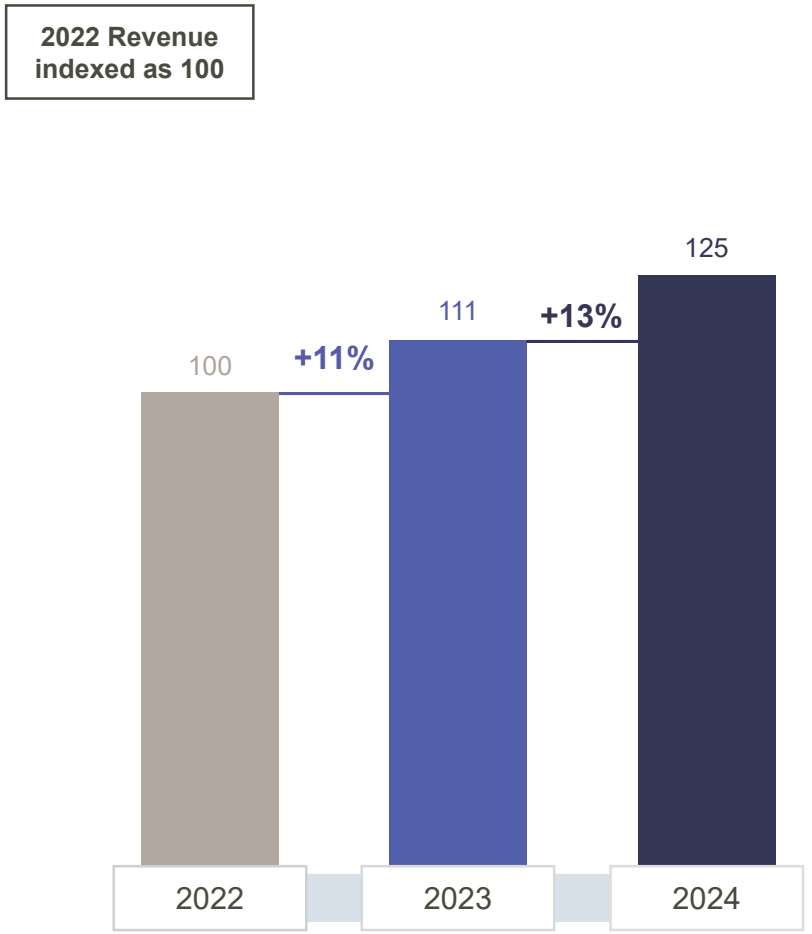
(20 answers in total)

Detailed results for India

Situation of the industry operations for the current year, and predictions for the next year



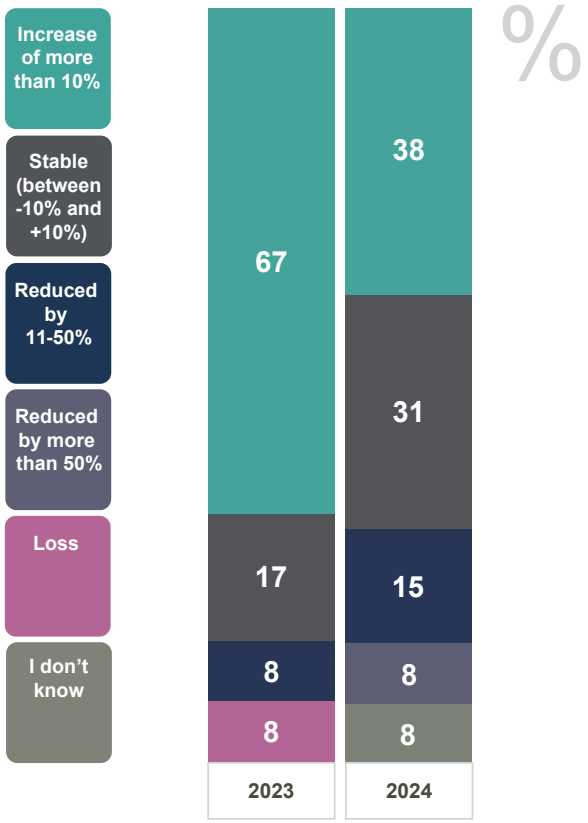
Revenue compared to the previous year



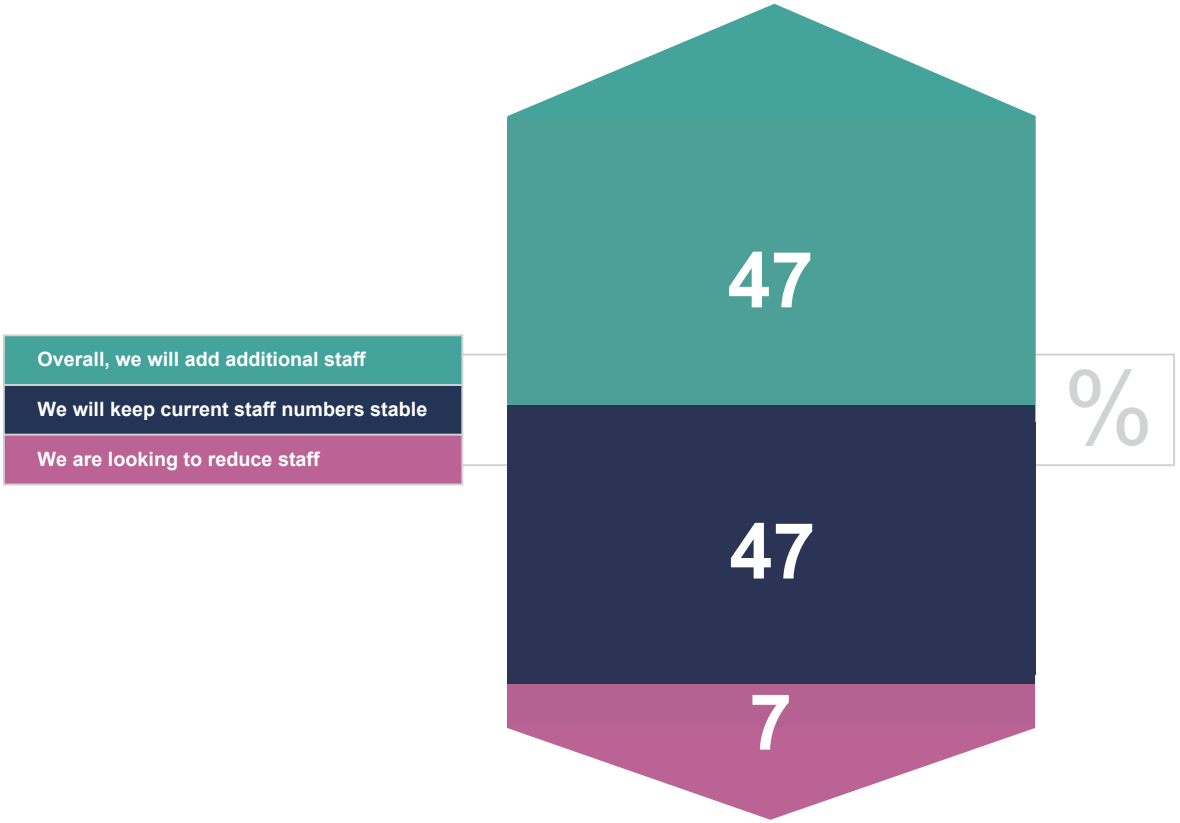
(17 answers in total)

Detailed results for India

Operating profits compared to the previous year and others



How do you plan to develop your workforce in the coming 6 months

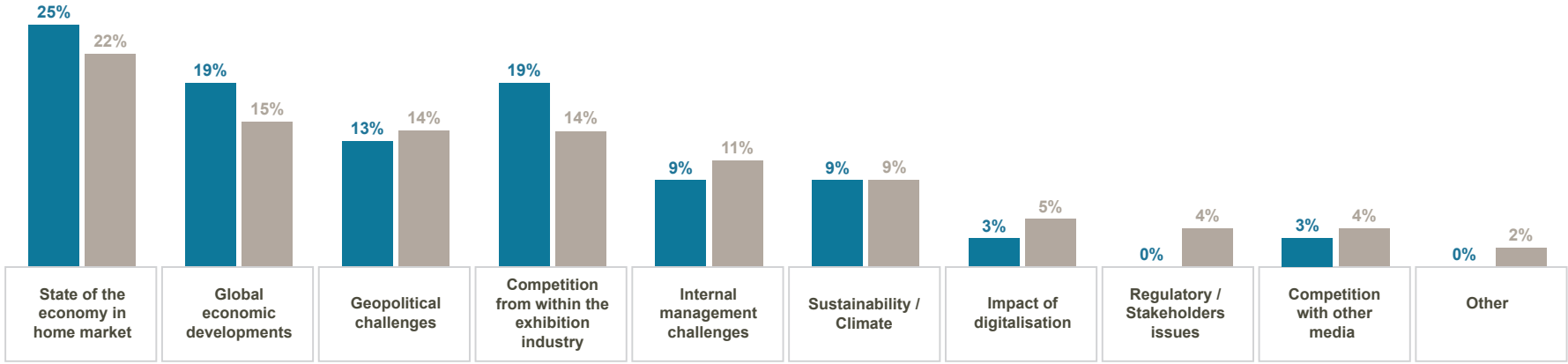


(17 answers in total)

Detailed results for India

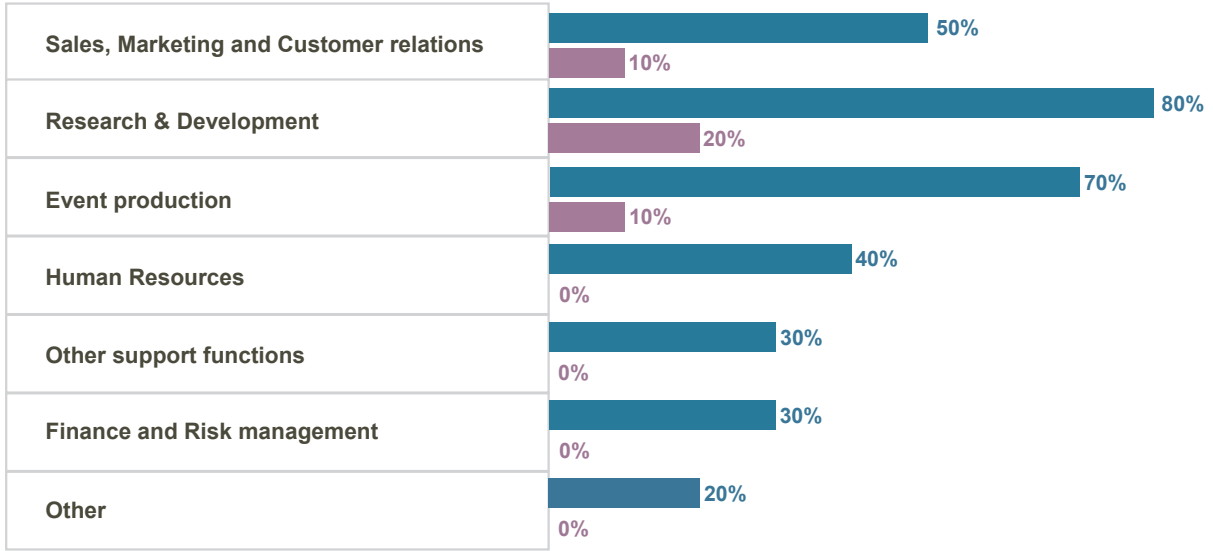
Most important business issues in the exhibition industry right now

India | Global



Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

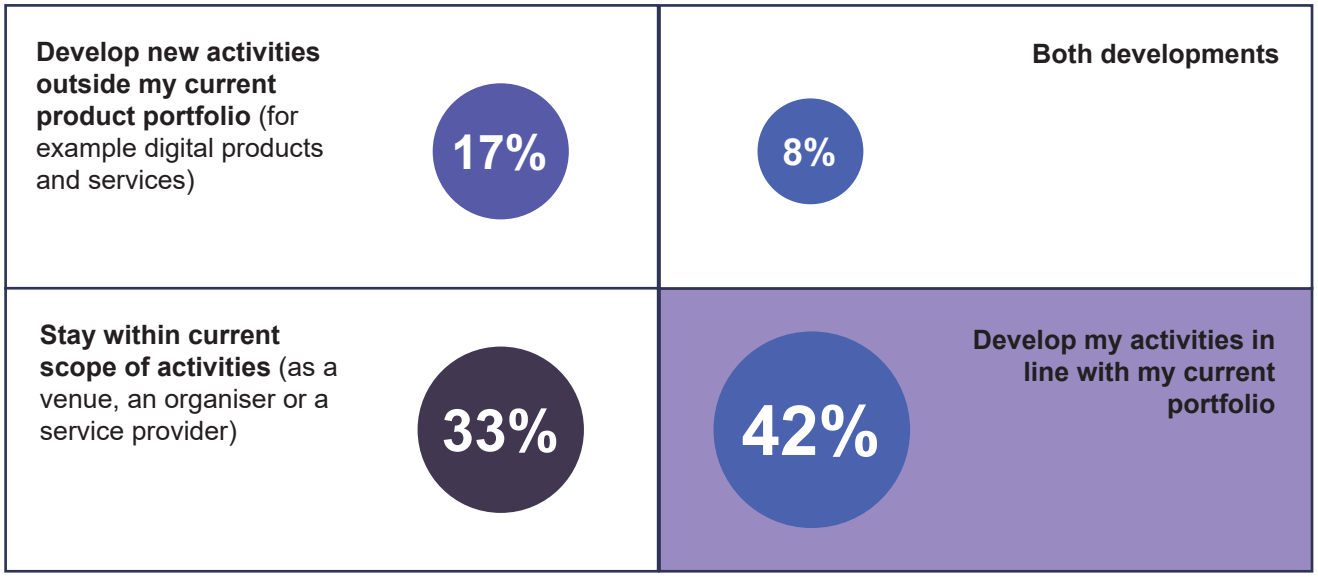
Will affect the industry | We already use



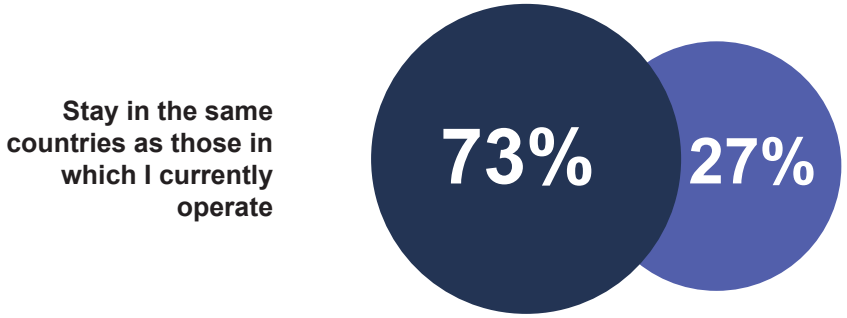
(17 answers in total)

Detailed results for India

Current strategic priorities related to the range of activities

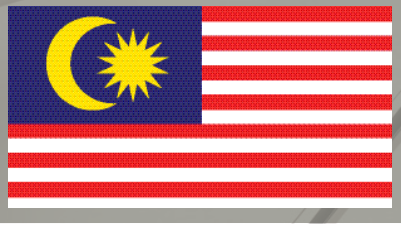


Current strategic priorities related to geographic exposure

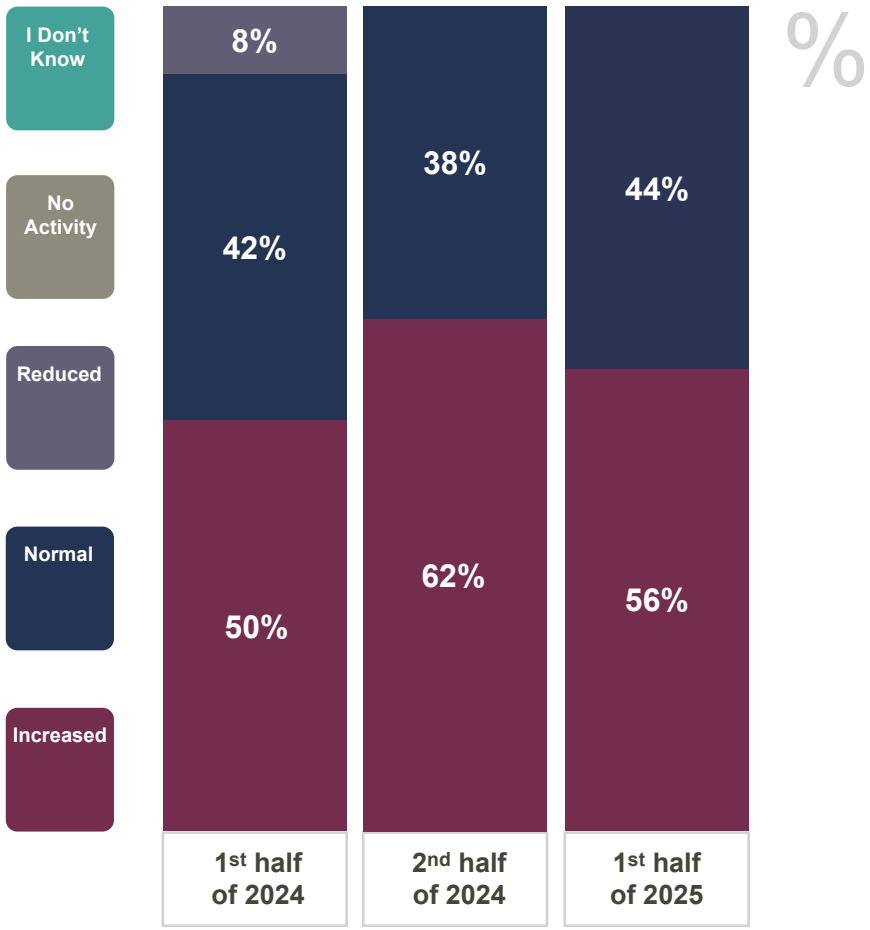


(17 answers in total)

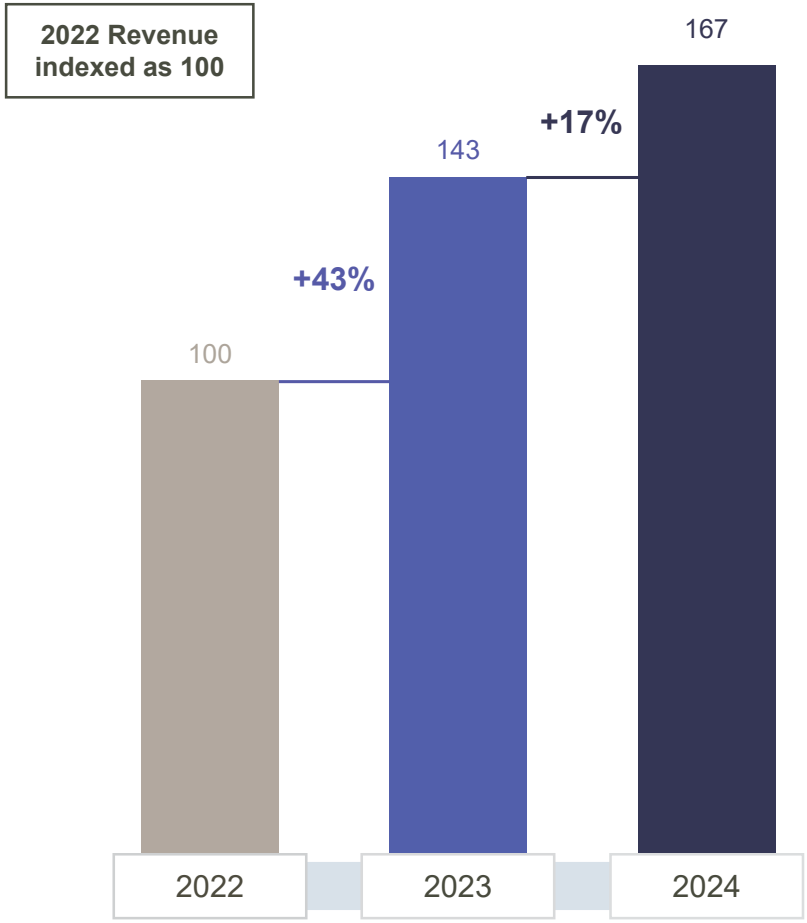
Detailed results for Malaysia



Situation of the industry operations for the current year, and predictions for the next year

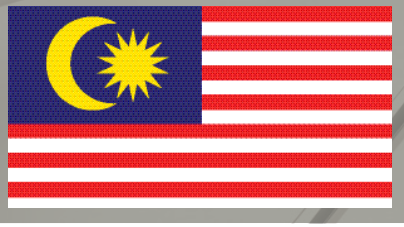


Revenue compared to the previous year

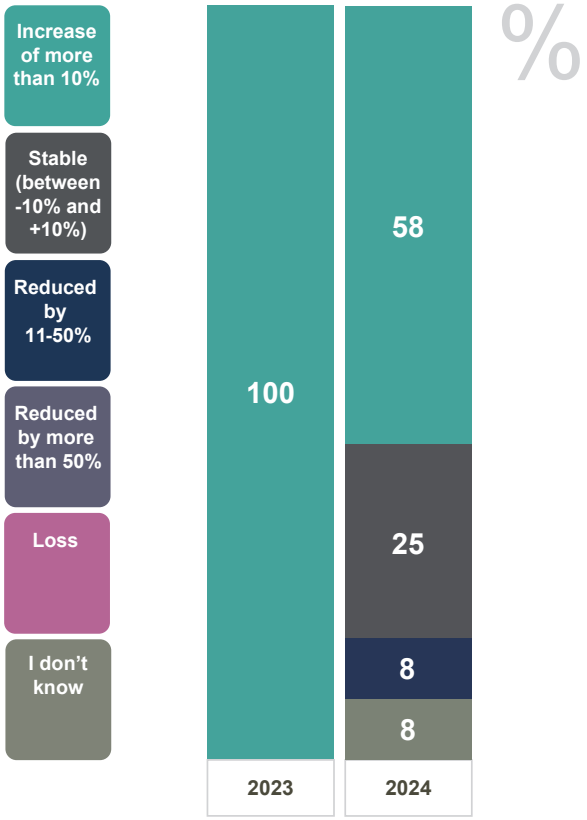


(12 answers in total)

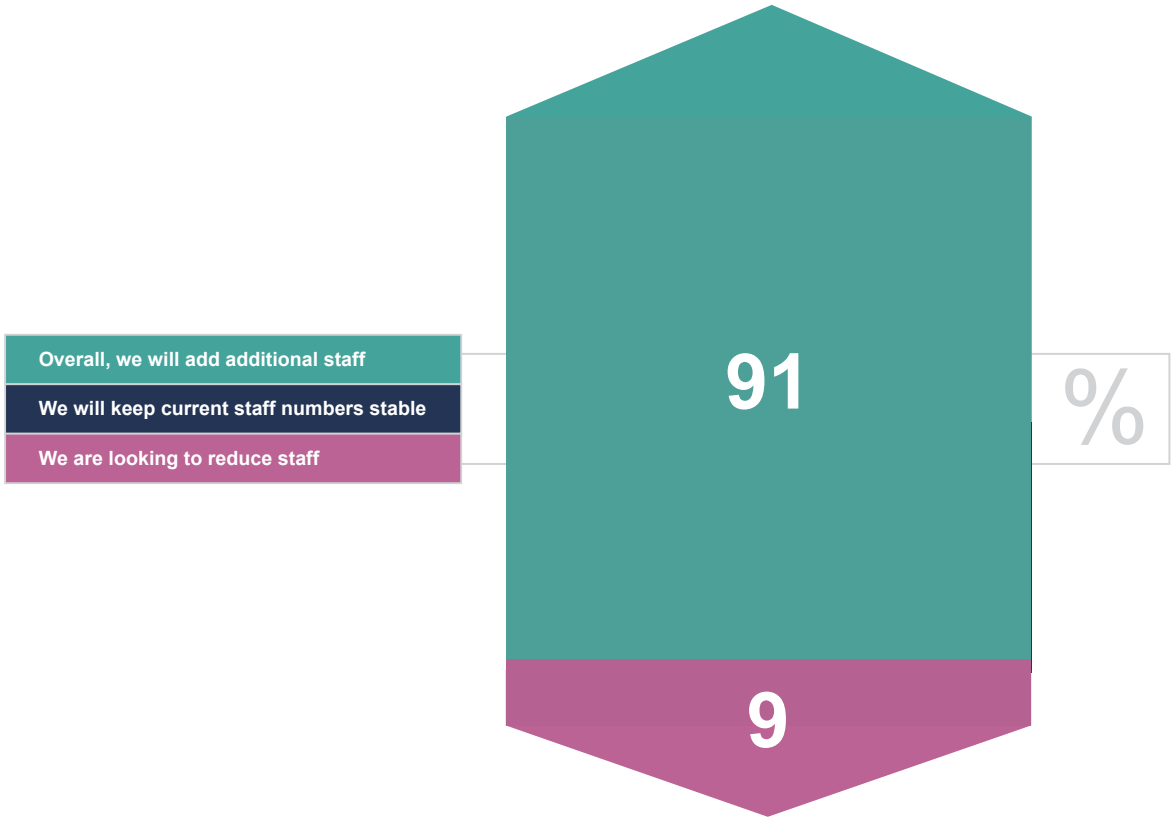
Detailed results for Malaysia



Operating profits compared to the previous year and others

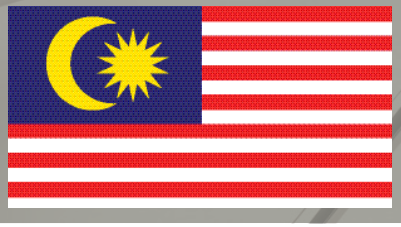


How do you plan to develop your workforce in the coming 6 months

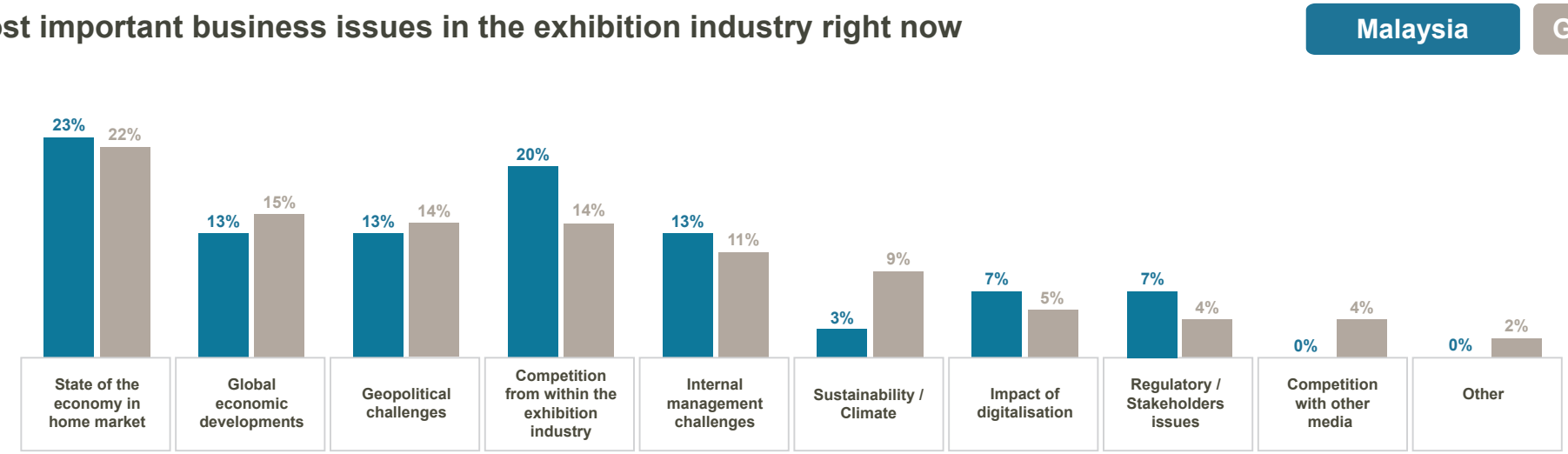


(12 answers in total)

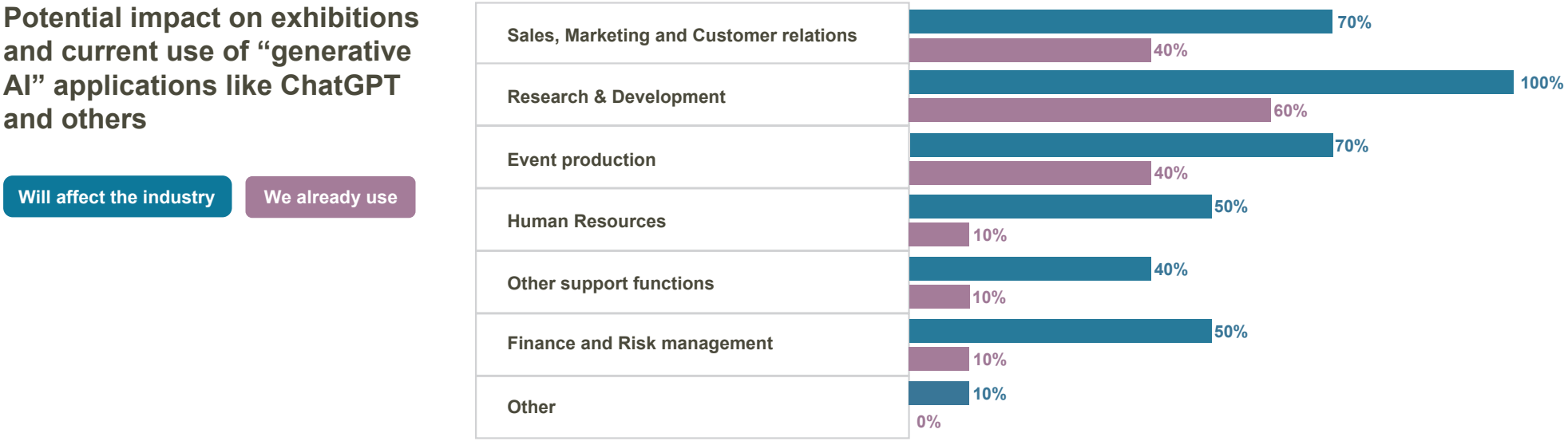
Detailed results for Malaysia



Most important business issues in the exhibition industry right now

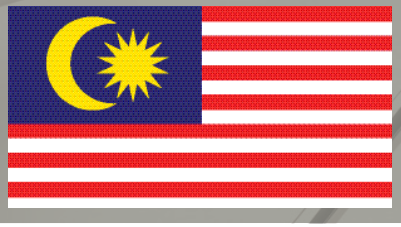


Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

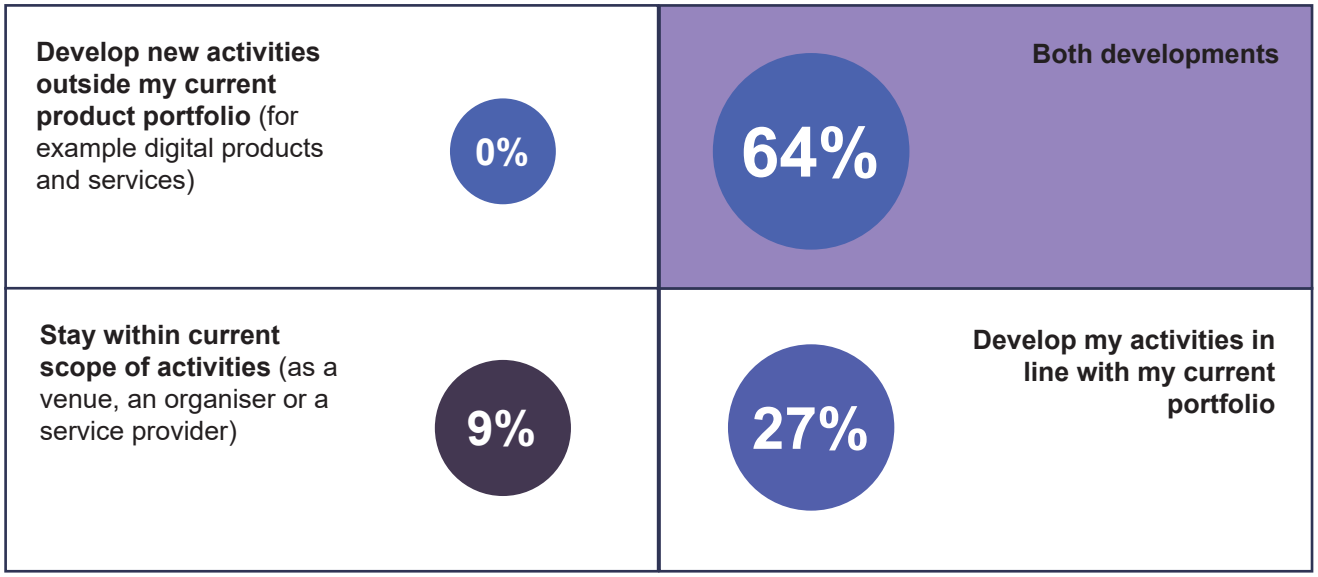


(12 answers in total)

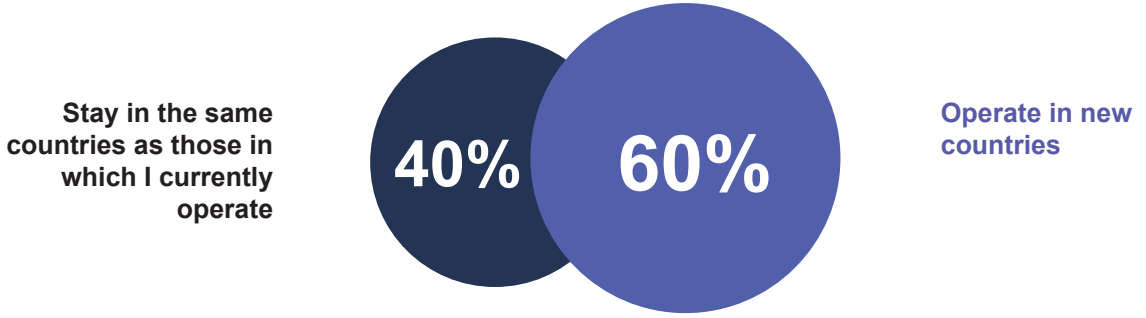
Detailed results for Malaysia



Current strategic priorities related to the range of activities



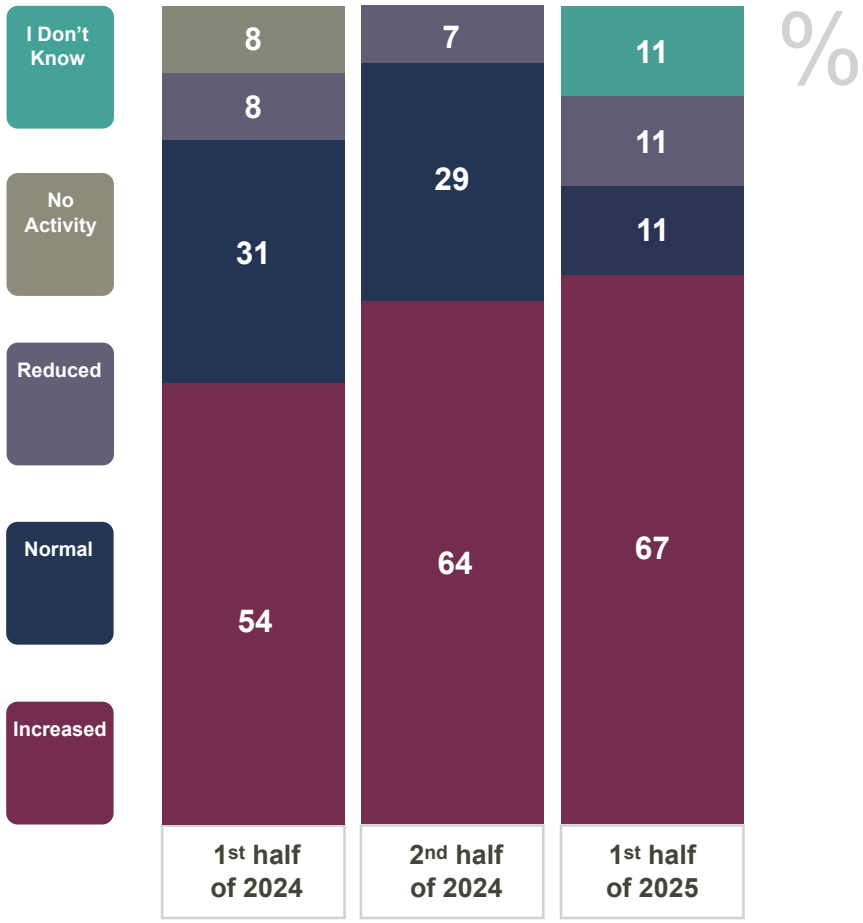
Current strategic priorities related to geographic exposure



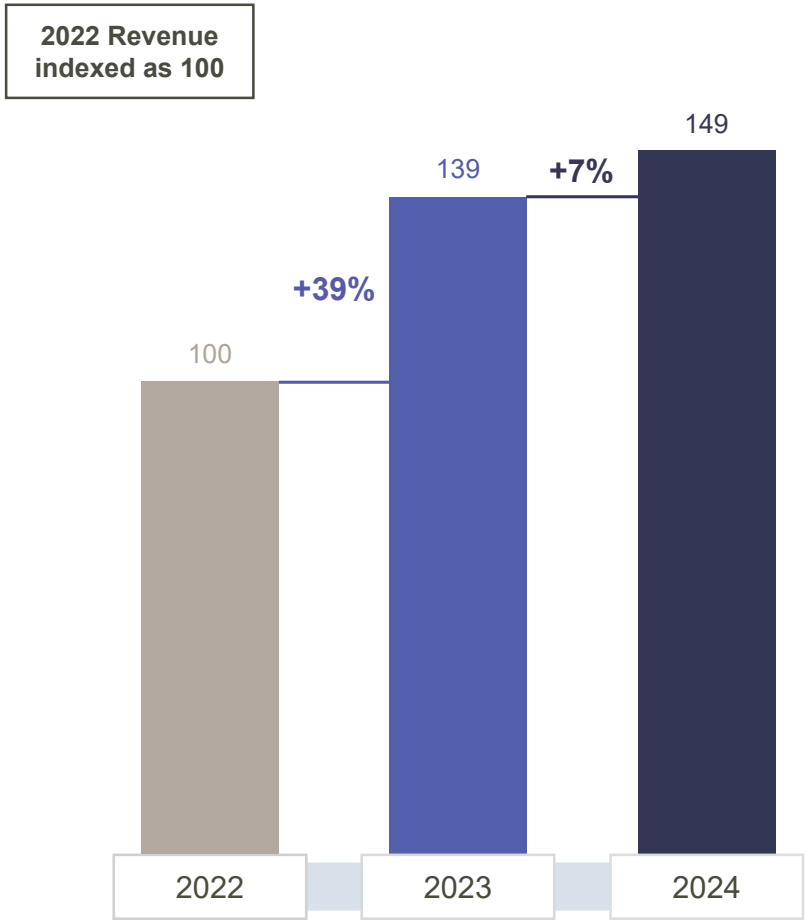
(12 answers in total)

Detailed results for Thailand

Situation of the industry operations for the current year, and predictions for the next year



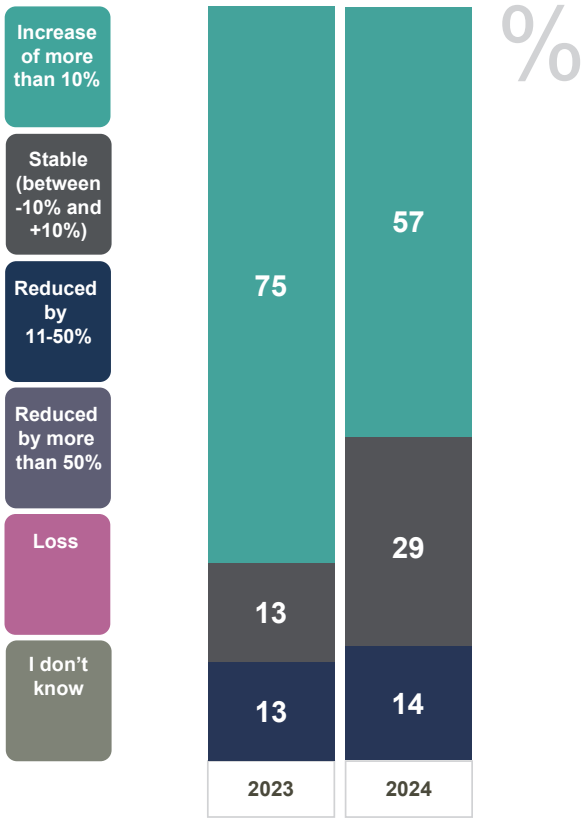
Revenue compared to the previous year



(12 answers in total)

Detailed results for Thailand

Operating profits compared to the previous year and others



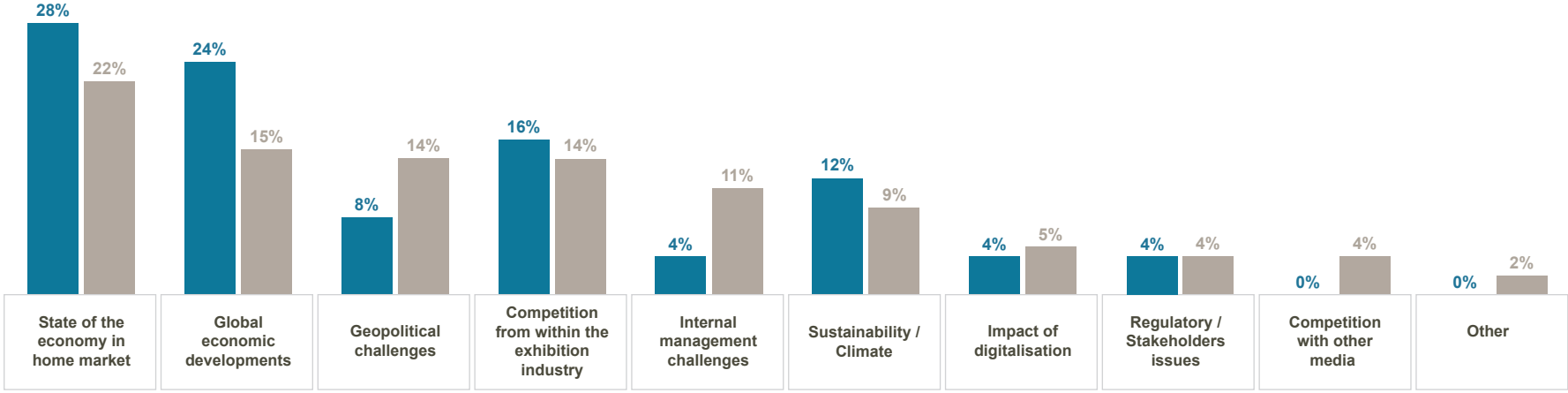
How do you plan to develop your workforce in the coming 6 months

(12 answers in total)

Detailed results for Thailand

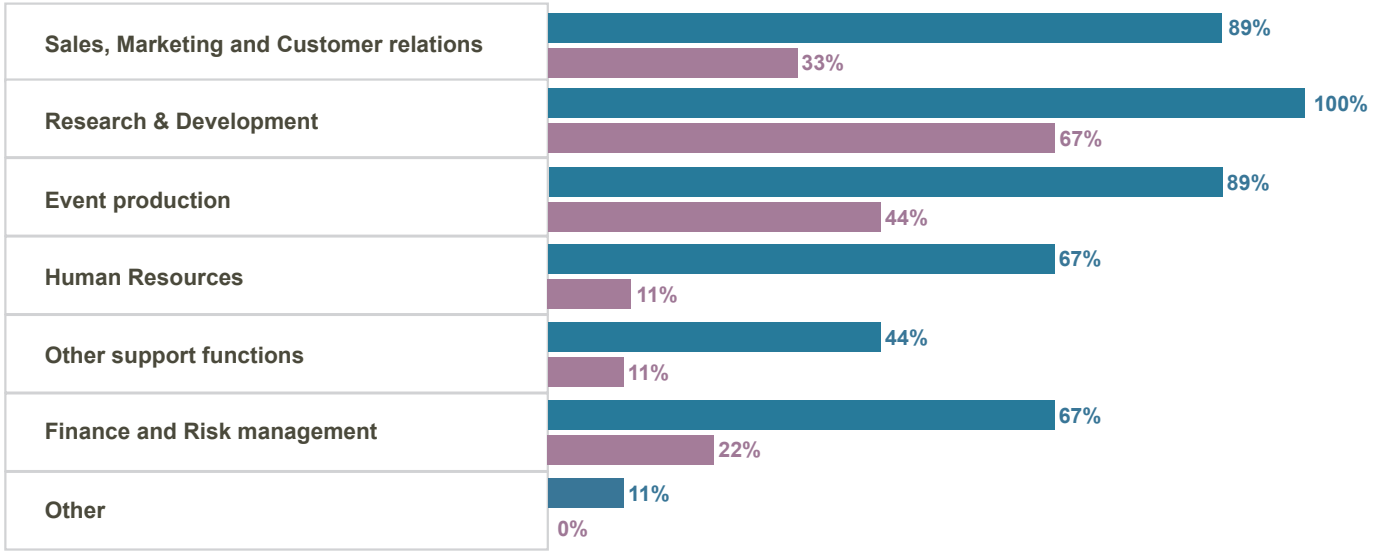
Most important business issues in the exhibition industry right now

Thailand



Potential impact on exhibitions and current use of "generative AI" applications like ChatGPT and others

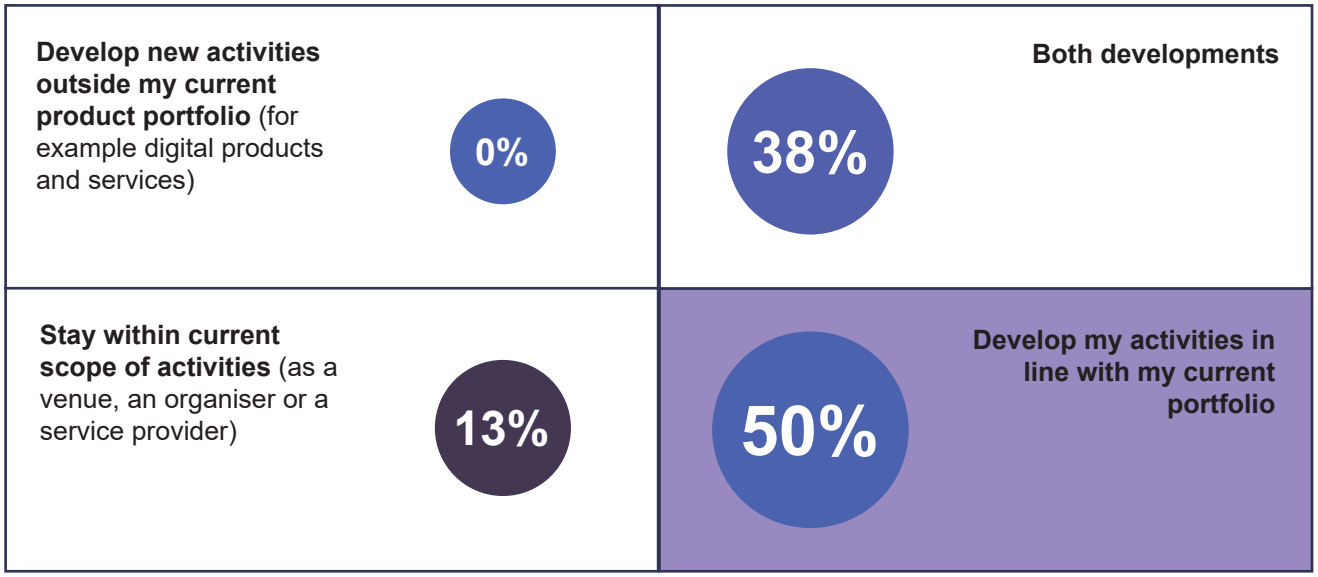
Will affect the industry | We already use



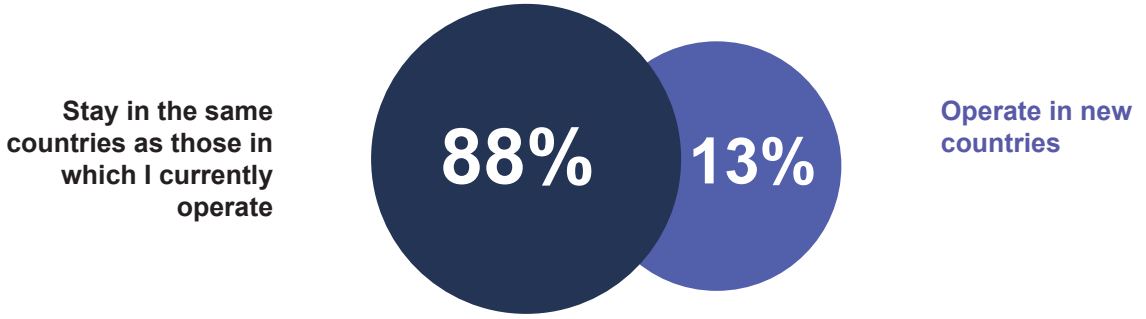
(12 answers in total)

Detailed results for Thailand

Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure



(12 answers in total)

Conclusion

The Global Barometer survey has been constantly measuring the pulse of the exhibition industry for the past 16 years. This 33rd survey was concluded in July 2024. It includes data from 453 companies in 68 countries and regions. The report delivers outlooks and analysis for 19 focus countries and regions. In addition, it analyses 5 aggregated regional zones.

The 33rd Barometer surveyed participants' **company operations** for the first half of 2024 (compared to the year before), qualifying their level of activity as "increased," "normal," "reduced," or "no activity." It also gauged their predicted level of activity for the second half of 2024 and the first half of 2025.

Globally, the level of operations in the first half of 2024 has picked up for half of the companies (4 out of 10 in Asia-Pacific, Central & South America and Middle East & Africa; and 6 out of 10 in Europe and North America) while it was qualified as "normal" for one in three.

This trend will continue in the coming year with, on average, a percentage of companies reporting an increased activity ranging from 59% in North America to 50% in Asia-Pacific, 49% in the Middle East and Africa and 48% in Central and South America and Europe respectively.

The 33rd Barometer asked participants for their company's gross **turnover** for 2023, and their expectations for 2024, compared to the previous year. The survey also aimed to gather insights on the progression of **operating profits** for 2023 and 2024 compared to the preceding year. It shall be noted that the results do not consider inflation, which varies from one country to another.

Revenues increased by 20% on average in 2023, and this trend is expected to continue. In 2024, revenues are expected to grow again by an average of 17% year over year.

In terms of operating profits for 2023, 61% of the companies declare an annual increase of more than 10%, and 27% declare a stable one. The same total of 88% applies to the 2024 operating profits, with 47% planning an annual increase of more than 10% and 39% a stable one.

The 33rd Barometer asked companies about their plans in terms of **workforce development** in the coming six months.

Globally, 48% of companies declare that they plan to increase their staff numbers, while another 48% declare that they will keep current staff numbers stable.

The 33rd Barometer asked companies to select **the most important issues for their business in the coming year** from a pre-defined list of ten issues, which, for the second time, included "Geopolitical challenges." In parallel, the "Impact of Covid-19 pandemic on the business" was removed.

This edition does not show significant changes when compared to the previous edition of the Barometer released six months ago:

- The most pressing business issue is "State of the economy in home market" (22% of answers globally – same as six months ago - and the main issue in all regions, except the Middle East and Africa, where it ranks second).

Conclusion

- Overall, “Global economic developments” come in as the second most important issue globally (15% of answers, compared to 17% six months ago), followed by “Geopolitical challenges” (14%, and the top issue for the Middle East and Africa) and “Competition from within the exhibition industry” (14%).

- “Internal management challenges” (11%), “Sustainability / Climate” (9%) and “Impact of digitalisation” (6%) follow.

Companies were asked to share their **current strategic priorities** in two specific areas: their range of activities and their geographical exposure.

In all regions, a large majority of companies intend to develop new activities, either in the classic range of exhibition industry activities (venue/organiser/services), outside of the current product portfolios, or in both areas: 69% in Asia-Pacific, 74% in North America, 75% in Central and South America, 83% in Europe and 84% in the Middle East & Africa.

The 33rd Barometer survey asked a specific question on the **impact of generative AI** on the exhibition industry to shed light on this emerging digital transformation.

Globally, there is an overwhelming consensus that AI will affect the industry, with 90% of companies stating this.

The areas expected to be most affected by the development of AI are the same in all regions: “Sales, Marketing and Customer relations” (83% globally), “Research & Development” (82%) and “Event production” (69%).

These are precisely the areas where generative AI applications are already mostly used, and in all regions (39%, 38%, and 28% globally, respectively).

THANK YOU TO ALL SURVEY PARTICIPANTS FOR YOUR CONTRIBUTION! THE NEXT GLOBAL BAROMETER SURVEY WILL BE CONDUCTED IN DECEMBER 2024 – PLEASE PARTICIPATE!

Appendix: Number of survey replies per country
Total = 453 (in 68 countries/regions)

North America	61
Canada	3
Mexico	39
USA	19

Central & South America	59
Argentina	15
Bolivia	1
Brazil	17
Chile	3
Colombia	17
Costa Rica	2
Ecuador	1
Guatemala	1
Panama	1
Peru	1

Europe	162
Belgium	6
Bulgaria	1
Croatia	2
Finland	3
France	16
Germany	18
Greece	12
Hungary	3
Italy	22
Netherlands	7
Poland	1
Portugal	4
Slovenia	1
Spain	15
Sweden	3
Switzerland	5
Türkiye	11
United Kingdom	21
Lithuania	1
Kazakhstan	1
Ireland	2
Serbia	1
Ukraine	1
Austria	1
Denmark	1
Norway	1
Romania	1

Middle East & Africa	60
Bahrain	1
Jordan	1
Lebanon	2
Oman	2
Qatar	4
Saudi Arabia	18
South Africa	14
United Arab Emirates	15
Algeria	1
Egypt	1
Syria	1

Asia-Pacific	111
Australia	13
Azerbaijan	1
China	20
Hong Kong	6
India	17
Indonesia	6
Japan	6
Macau	3
Malaysia	12
New Zealand	1
Philippines	2
Singapore	5
South Korea	3
Taipei	1
Thailand	12
Vietnam	2
Uzbekistan	11

ufi The Global Association of the Exhibition Industry

UFI Headquarters / European Office

17, rue Louise Michel
92300 Levallois-Perret
France

T: +33 1 46 39 75 00
F: +33 1 46 39 75 01
info@ufi.org

UFI Asia & Pacific Regional Office

Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China

T: +852 2525 6129
F: +852 2525 6171
asia@ufi.org

UFI Central & South America Regional Office

Corferias, Cra 37 # 24-67
Auditorium Second Floor
Bogota, Colombia

T: +57 321 3760 666
latam@ufi.org

UFI Middle East & Africa Regional Office

Info Salons Middle East Office
Sheikh Zayed Rd
City Tower 2, Office 2001A
PO Box 58580
Dubai
United Arab Emirates

T: +971 (0)4 331 7180
mea@ufi.org

UFI North America Regional Office

9 West Street
Warwick, New York
USA

T: +1 (845) 545-0653
NorthAmerica@ufi.org

web www.ufi.org

blog www.blog.ufi.org

@UFILive

www.facebook.com/ufilive

www.UFI.tv

www.linkedin.com/company/ufi-association

UFI Diamond Sponsors

AsiaWorld-Expo 亞洲國際博覽館

THAILAND MICE MEET THE MAGIC | TCEB

visit QATAR