

UFI releases latest edition of Euro Fair Statistics

- Research includes data from 12 trade fair bodies in 17 European countries
- Report covers 2,008 exhibitions, totalling 21.3 million m² of net space rented in 2023

Paris—17 October 2024: Data now released by UFI, The Global Association of the Exhibition Industry, identifies the status of the European exhibition market in 17 countries, including Greece for the first time. The certified data is gathered by a network of 12 collaborating industry bodies from across the continent.

“This new edition of the annual Euro Fair Statistics report contains data for more exhibitions than in previous years, highlighting the bounce back of exhibitions after Covid-19. It is also interesting to notice that less than 2% of them are ‘hybrid’ events, allowing online visitors. UFI thanks all the national bodies that participate in this report by providing their certified data.” says **Kai Hattendorf, UFI CEO**.

The events examined hosted a total of 567,758 exhibiting companies. Statistics in the report cover 2,008 exhibitions for a total of 21.3 million m² of registered rented space, with a total attendance of 49.9 million registered visits. UFI estimates that this data covers around 45% of the European exhibition market, including 162 exhibitions that have earned the ‘UFI Approved Event’ designation.

40% of the exhibitions were addressed to trade visitors, 29% to public visitors and 31% to both target groups.

The Euro Fair Statistics 2023 report includes data collected by the following organisations:

AEFI (Italy), AFE (Spain), ATFEO (Finland), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC-VECTA (The Netherlands), FEBELUX (Belgium), FKM (Germany), FKM Austria, SOKEE (Greece), UNIMEV-OJS (France) and UCET (Turkey).

The complete Euro Fair Statistics 2023 study can be downloaded from the UFI website at www.ubi.org/research.

In line with UFI’s mission to develop the industry worldwide, the report is available free of charge.

The report forms part of UFI’s globally acclaimed body of research publications that cover global, regional, and topical issues.

Attachment:

- [Euro Fair Statistics 2023 front cover](#)

About UFI, The Global Association of the Exhibition Industry: UFI is the global trade association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally and also works closely with more than 72 national and regional association members. More than 880 member organisations in 90 countries and regions worldwide are presently signed up as members. Over 900 international trade fairs proudly bear the UFI-approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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