

UFI Global Exhibition Barometer

31st Edition

Report based on the results of a survey concluded in July 2023



Global



Mexico



Myanmar



Southern Africa



Argentina



Saudi Arabia



Brazil



Panama



Singapore



Italy



Indonesia



US



United Kingdom



Uruguay



Greece



Spain



Australia



Thailand



Asia



Hong Kong



France



Peru



India



Central & South America



Japan



Colombia



Macau



South Korea



Malaysia



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.

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Welcome to the 31st edition of the “UFI Global Exhibition Barometer” survey. This study is based on a global survey that was concluded in July 2023. 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 first edition of the UFI Global Exhibition Barometer was launched as a response to the 2008 global financial crisis, and this latest edition builds on those released over the past three years to create an overall assessment of the COVID-19 pandemic impact on the exhibition industry, as well as to identify and tackle today’s and tomorrow’s challenges.

The Barometer has a truly global reach, with 351 companies participating from 61 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, 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, EEAA (The Exhibition and Event Association of Australasia) in Australasia, 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, 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 (351 total from 61 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 exactly sum up to 100%.

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

The 31st Barometer surveyed participants' monthly operations, for their company, starting from January 2023, qualifying their level of activity as "normal", "reduced" or "no activity". It also gauged their predicted level of activity for the period up until December 2023.

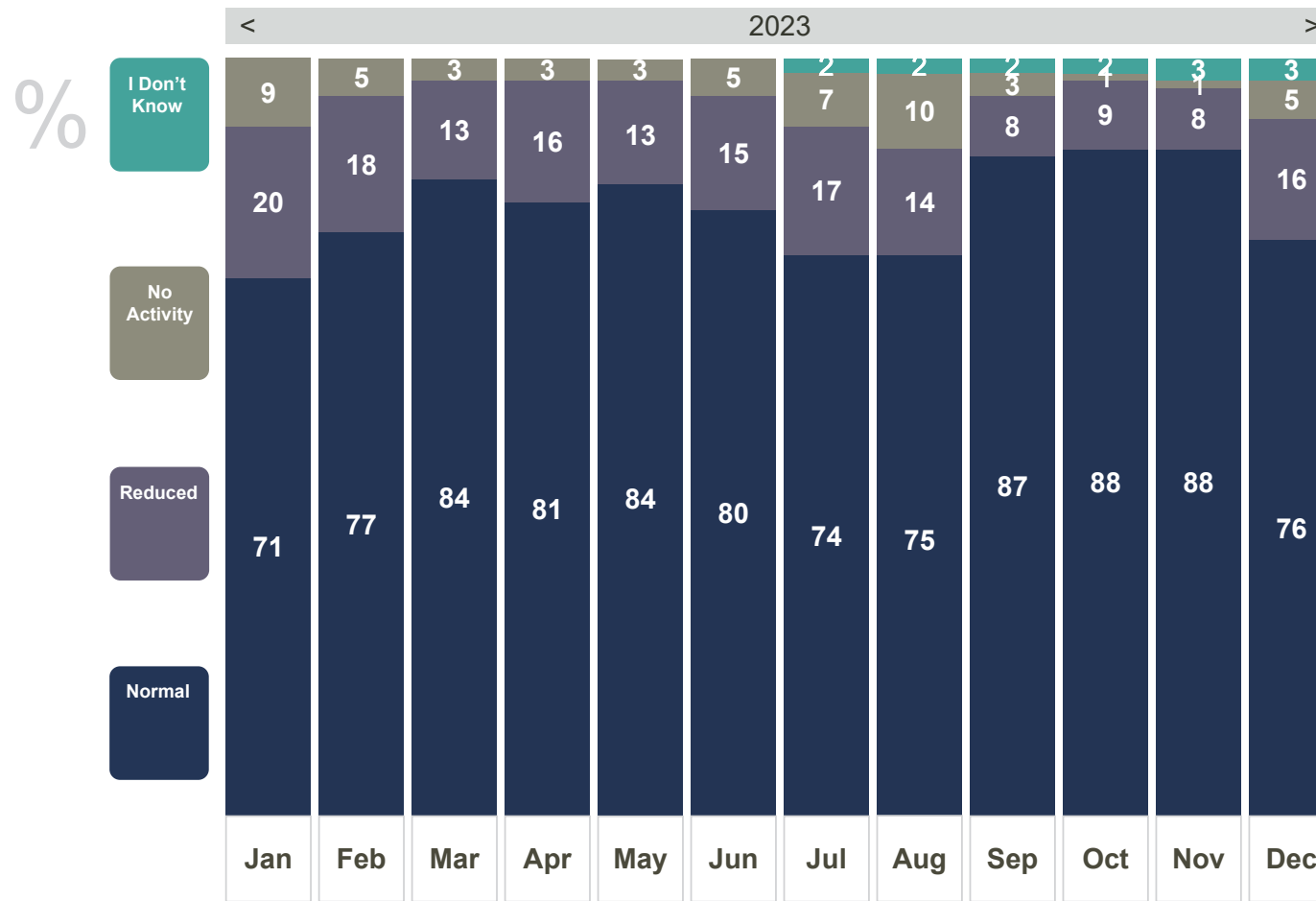
The level of operations has clearly picked up since 2022: the percentage of companies reporting "normal activity" increases from 72% in December 2022 to 79% on average for the first half of 2023 and almost 90% for most months of the second half of 2023 (December being as usual a month with less activity in most places).

In parallel, the number of companies reporting "reduced activity" decreased from 20% in December 2022 to 16% in the first half of 2023 to 12% in the second half.

Notably, the countries expected to experience the highest levels of "normal activity" in the second half of 2023 are Australia (97%), the UK (95%), Italy and the USA (94%), Brazil (92%), and Argentina (90%). In China, the expectation of normal activity has risen significantly, with 74% of companies anticipating it compared to only 29% six months ago.



Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



The 31st Barometer asked participants for their company's gross turnover for 2022, and their expectations for 2023, compared to 2019. The survey also aimed to gather insights on the progression of operating profits for both 2022 and 2023, comparing them to the results from 2019 as well as the preceding year.

The following charts present:

- Revenues from 2022, and projections for 2023, compared to 2019, on average for all companies, and also broken down per level of revenue realised (0% compared to revenues of 2019, less than 25%, etc.).
- The evolution of 2022 and 2023 operating profits compared to those for 2019 and the previous year (2021 and 2022 respectively).

The year 2022 witnessed a remarkable “bounce back” of exhibitions, with companies from most markets achieving revenues close to their 2019 levels. This positive trend continues into 2023, with companies in almost all regions expecting to reach or even surpass their 2019 revenue levels. Globally, the revenues for 2022 and 2023 represent 78% and 97% of the 2019 levels respectively, indicating a progressive full recovery. This recovery now appears faster than expected 6 months ago, when companies were expecting to reach 91% of the 2019 levels.

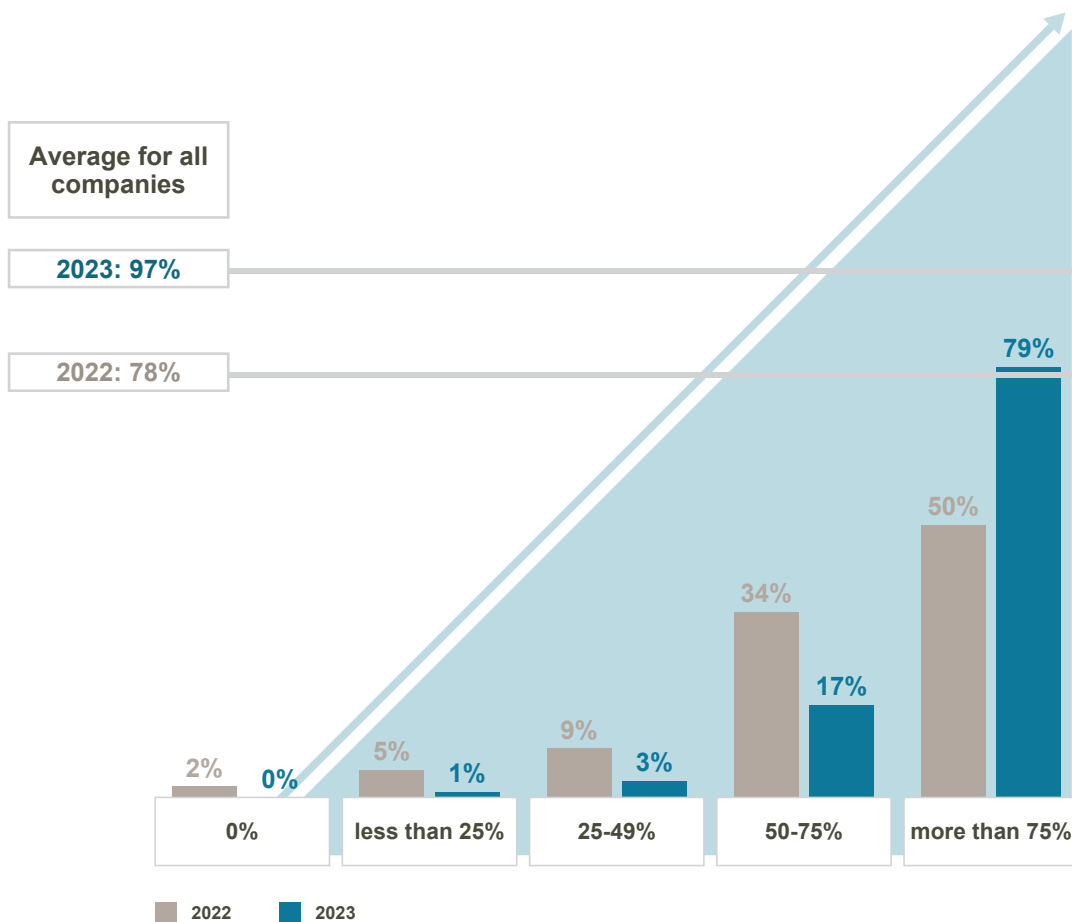
Brazil, Colombia, Argentina, Greece, Spain, and Australia have performed well above the average in 2022. UAE, UK, and India are expected to join this group of high performers in 2023, demonstrating growth prospects for the ongoing year.

In terms of operating profits compared to 2019 levels, around half of the companies are declaring an increase or stable level for 2022 and their proportion is increasing to 7 out of 10 for 2023. Among them, the number of companies declaring an increase is higher now than it was expected 6 months ago: 30% for 2022 (compared to 24% six months ago) and 37% for 2023 (compared to 31% previously).

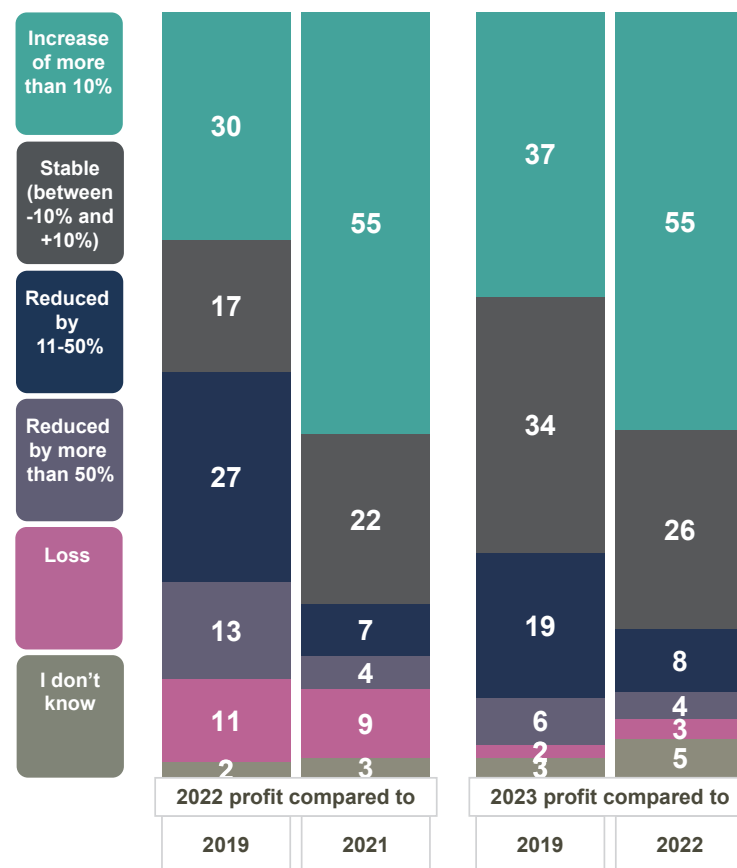
Globally, only 2% of respondents expect a loss for 2023, a notable improvement compared to 11% reported for 2022. The highest proportion of companies expecting a loss in 2023 is declared in Germany (11%) and Colombia (10%).



Revenue compared to 2019



Operating profits compared to 2019 and previous year



Most Important Business Issues Right Now World

The 31st Barometer asked companies to select the most important issues for their business in the coming year from a pre-defined list of eight issues. Multiple-choice answers were possible, to gain further insights into certain issues.

The following pages present the results and include an analysis of the trend of answers to this question over the last 7 years.

The most pressing business issue declared in this edition are “Internal management challenges” (21% of answers globally and the main issue in all regions, and most markets). Within “Internal management challenges,” 61% of respondents selected “Human resources” issues, 50% selected “Business model adjustments”, and 31% selected “Finance”. For South Africa and Australia, however, “State of the economy in home market” has become the most pressing issue, for Italy it is “Global economic developments”, and for the UK – “Impact of digitalisation” and “Sustainability / Climate”.

Overall, the “Impact of digitalisation” comes as the second most important issue globally (17% of answers), followed by “Competition with other media” (15%), “State of the economy in home market” (14%), and then “Global economic developments” comes next (12%, compared to 15% in the previous edition).

The latest results also confirm that the “Impact of the COVID-19 pandemic on the business” is now one of the least pressing issues, globally speaking: only 3% of companies mark it as one of the most important (compared to 5% six months ago and 11% twelve months ago).

An analysis by industry segment (organiser, venue only and service provider) shows no differences with regard to the three most pressing issues, which remain “Internal management challenges”, “Impact of digitalisation” and “Competition with other media”, except for “State of the

economy in home market” being the third most pressing issue for service providers.

A special trend review has been undertaken to show how the industry’s priorities have changed in recent years. The analysis of the trend around top business issues over the 2016-2023 period identifies several important shifts:

- “Impact of digitalisation” & “Competition with other media” ranks as the main issue, with 32% of answers (compared to 12% in 2016).
- “Global economic developments” & “State of the economy in the home market” have dropped from being the main issue in 2016 (44% of answers) to 26% in 2023, while the “Impact of COVID-19 pandemic on the business” fell from 29% in 2020 to 3% in 2023.
- And “Internal management challenges” has increased from 13% in 2016 to 21% in 2023.

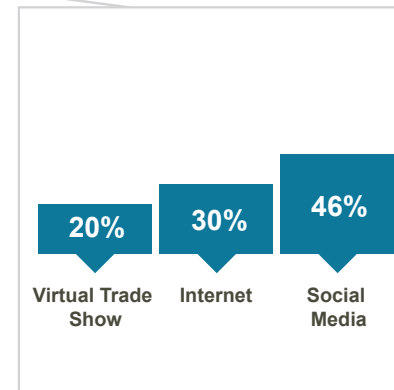
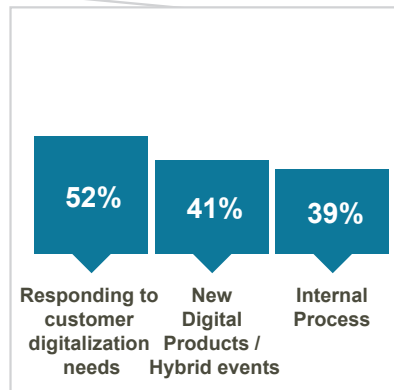
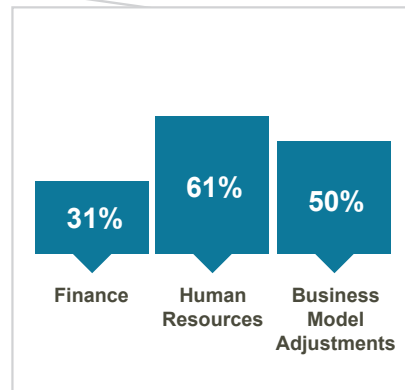
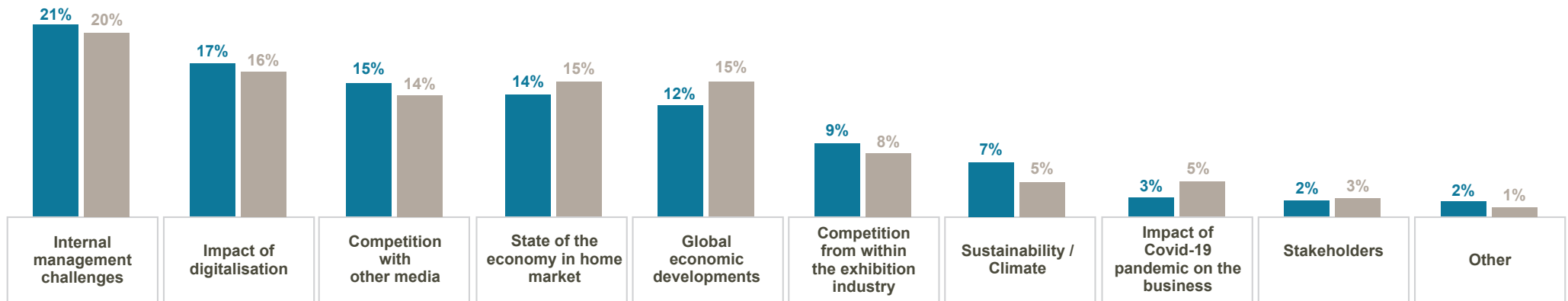
In parallel, “Sustainability/climate” & “Other stakeholders’ issues” has more than doubled from 4% of answers in 2016 to 9% in 2023, while “Competition from within the exhibition industry” has dropped considerably, from around 20% pre-pandemic to 5% or less during the pandemic. In 2023, it increases to 9%.

Most Important Business Issues Right Now World



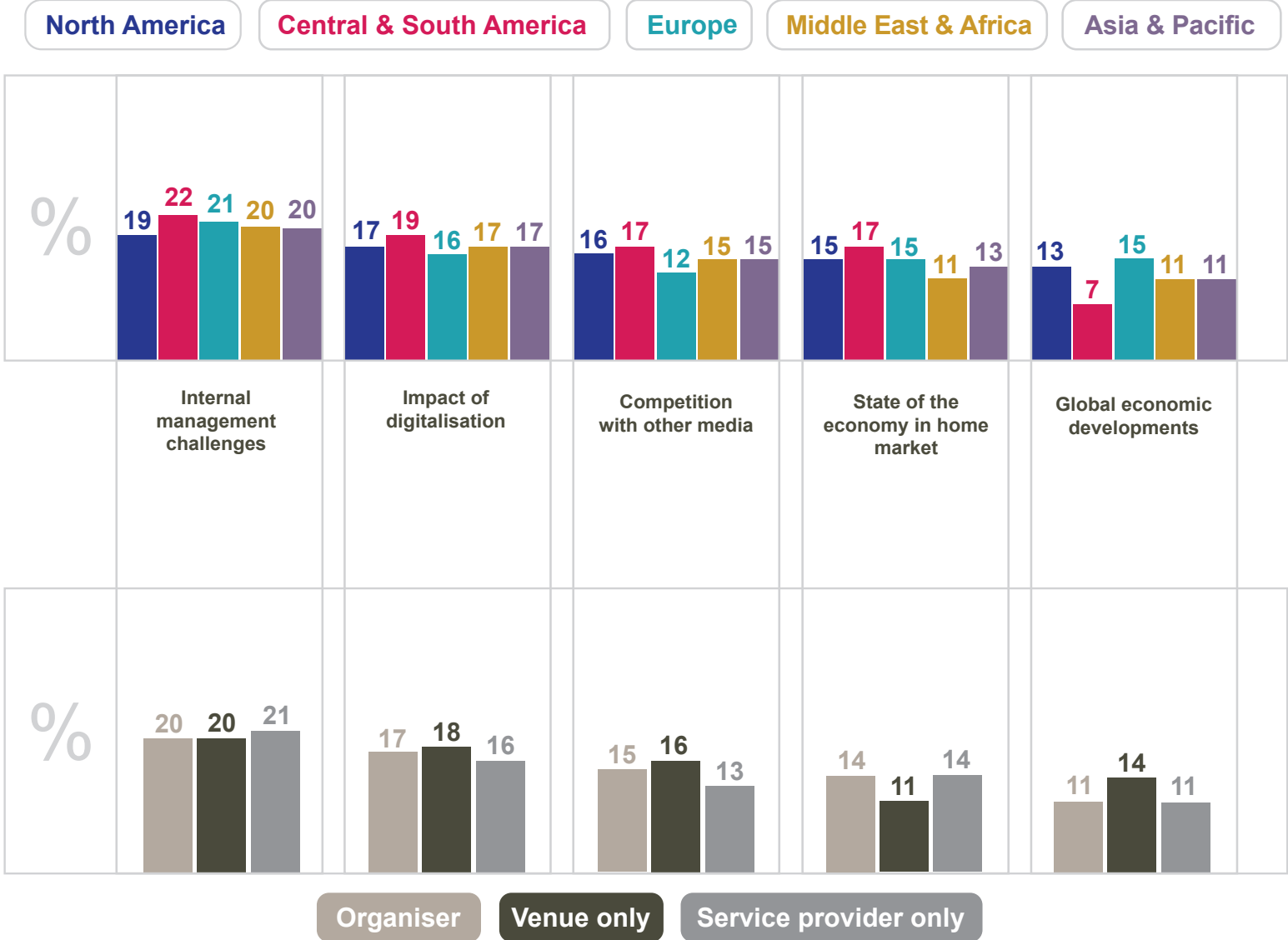
Results from current survey – June 2023

Results from previous survey – January 2023



(multiple answers possible)

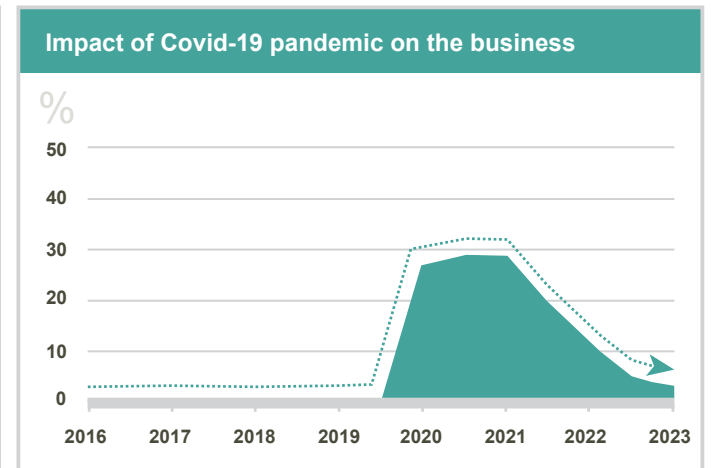
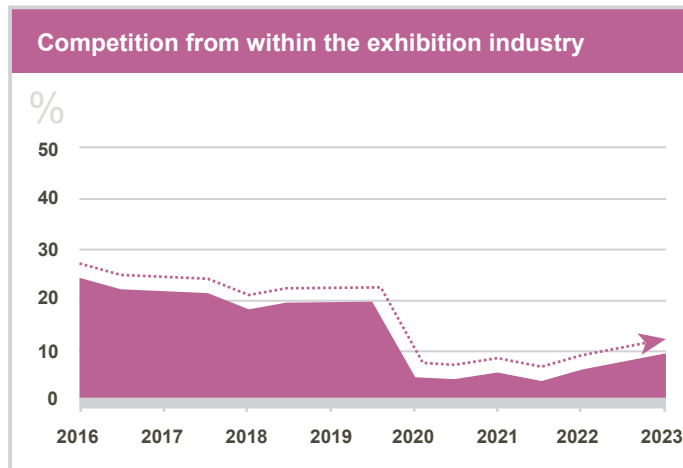
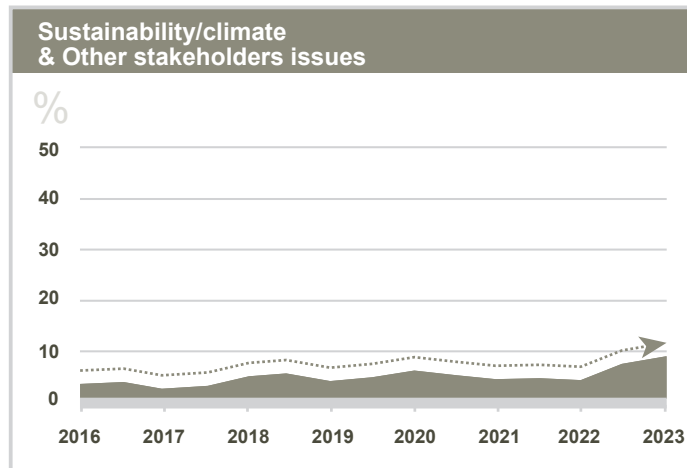
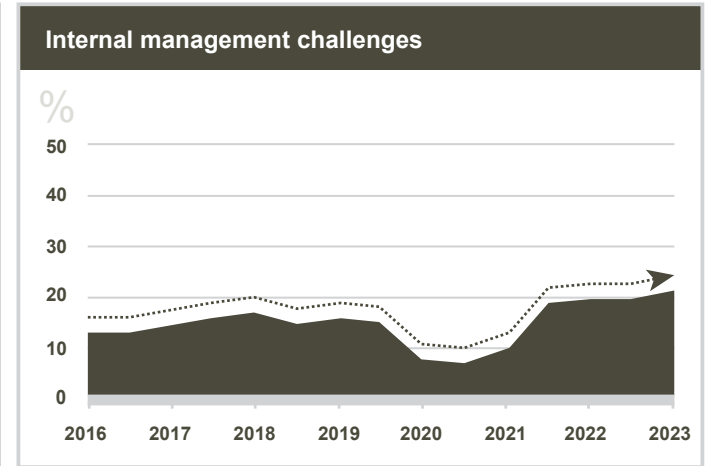
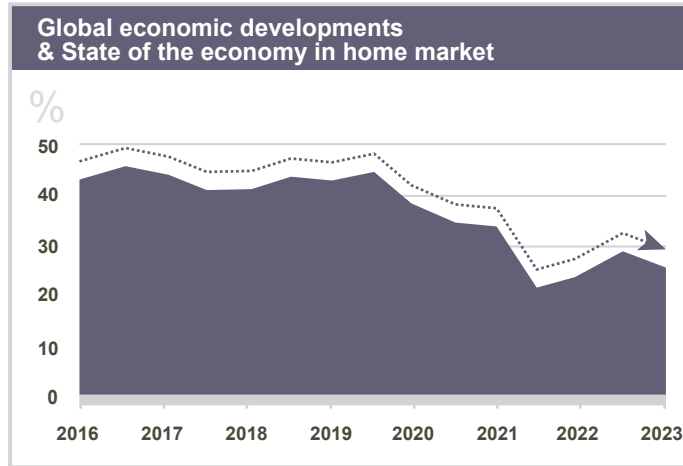
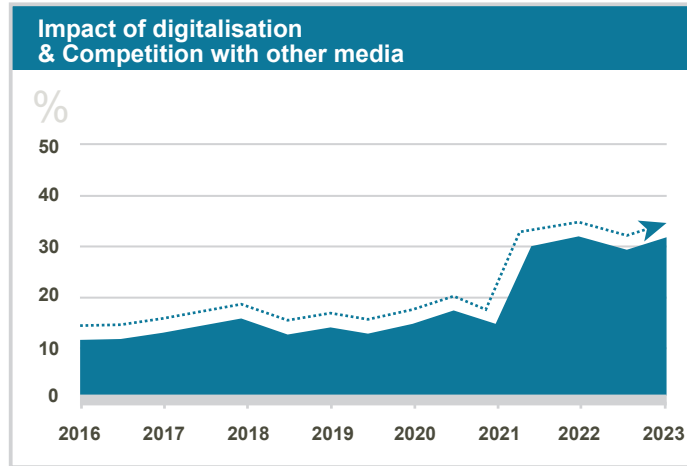
Most important issues: detail by region and type of activity for the five top issues identified globally



Most Important Business Issues World



Most important business issues: 2016 - 2023 trends





The 31st Barometer introduced a question to address the evolution of the operating model of the exhibition industry after the pandemic disruption. The survey asked companies which elements they expected would most impact their business development in the next five years.

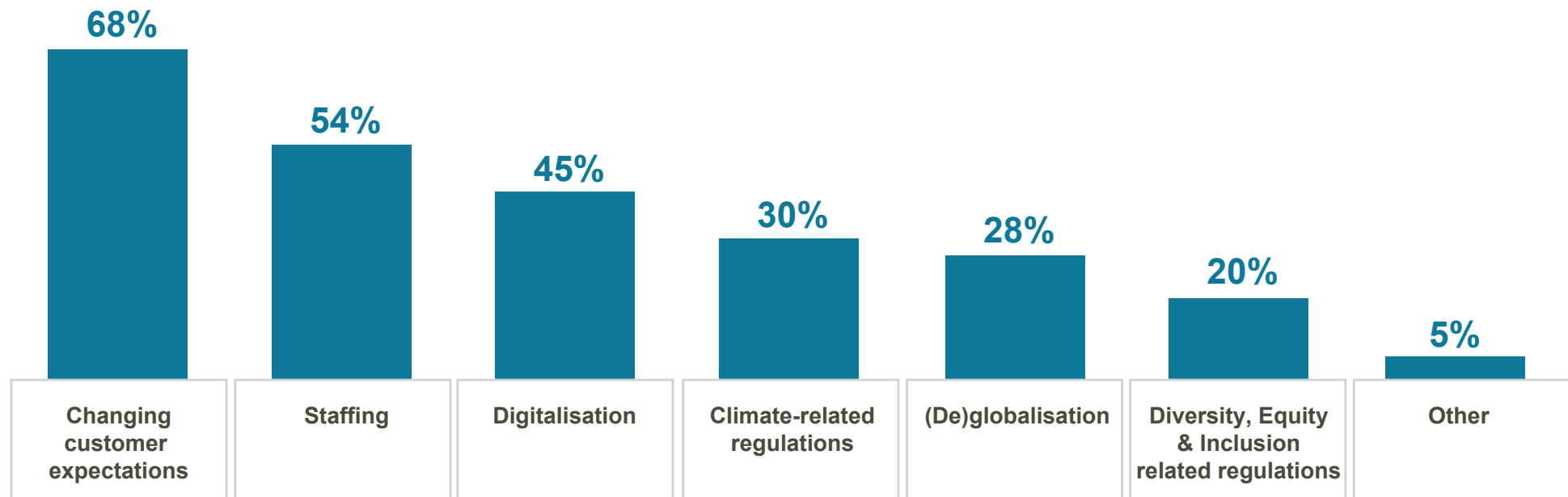
Based on the responses, the elements expected to have the greatest impact on their company's business development in the next five years are as follows:

- Globally, “Changing customer expectations” are expected to have the highest impact in the next five years, with 68% of respondents considering it significant. This applies to all regions, except for North America where “Staffing” is the leading answer.
- Approximately 54% of respondents believe that “Staffing” will have a notable impact on business development. Besides North America, it is as well considered to be the key factor in Germany, Australia, and India.
- Around 45% of respondents anticipate that “Digitalisation” will significantly influence business development, it will be especially true in Spain, Argentina, Colombia, and Malaysia.

It is noteworthy that “Climate-related regulations” is expected to be the key factor in France and the UK; and for Italy it will be “(De) globalisation”.



Elements expected to most impact business development in the next five years





The 31st Barometer looked at the state of digital activity in the exhibition industry.

Overall, 64% of respondents have added digital services/products (such as apps, digital advertising and digital signage) to their existing exhibition offerings. This is especially the case in Europe (67%).

In addition, 55% of respondents globally indicated they have digitised internal processes and workflows (compared to 49% one year ago), and this number is higher in Central and South America (67%).

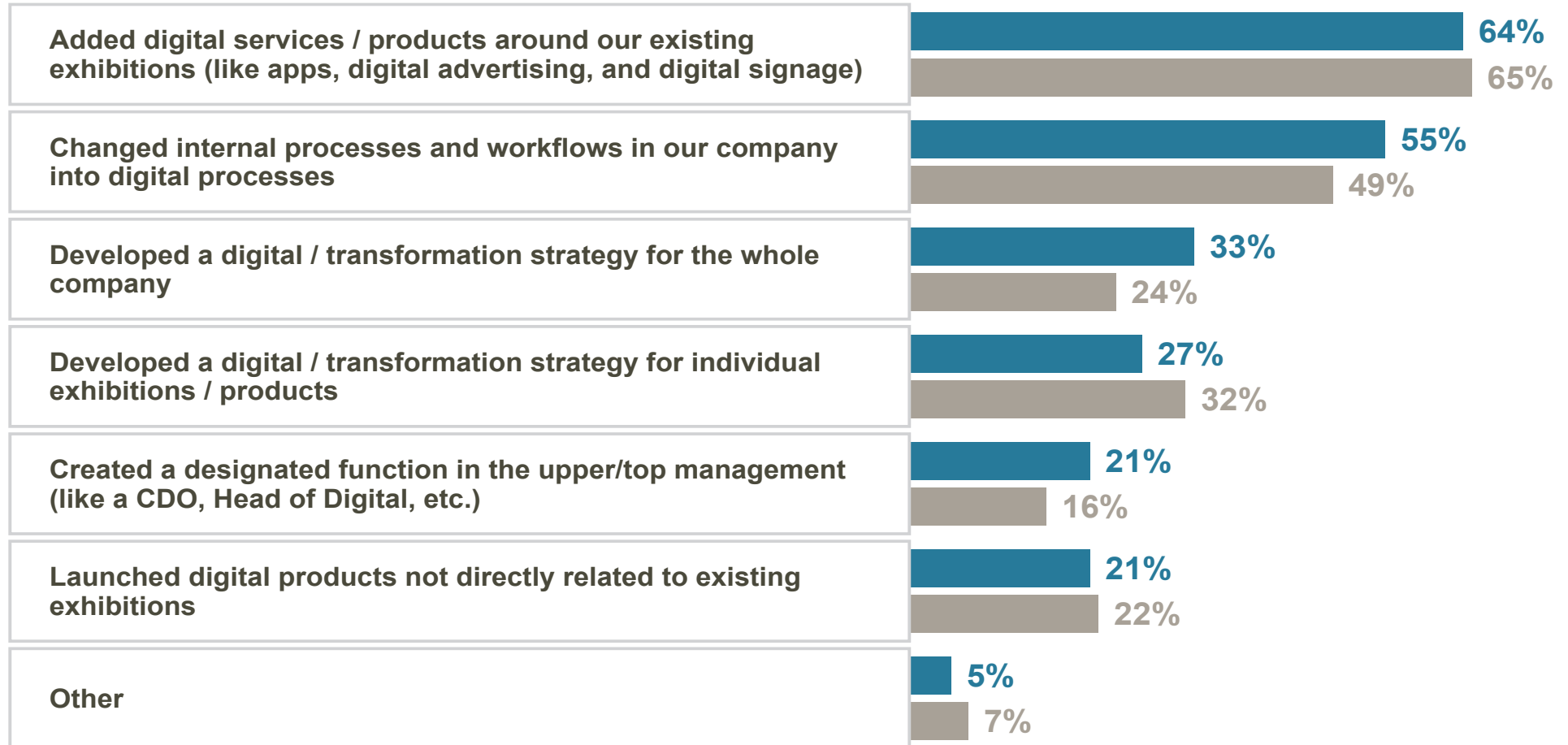
27% of respondents globally stated that they have developed a digital or transformation strategy for exhibitions and products, and this number is higher in the Middle East and Africa (38%).

Overall, 33% reported they have developed a digital transformation strategy for the whole company and 21% have launched digital products not directly related to existing exhibitions. On average, 21% have created a designated function for digital (e.g., Chief Digital Officer) within senior management, this is especially the case in the Middle East and Africa (35%).



Results from previous survey - June 2022

Results from current survey - June 2023





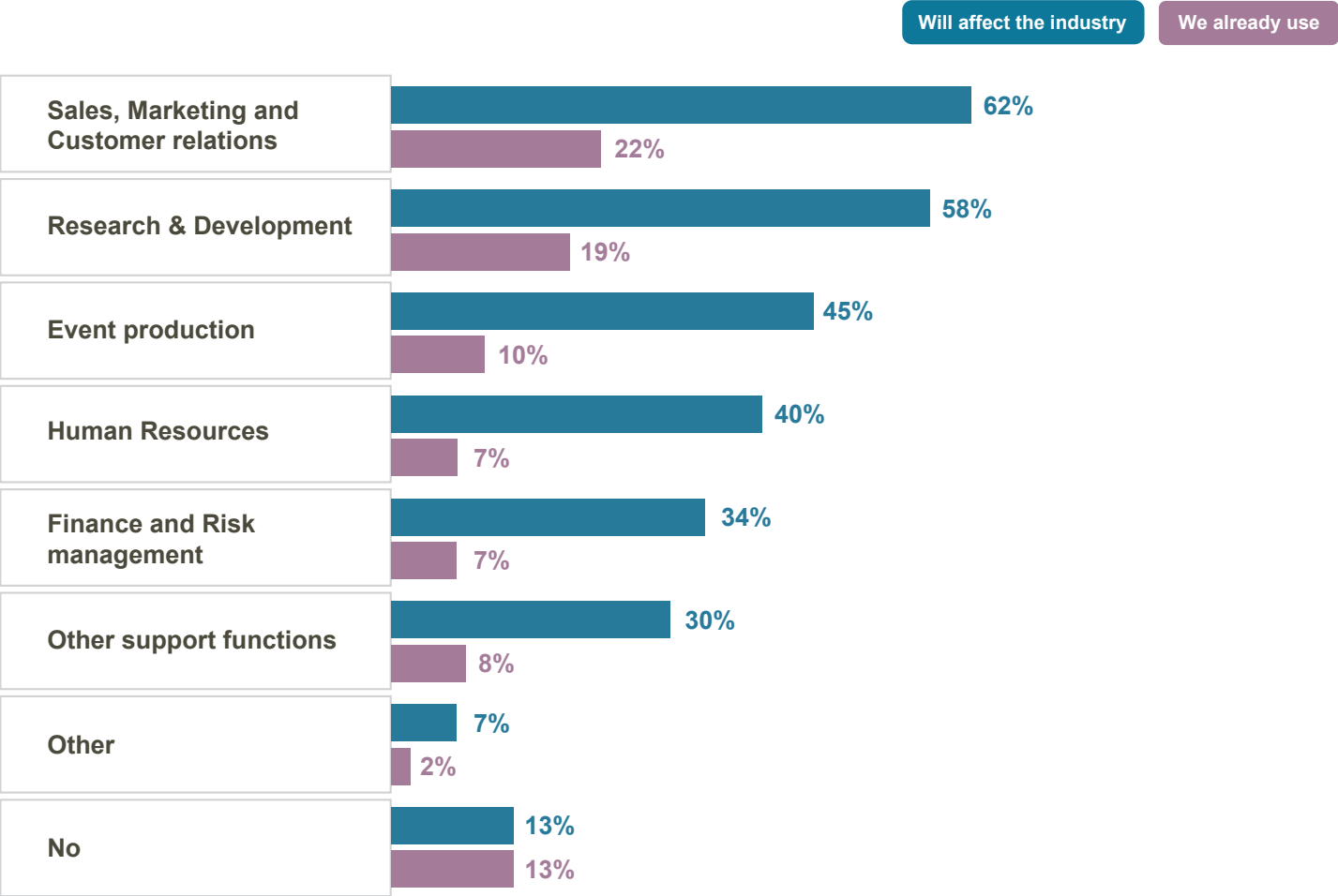
The 31st Barometer survey asked a specific question on the impact of generative AI on the exhibition industry, to shed light on this emerging digital activity. The survey aimed to assess the current utilisation of AI across various business functions and gauge future expectations.

Globally, the areas expected to be most affected by the development of AI are: “Sales, Marketing and Customer relations” (62%), “Research & Development” (58%) and “Event production” (45%). These are precisely the areas where generative AI applications are mostly used already (22%, 19%, 10% respectively).

Its usage appears to be less prevalent in Europe compared to other regions.



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



The 31st Barometer sought insights into possible trends that will drive the future format of exhibitions by asking companies to assess four different statements. By using the same question asked in previous editions of the Barometer, some useful comparisons can be drawn.

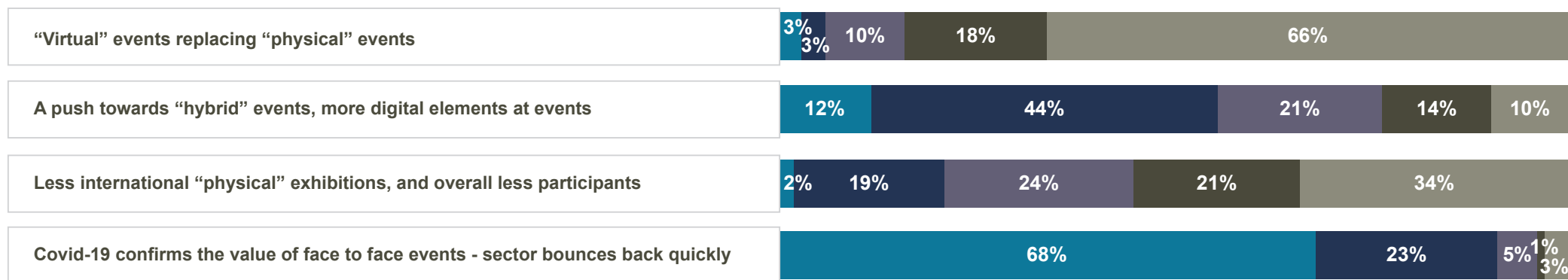
The global results indicate that:

- 91% of respondents (compared to 87% a year ago and 78% two years ago) agree that “COVID-19 confirms the value of face-to-face events” (with 68% stating “Yes, for sure” and 23% stating “Most probably”).
- 21% (compared to 31% and 46% previously) believe there will be “Less international ‘physical’ exhibitions and, overall, less participants” (with 2% stating “Yes, for sure”, 19% stating “Most probably” and 24% remaining unsure).
- 56% (compared to 61% and 76% previously) believe there is “A push towards hybrid events, more digital elements at events” (with 12% stating “Yes, for sure”, 44% stating “Most probably” and 21% remaining unsure).
- 6% (compared to 6% and 11% previously) agree that “Virtual events are replacing physical events”, while 10% are unsure and 84% state “Not sure at all” or “Definitely not”.



Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not



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:

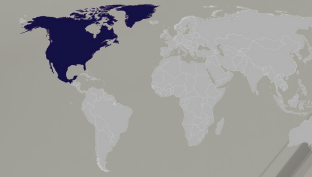
Saudi Arabia
UAE
South Africa

Asia-Pacific:

Australia
China
India
Malaysia
Thailand

North America

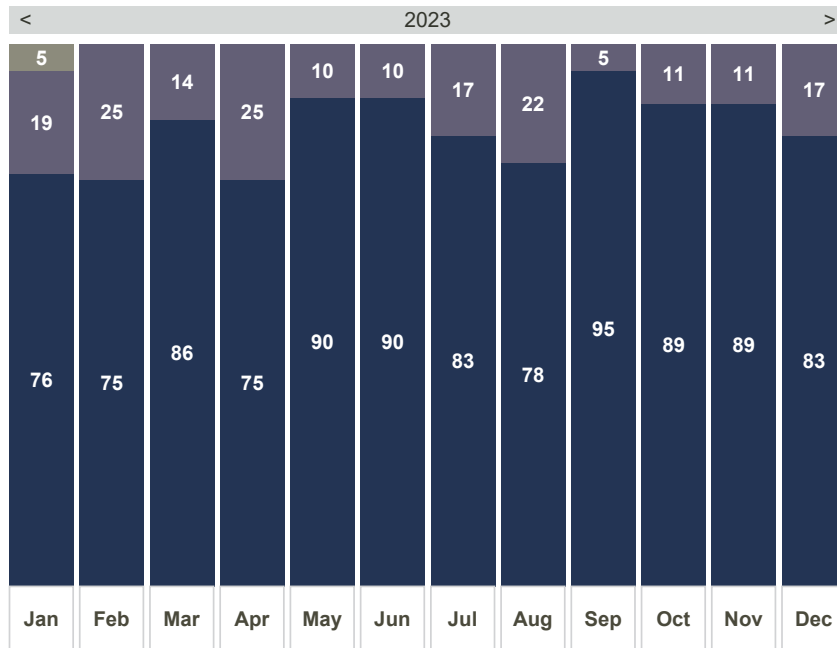




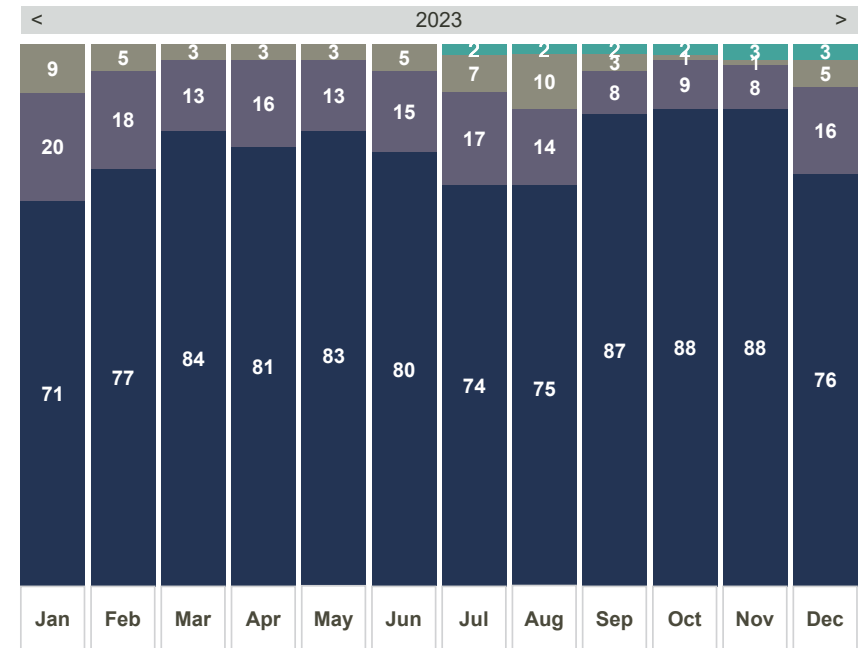
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



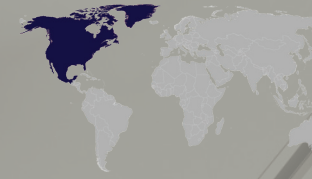
North America



World

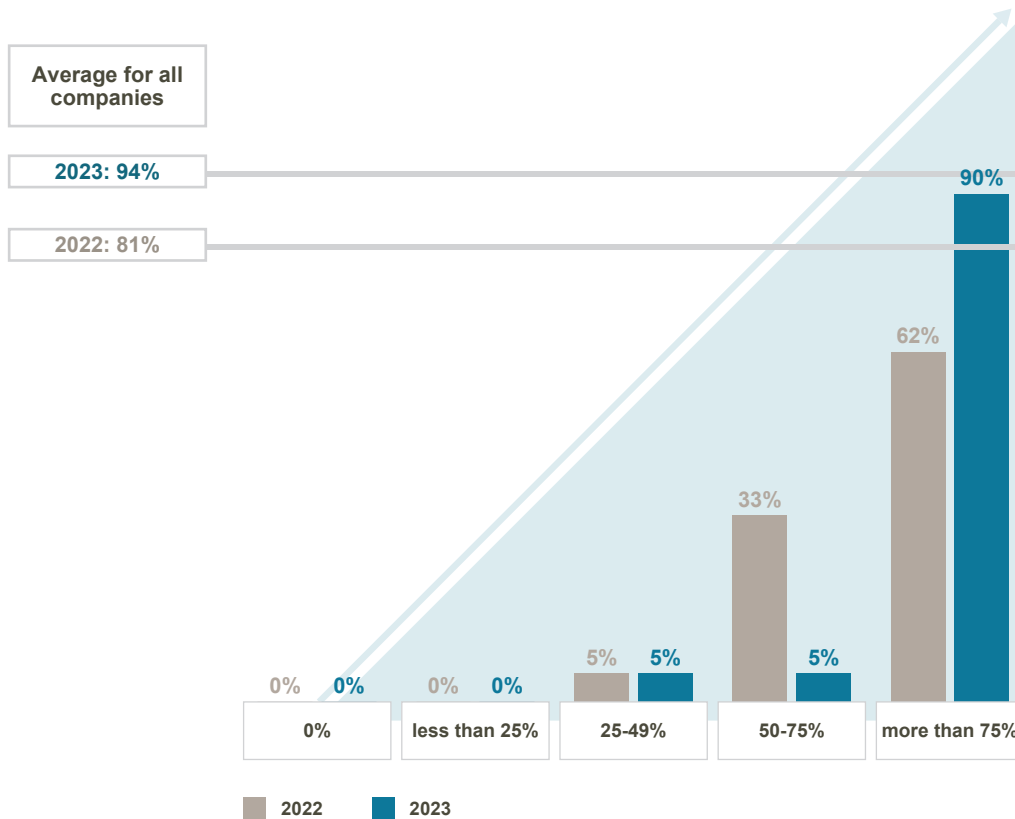


%

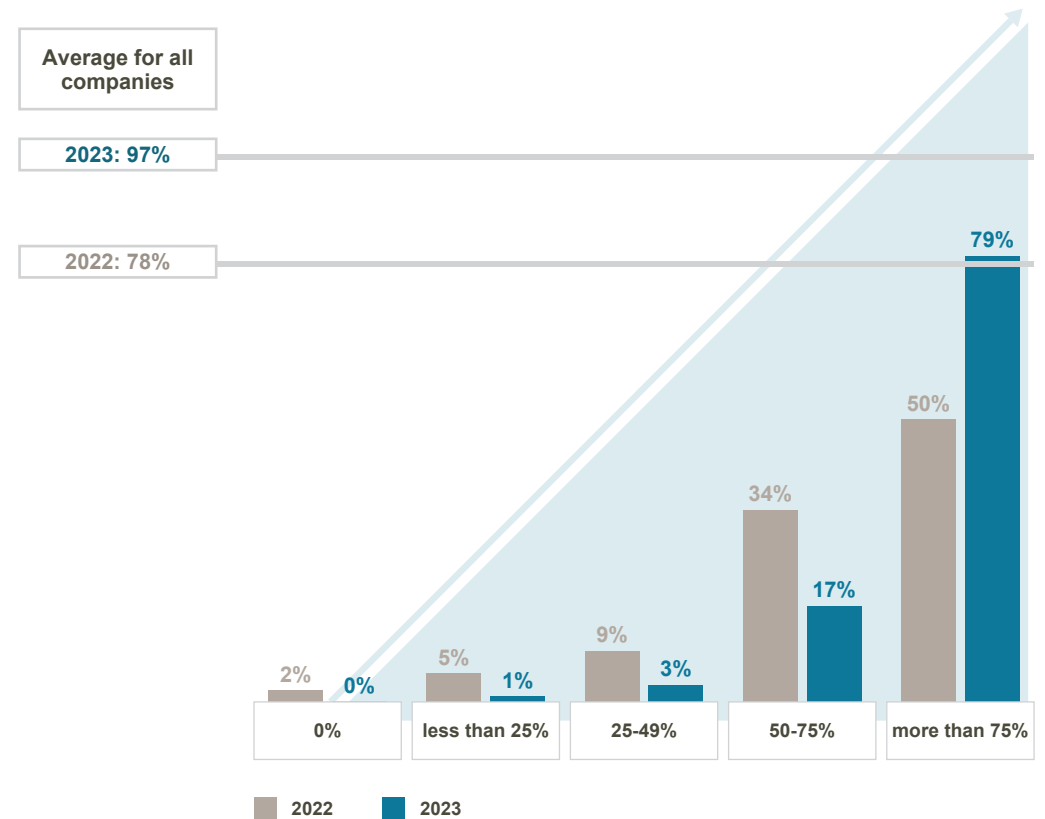


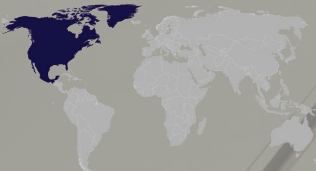
Revenue compared to 2019

North America

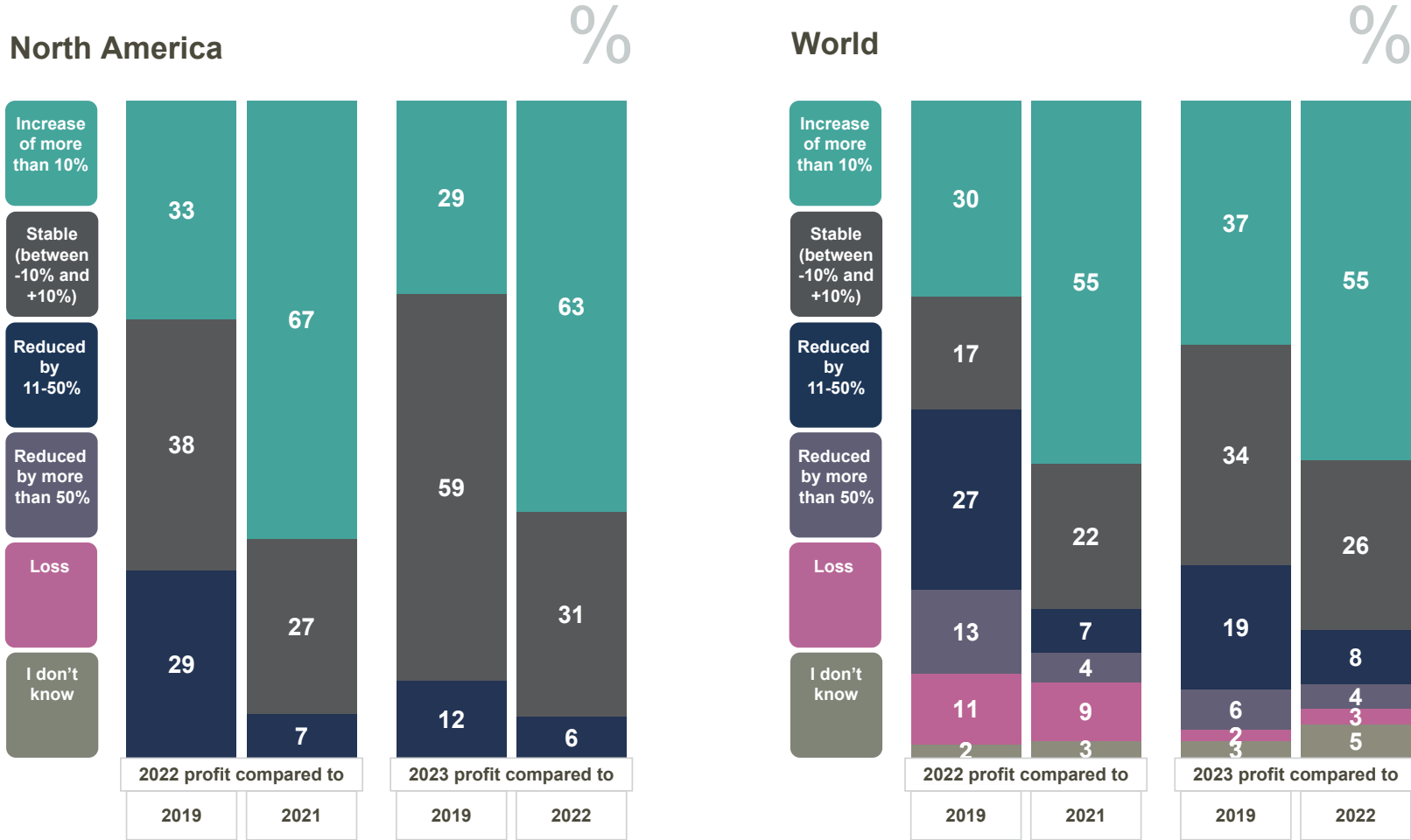


World

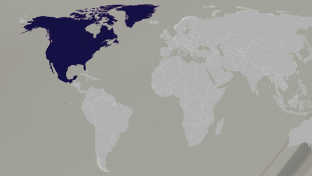




Operating profits compared to 2019 and previous year

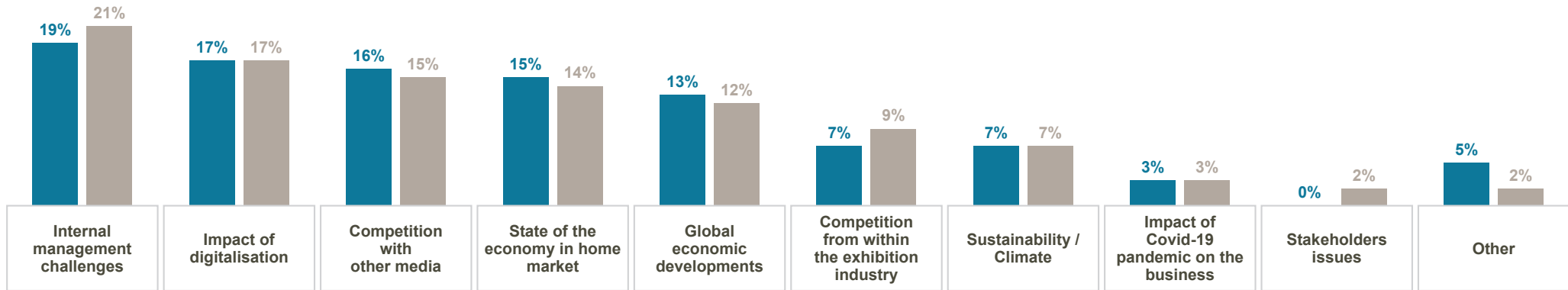


Most Important Business Issues - Key Factors for Business Development - North America

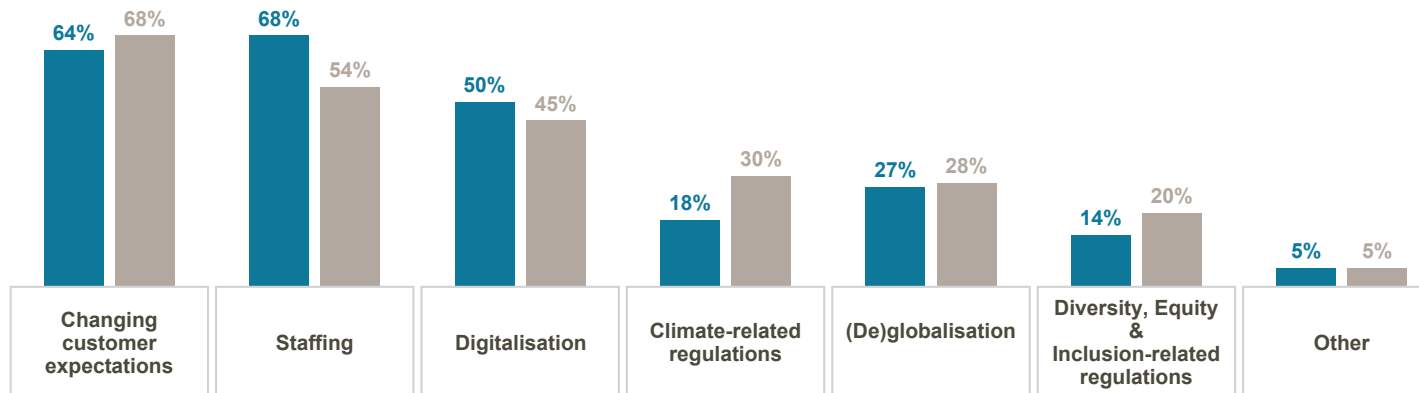


Most important business issues in the exhibition industry right now

North America Global



Elements expected to most impact business development in the next five years



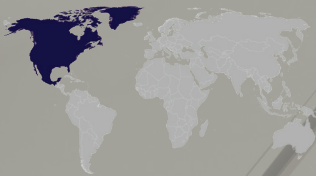
Digitalisation: implementation in North America and globally

North America

Global



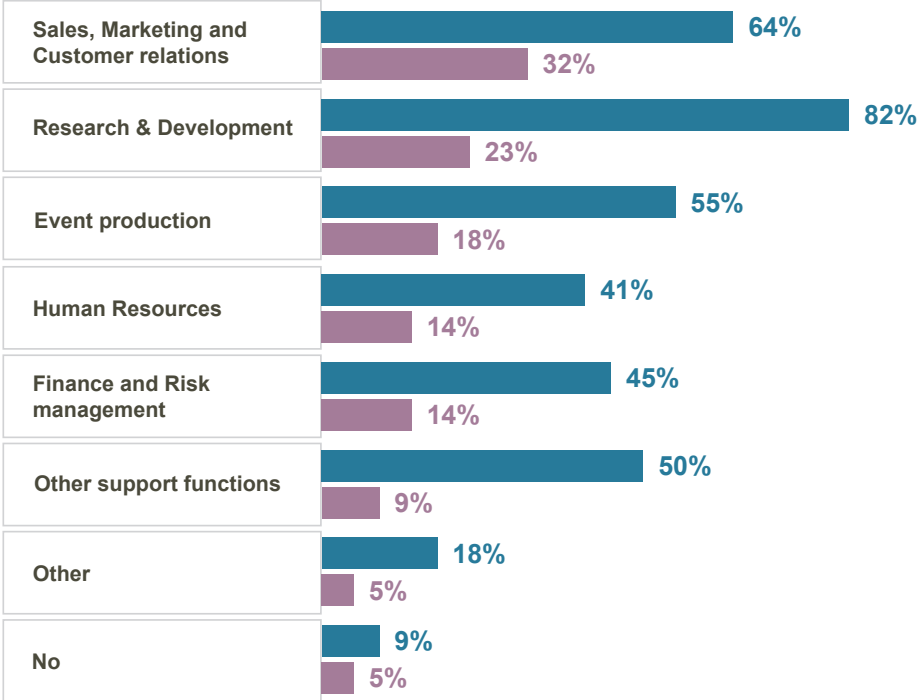
Generative AI Applications North America



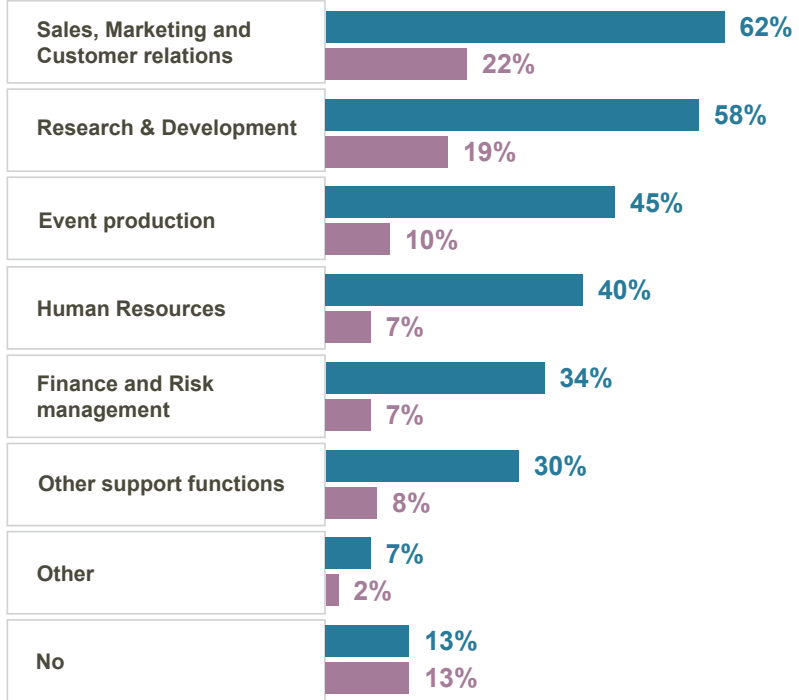
Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

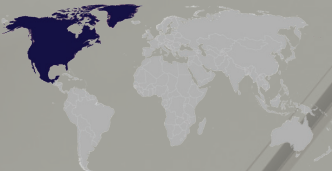
Will affect the industry **We already use**

North America



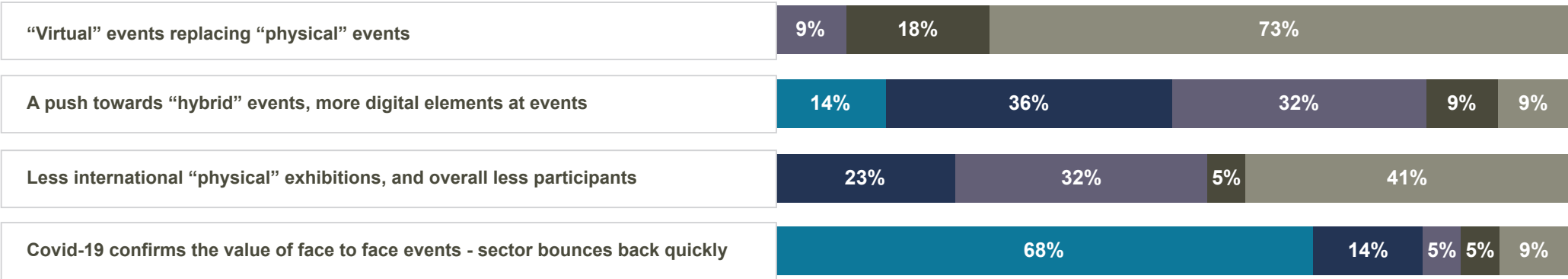
World





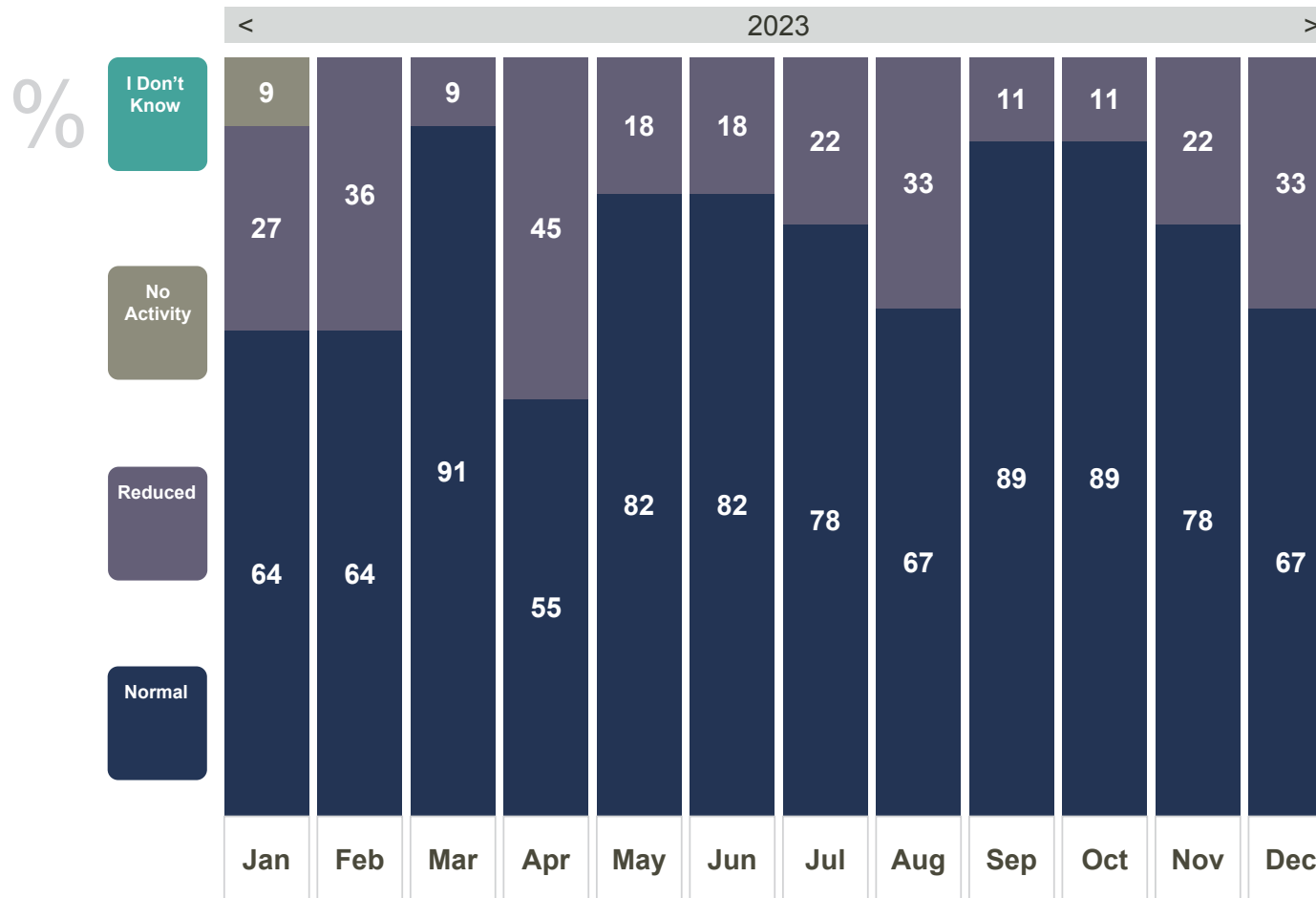
Format of Exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not



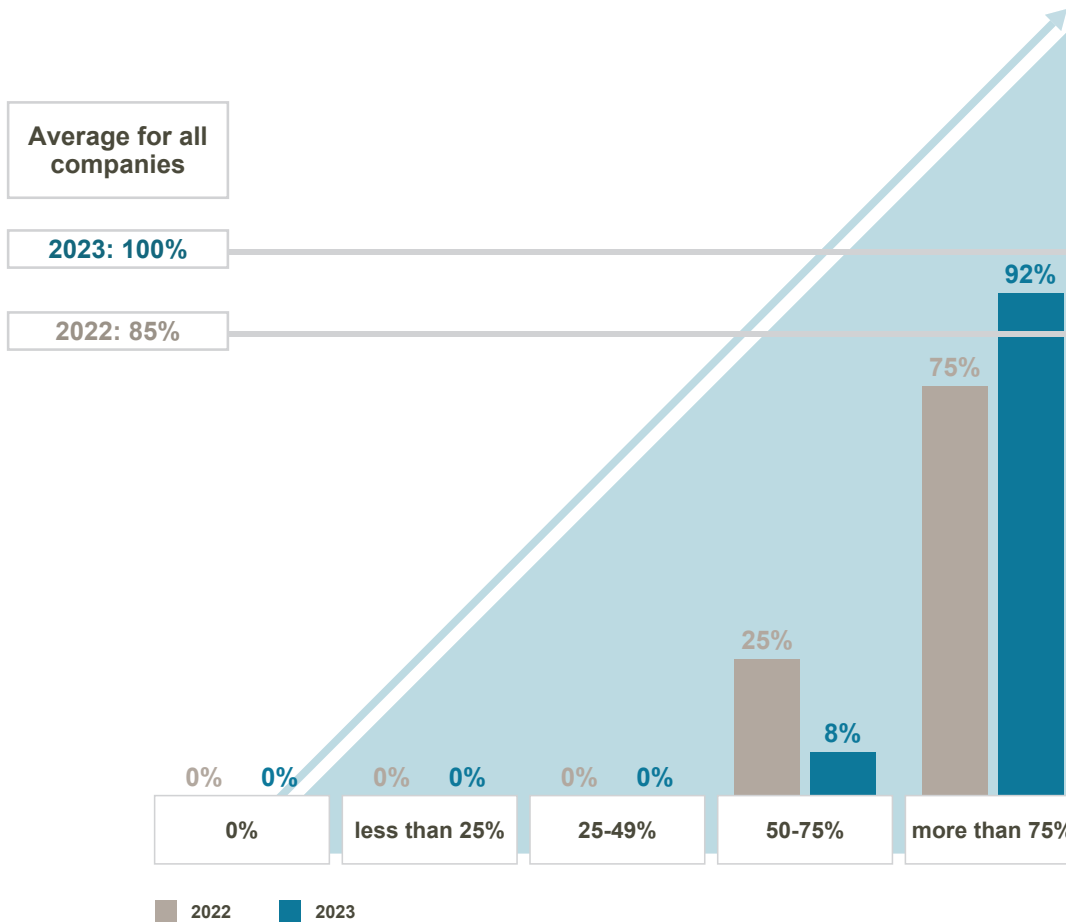


Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



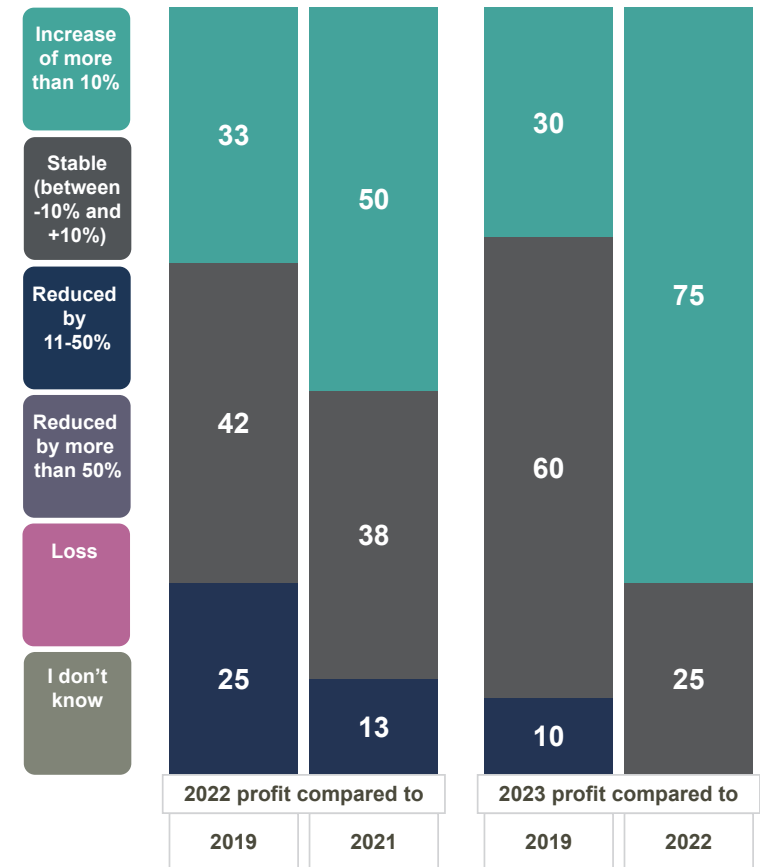


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%

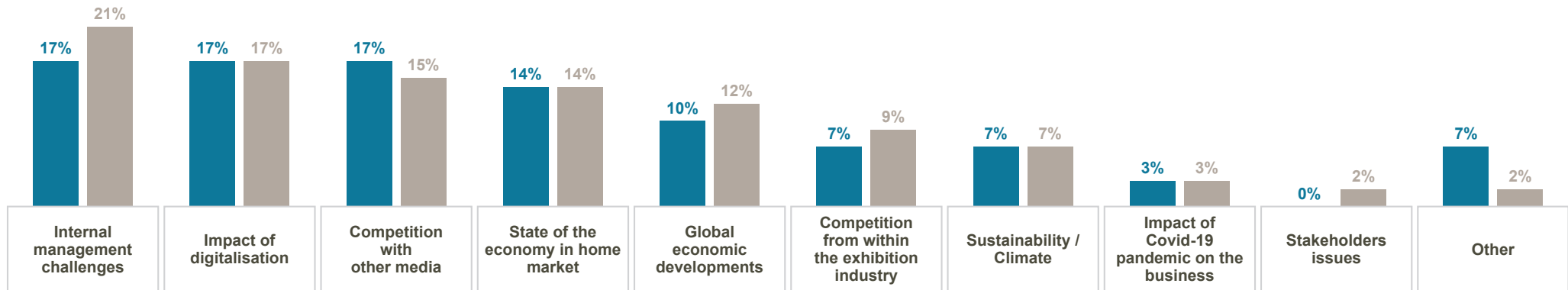


Detailed results for Mexico

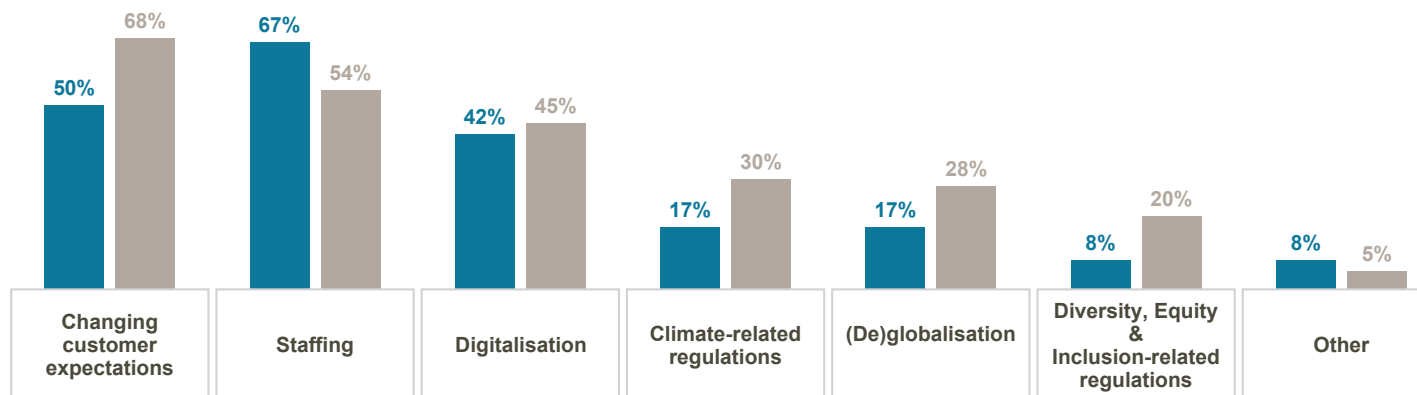


Most important business issues in the exhibition industry right now

Mexico Global



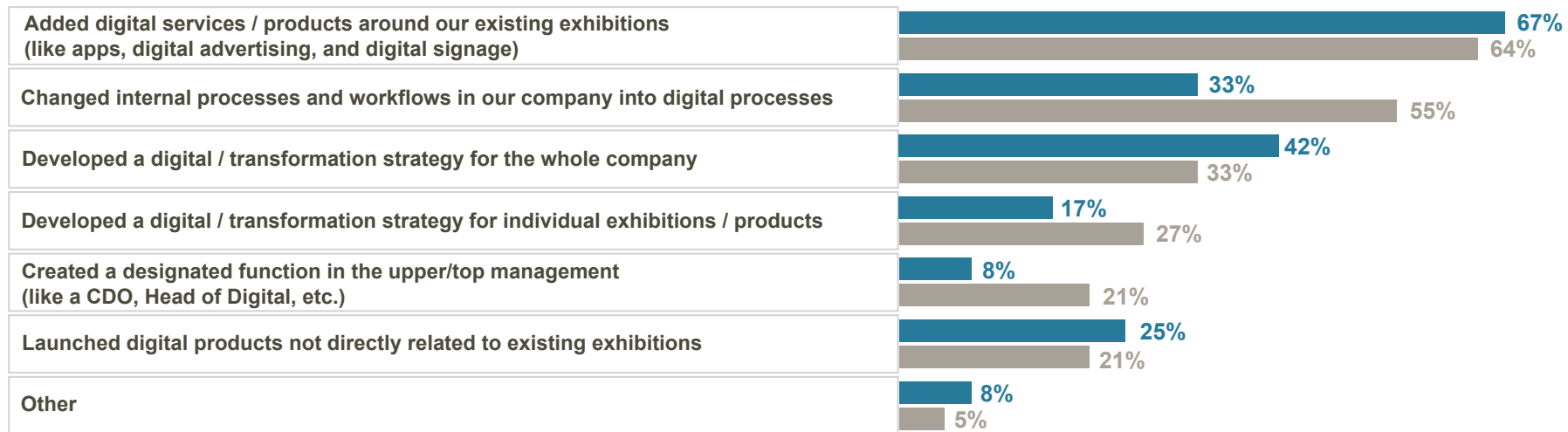
Elements expected to most impact business development in the next five years





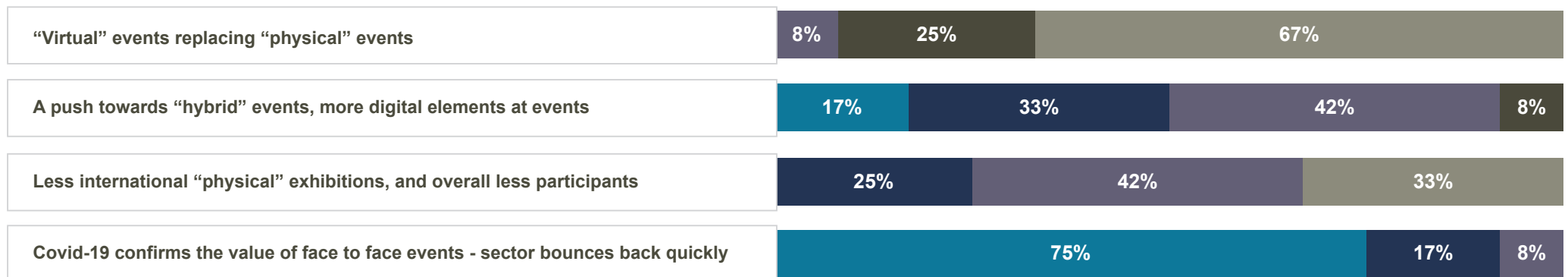
Digitalisation: implementation in Mexico and globally

Mexico Global



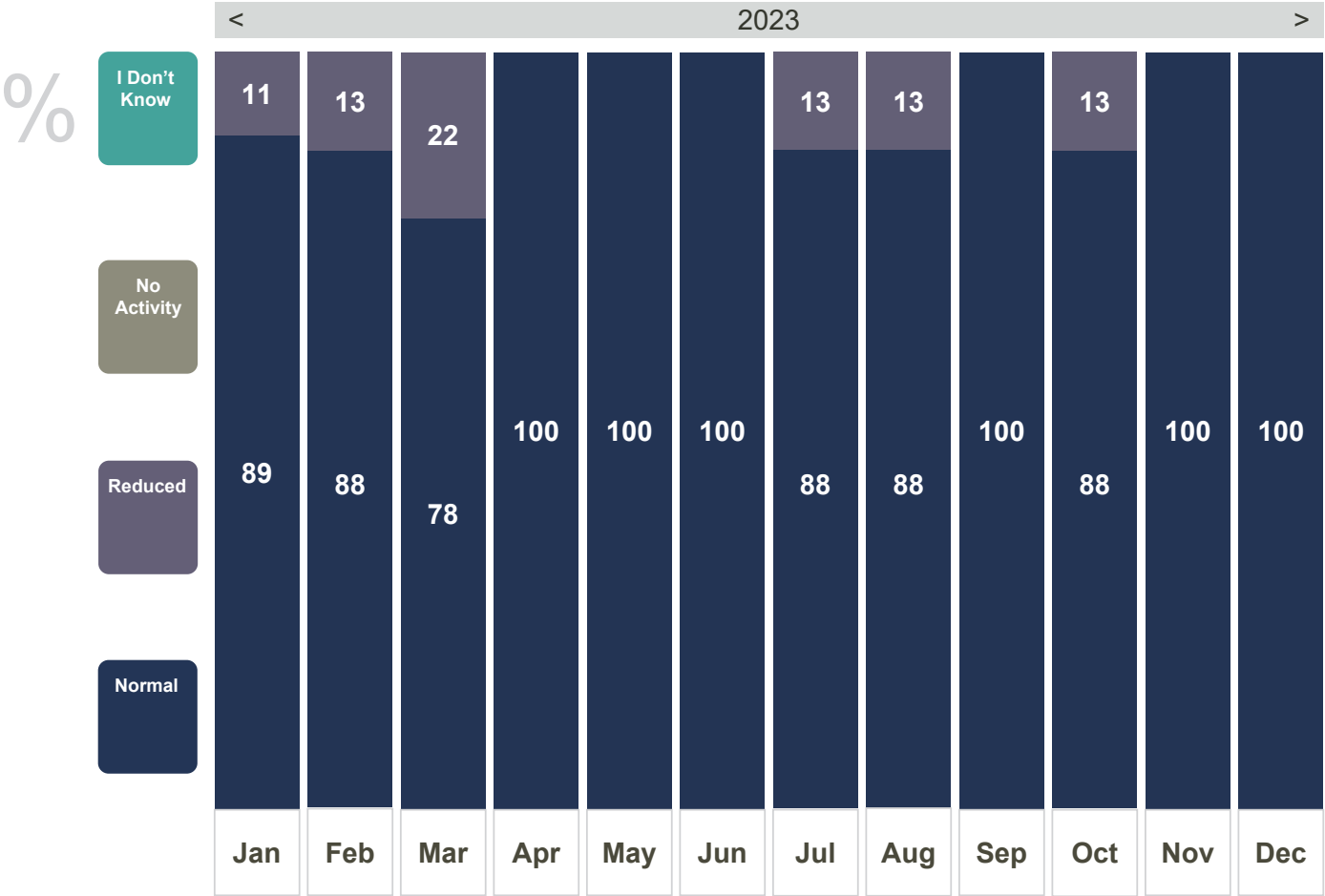
Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not



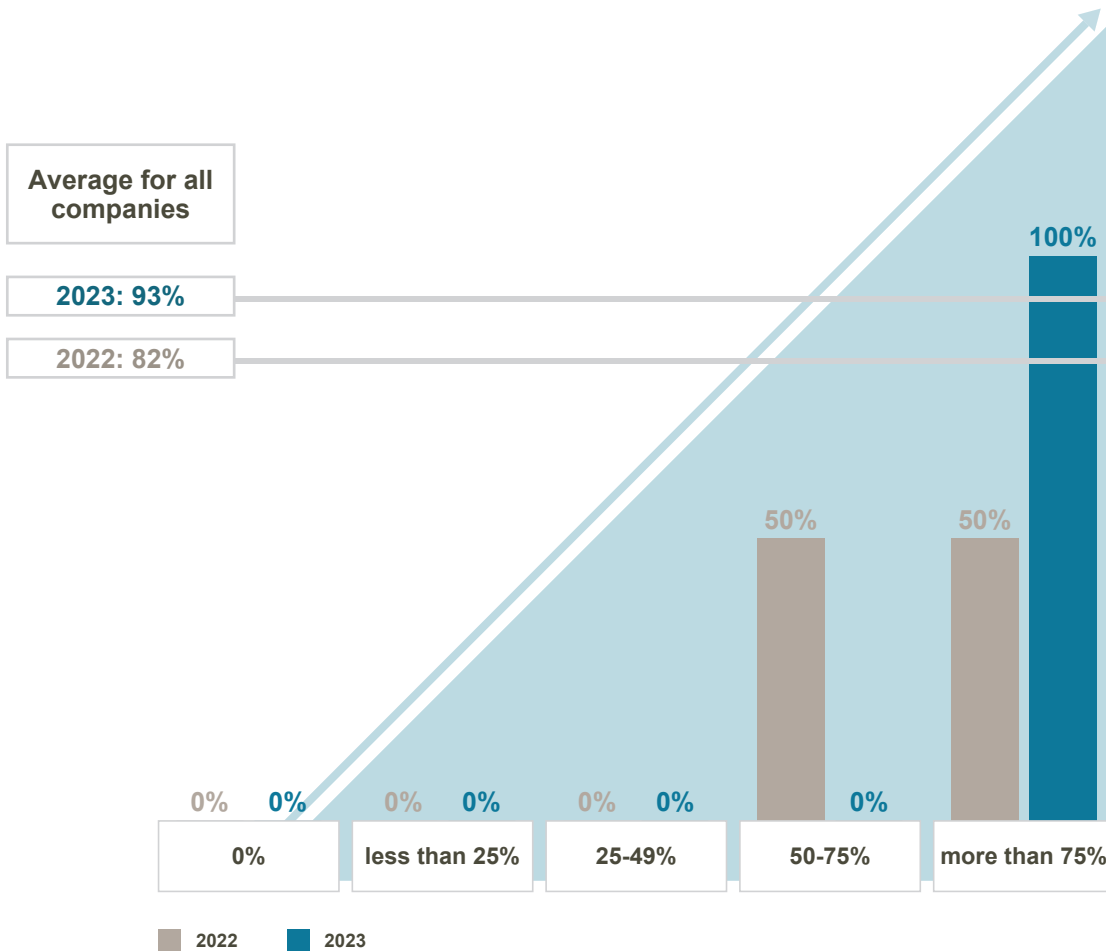


Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



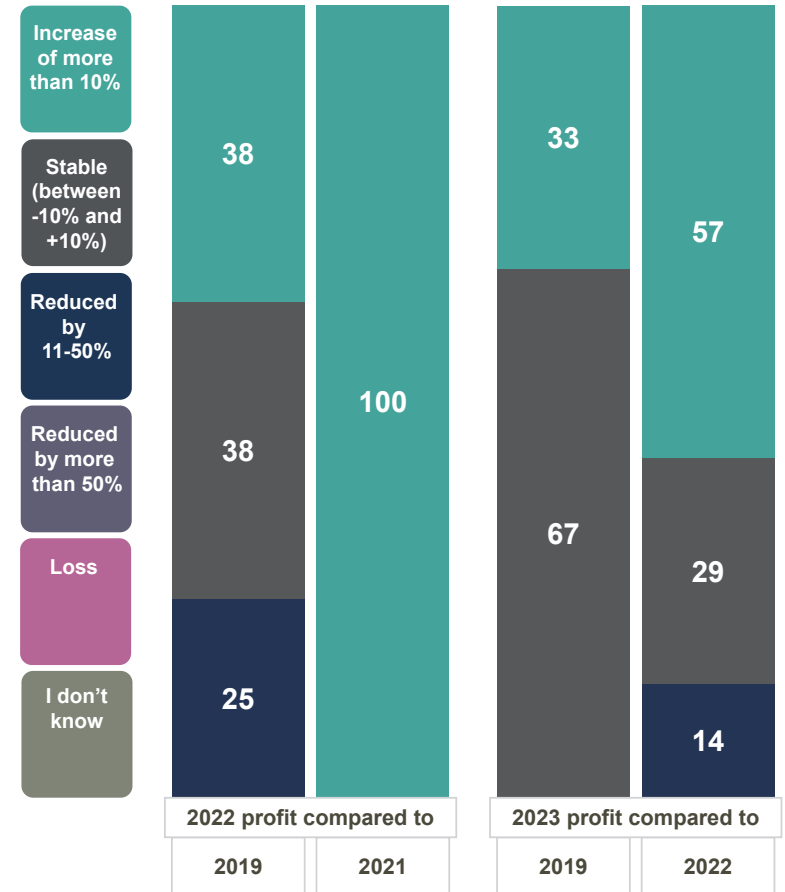


Revenue compared to 2019



Operating profits compared to 2019 and previous year

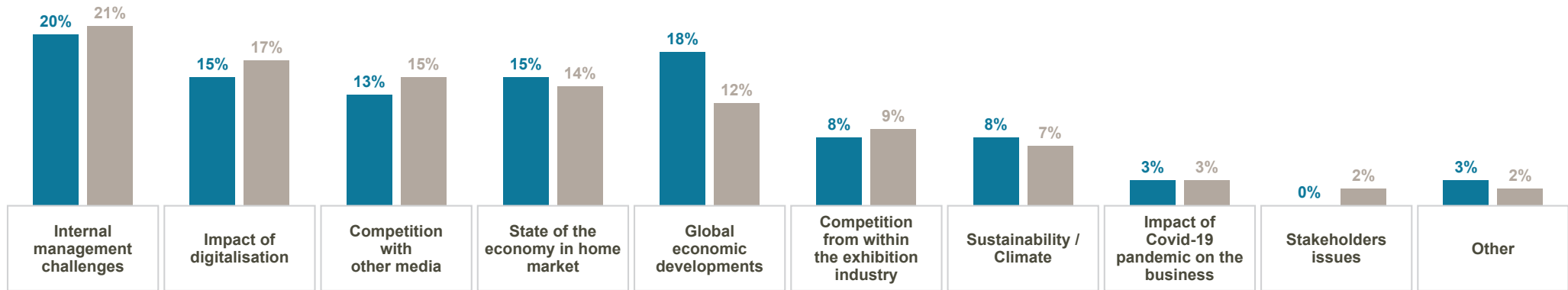
%



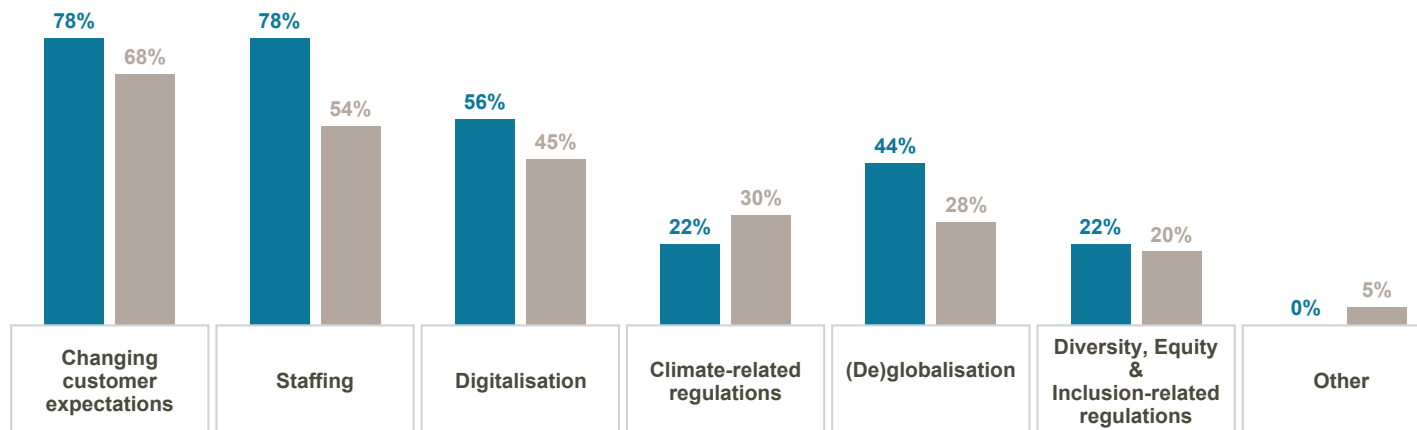


Most important business issues in the exhibition industry right now

USA Global



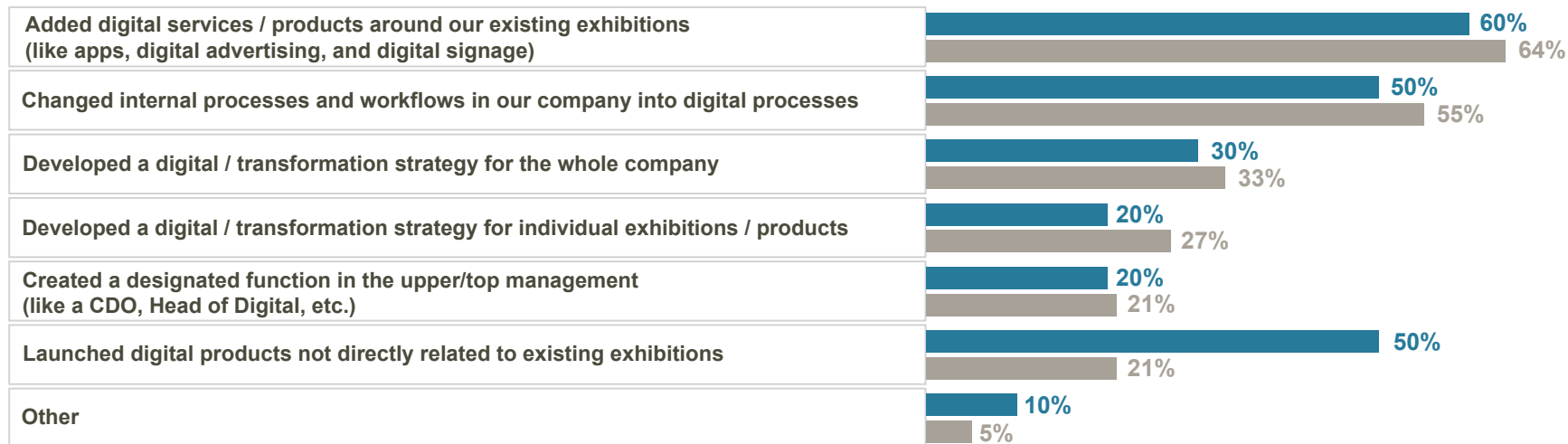
Elements expected to most impact business development in the next five years





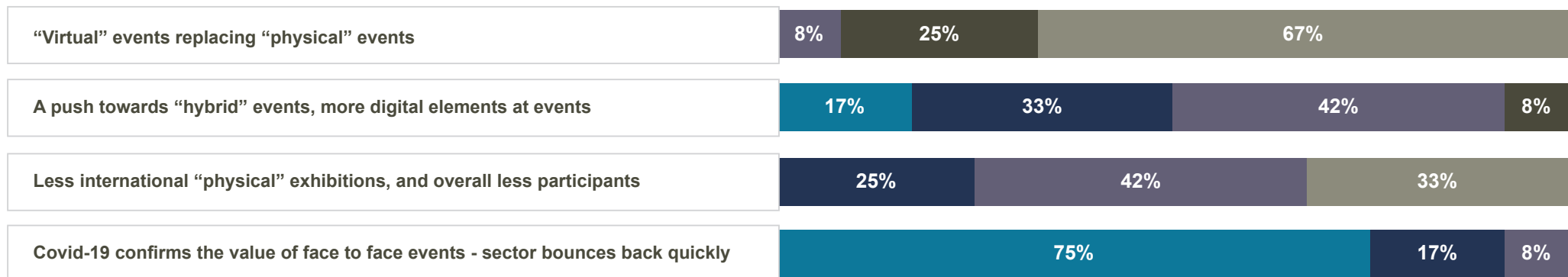
Digitalisation: implementation in USA and globally

USA
Global



Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not



A network diagram consisting of numerous circular nodes connected by thin lines, forming a complex web. The nodes are semi-transparent and have a slight 3D effect. The background is a solid, vibrant red color. The text 'Central & South America' is positioned in the upper right quadrant of the image.

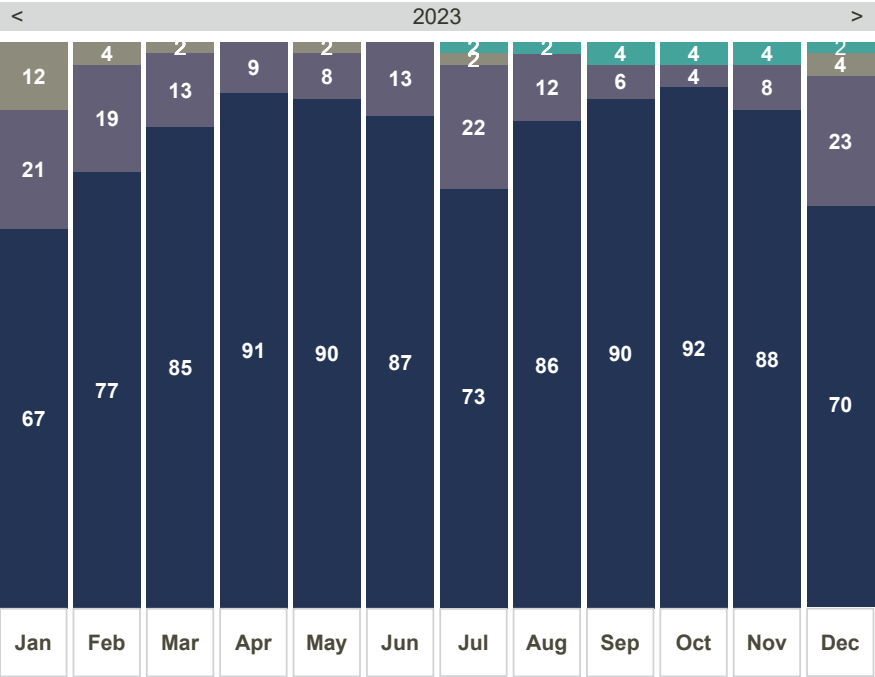
Central & South America

Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023

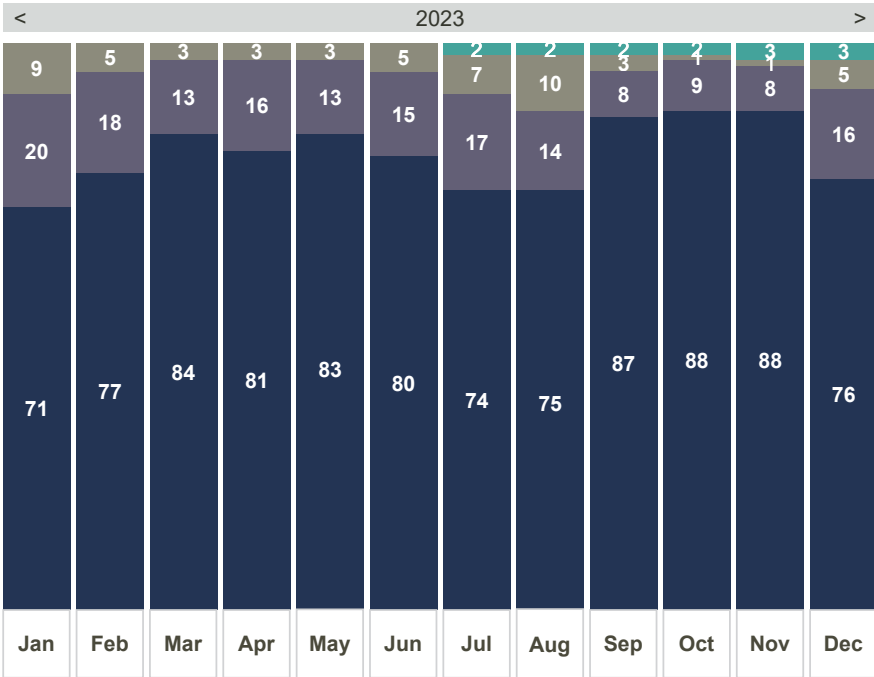


%

Central & South America

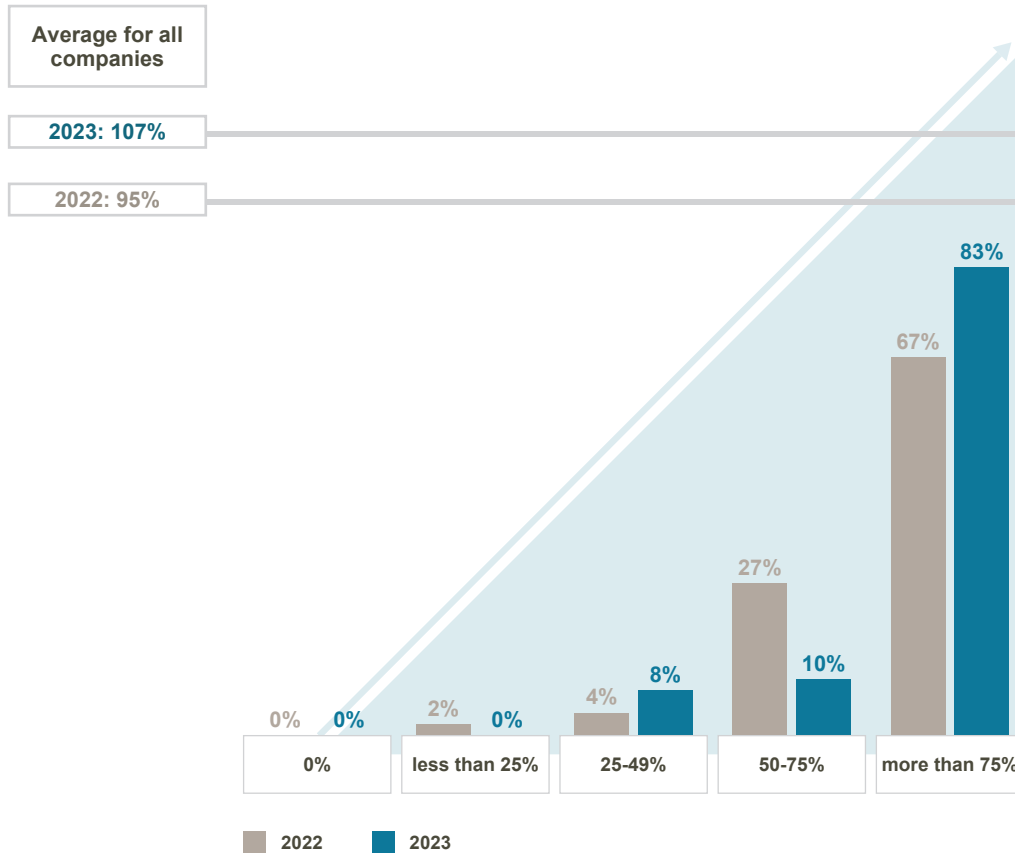


World

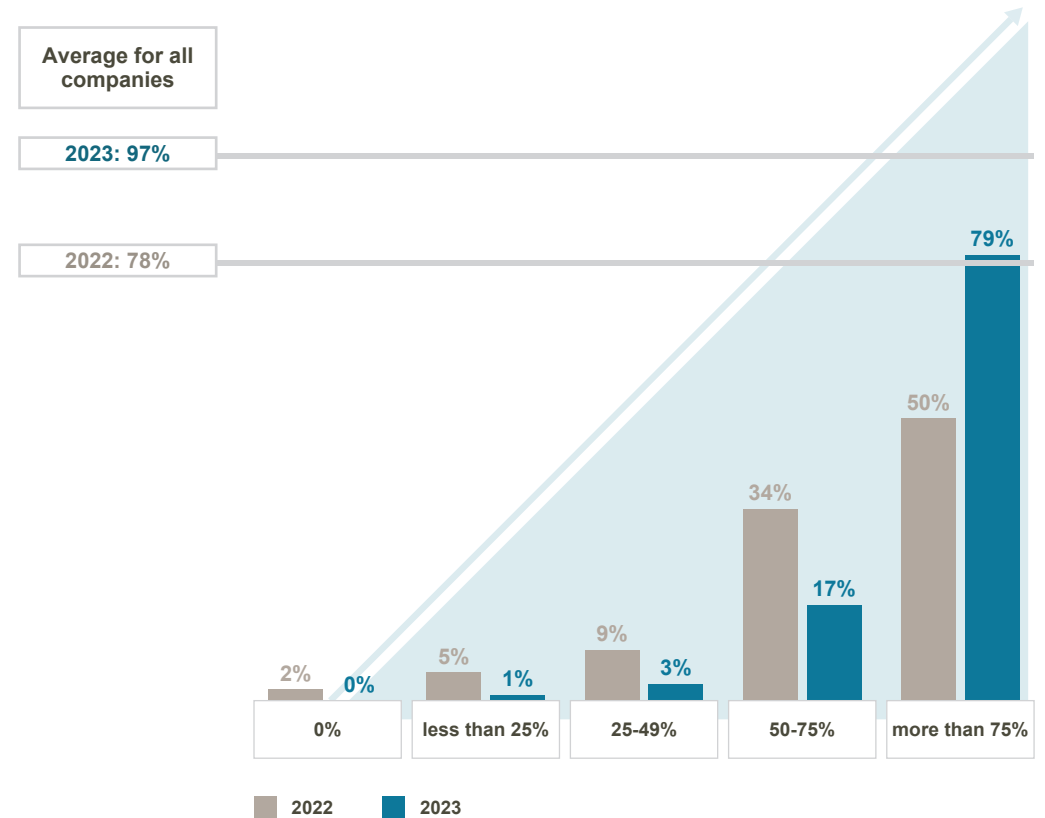


Revenue compared to 2019

Central & South America

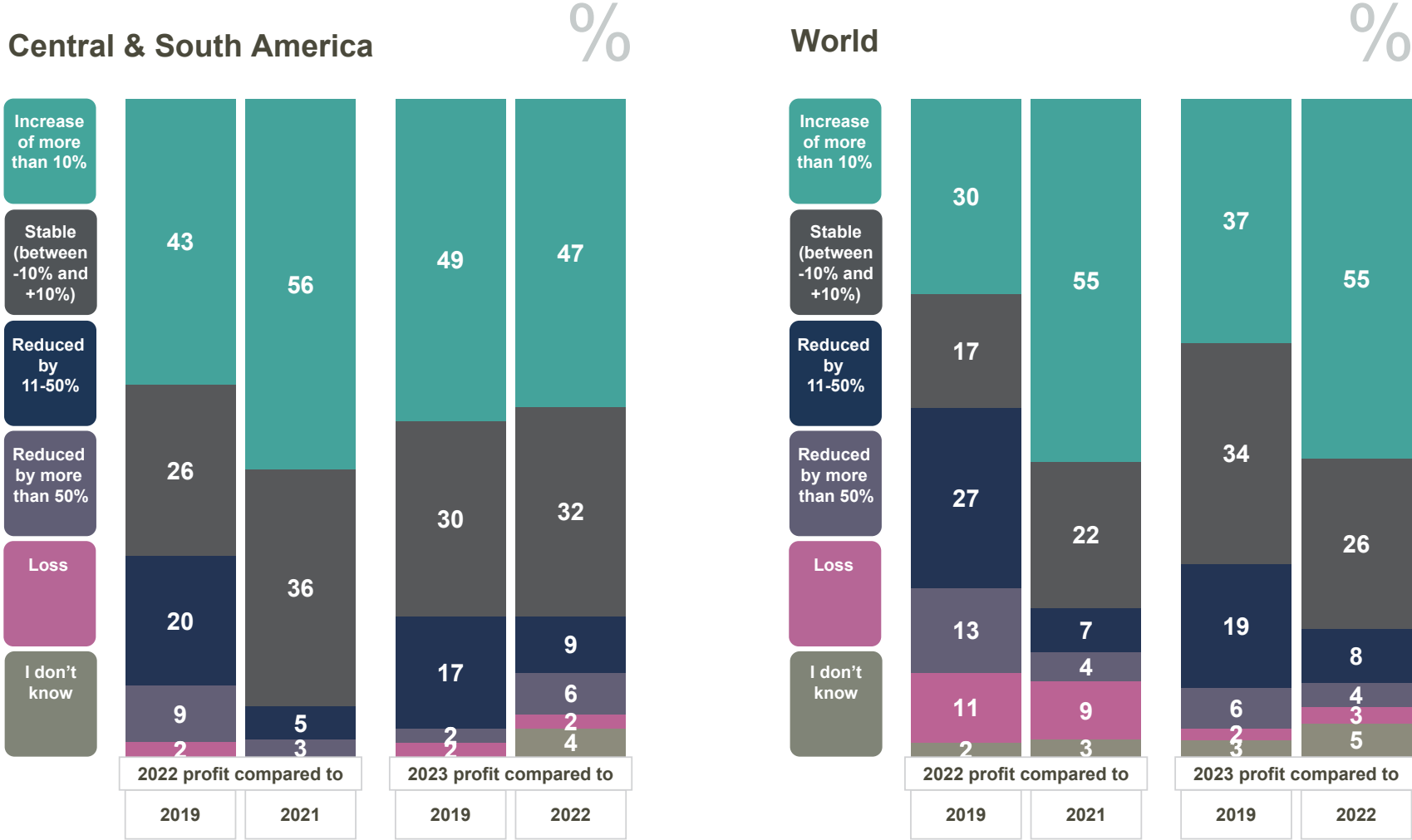


World



Operating Profits Central & South America

Operating profits compared to 2019 and previous year

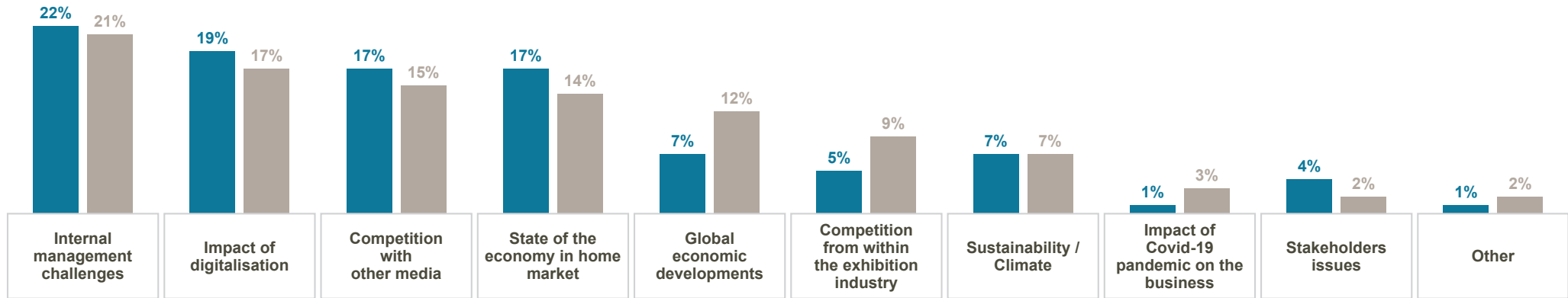


Most Important Business Issues - Key Factors for Business Development - Central & South America

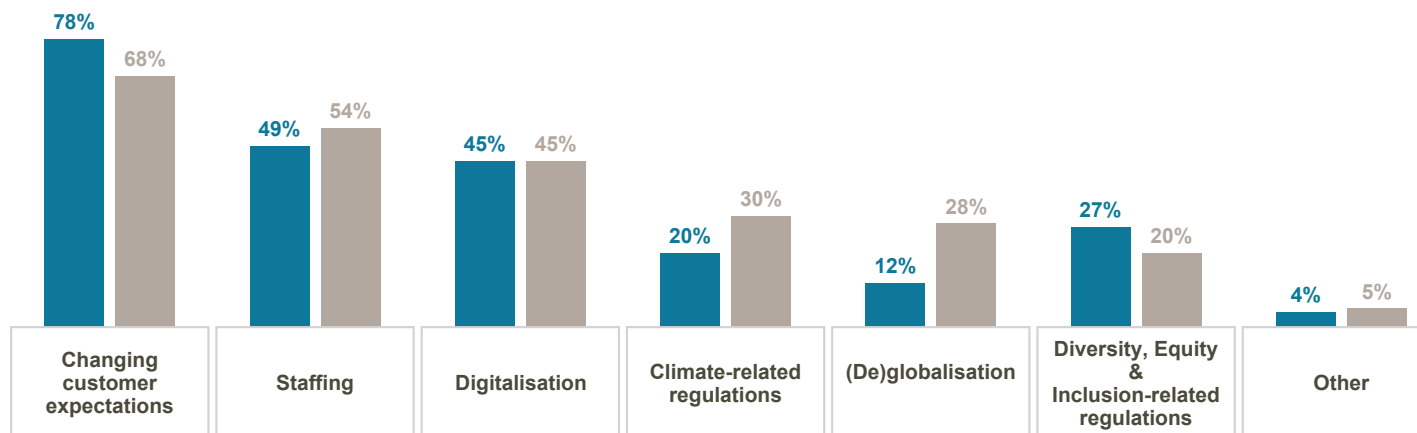


Most important business issues in the exhibition industry right now

Central & South America Global



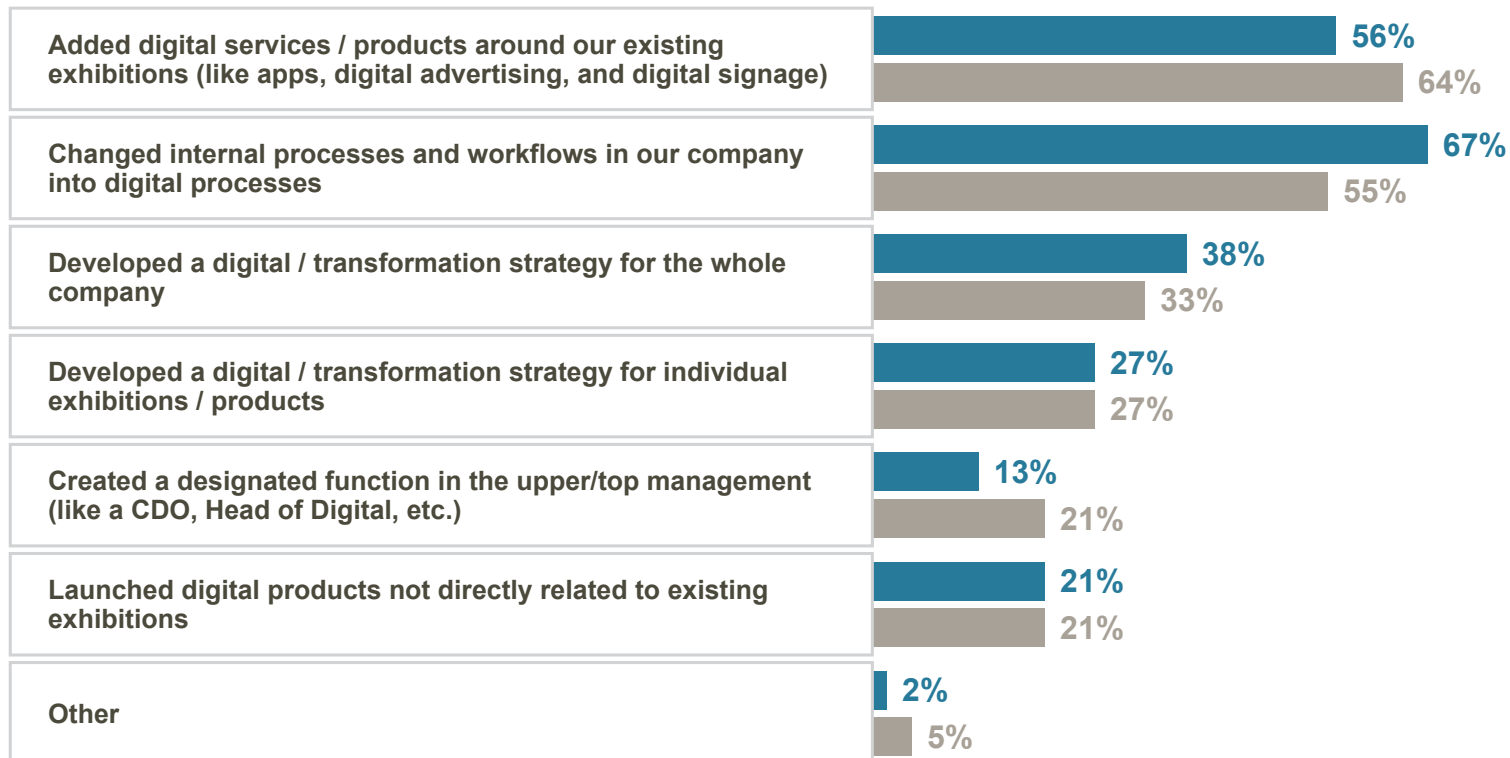
Elements expected to most impact business development in the next five years



Digitalisation: implementation in Central & South America and globally

Central & South America

Global

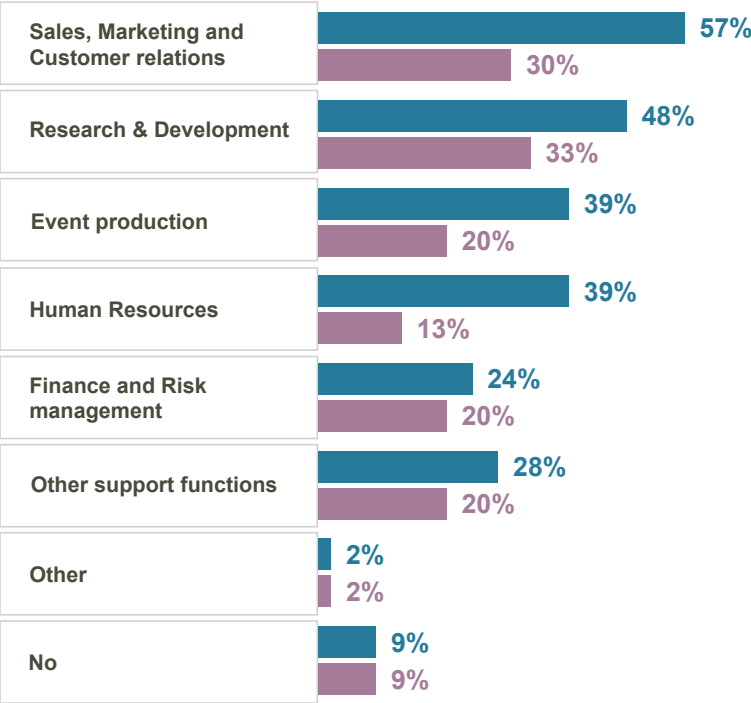


Generative AI Applications Central & South America

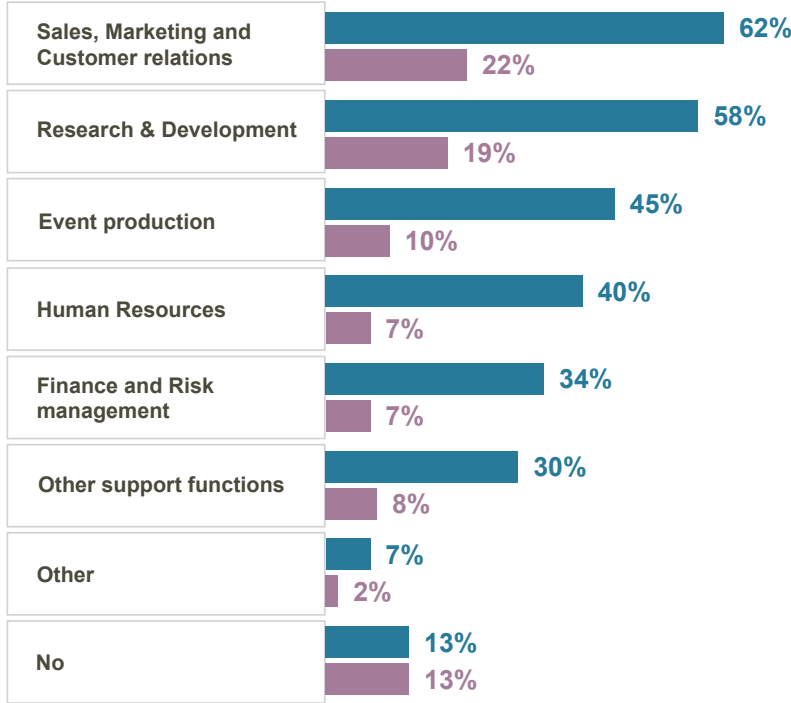
Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

Central & South America

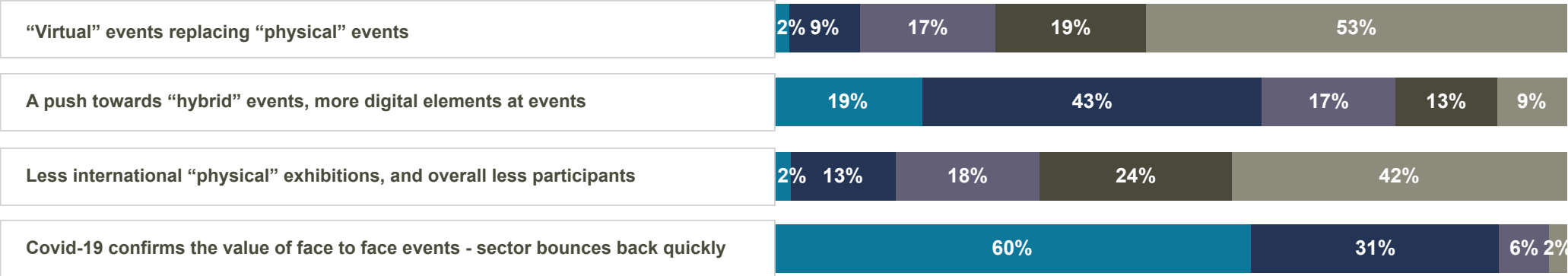


World



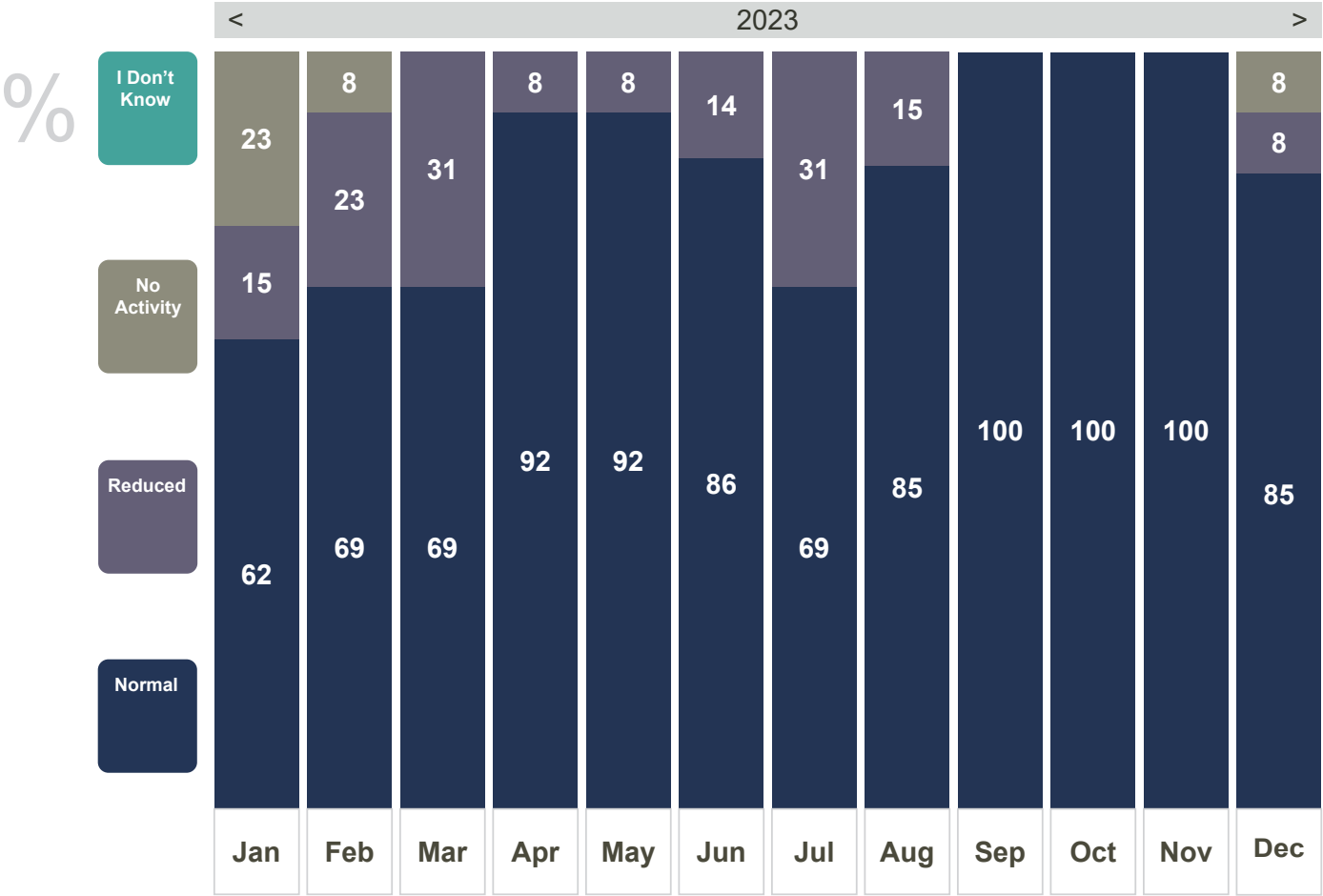
Format of Exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not





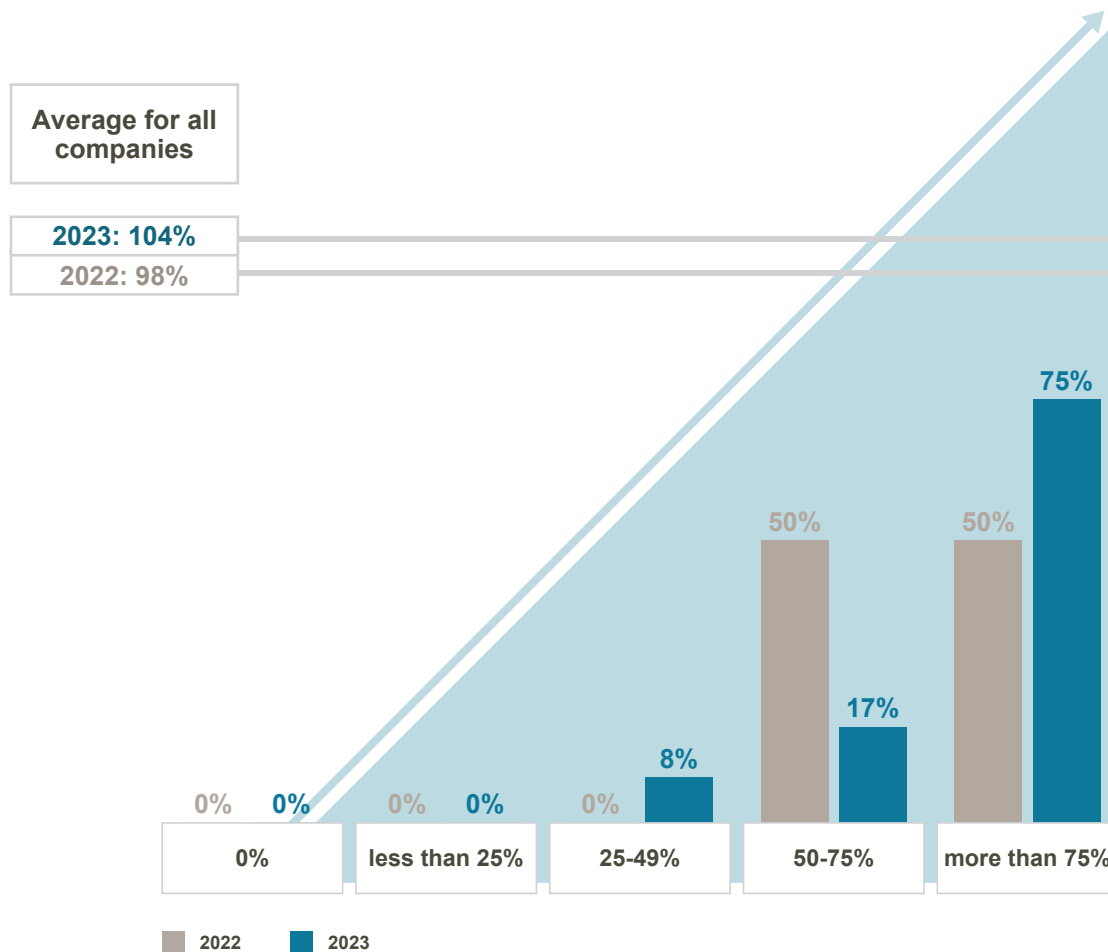
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Argentina

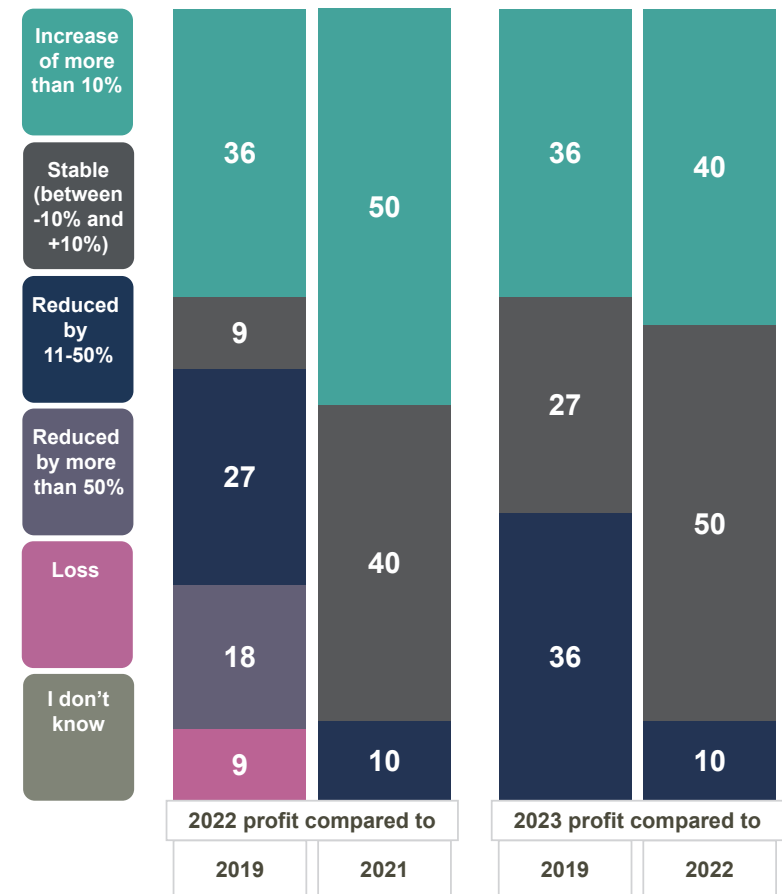


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%



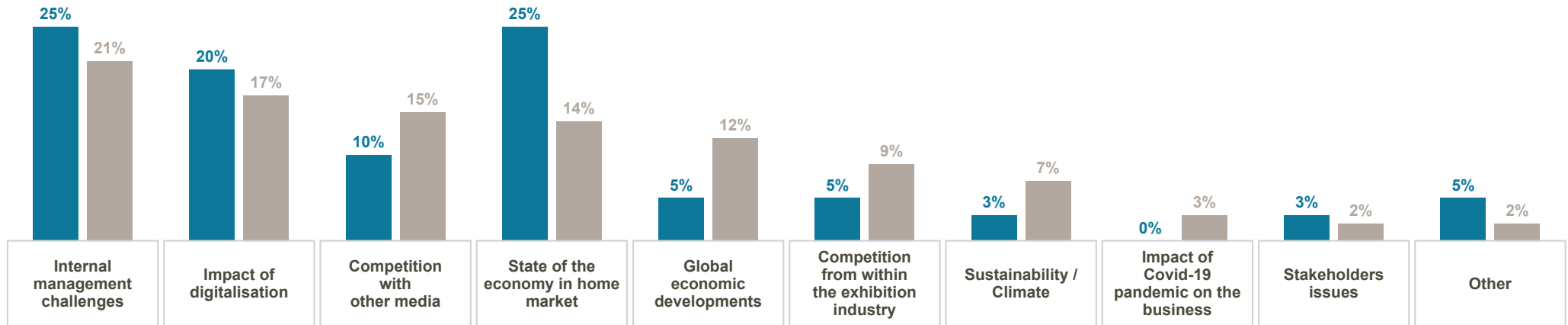
Detailed results for Argentina



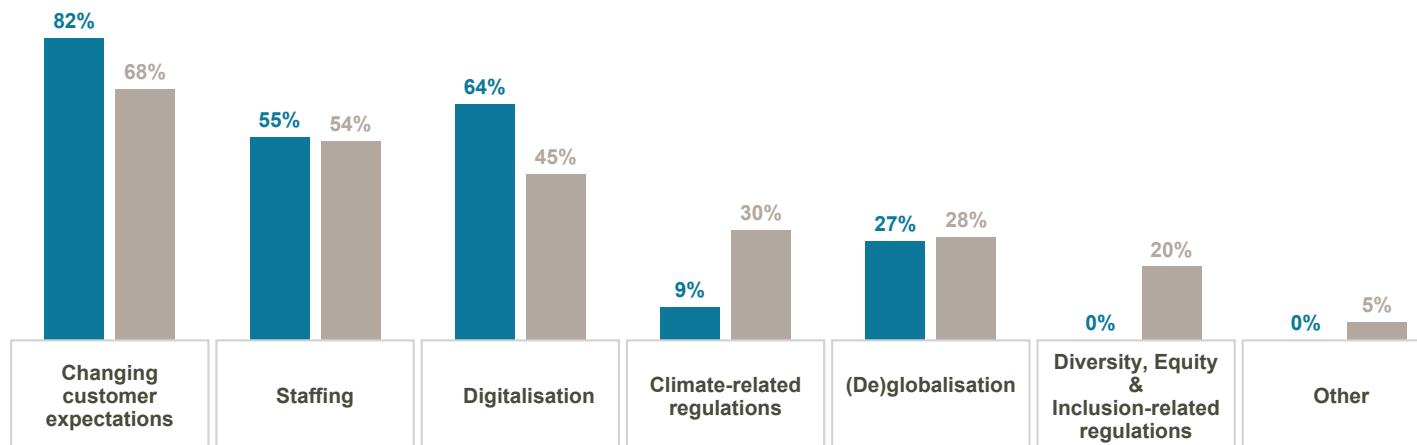
Most important business issues in the exhibition industry right now

Argentina

Global



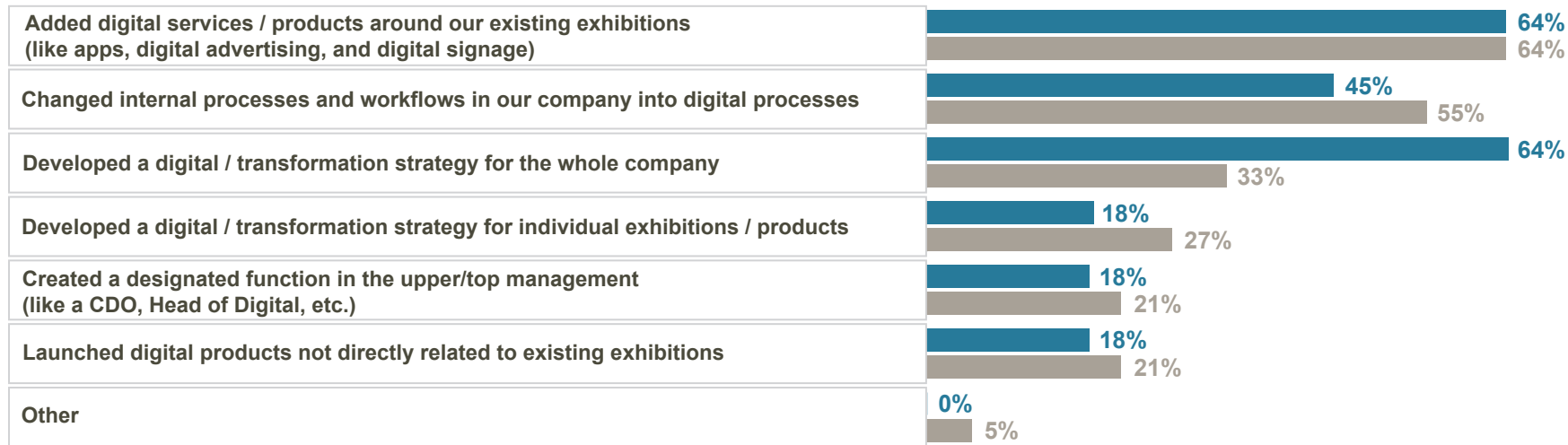
Elements expected to most impact business development in the next five years





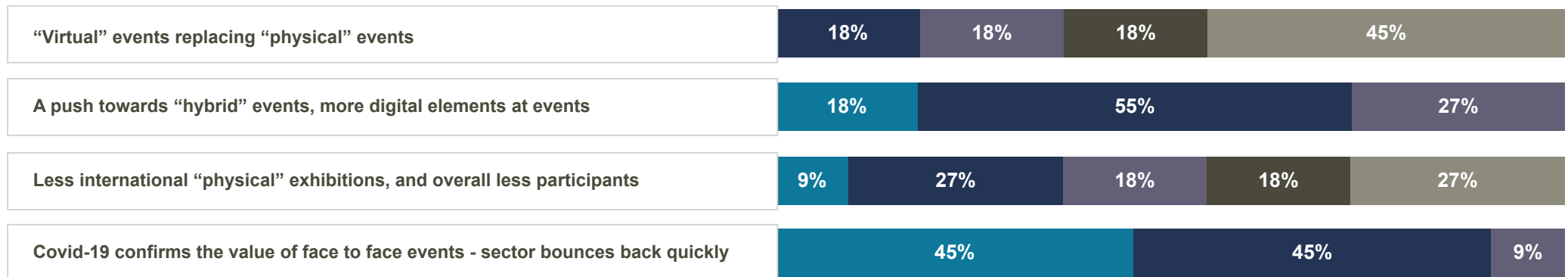
Digitalisation: implementation in Argentina and globally

Argentina Global



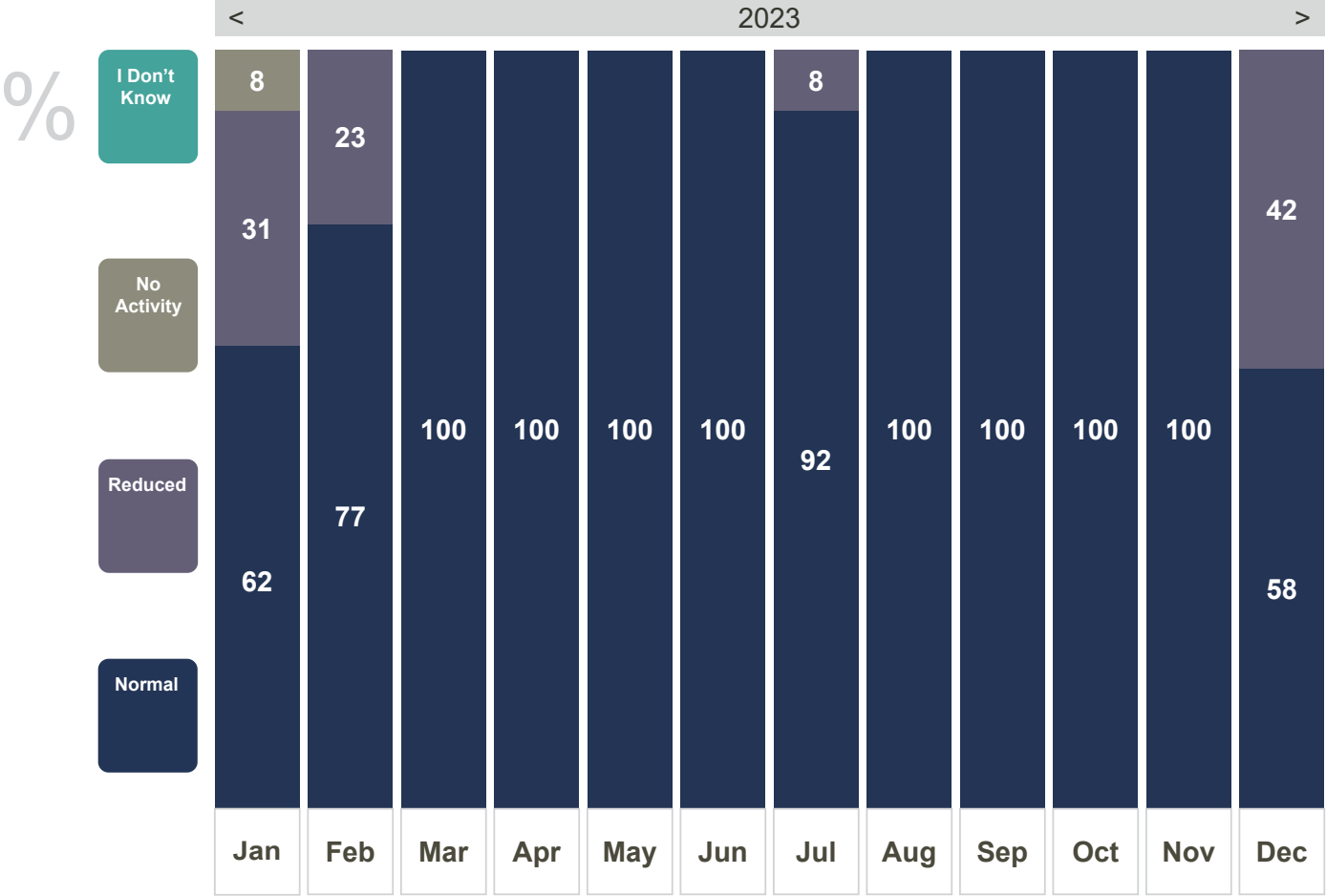
Format of exhibitions in the coming years

Yes, for sure Most probably Not sure Not sure at all Definitely not





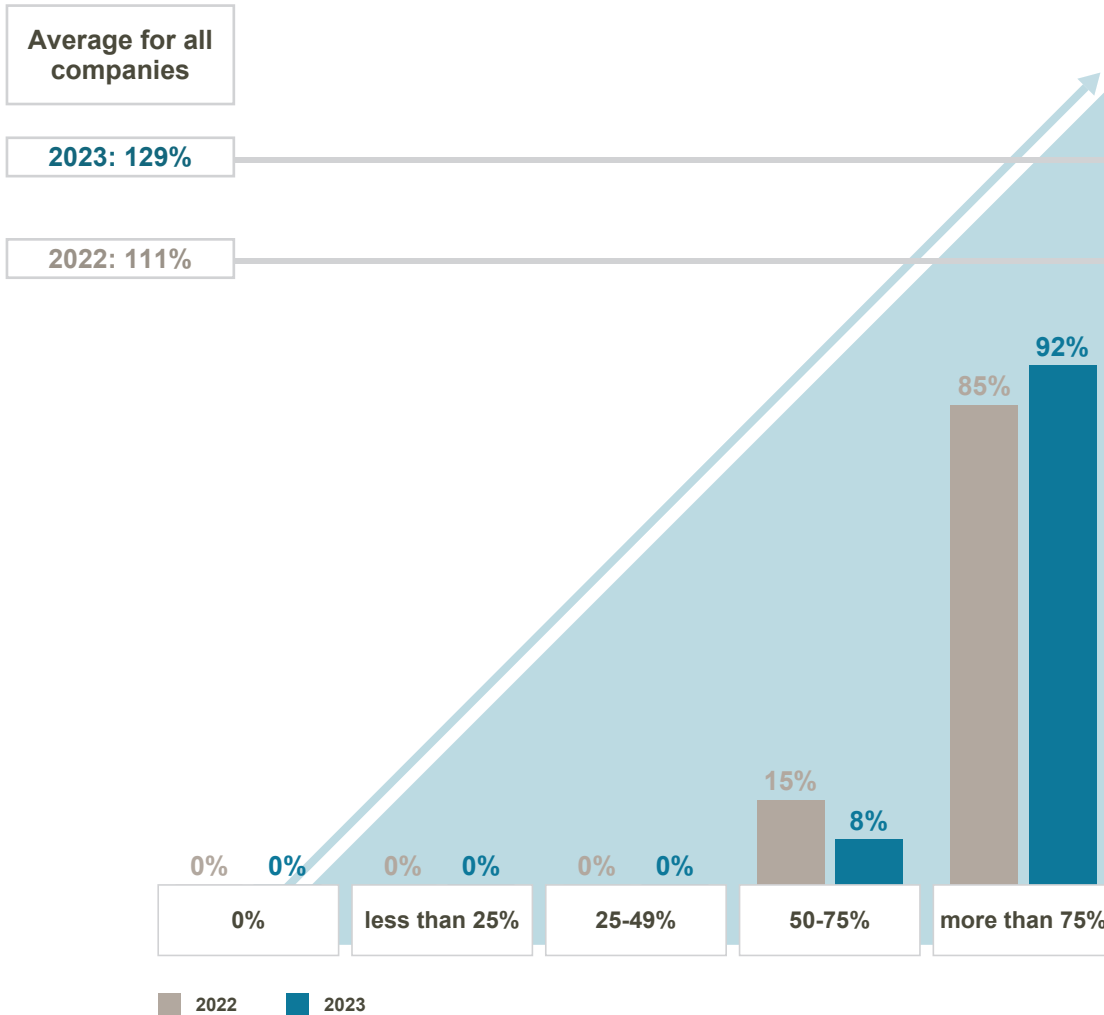
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Brazil

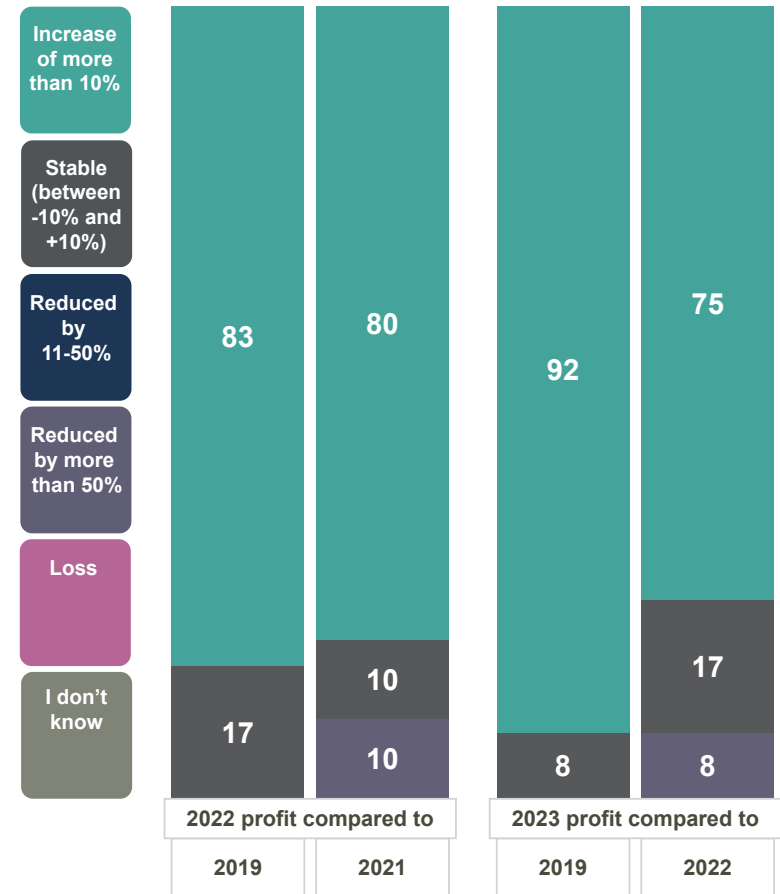


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%

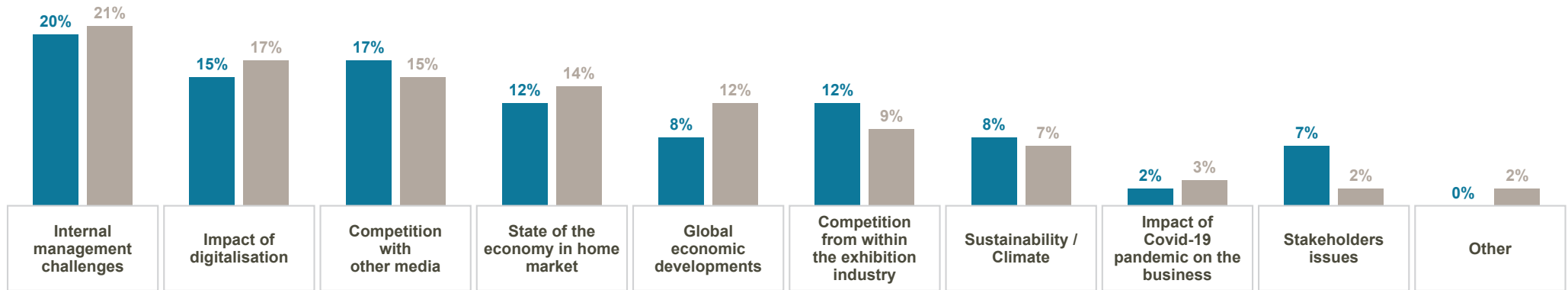




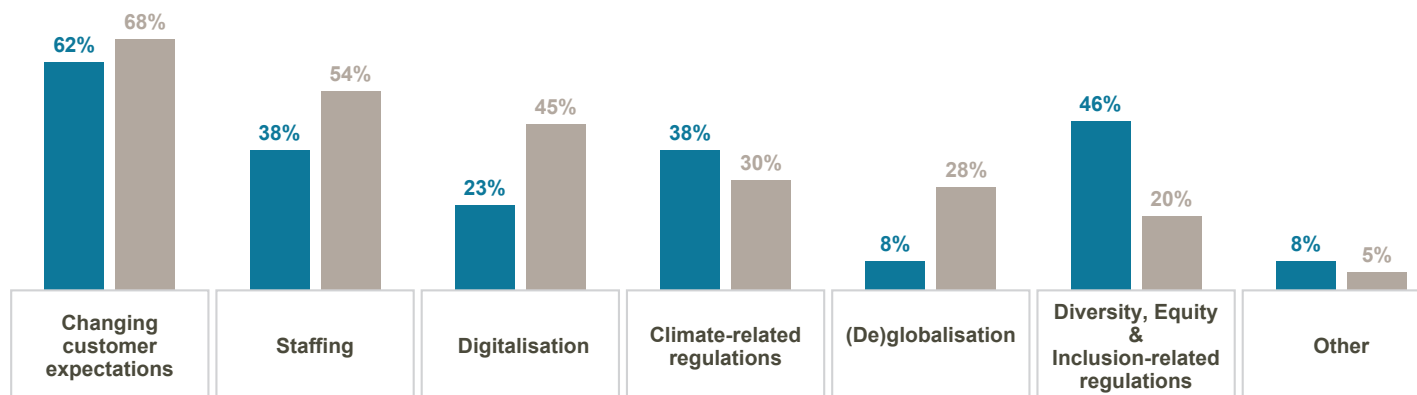
Most important business issues in the exhibition industry right now

Brazil

Global

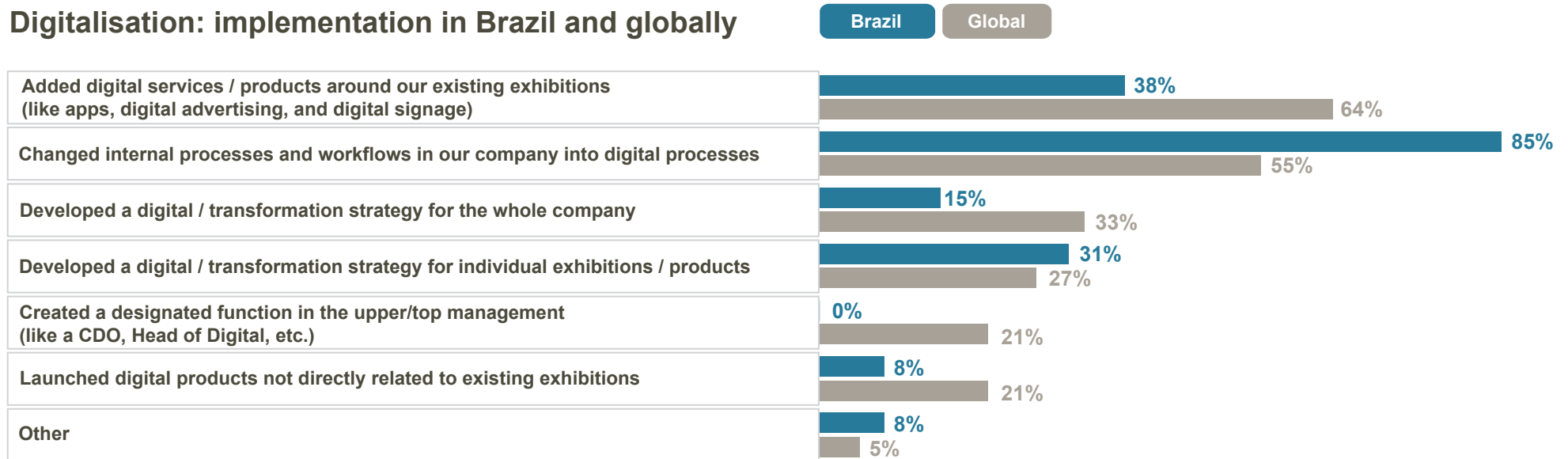


Elements expected to most impact business development in the next five years



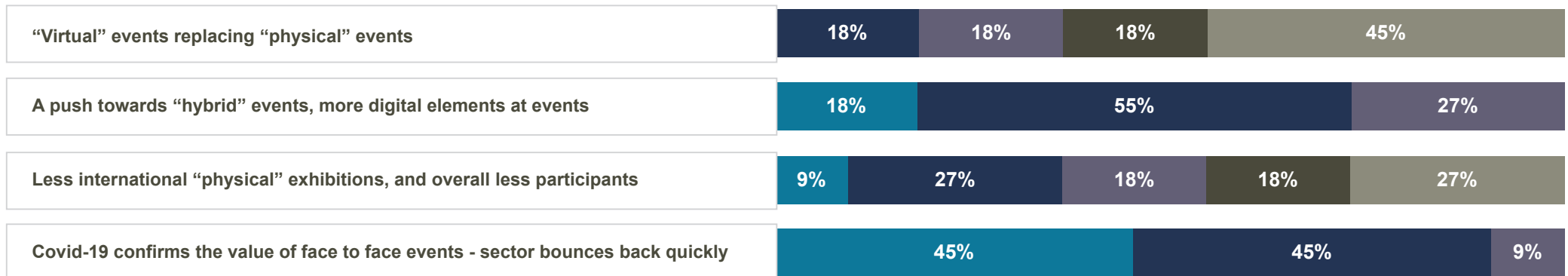


Digitalisation: implementation in Brazil and globally



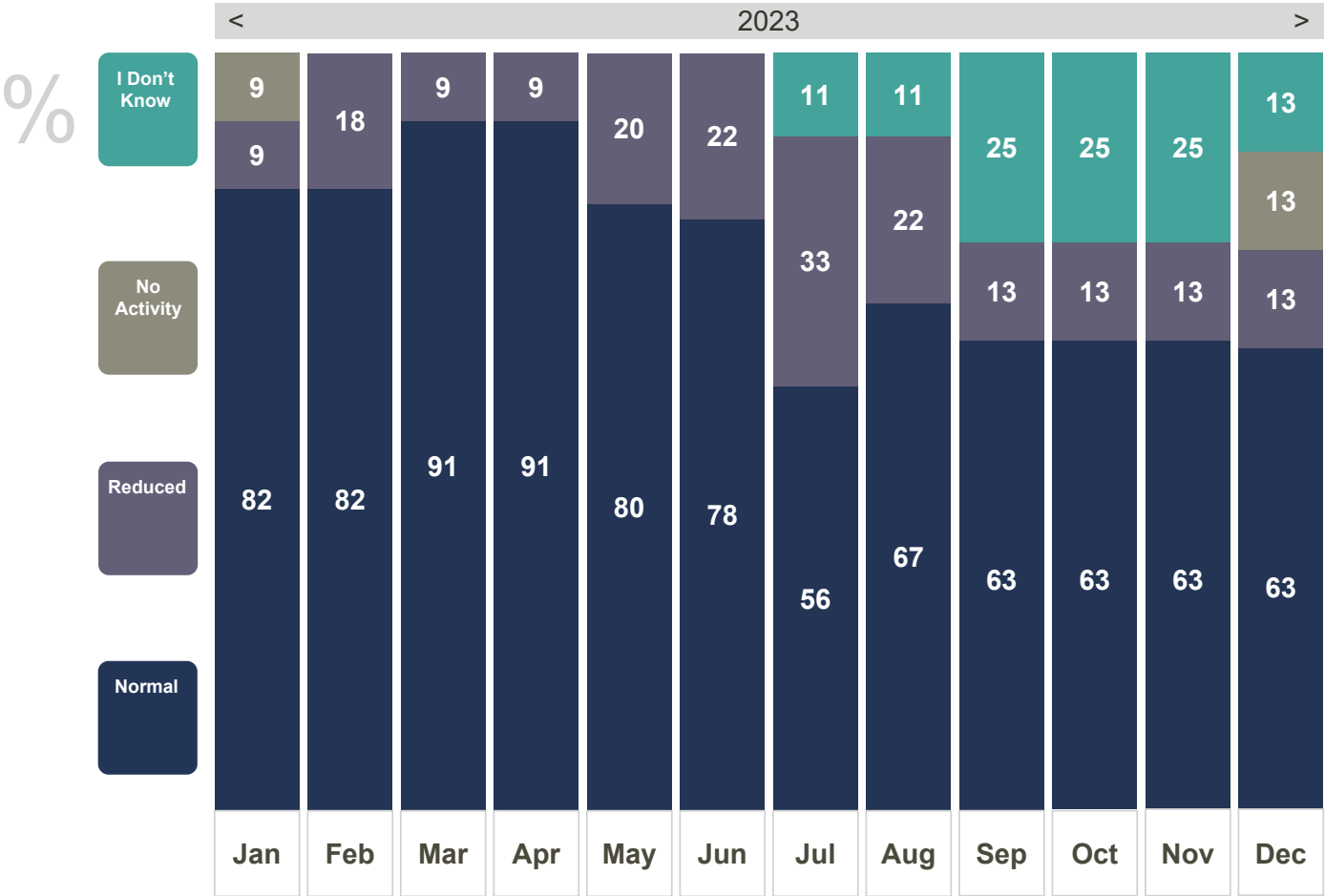
Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not





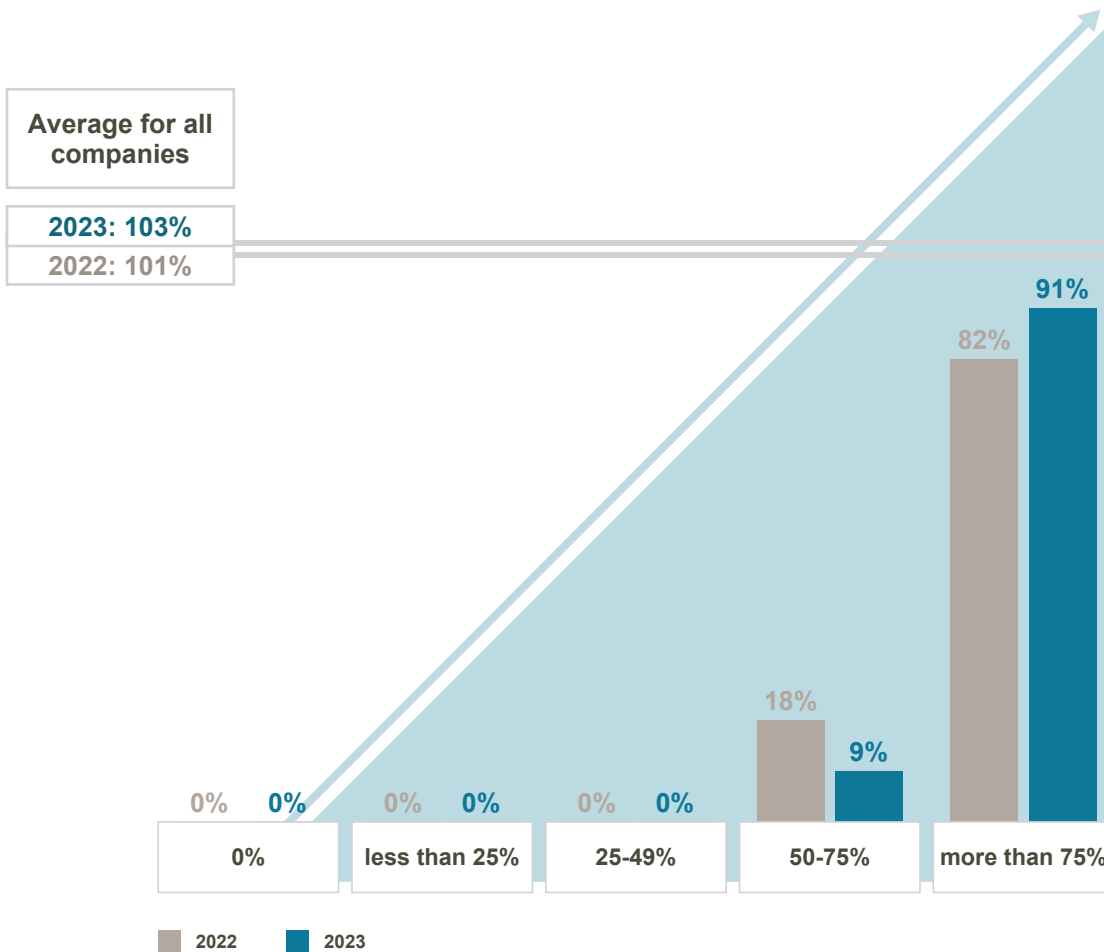
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Colombia

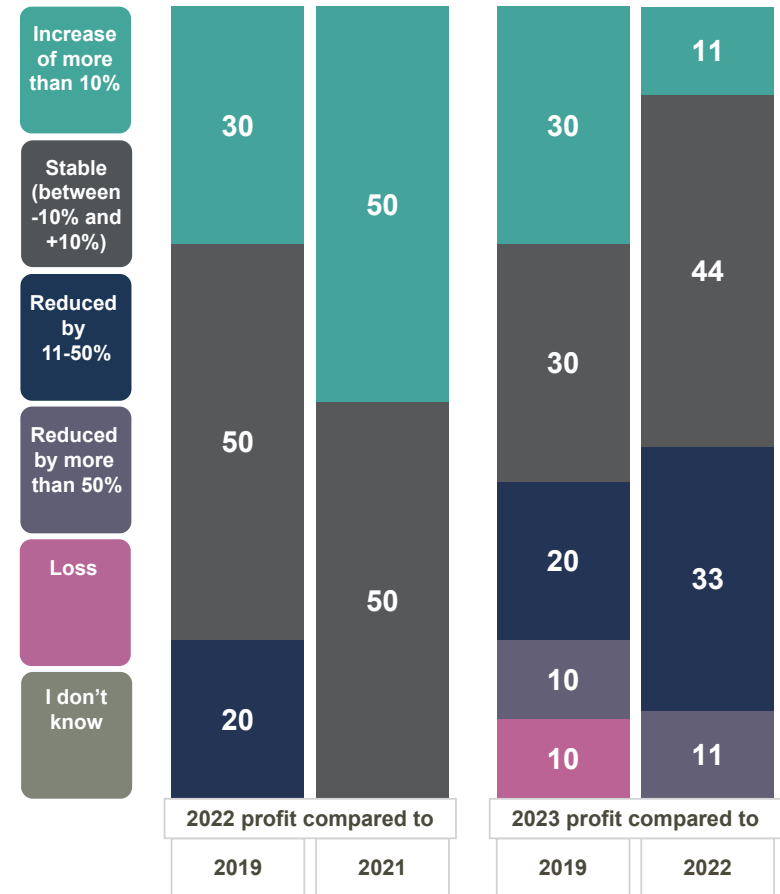


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%



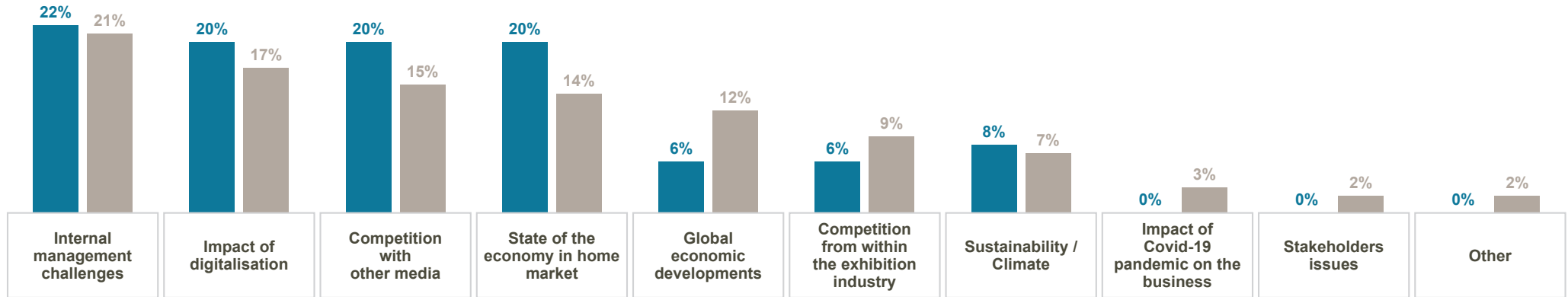
Detailed results for Colombia



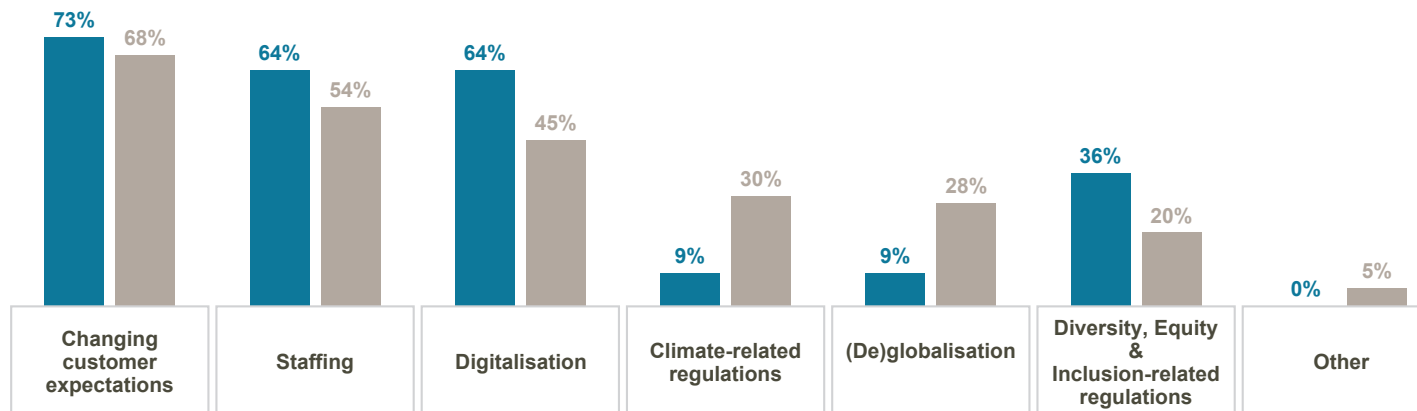
Most important business issues in the exhibition industry right now

Colombia

Global



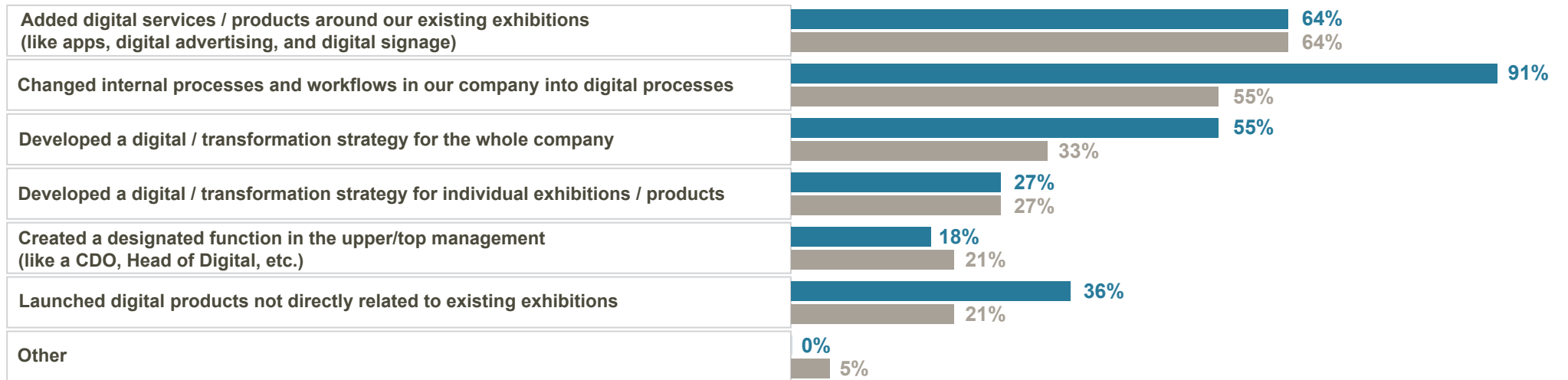
Elements expected to most impact business development in the next five years





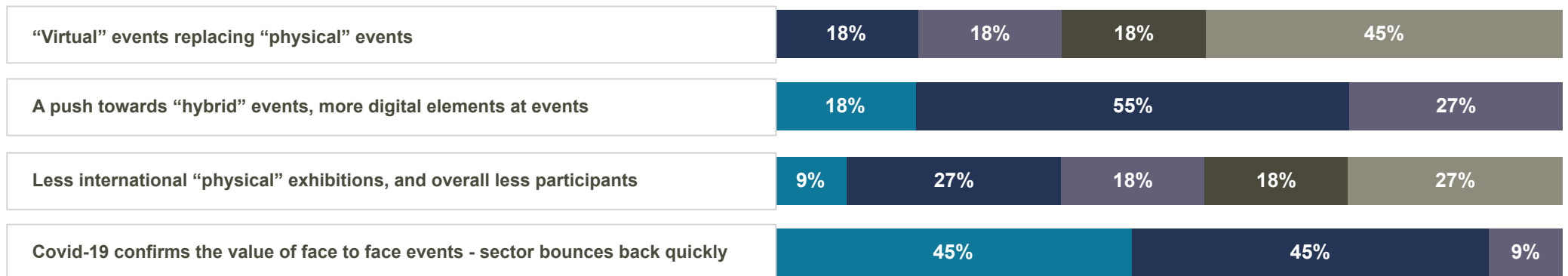
Digitalisation: implementation in Colombia and globally

Colombia Global



Format of exhibitions in the coming years

Yes, for sure Most probably Not sure Not sure at all Definitely not



A network of interconnected nodes and lines, resembling a molecular structure or a data network, set against a teal background. The nodes are circular and connected by thin lines, forming a complex, branching structure that extends across the frame.

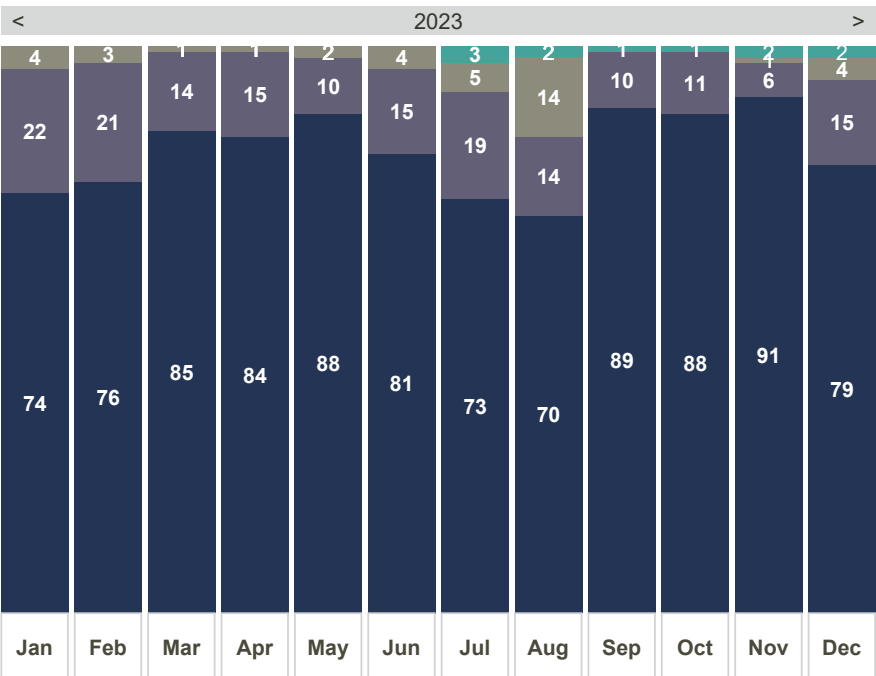
Europe

Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023

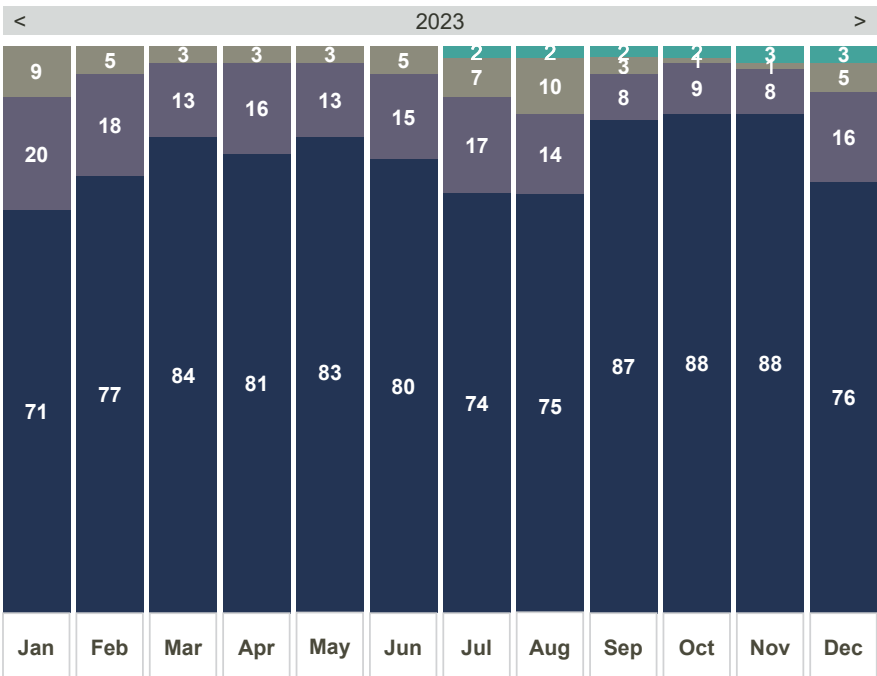


%

Europe

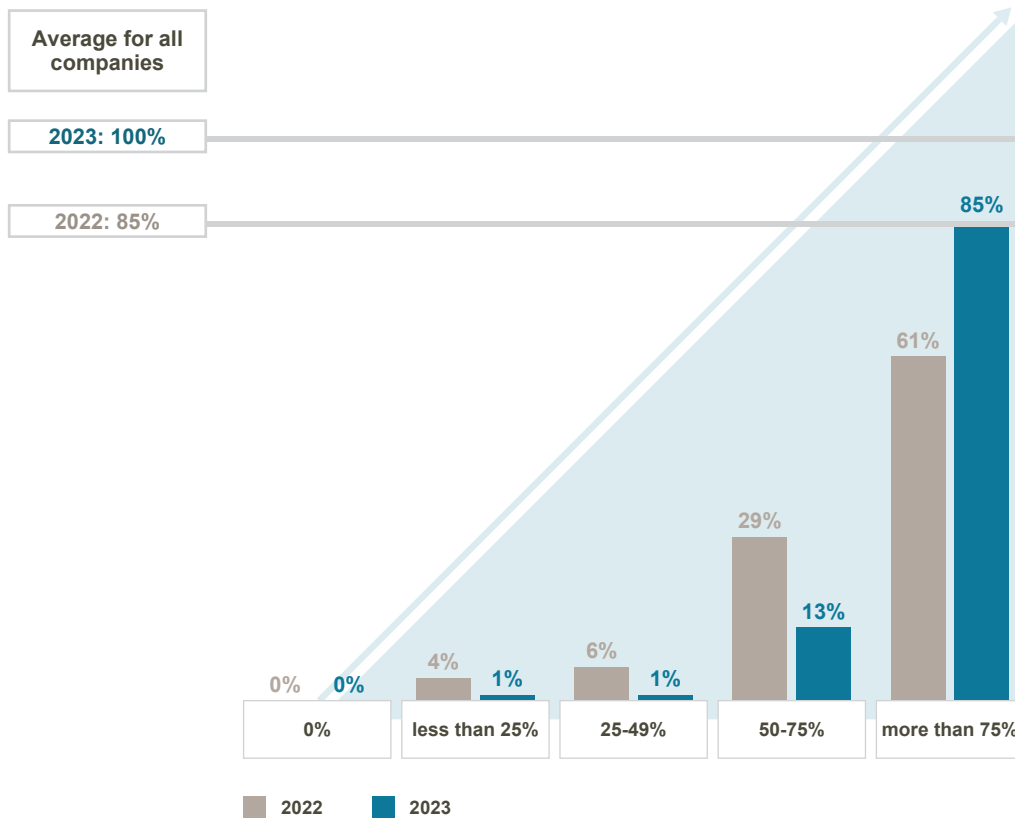


World

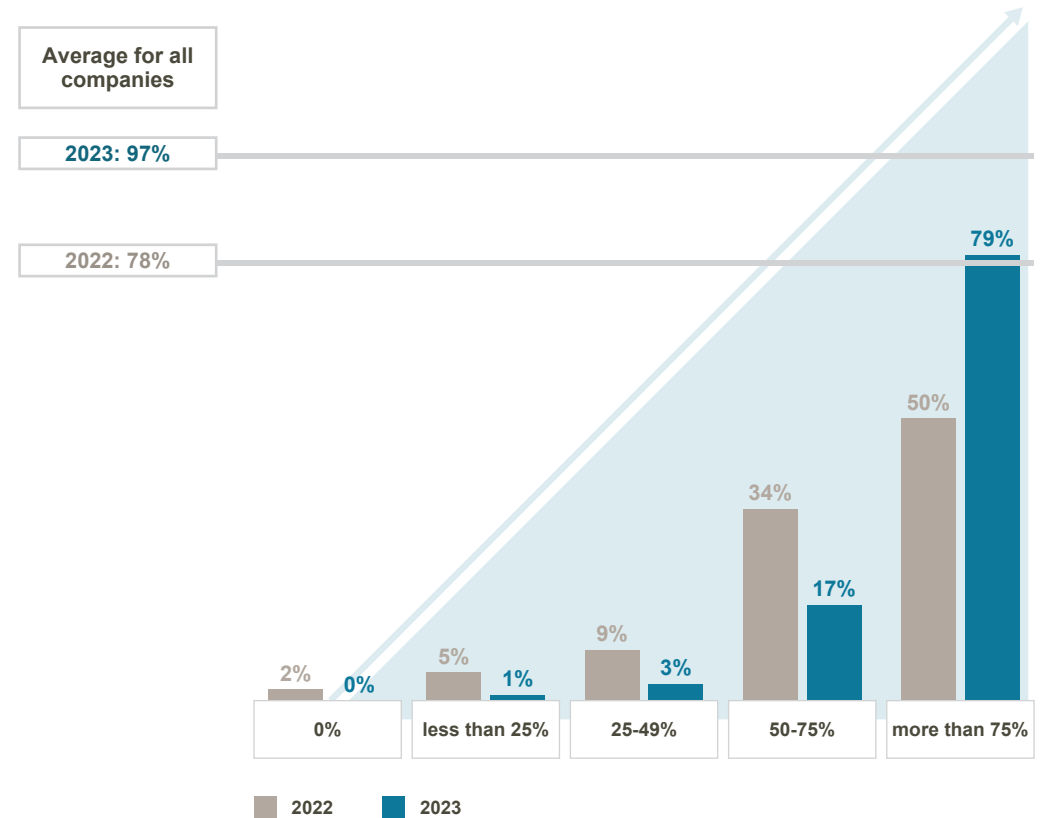


Revenue compared to 2019

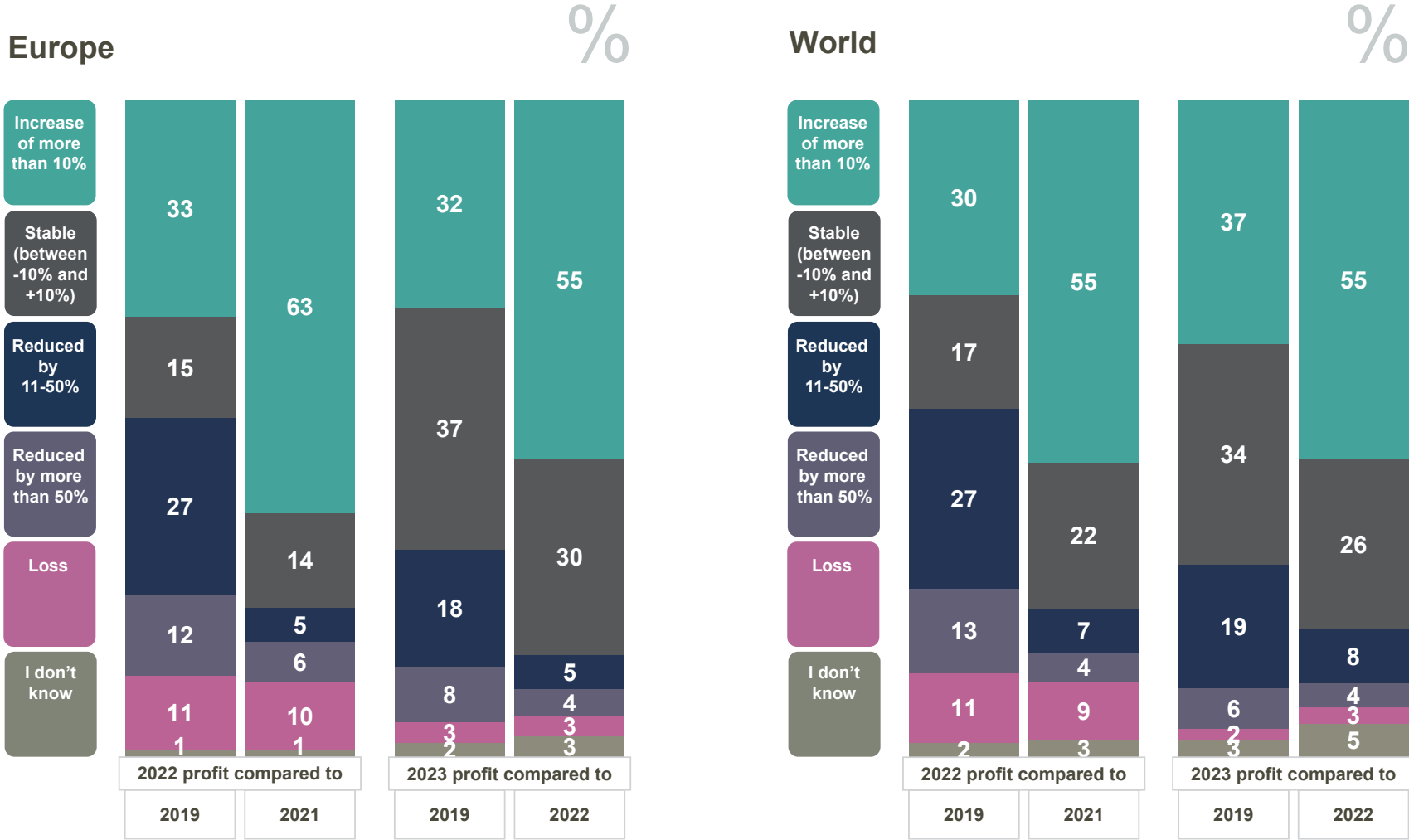
Europe



World



Operating profits compared to 2019 and previous year

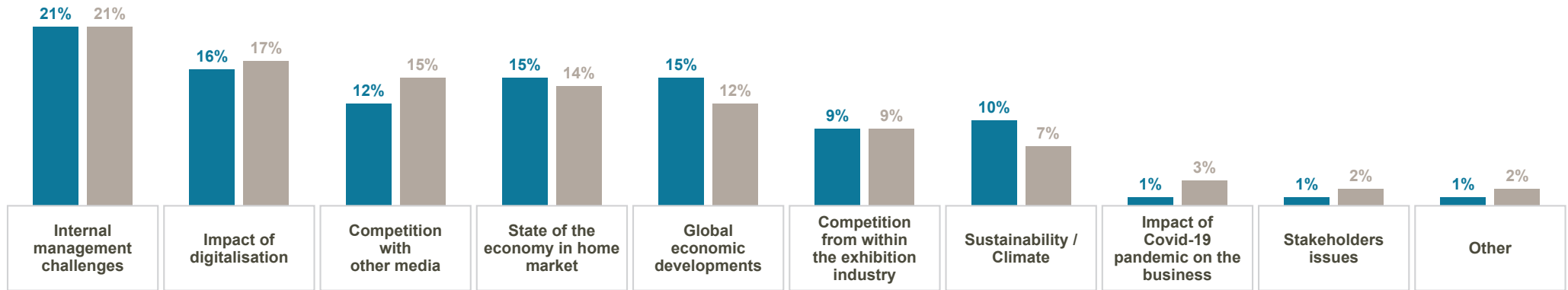


Most Important Business Issues - Key Factors for Business Development - Europe

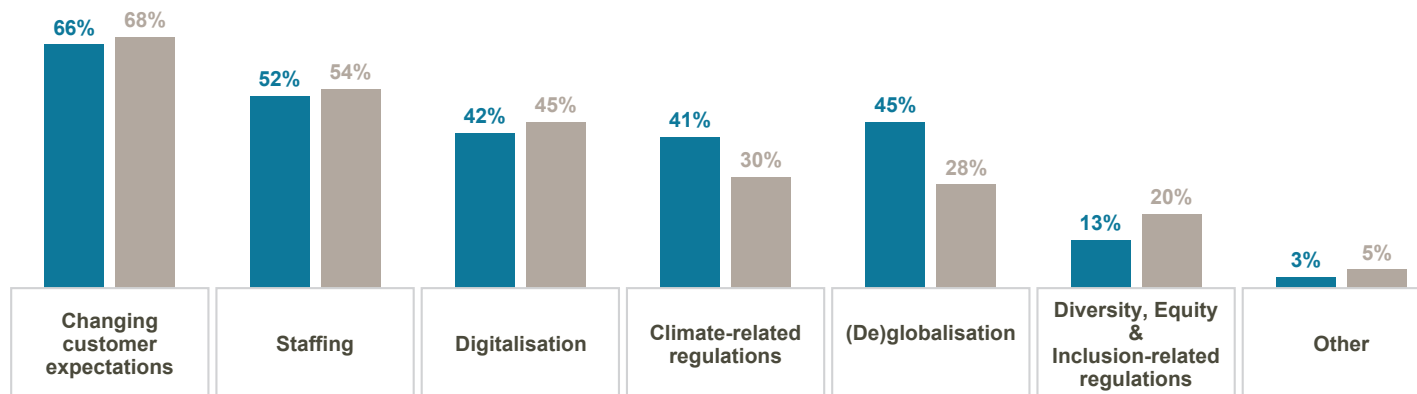
Most important business issues in the exhibition industry right now

Europe

Global

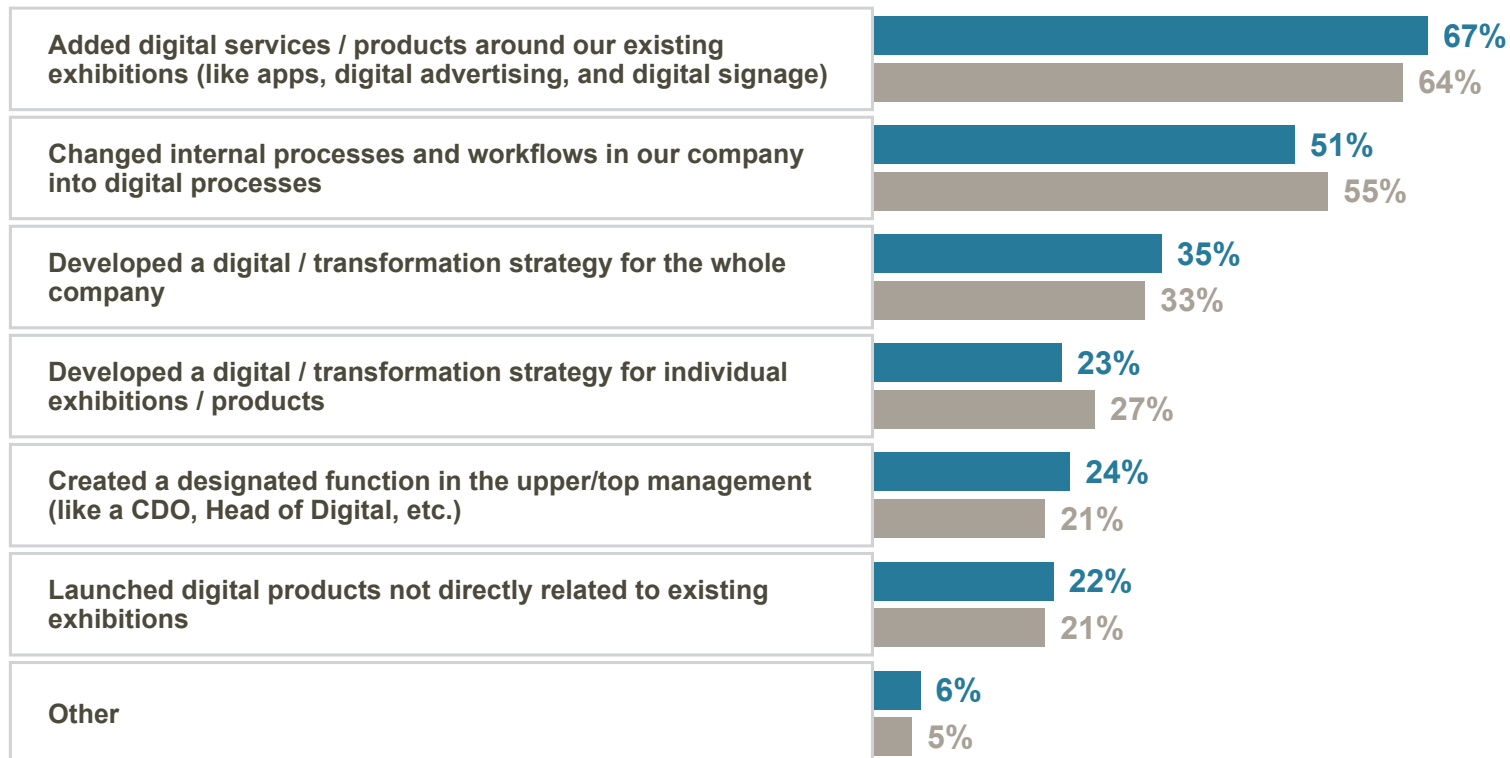


Elements expected to most impact business development in the next five years



Digitalisation: implementation in Europe and globally

Europe Global

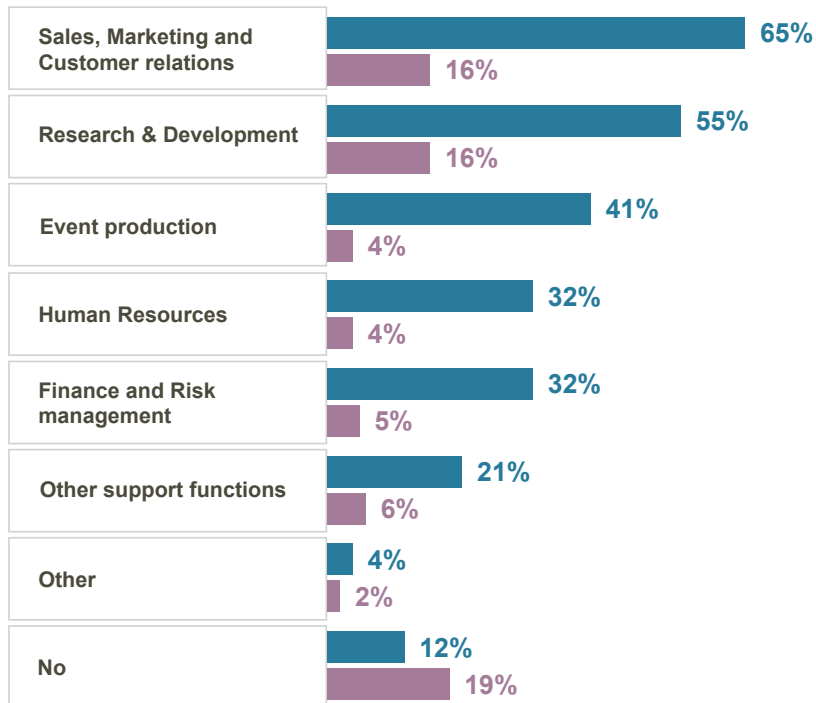


Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

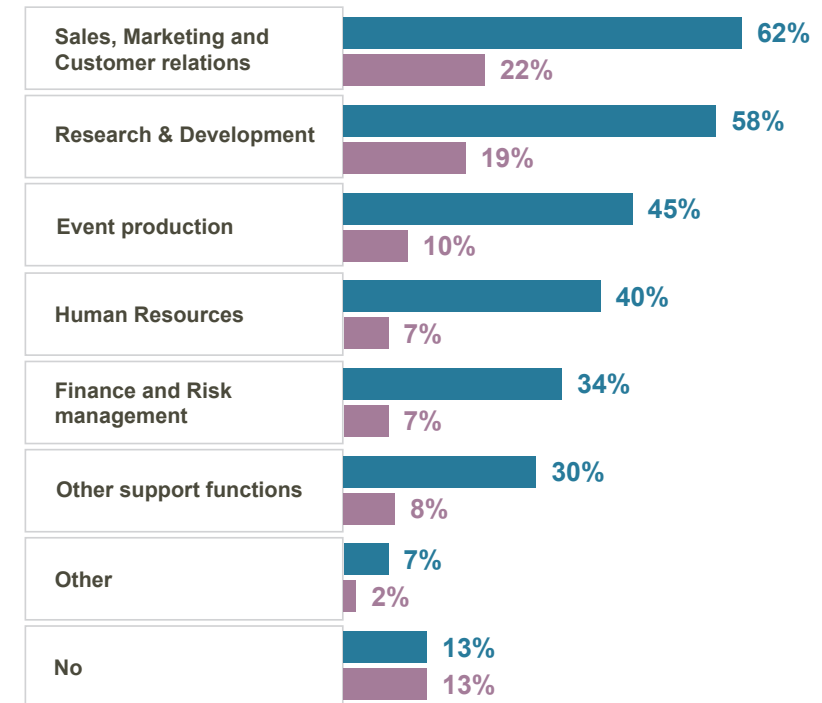
Will affect the industry

We already use

Europe

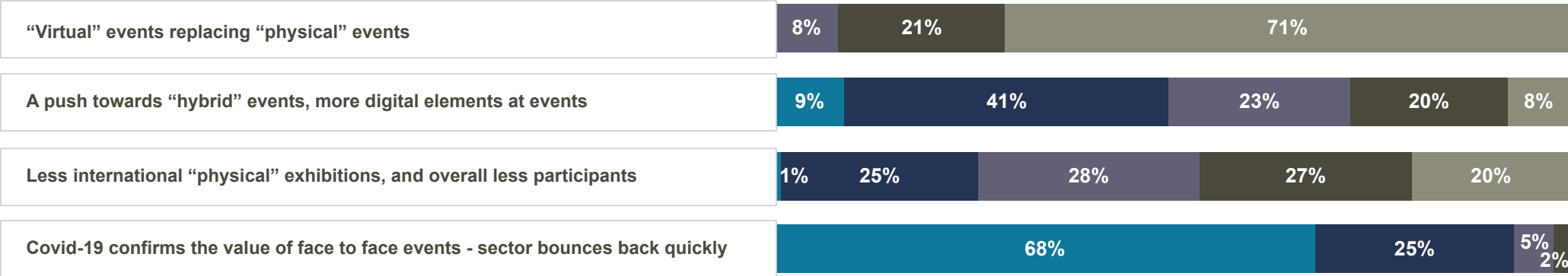


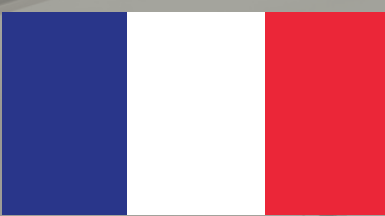
World



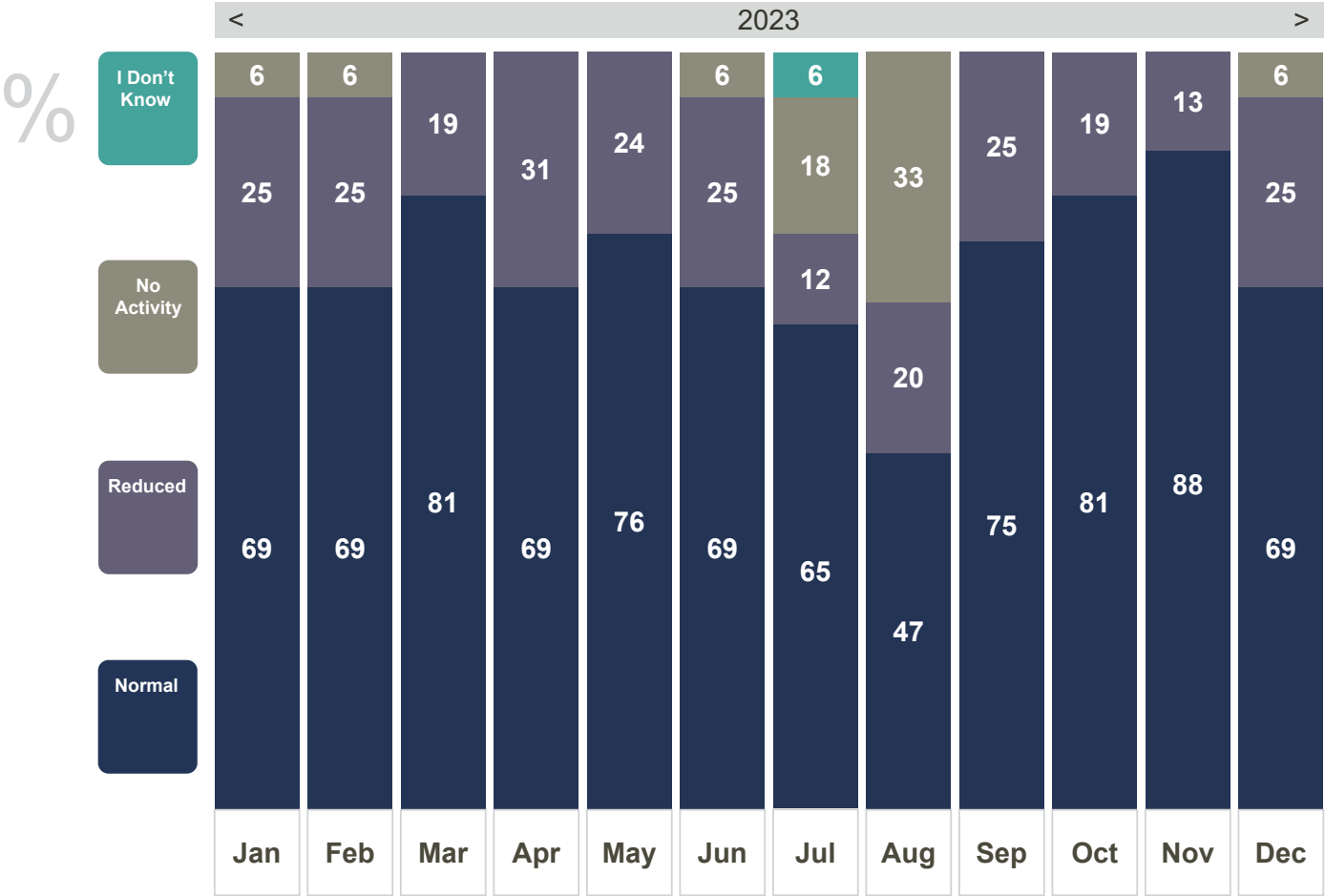
Format of Exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not

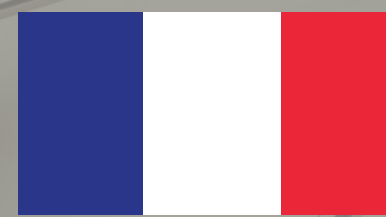




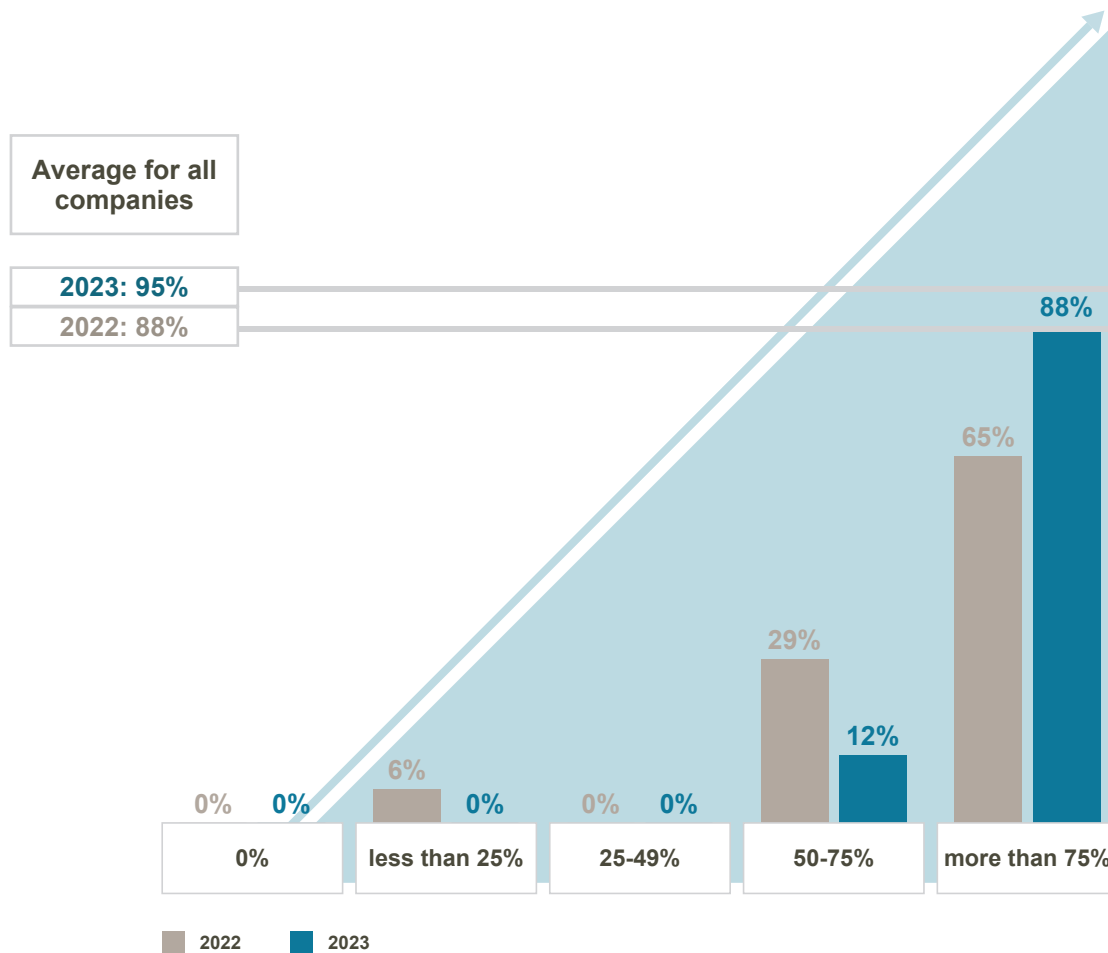
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for France

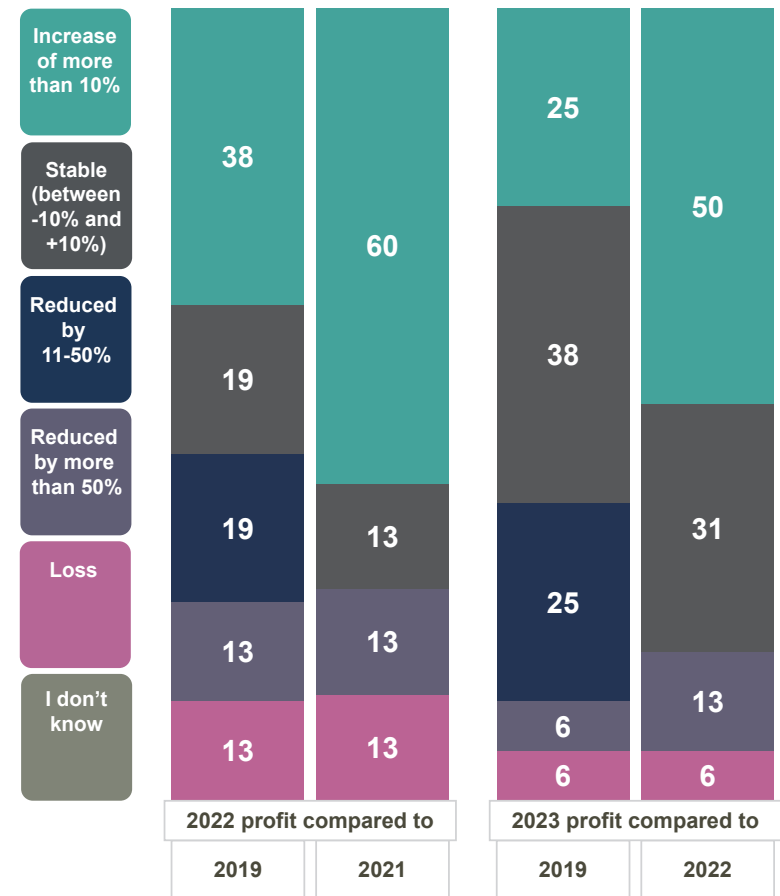


Revenue compared to 2019

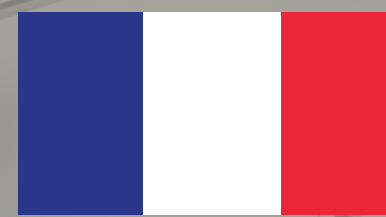


Operating profits compared to 2019 and previous year

%

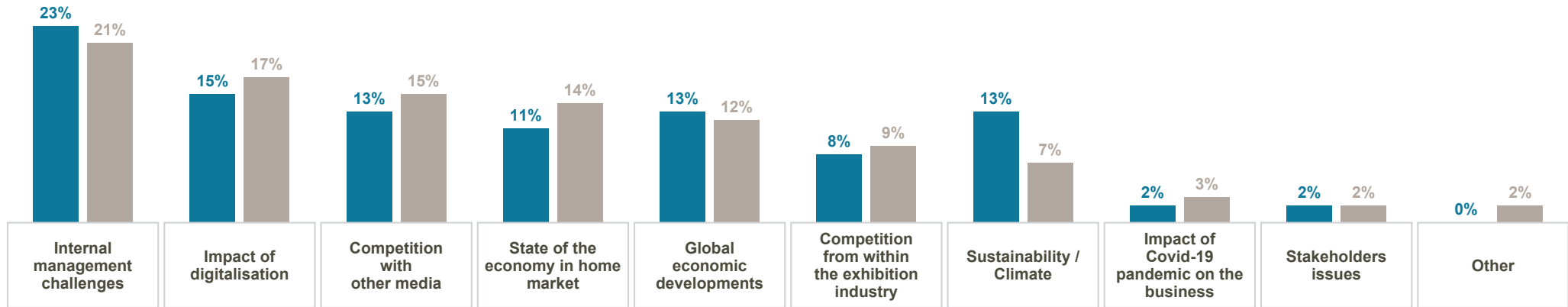


Detailed results for France

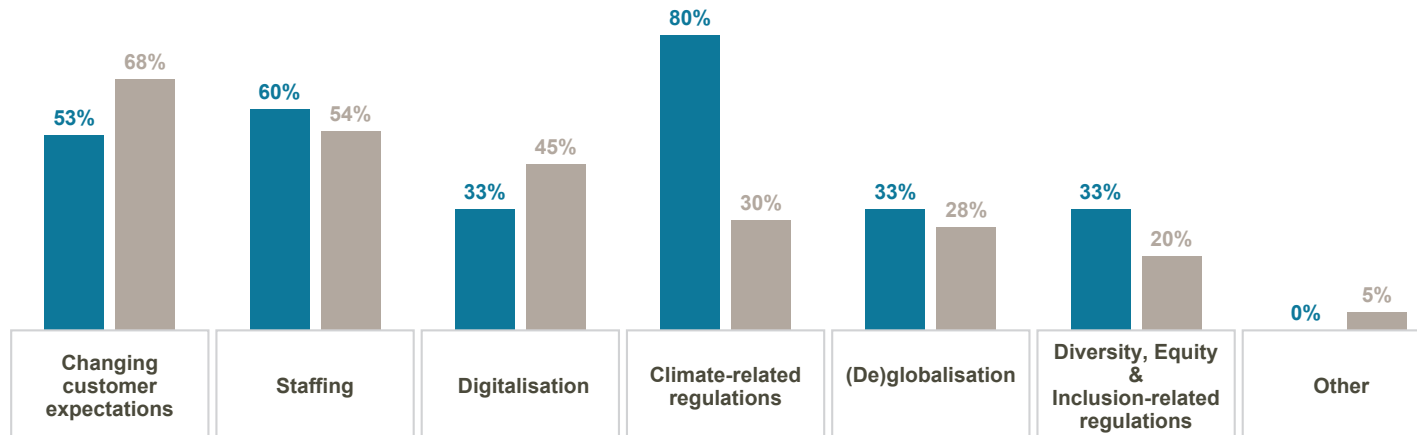


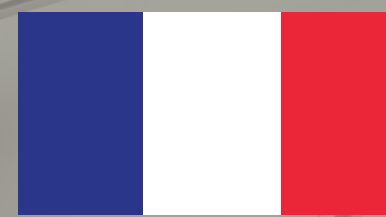
Most important business issues in the exhibition industry right now

France Global

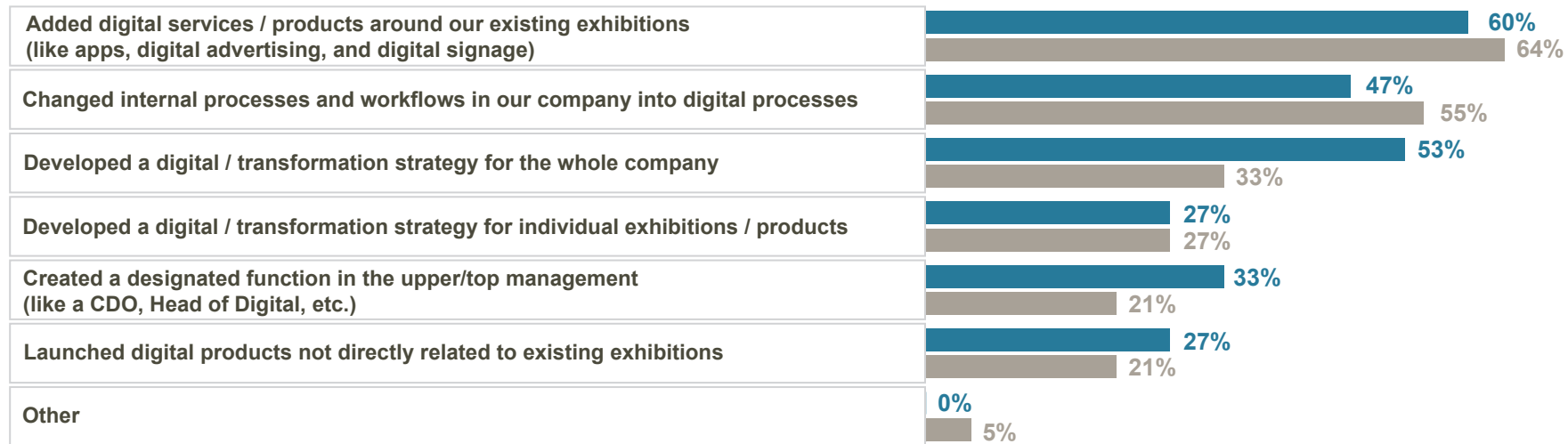


Elements expected to most impact business development in the next five years



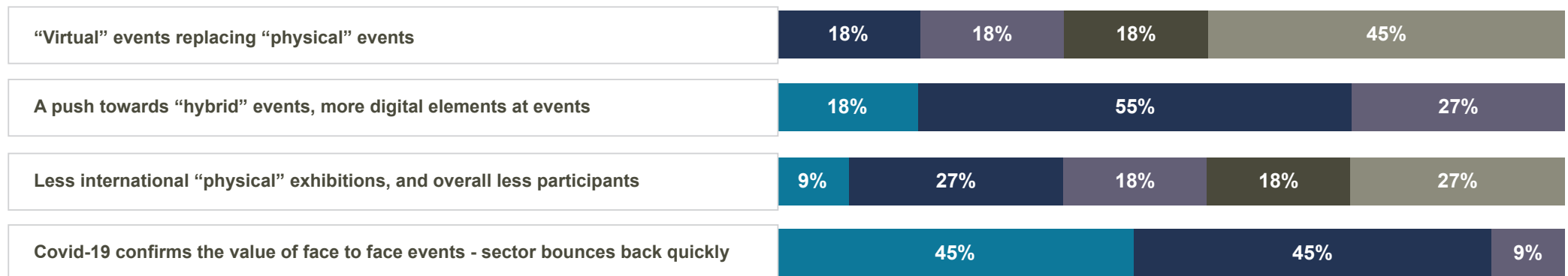


Digitalisation: implementation in France and globally



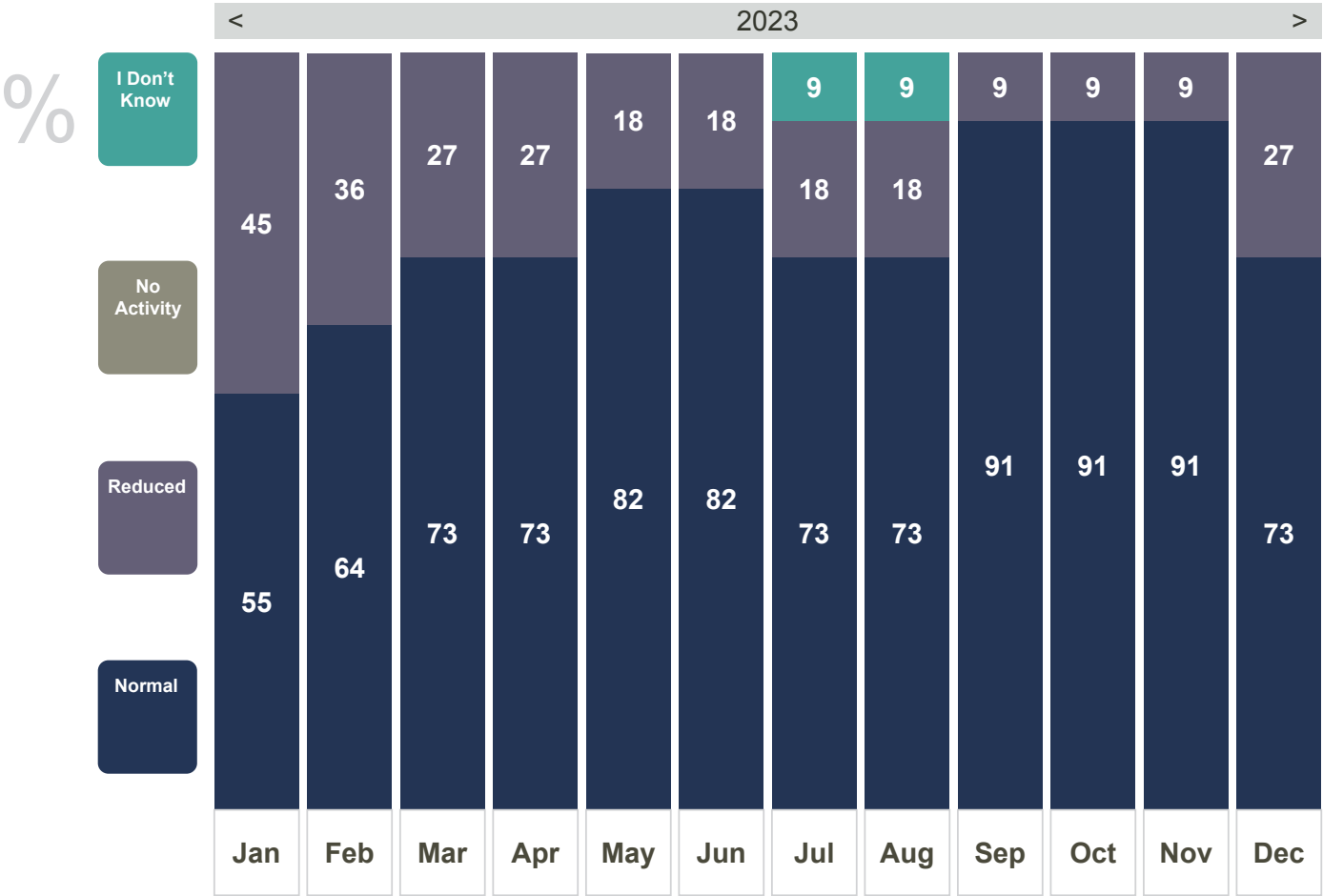
Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not





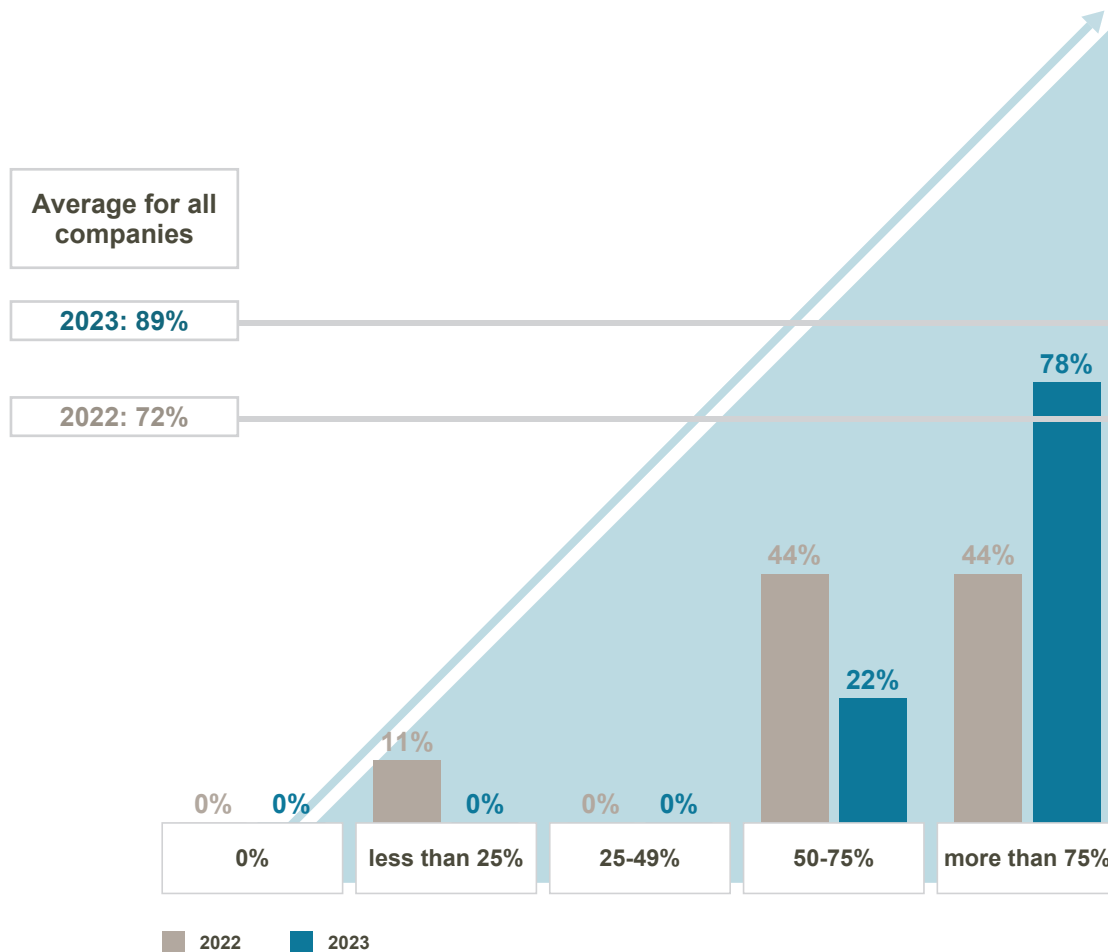
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Germany

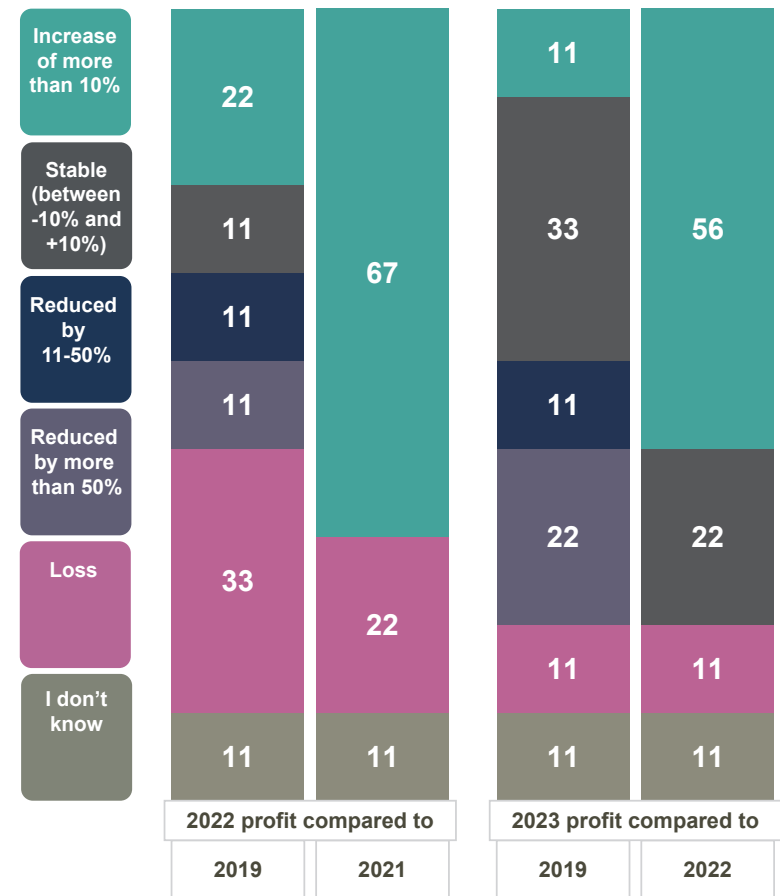


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%

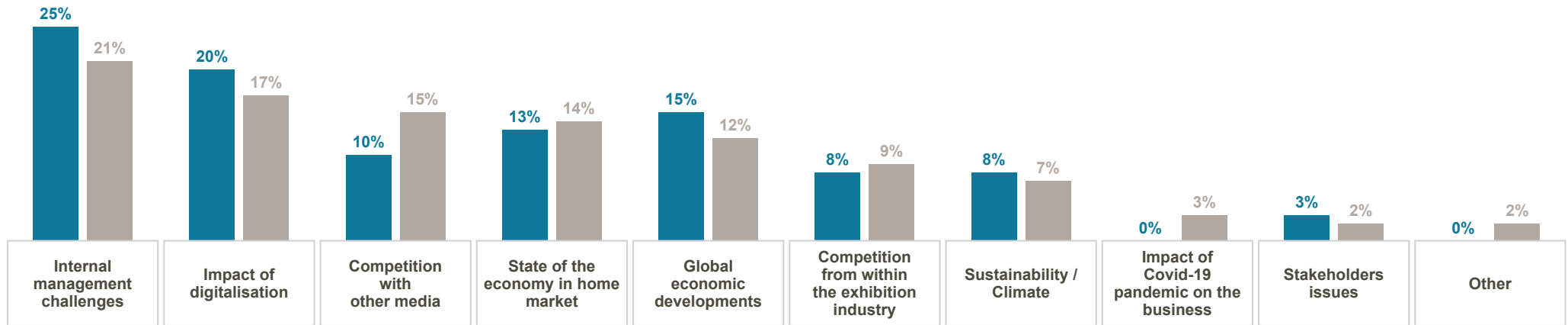




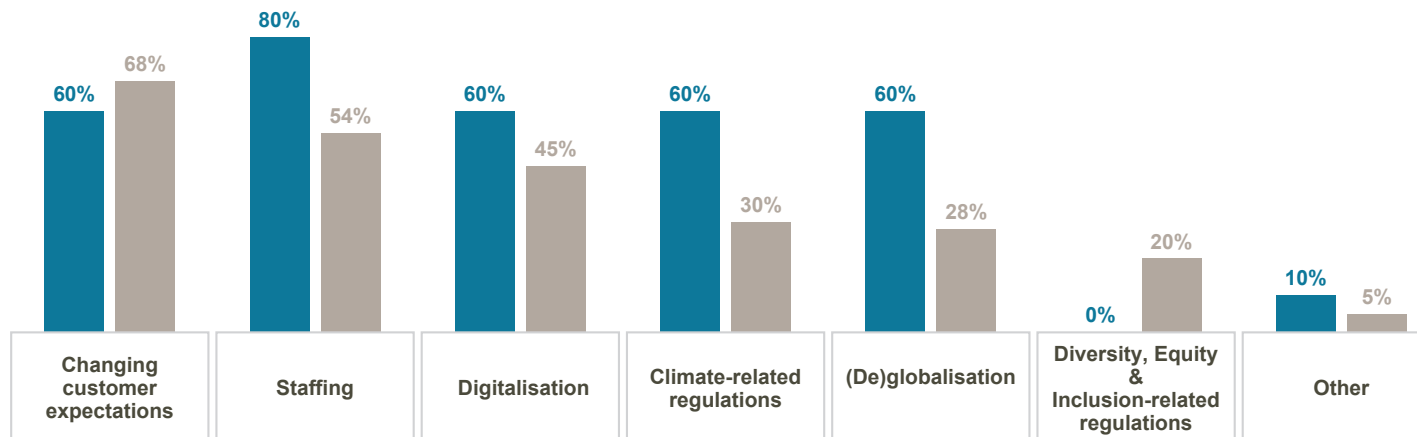
Most important business issues in the exhibition industry right now

Germany

Global



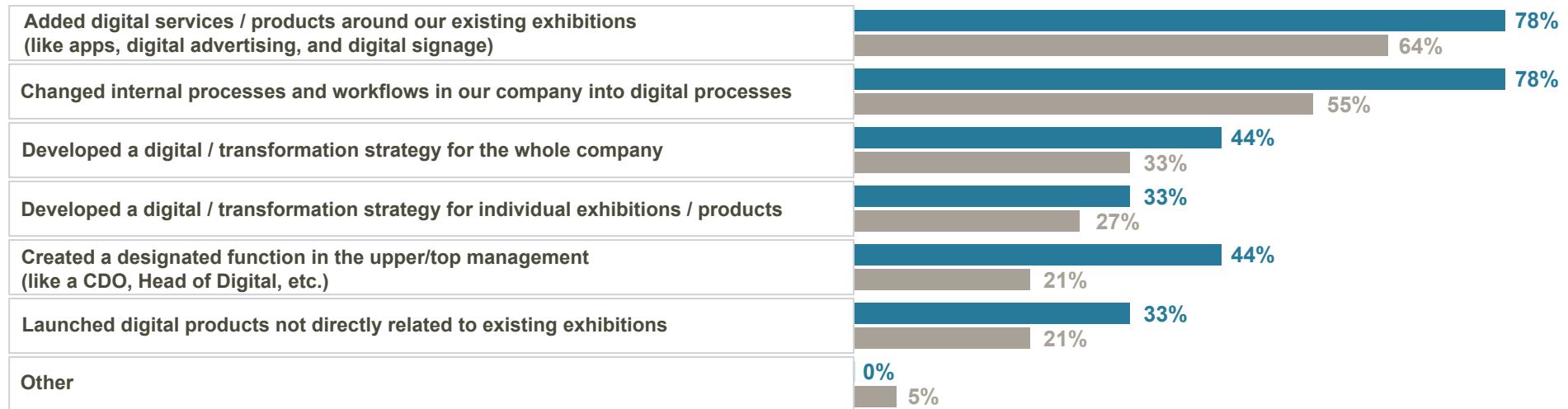
Elements expected to most impact business development in the next five years





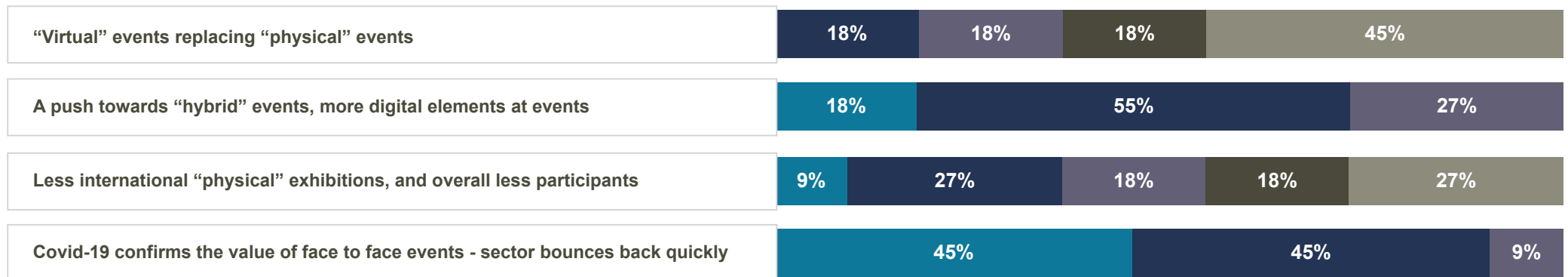
Digitalisation: implementation in Germany and globally

Germany Global



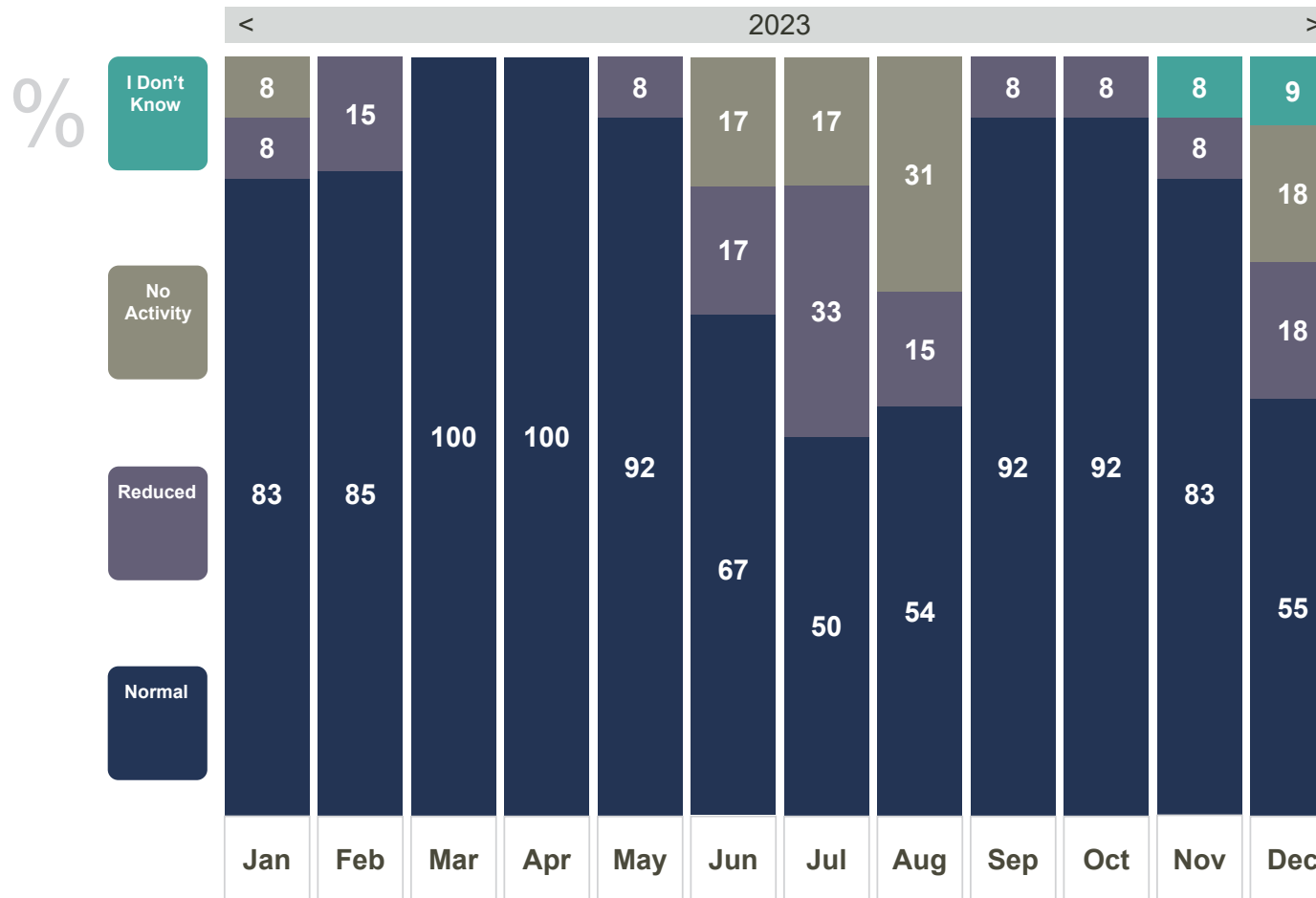
Format of exhibitions in the coming years

Yes, for sure Most probably Not sure Not sure at all Definitely not





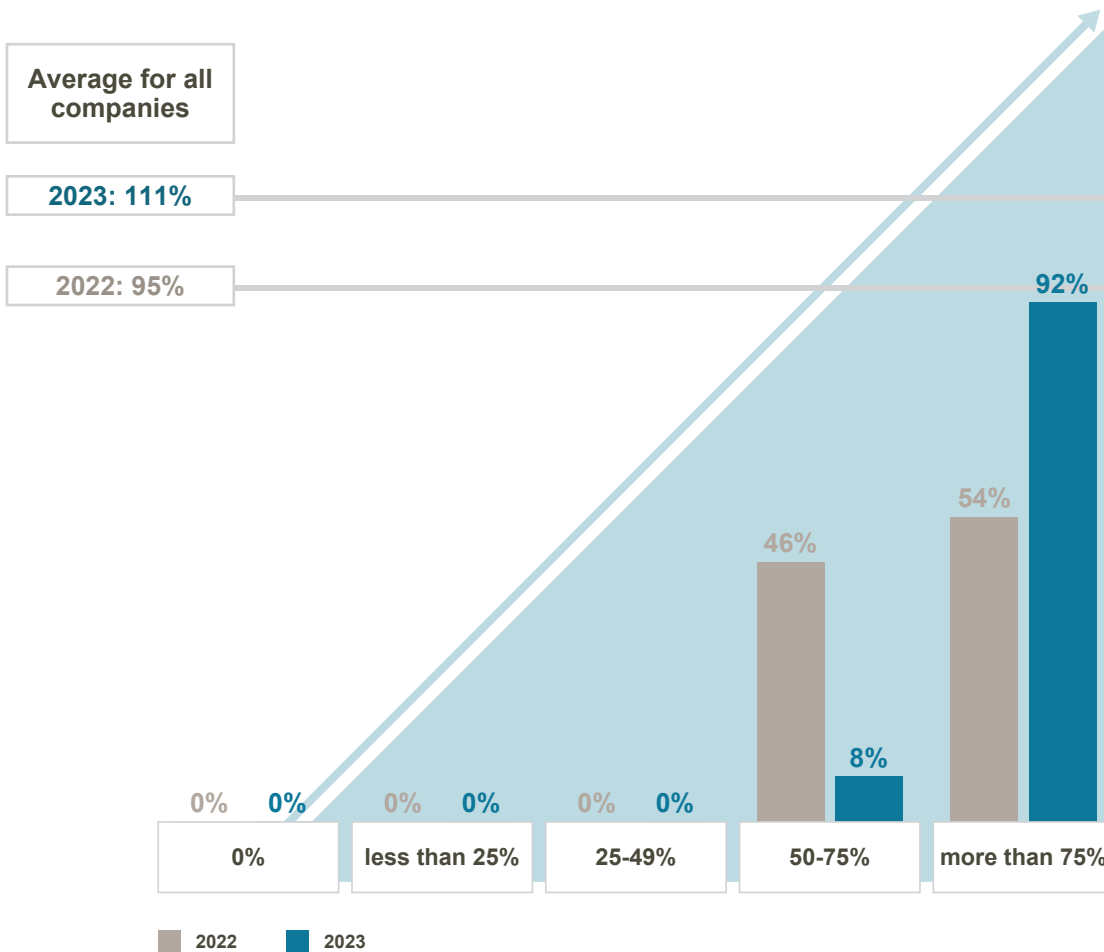
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Greece

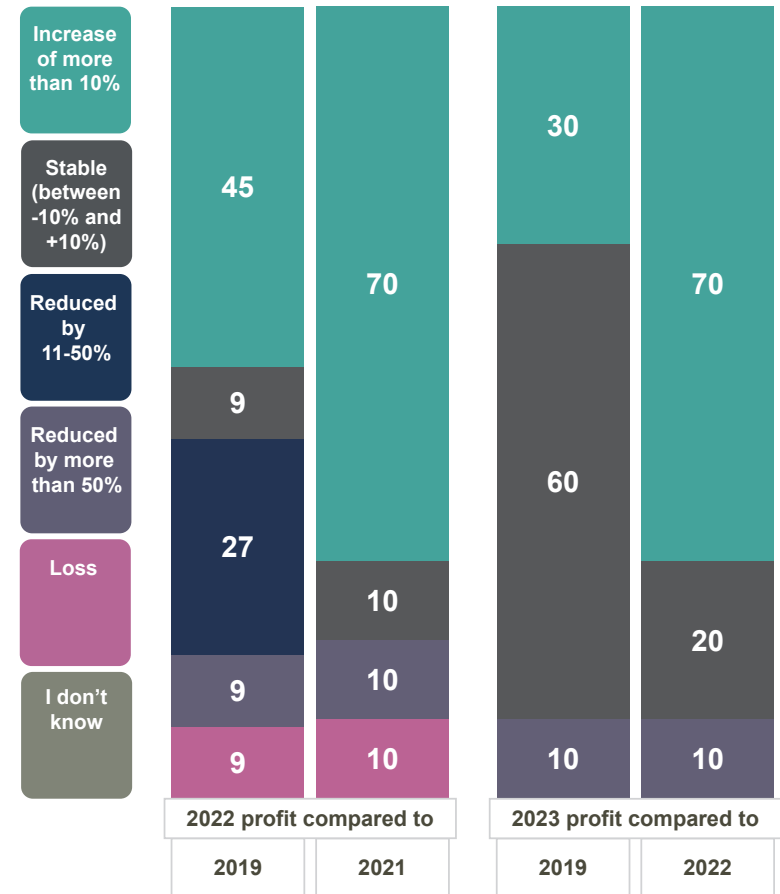


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%

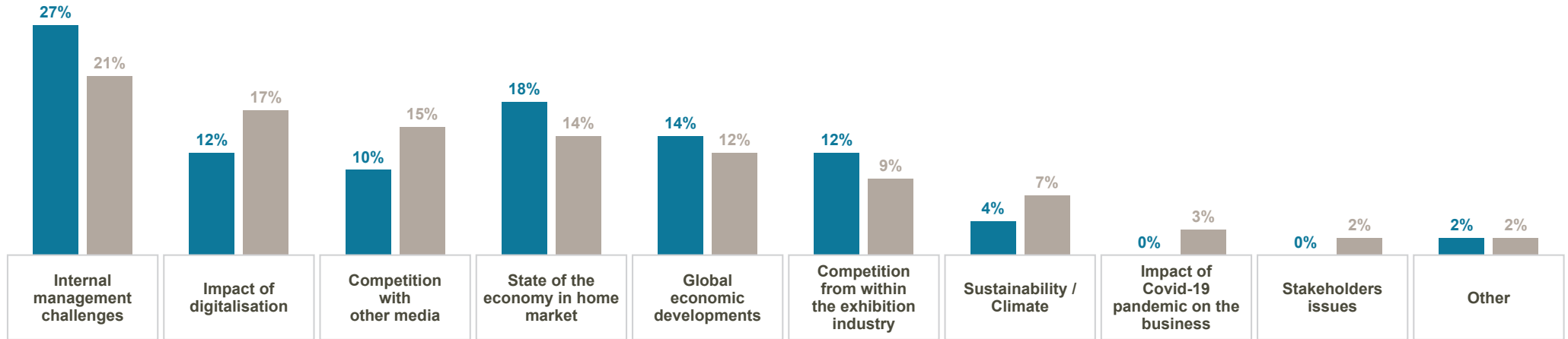


Detailed results for Greece

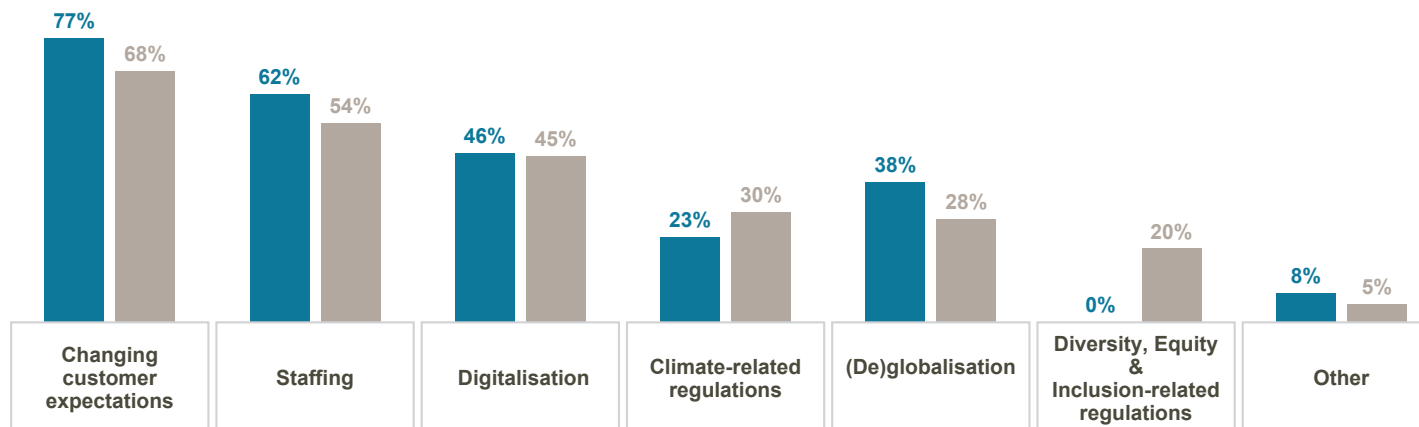


Most important business issues in the exhibition industry right now

Greece Global



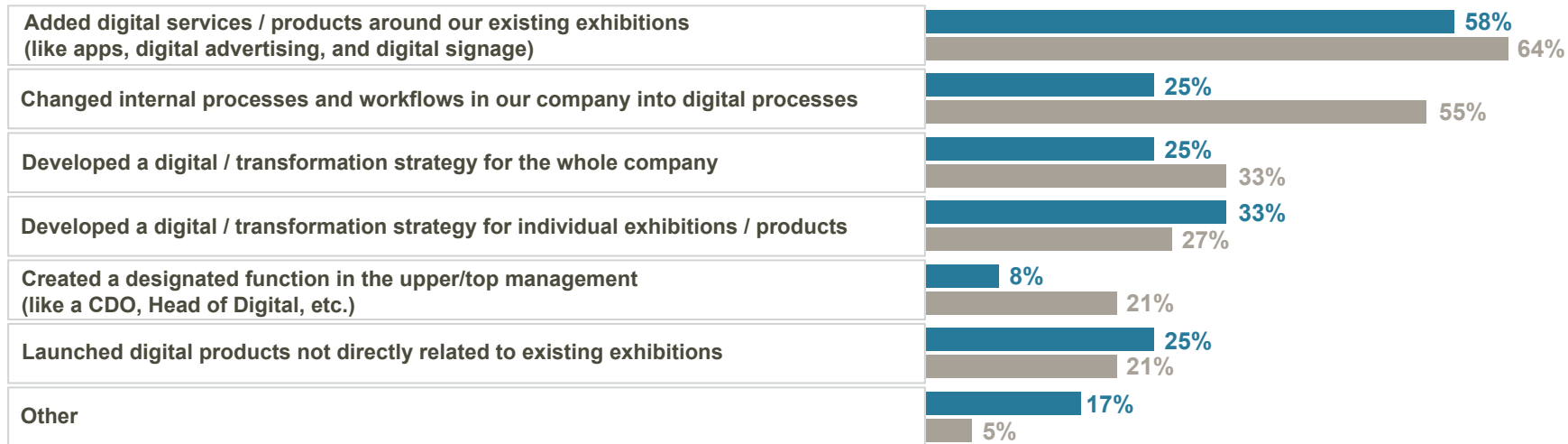
Elements expected to most impact business development in the next five years





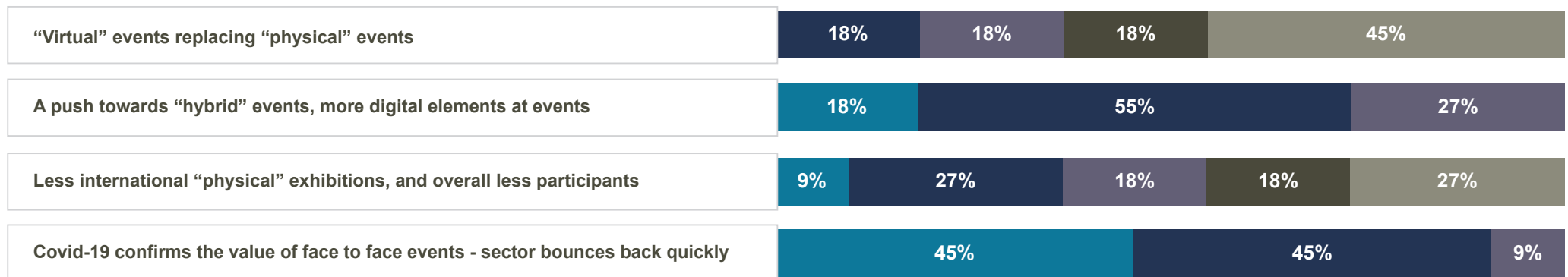
Digitalisation: implementation in Greece and globally

Greece Global



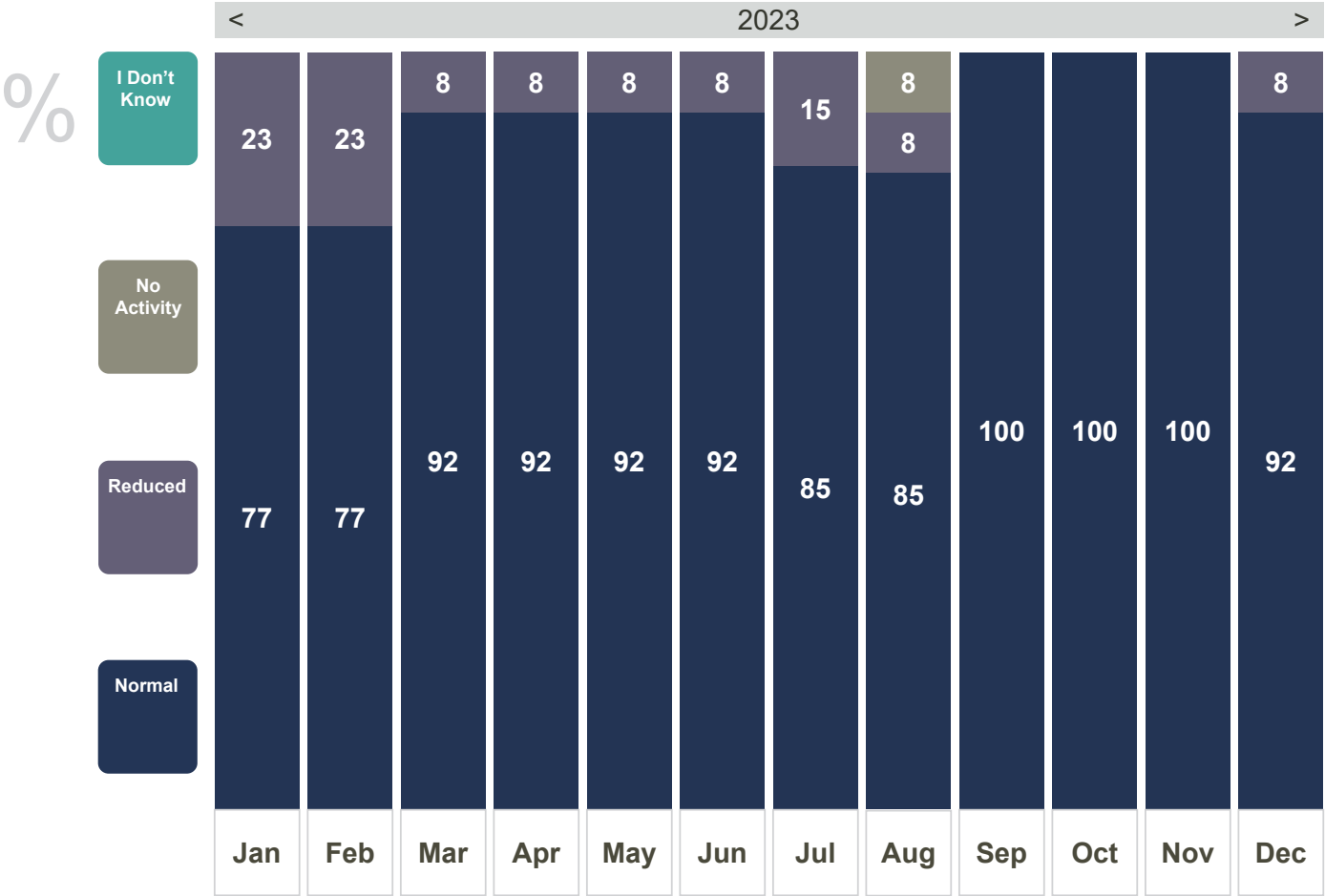
Format of exhibitions in the coming years

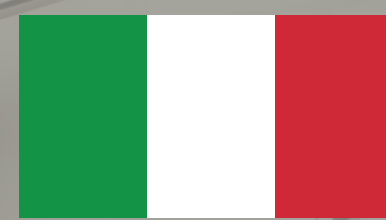
Yes, for sure Most probably Not sure Not sure at all Definitely not



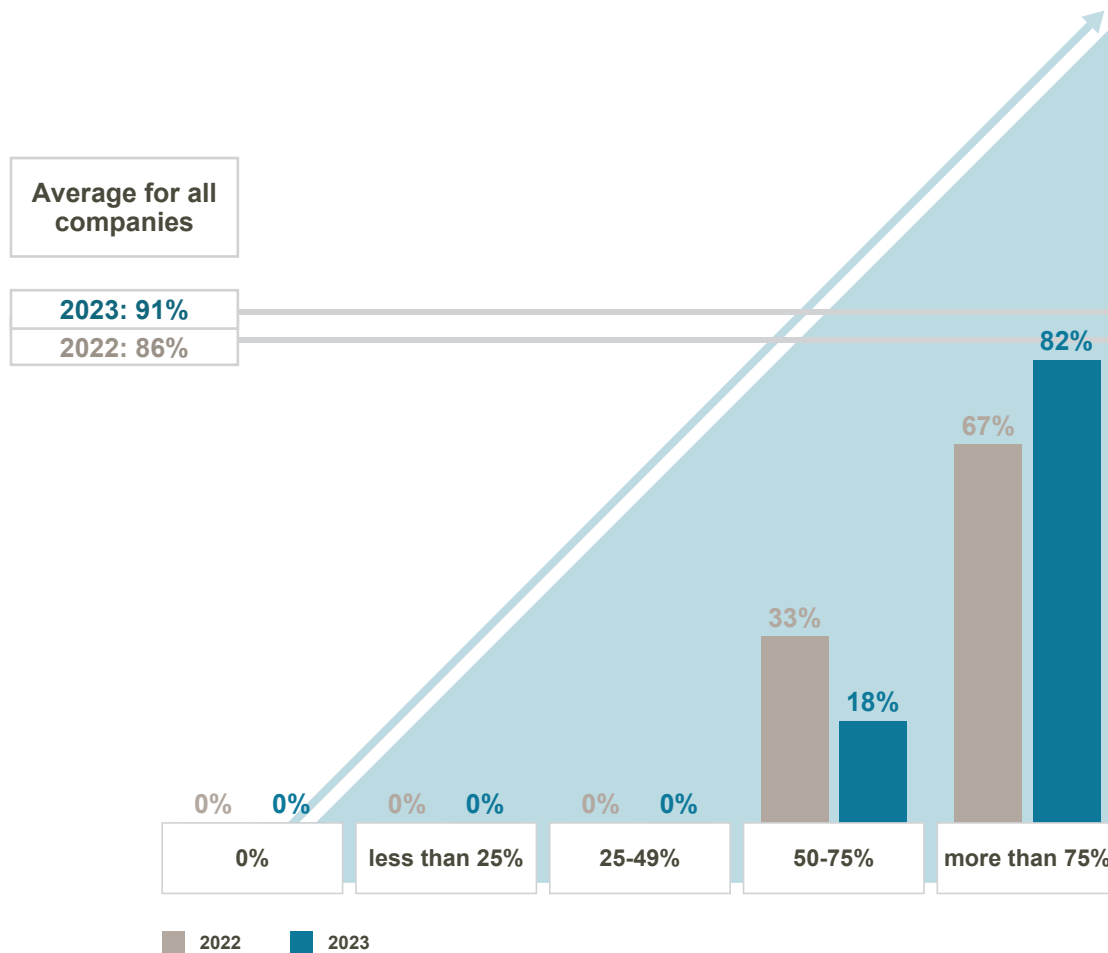


Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



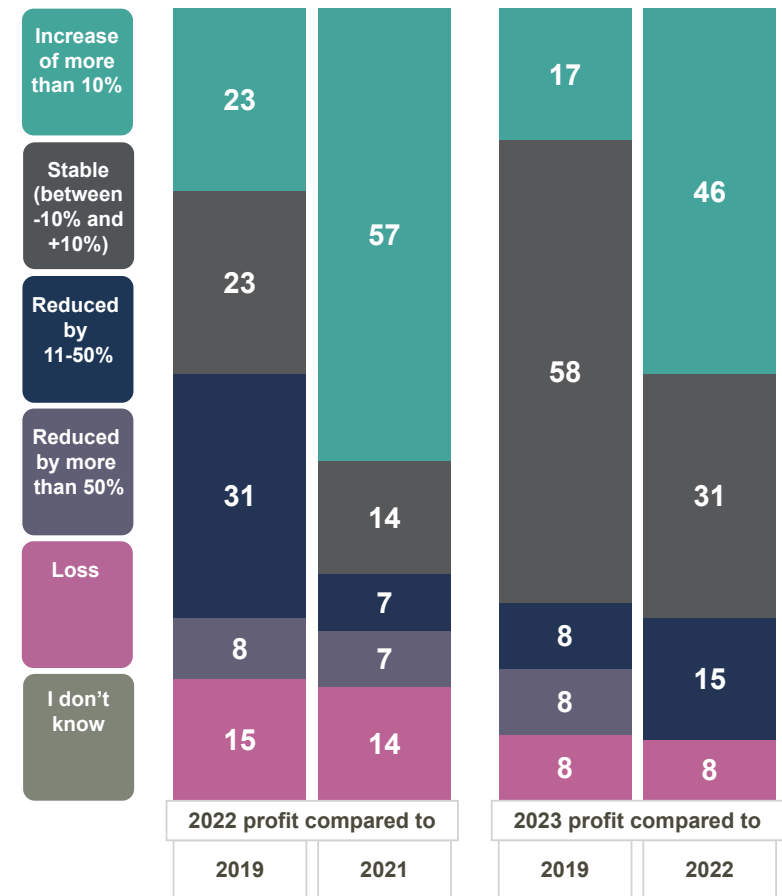


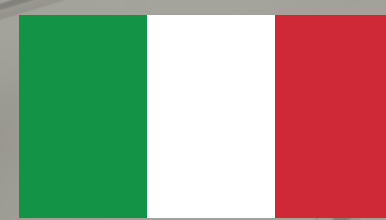
Revenue compared to 2019



Operating profits compared to 2019 and previous year

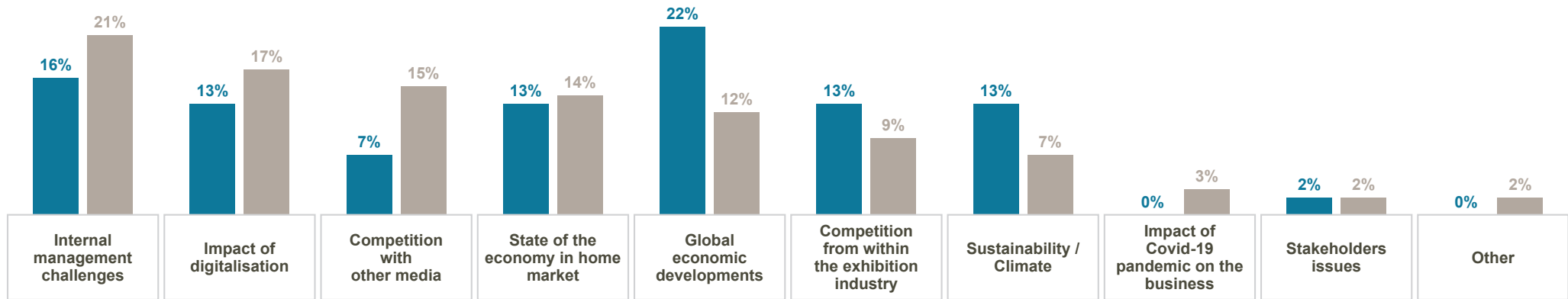
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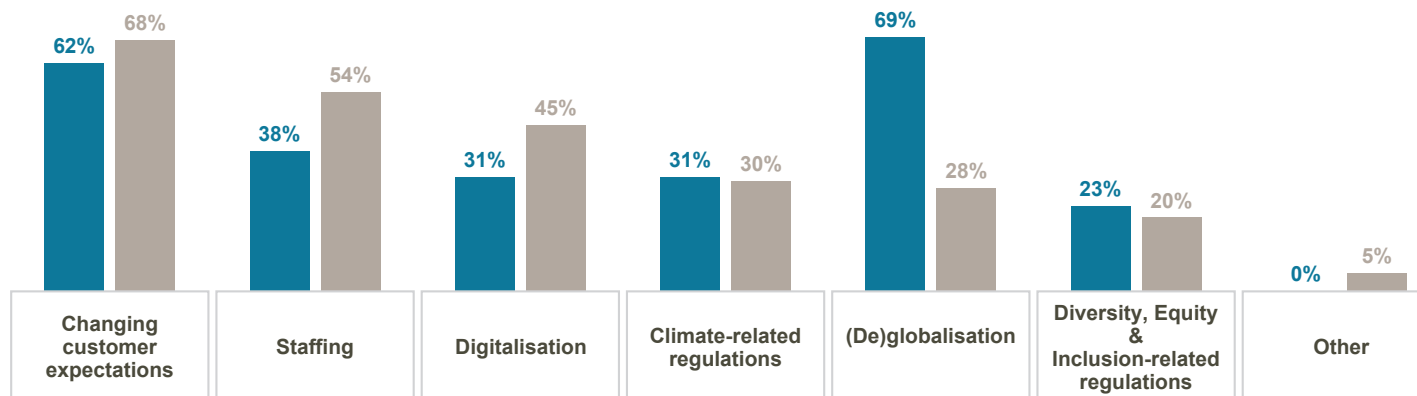


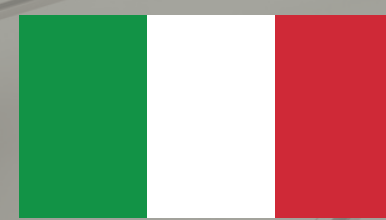
Most important business issues in the exhibition industry right now

Italy Global

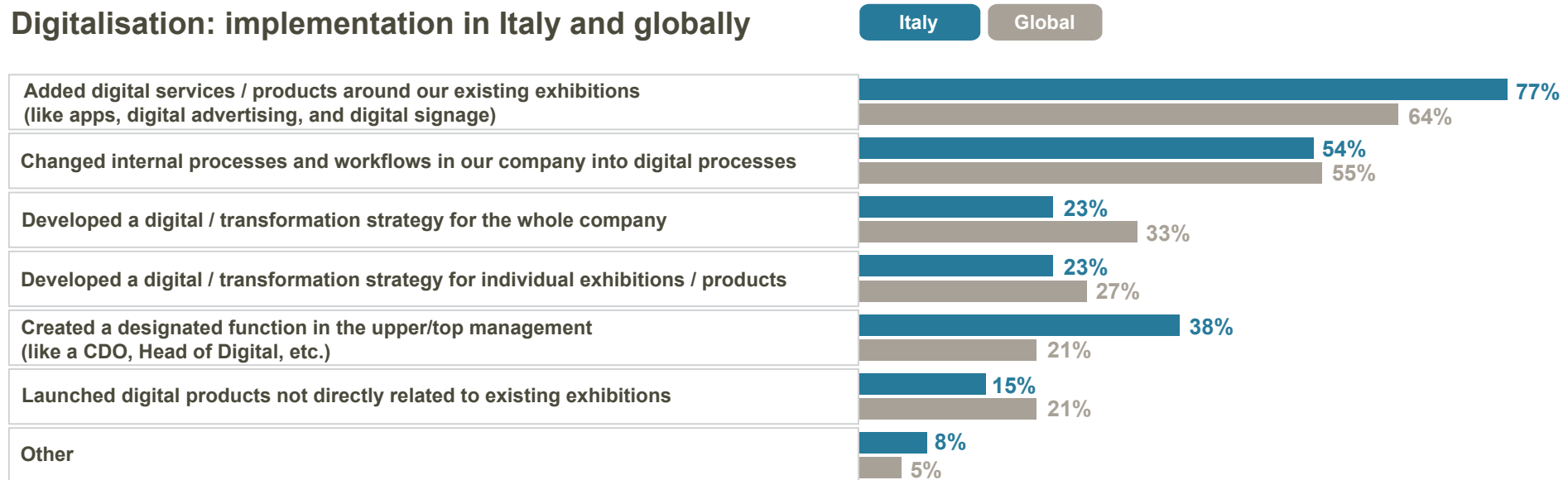


Elements expected to most impact business development in the next five years



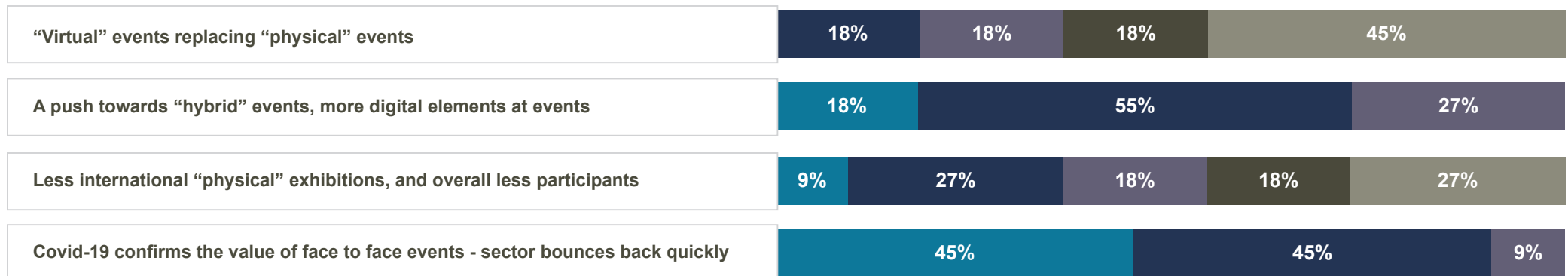


Digitalisation: implementation in Italy and globally



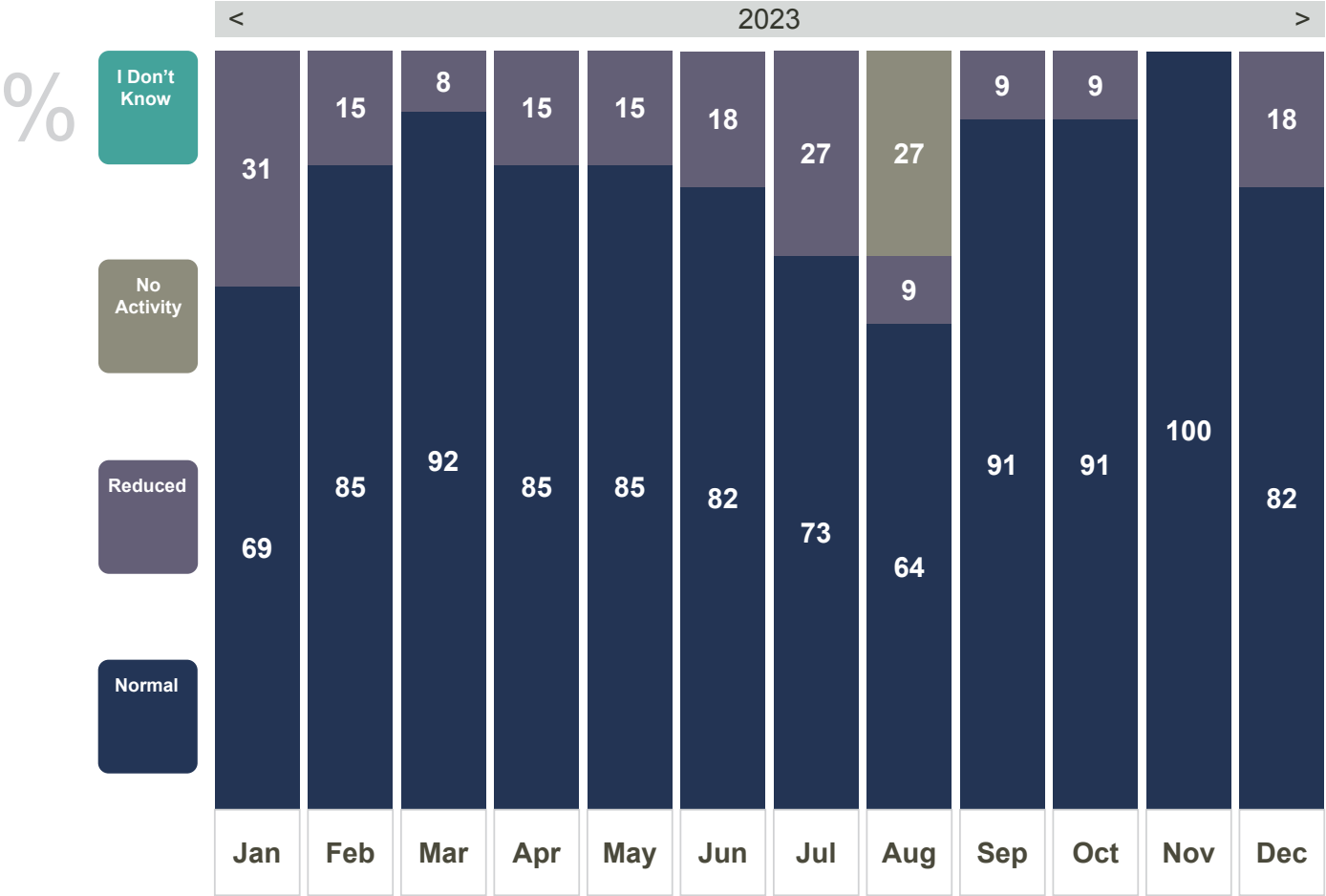
Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not





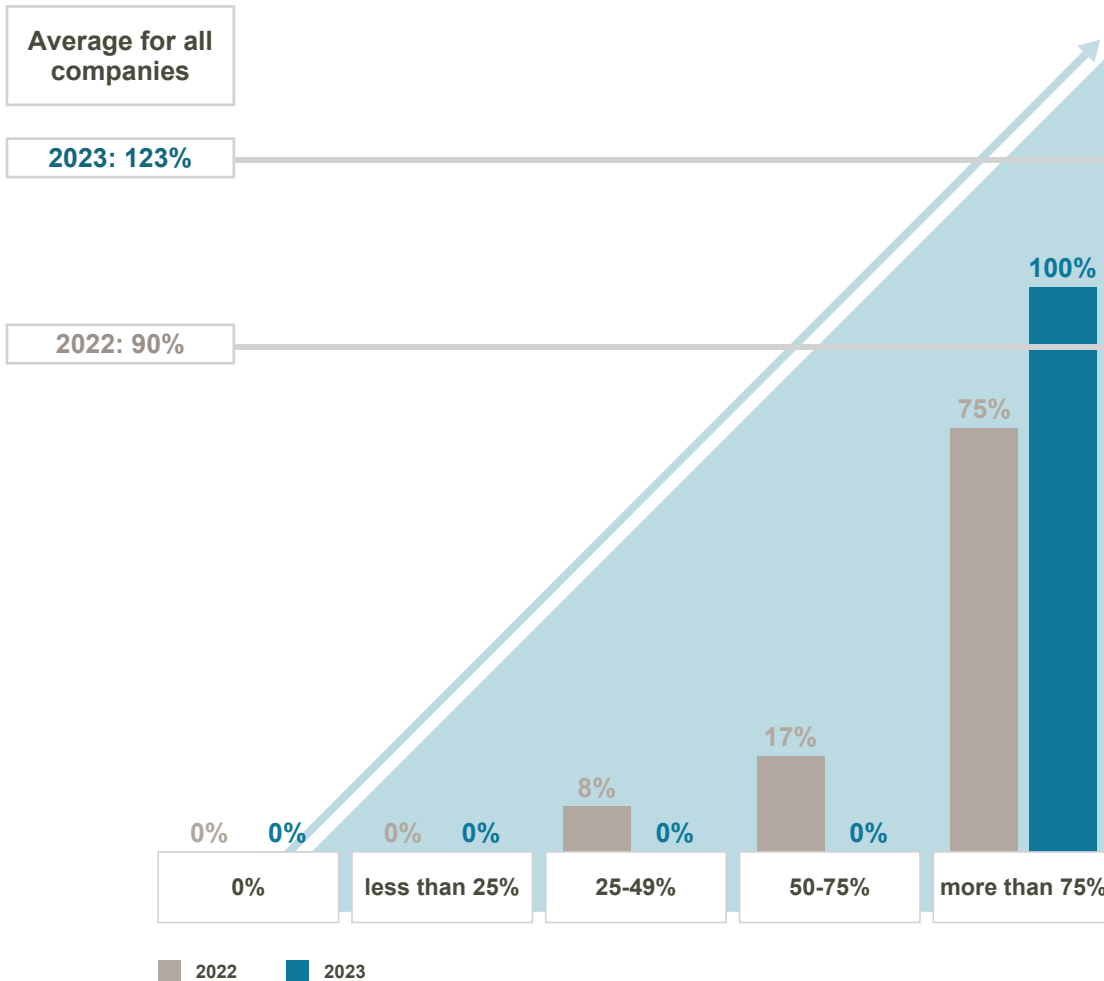
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Spain

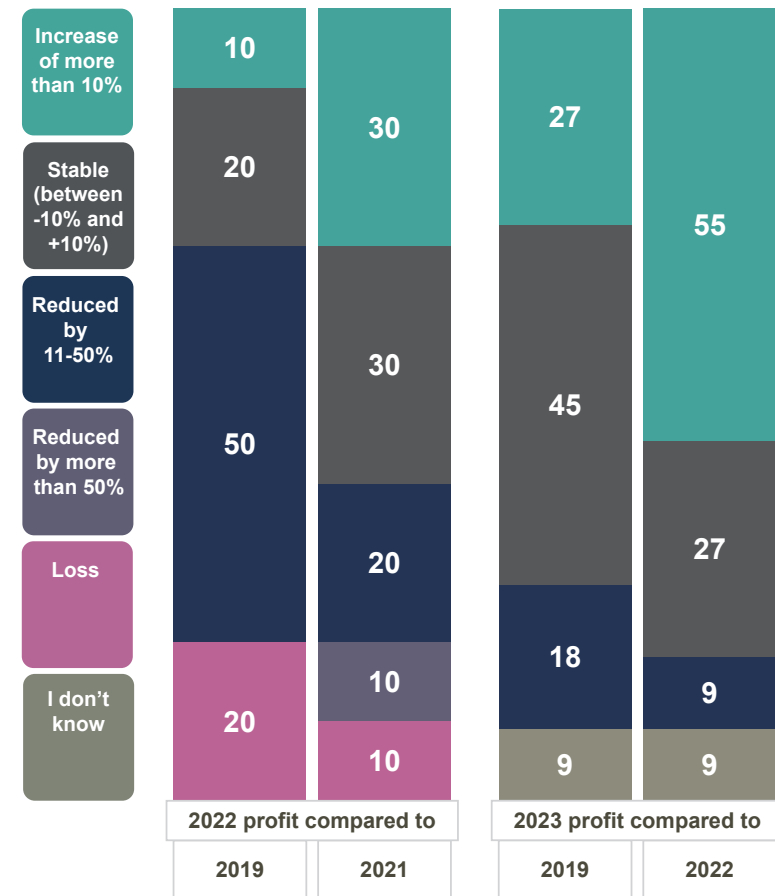


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%



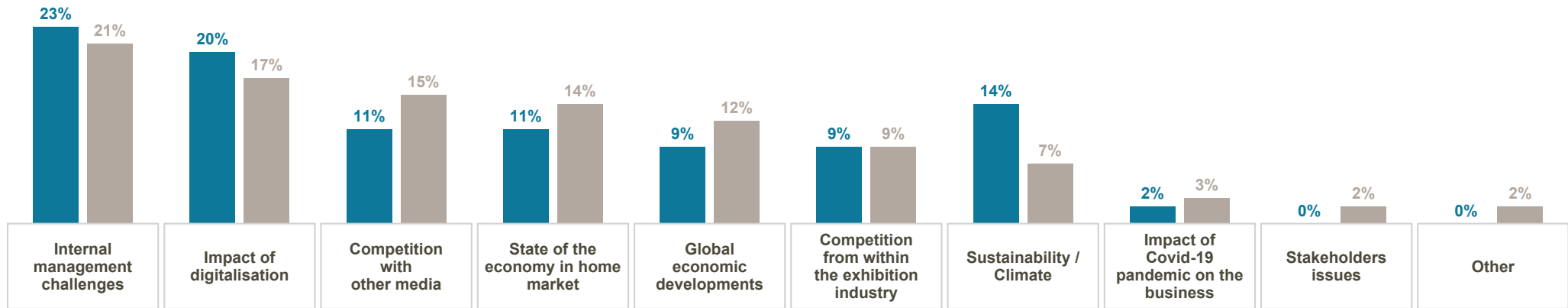
Detailed results for Spain



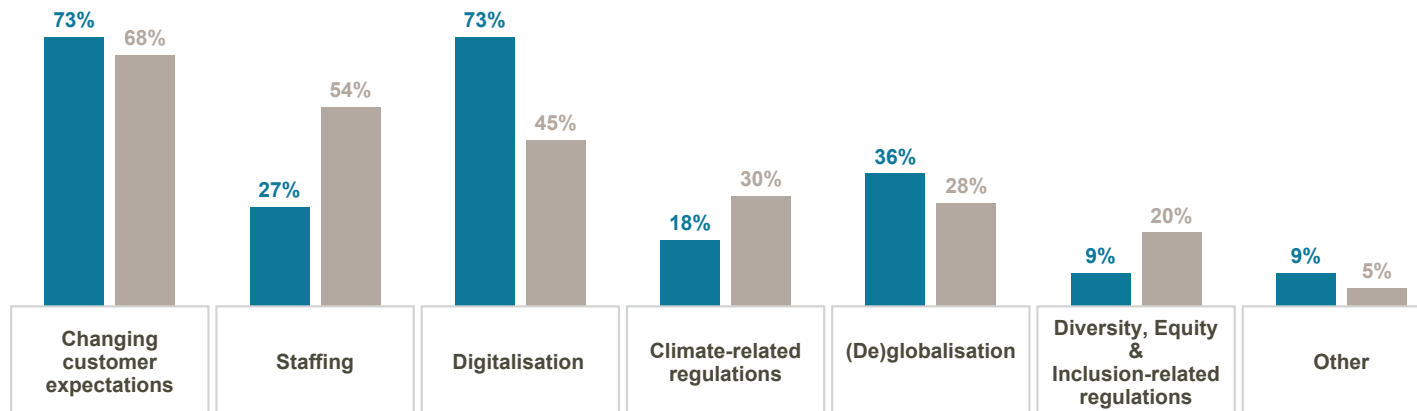
Most important business issues in the exhibition industry right now

Spain

Global



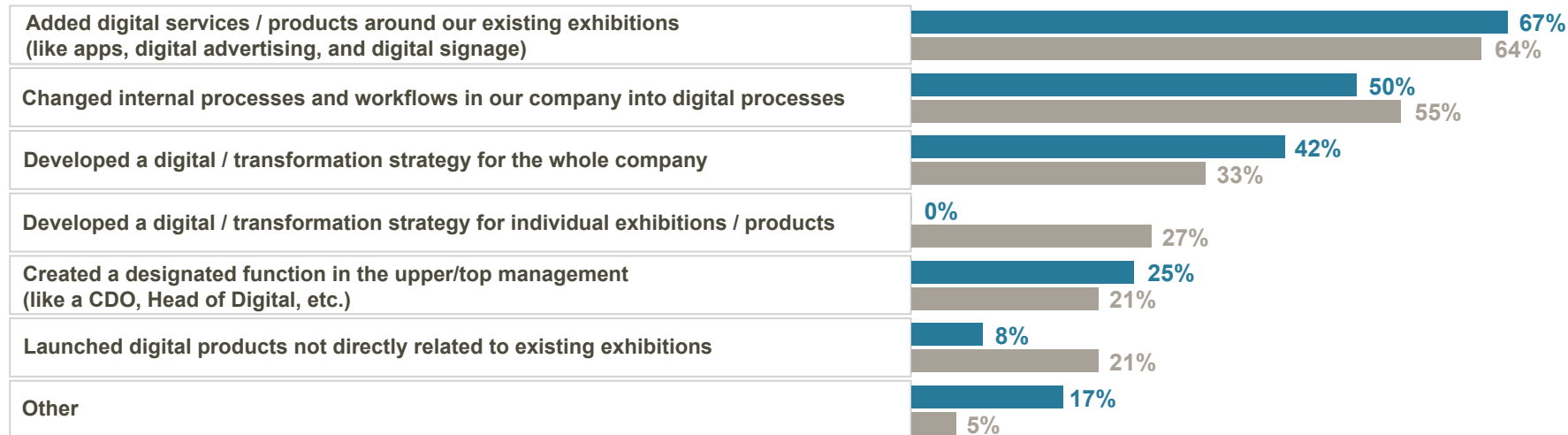
Elements expected to most impact business development in the next five years





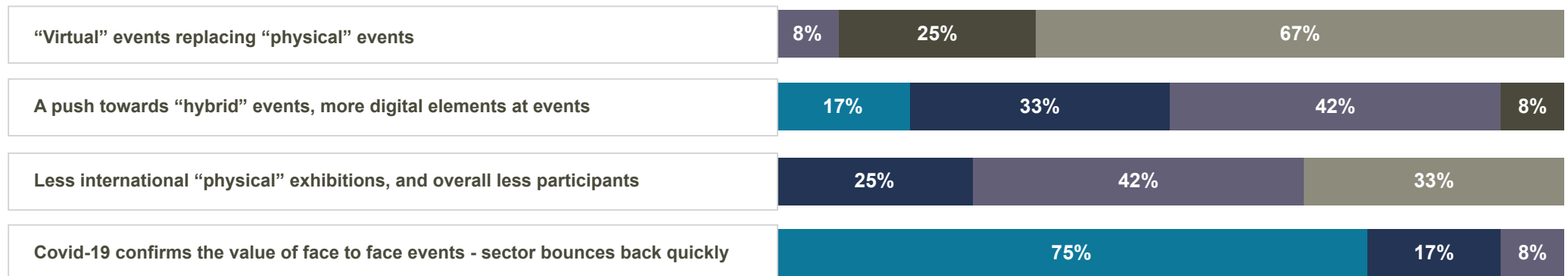
Digitalisation: implementation in Spain and globally

Spain Global



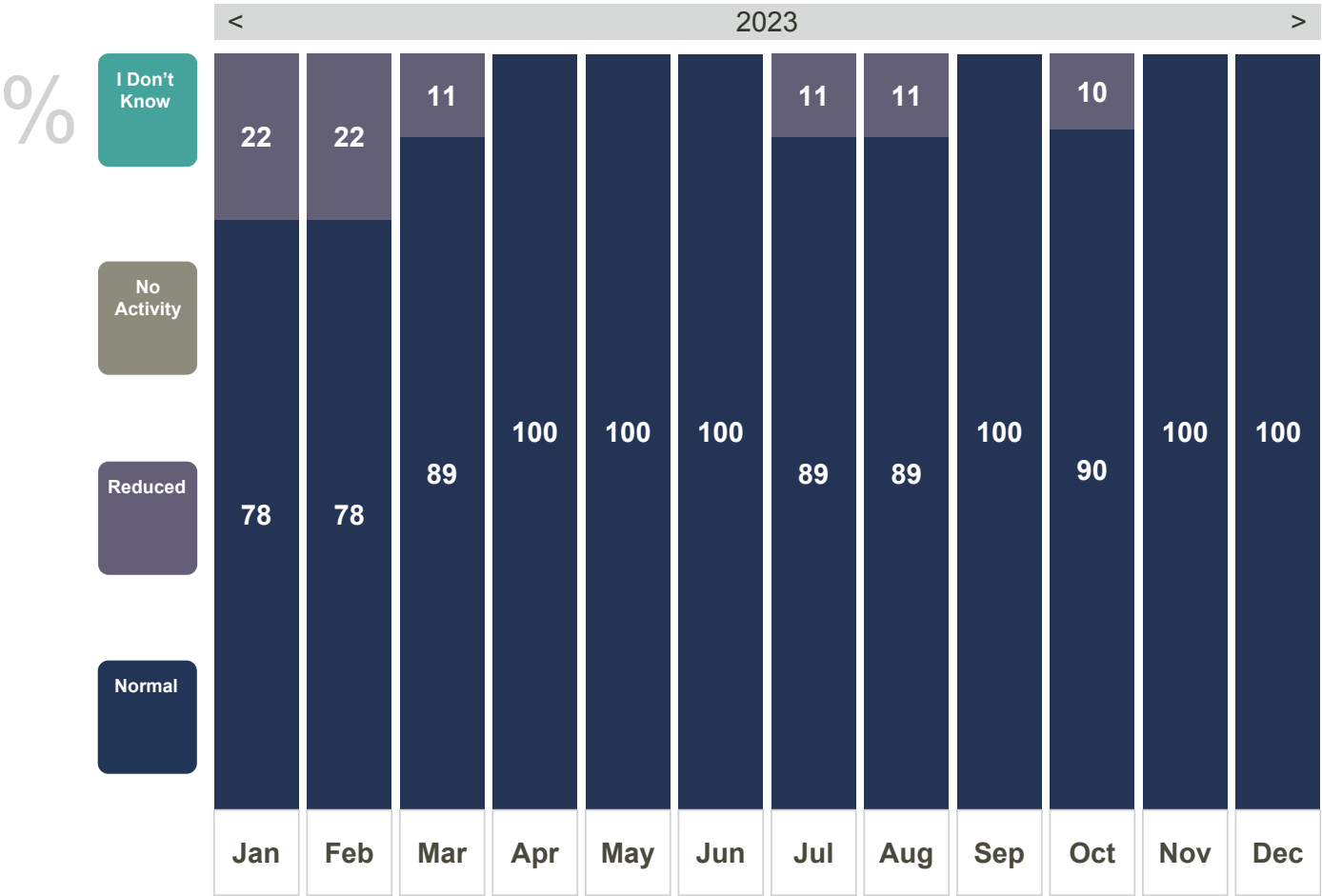
Format of exhibitions in the coming years

Yes, for sure Most probably Not sure Not sure at all Definitely not



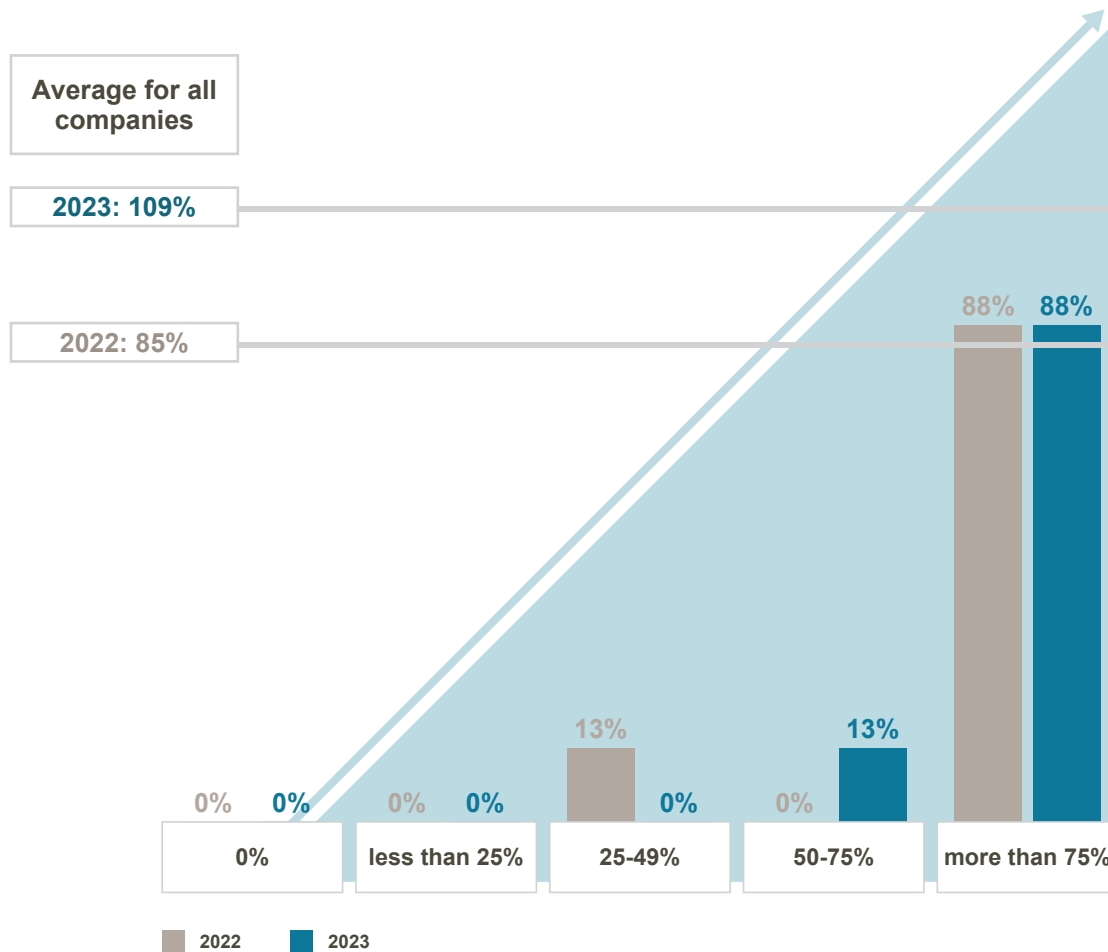


Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



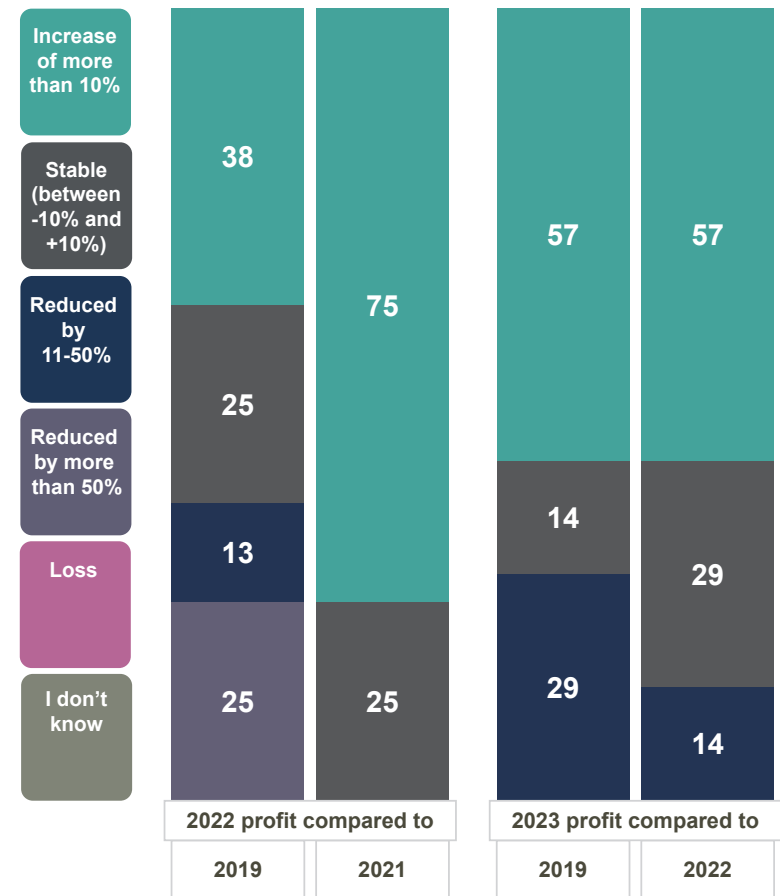


Revenue compared to 2019



Operating profits compared to 2019 and previous year

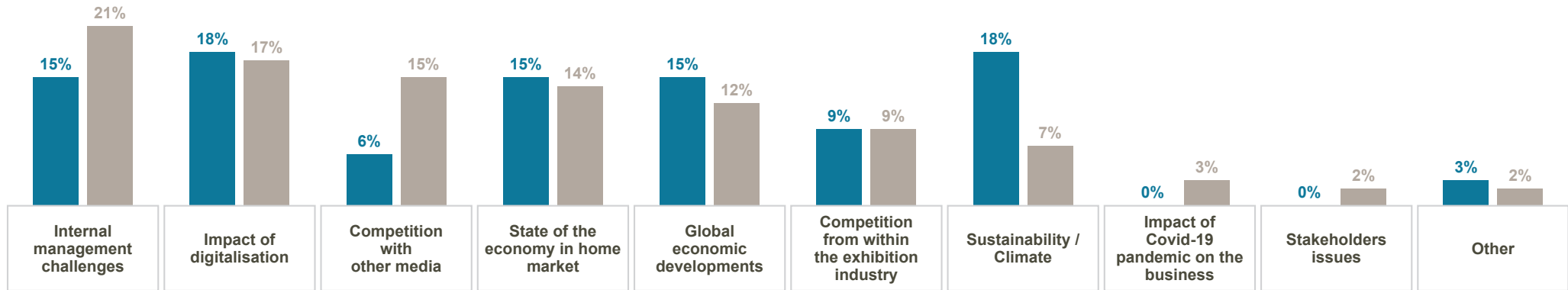
%



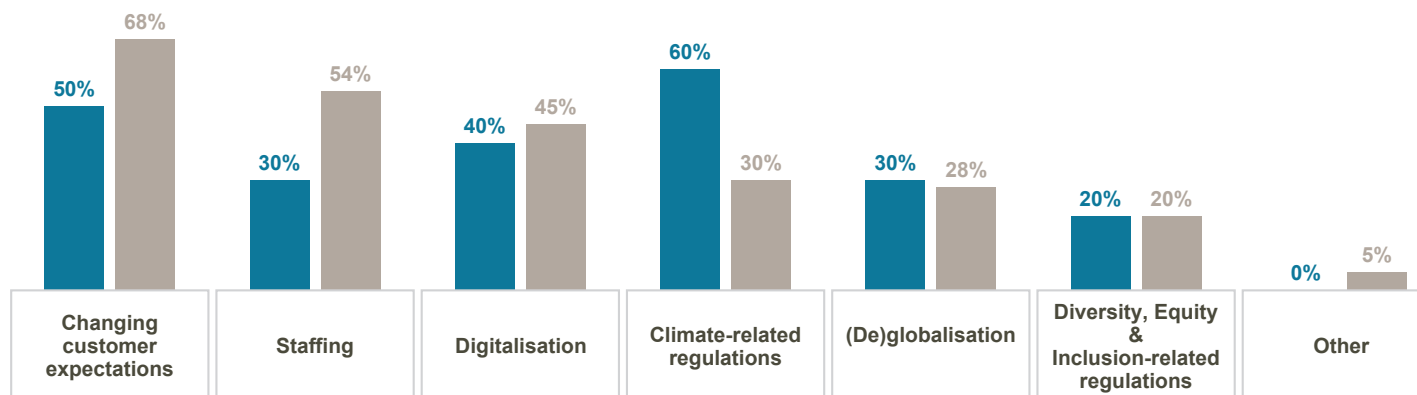


Most important business issues in the exhibition industry right now

UK Global



Elements expected to most impact business development in the next five years

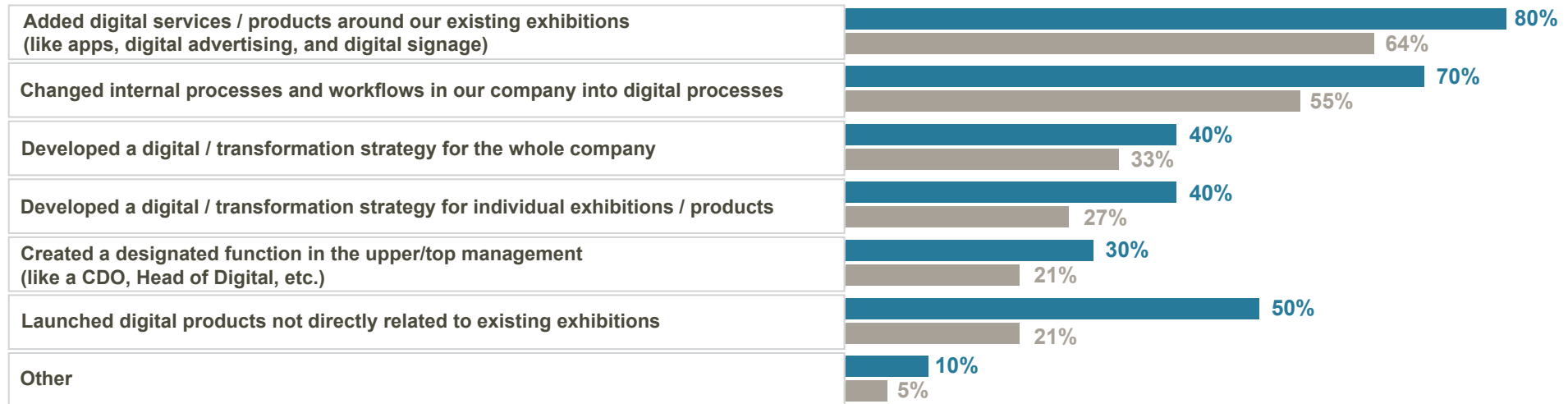




Digitalisation: implementation in UK and globally

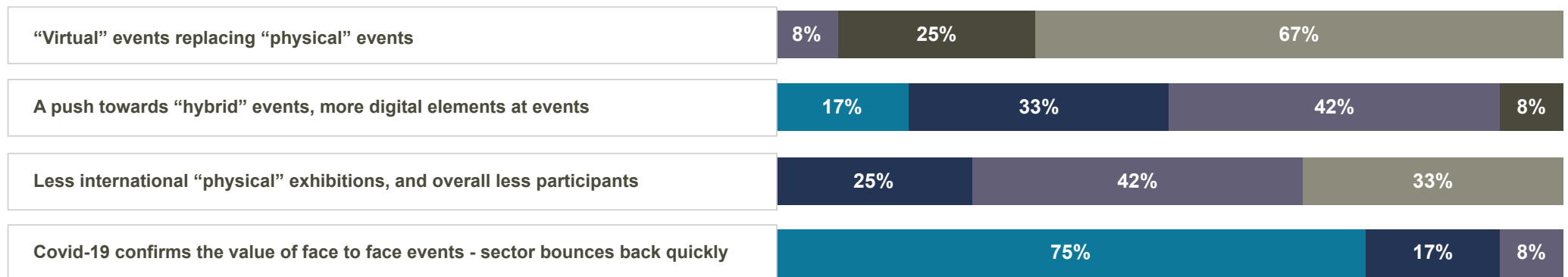
UK

Global



Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not



Middle East & Africa

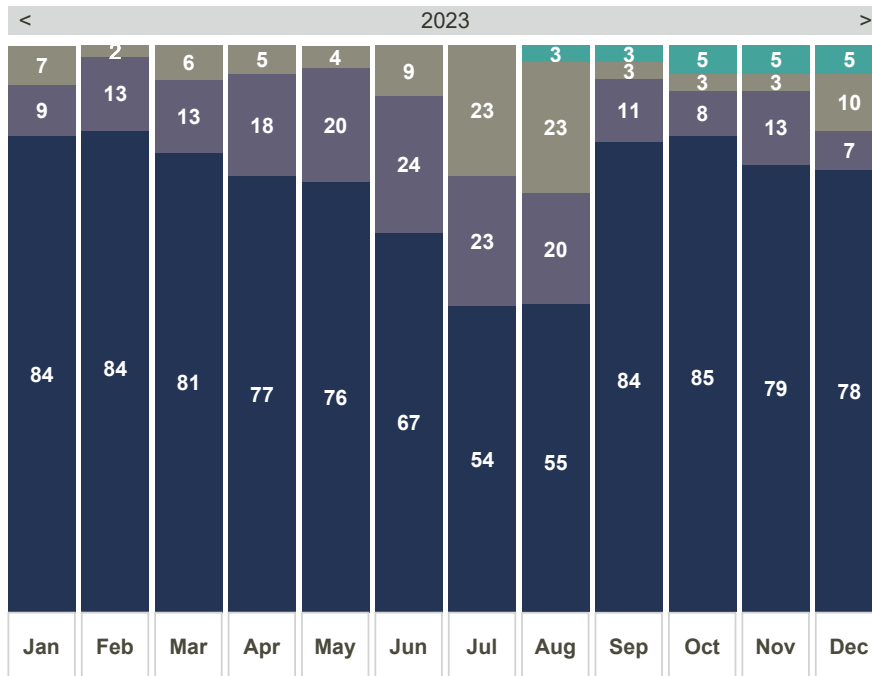




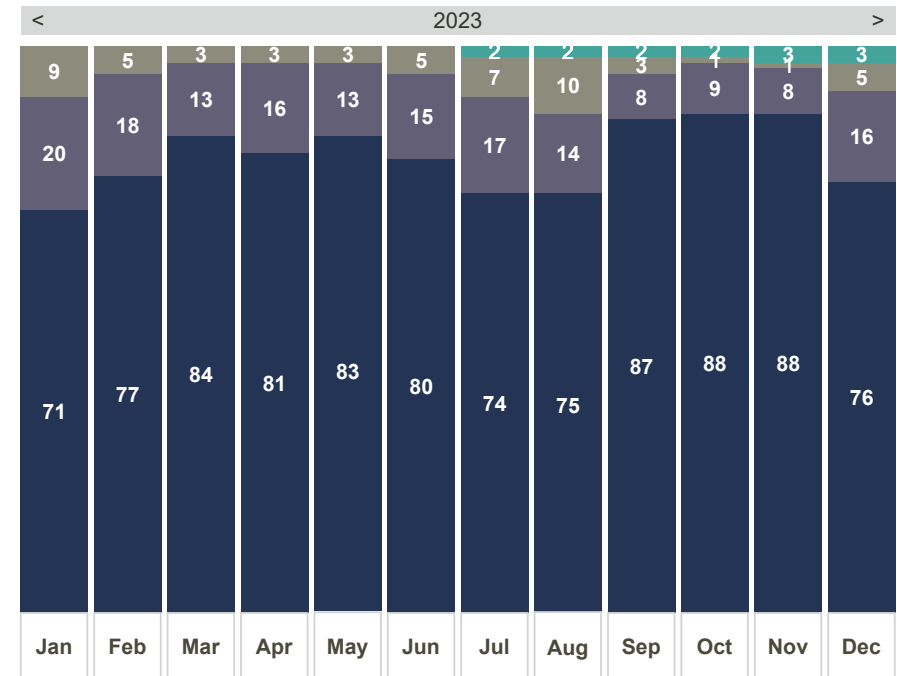
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Middle East & Africa



World

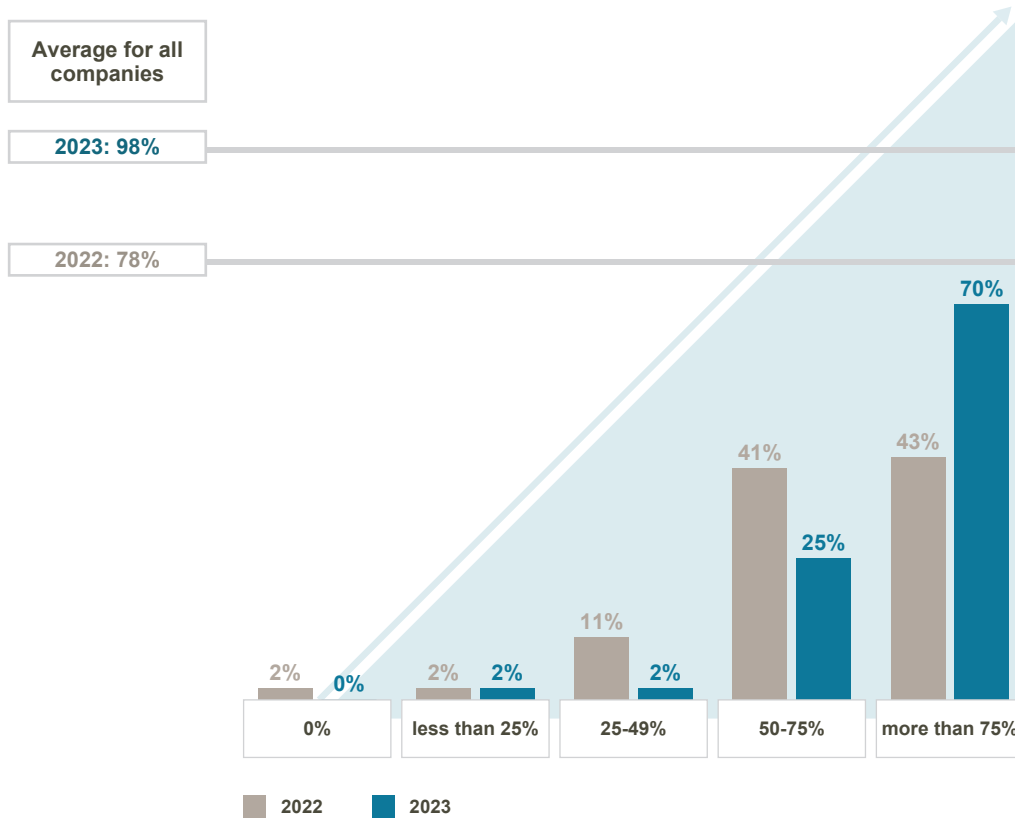


%

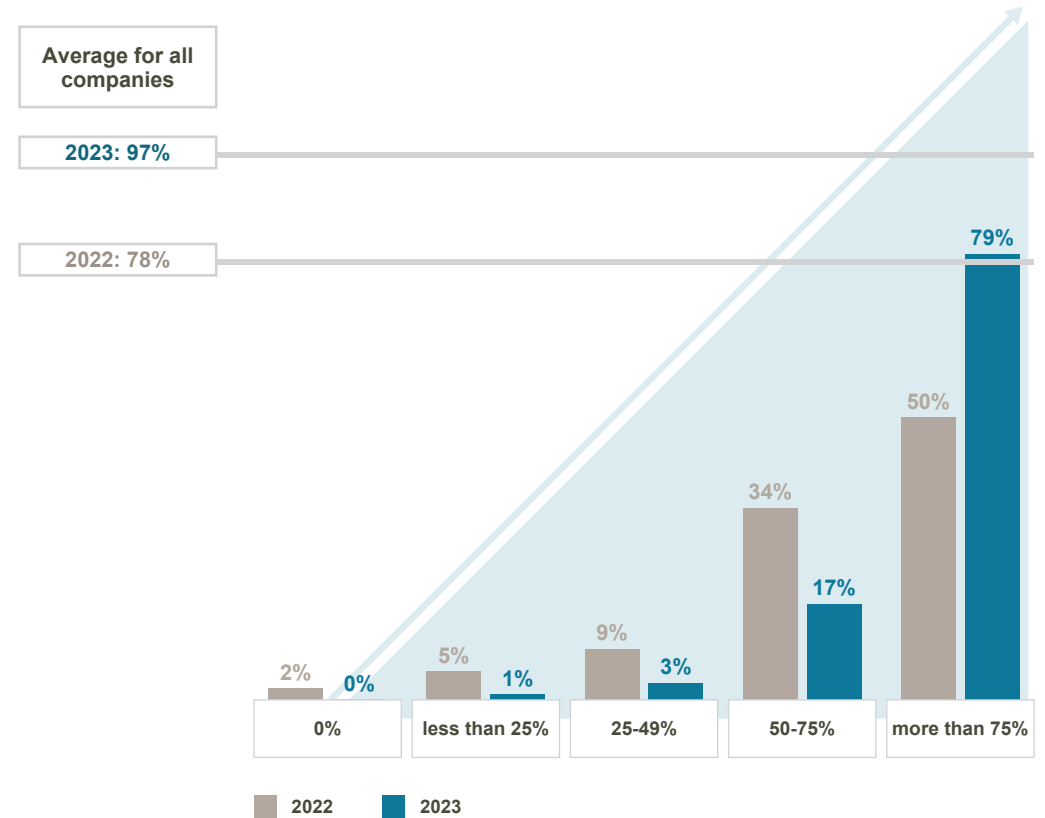


Revenue compared to 2019

Middle East & Africa

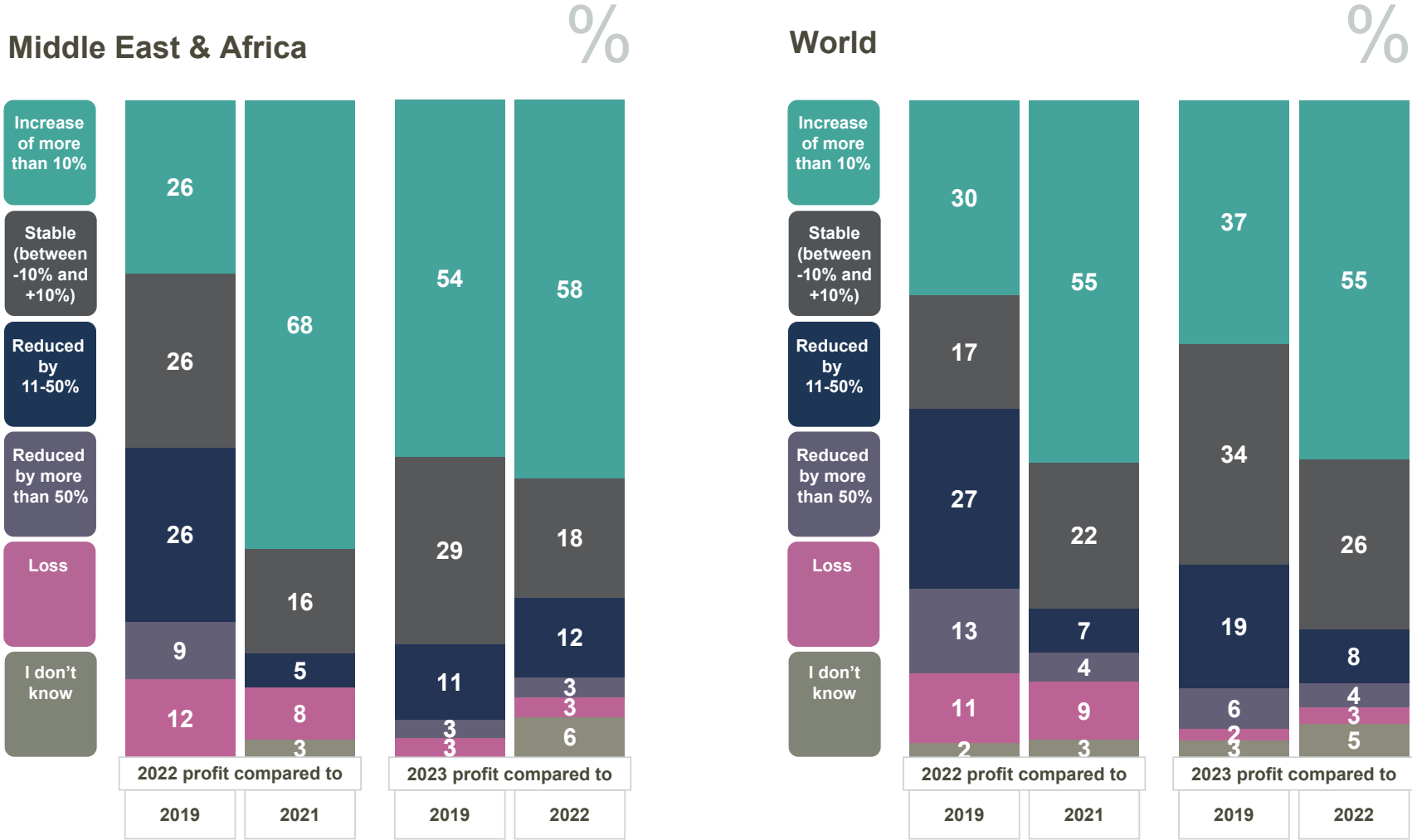


World





Operating profits compared to 2019 and previous year



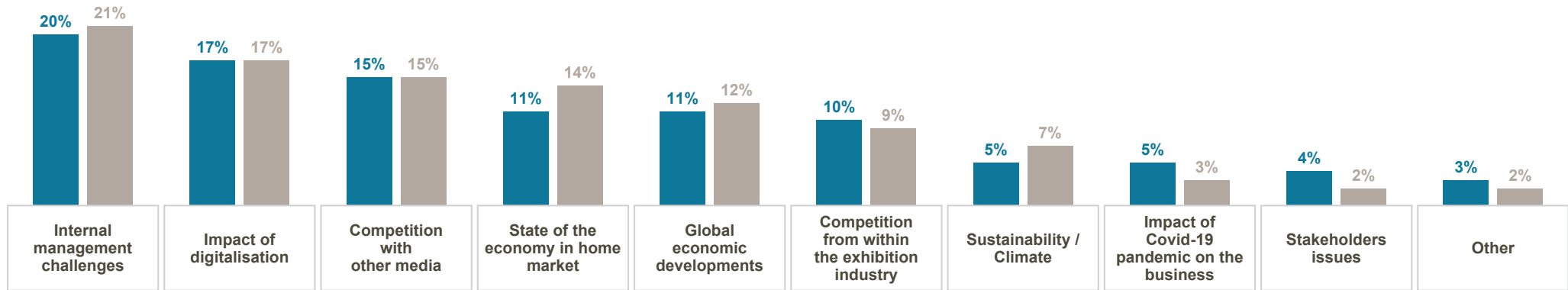
Most Important Business Issues - Key Factors for Business Development - Middle East & Africa



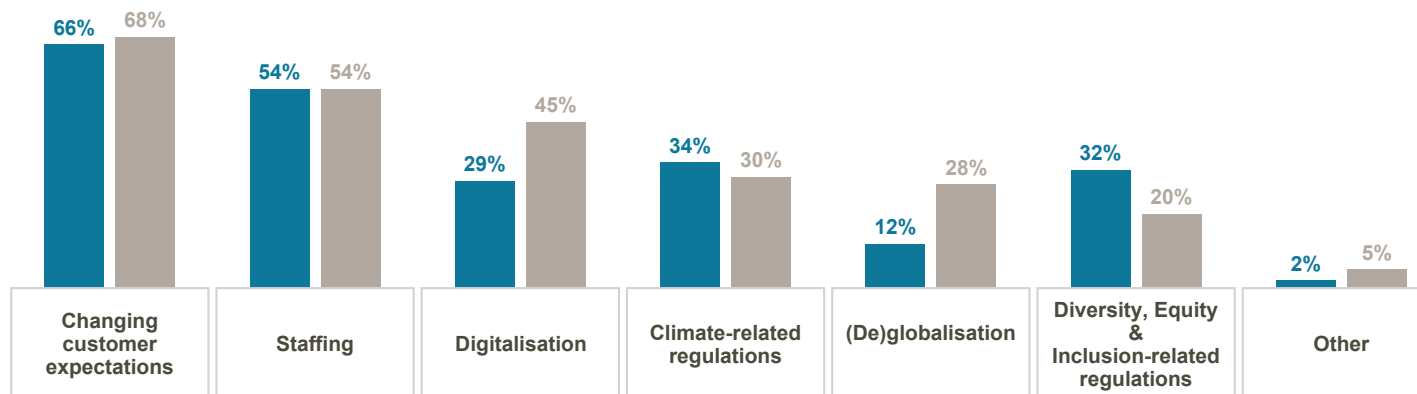
Most important business issues in the exhibition industry right now

Middle East & Africa

Global



Elements expected to most impact business development in the next five years

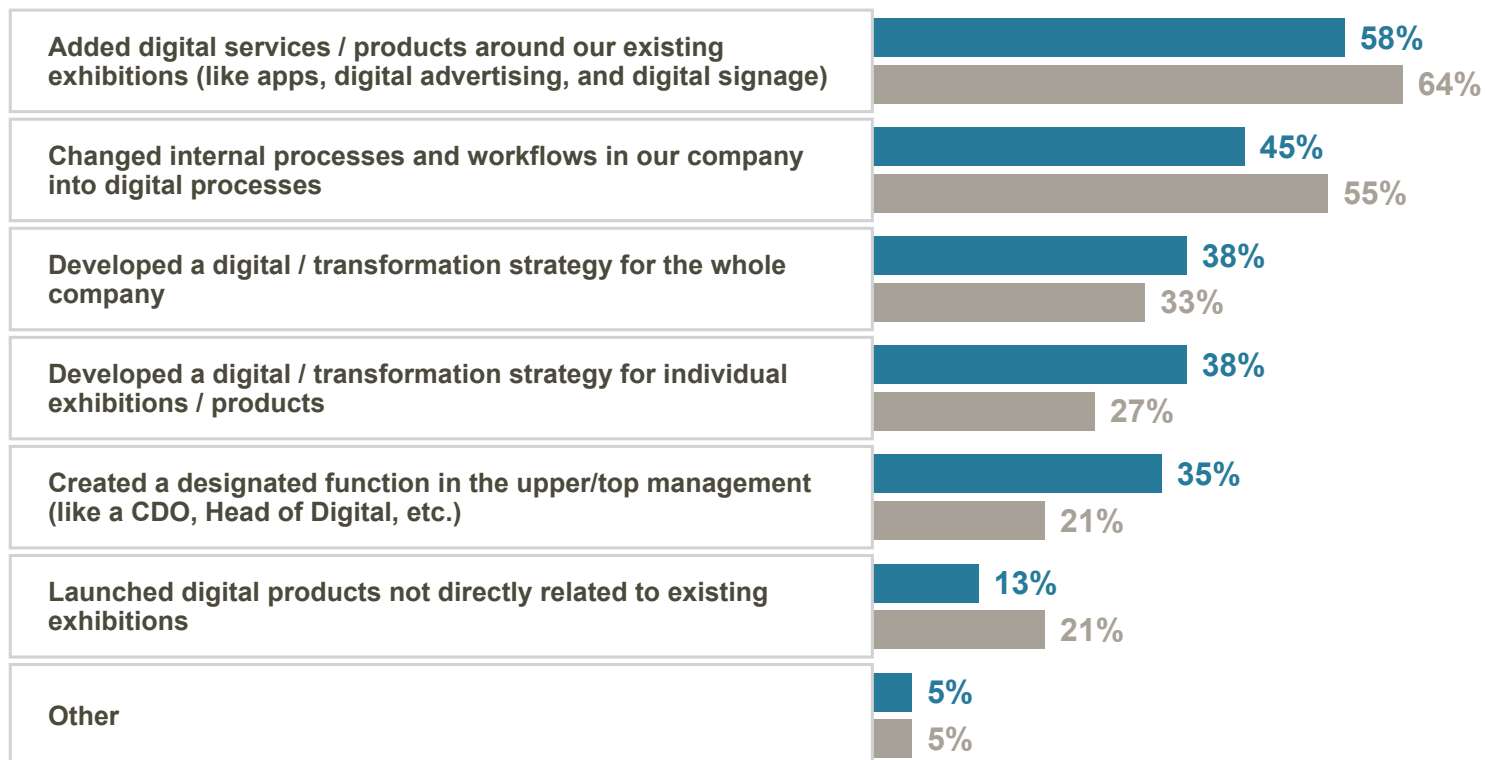




Digitalisation: implementation in Middle East & Africa and globally

Middle East & Africa

Global

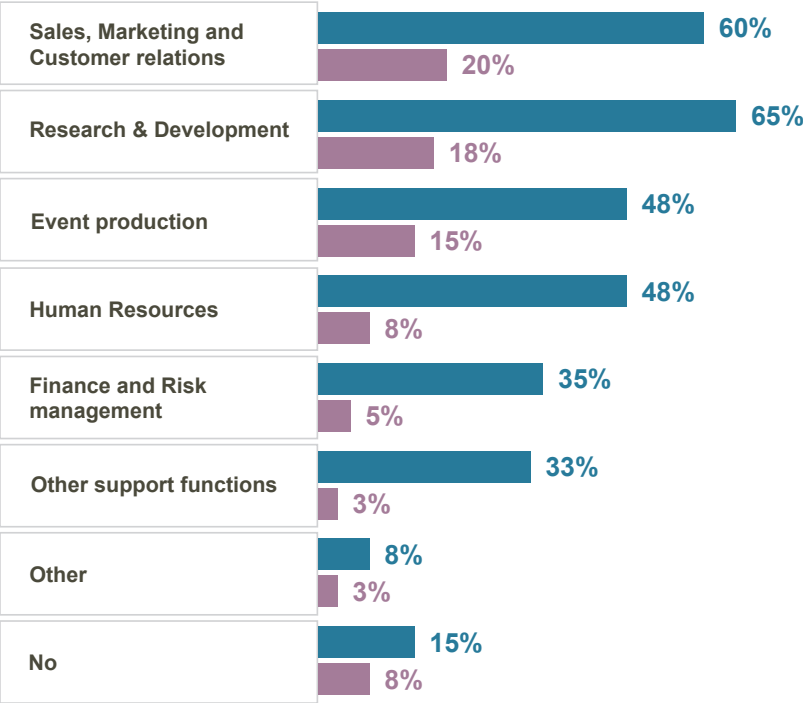




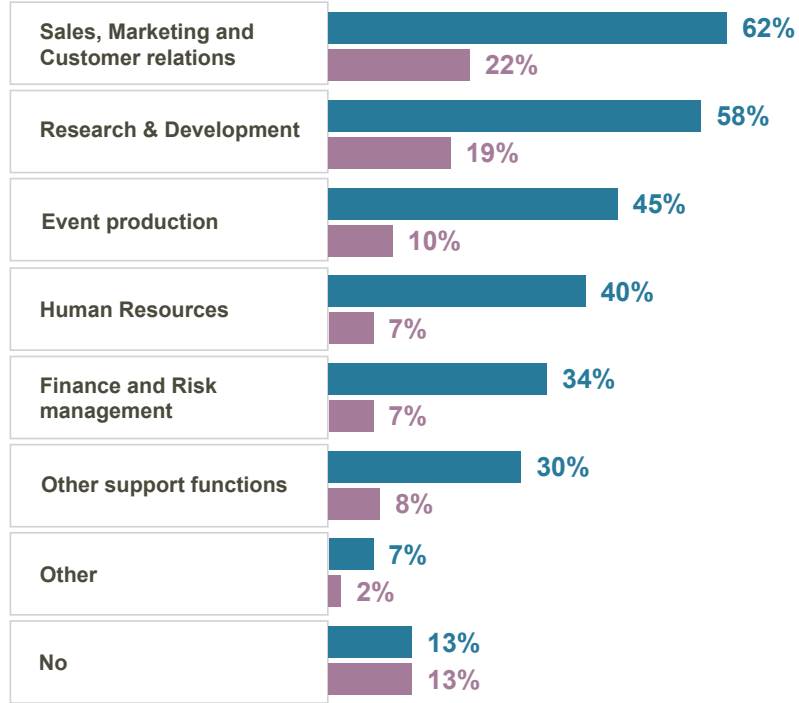
Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry (teal) We already use (purple)

Middle East & Africa



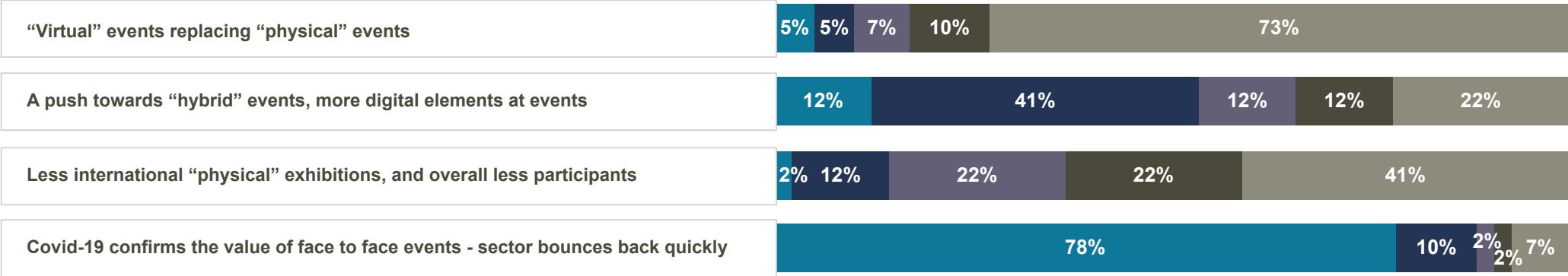
World

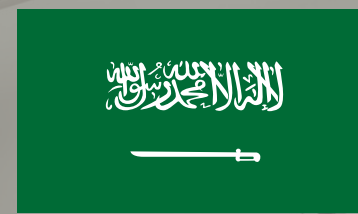




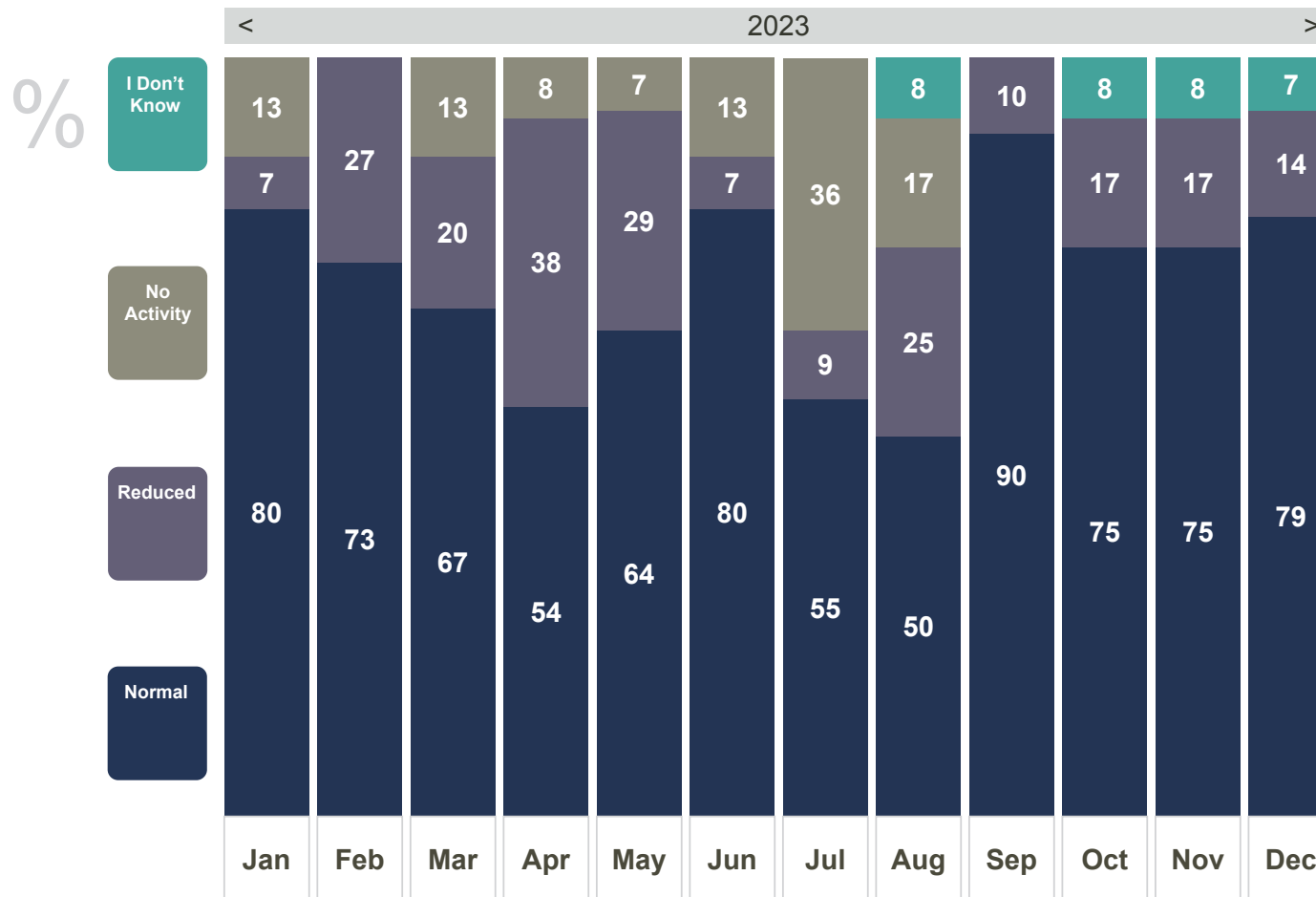
Format of Exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not

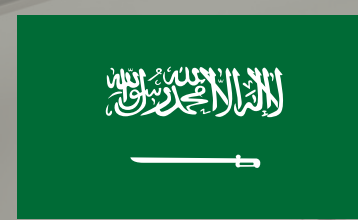




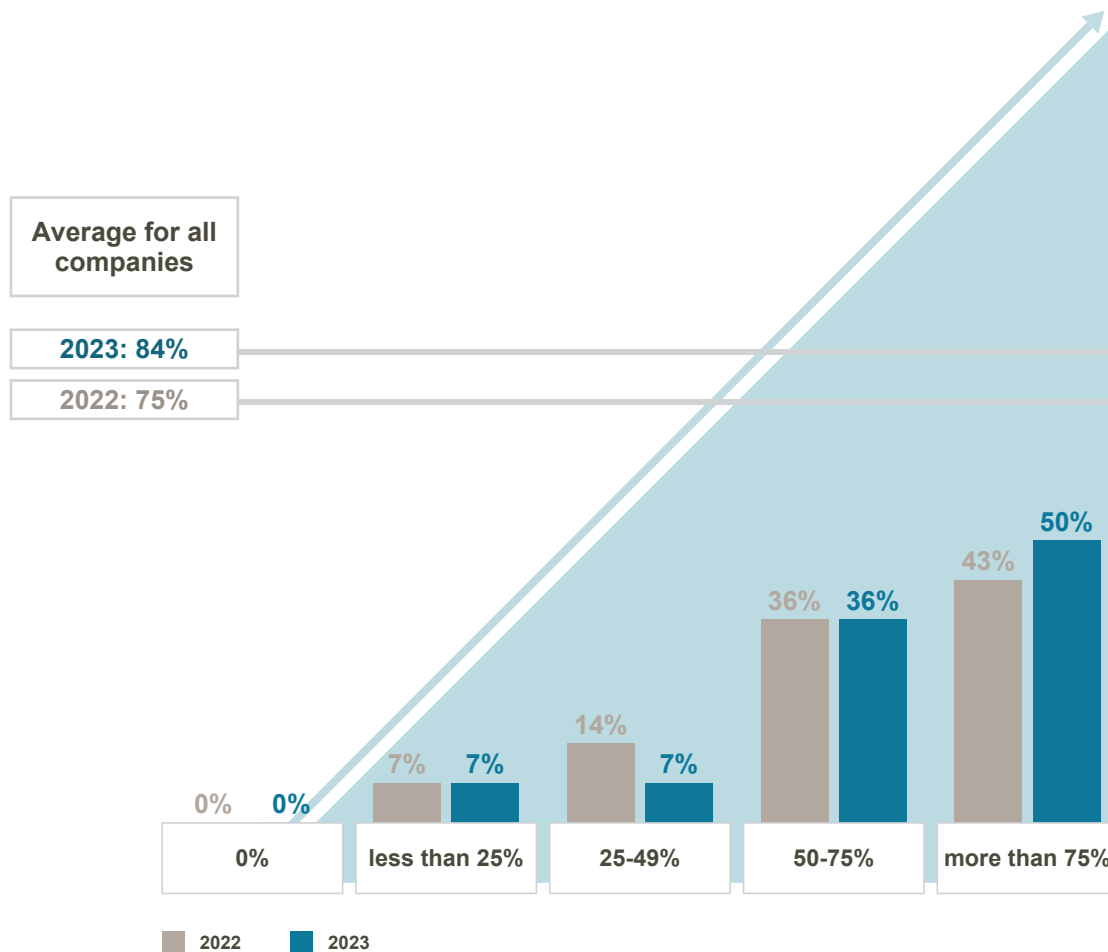
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Saudi Arabia

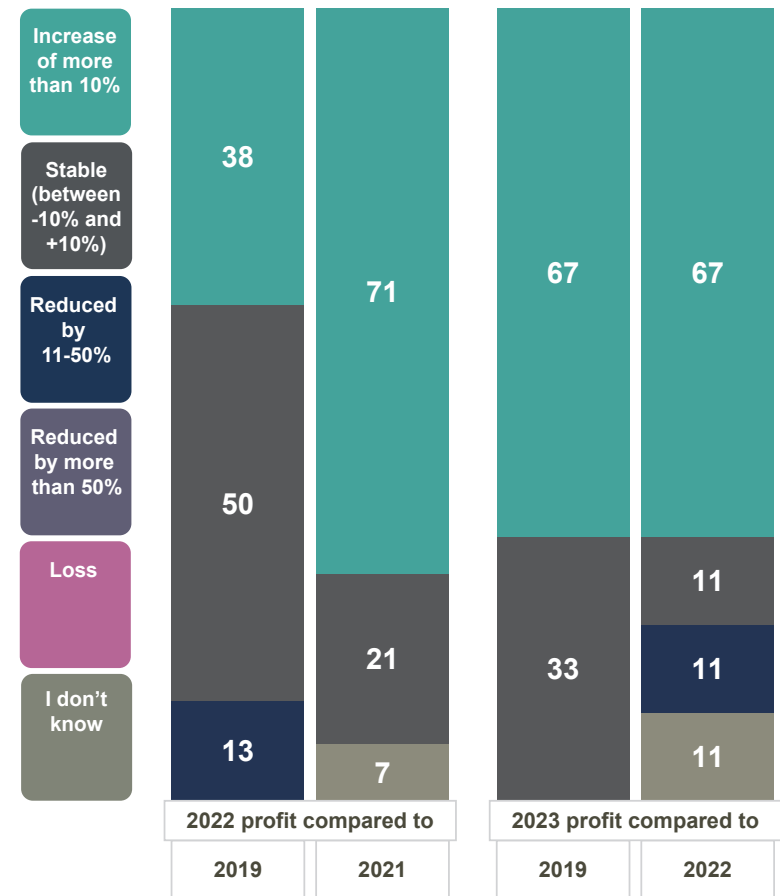


Revenue compared to 2019

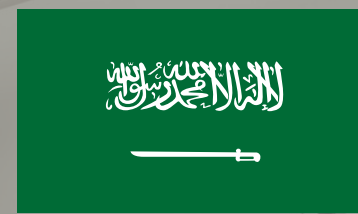


Operating profits compared to 2019 and previous year

%



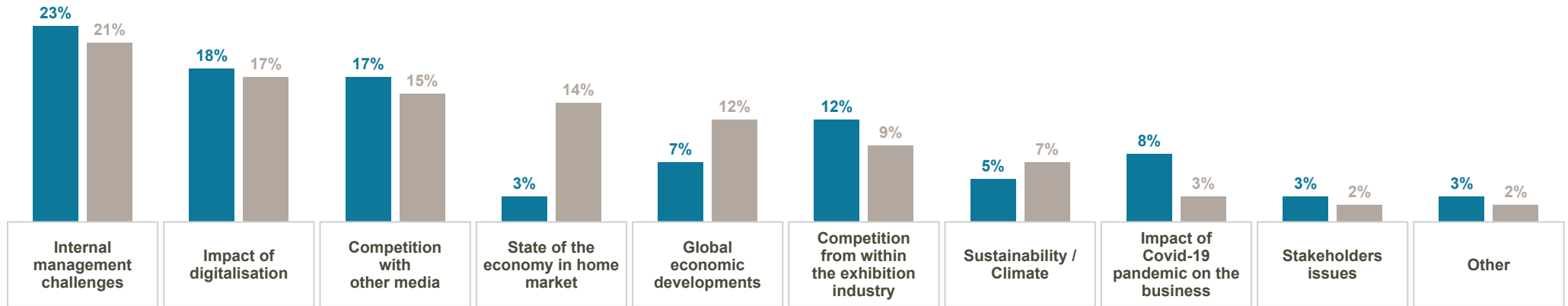
Detailed results for Saudi Arabia



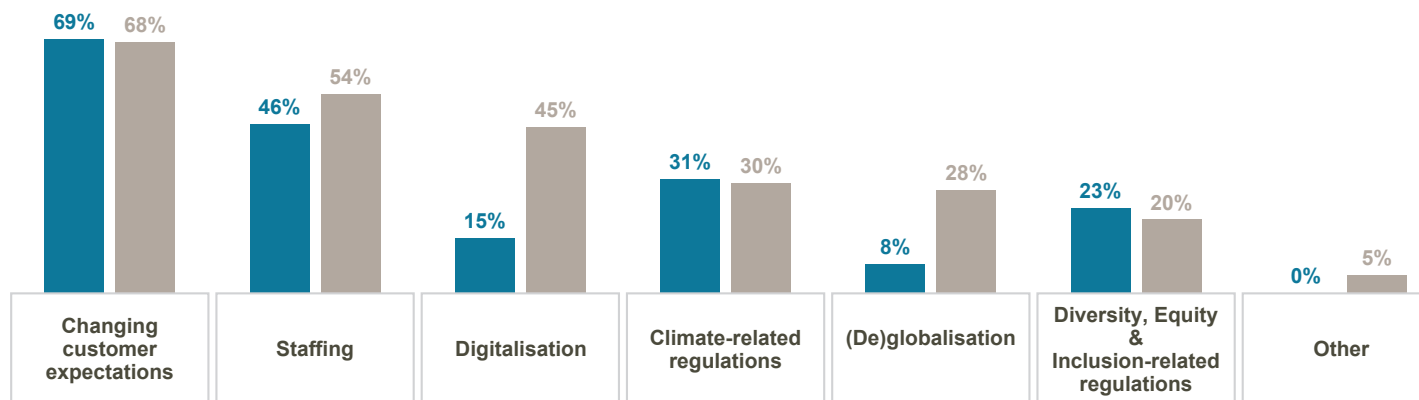
Most important business issues in the exhibition industry right now

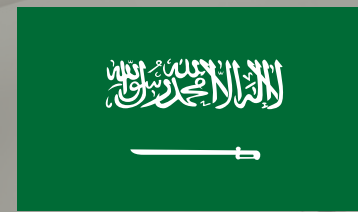
Saudi Arabia

Global



Elements expected to most impact business development in the next five years

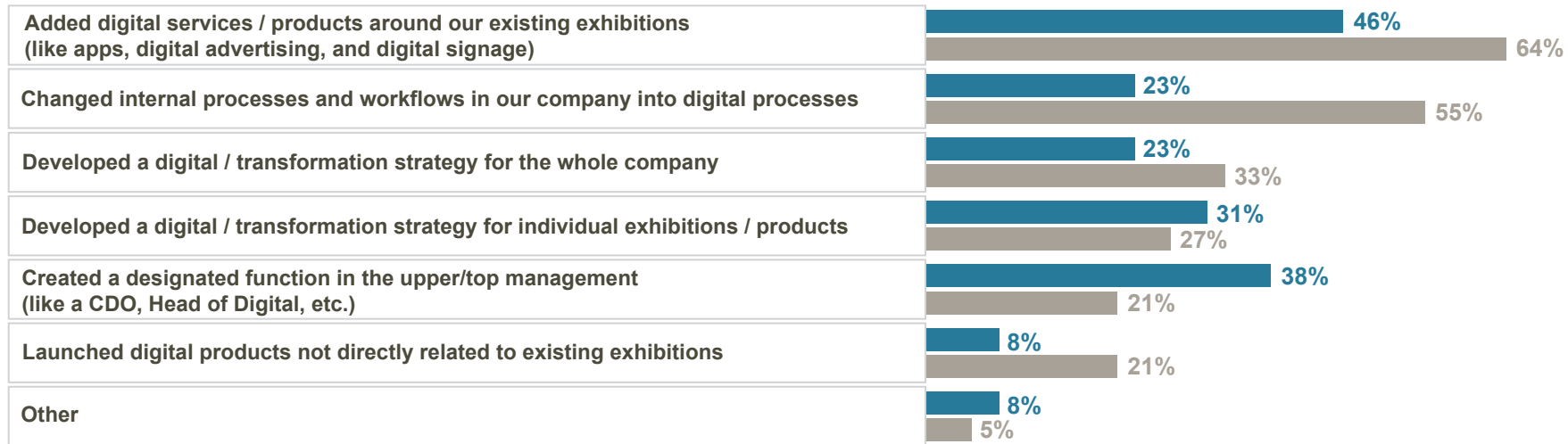




Digitalisation: implementation in Saudi Arabia and globally

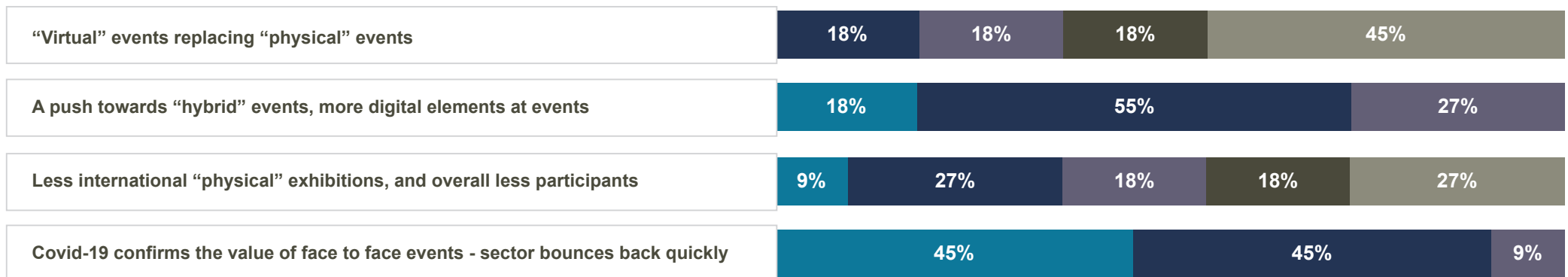
Saudi Arabia

Global



Format of exhibitions in the coming years

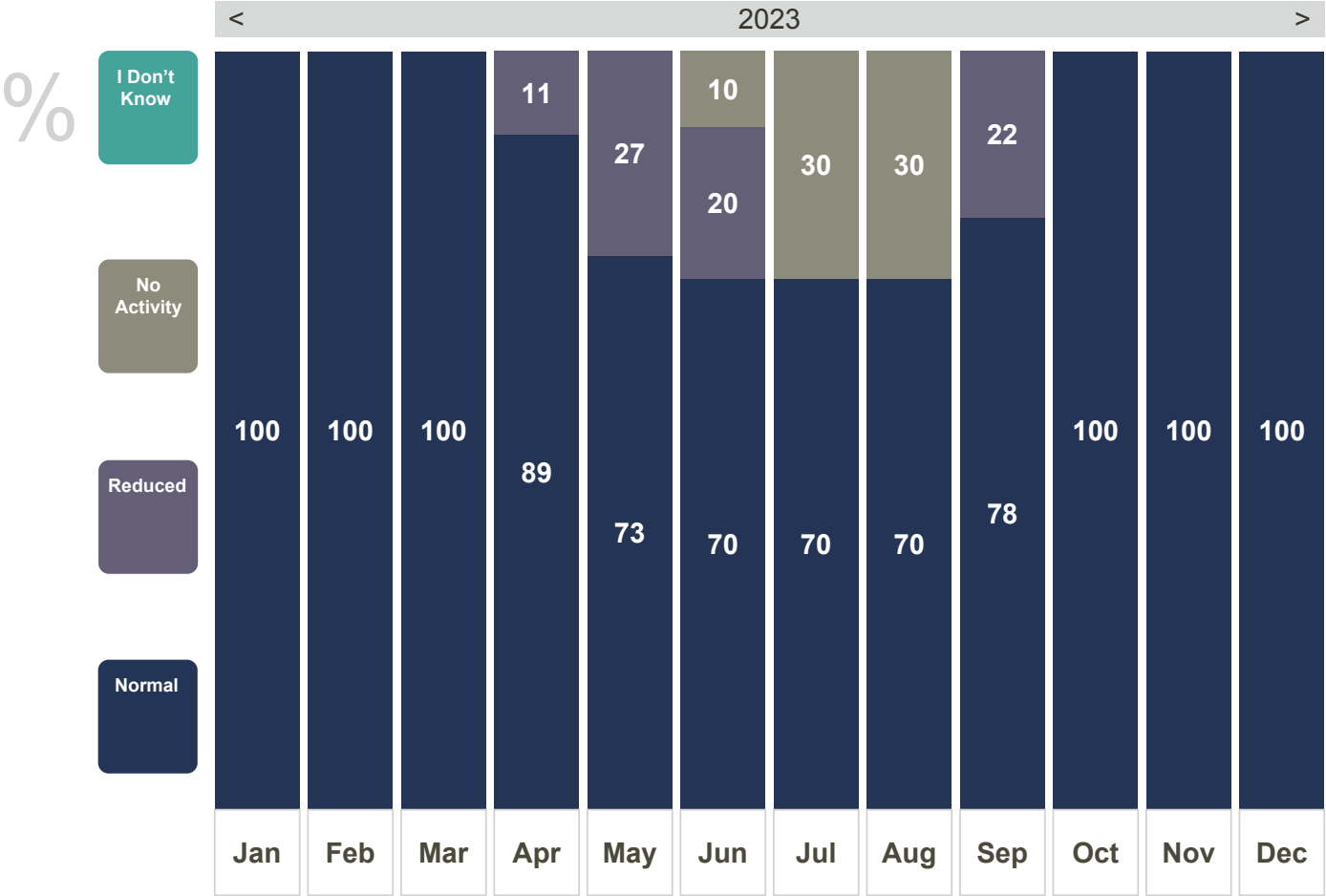
■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not



Detailed results for United Arab Emirates



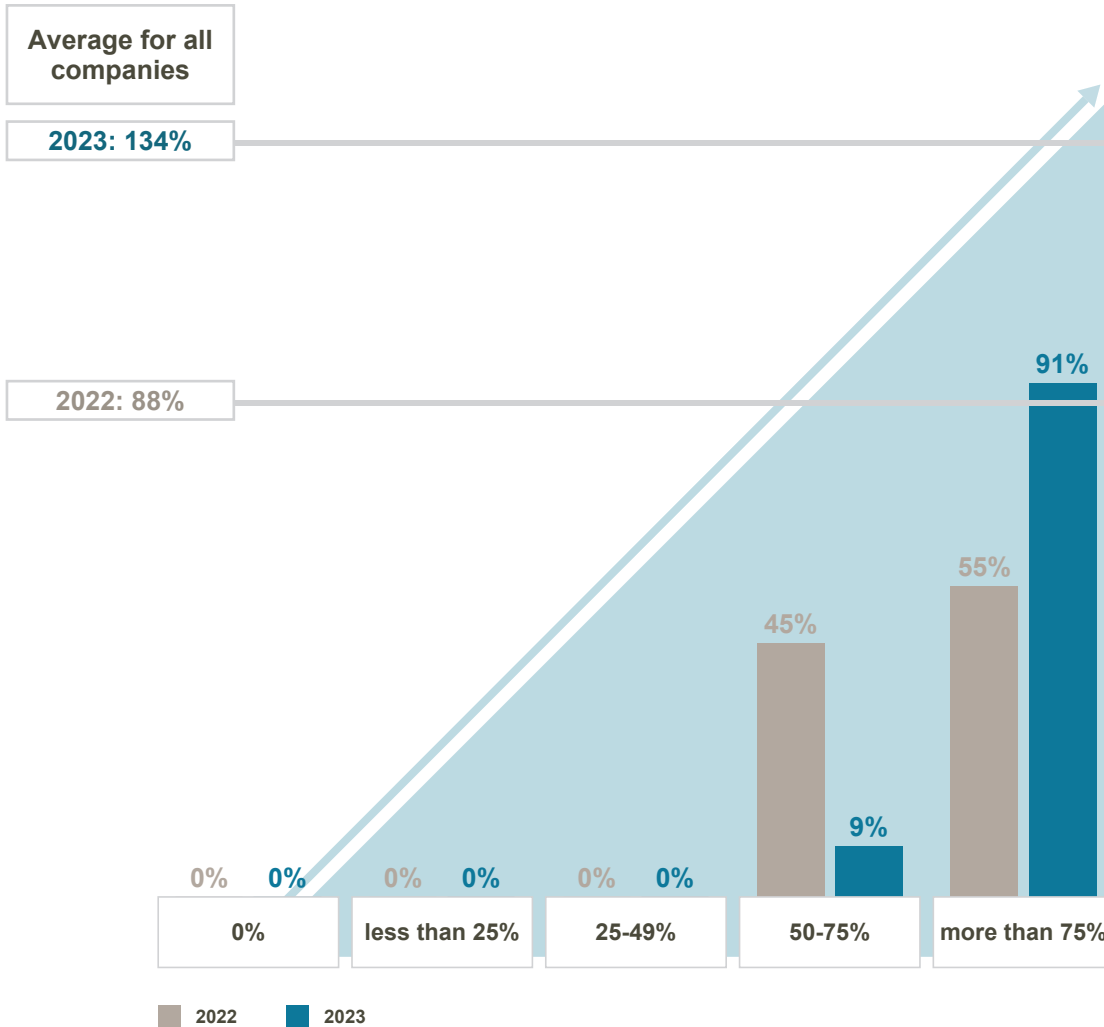
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for United Arab Emirates

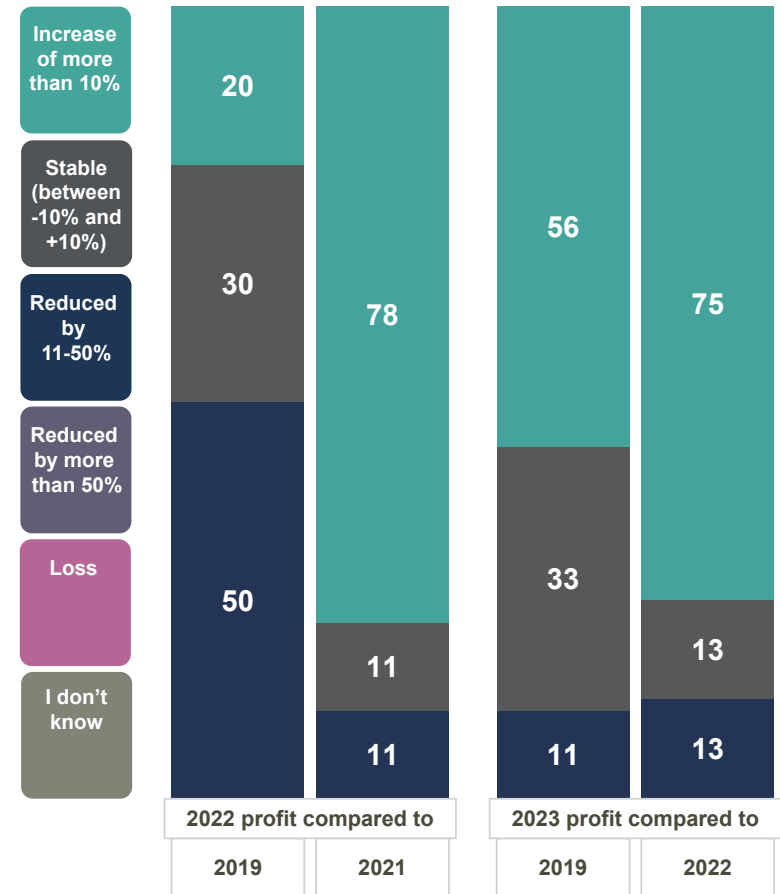


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%



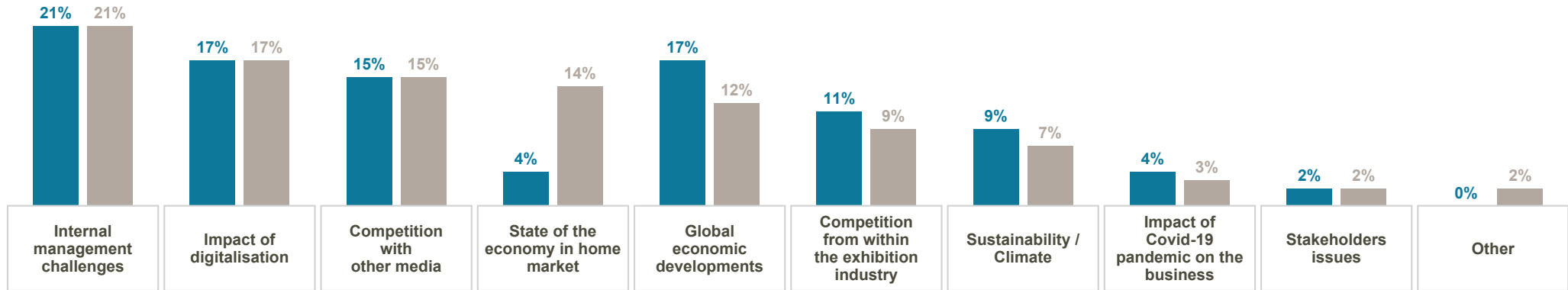
Detailed results for United Arab Emirates



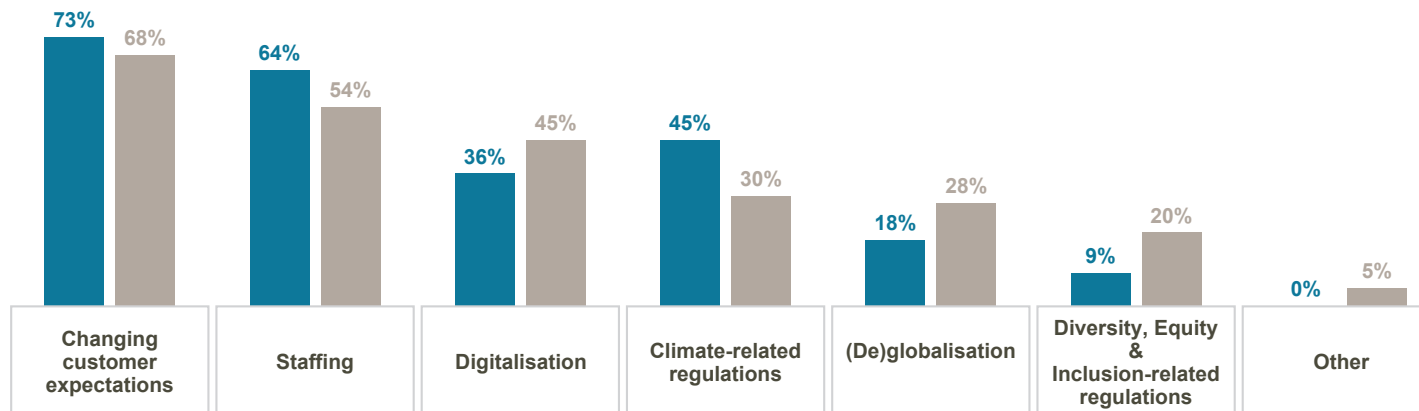
Most important business issues in the exhibition industry right now

United Arab Emirates

Global



Elements expected to most impact business development in the next five years

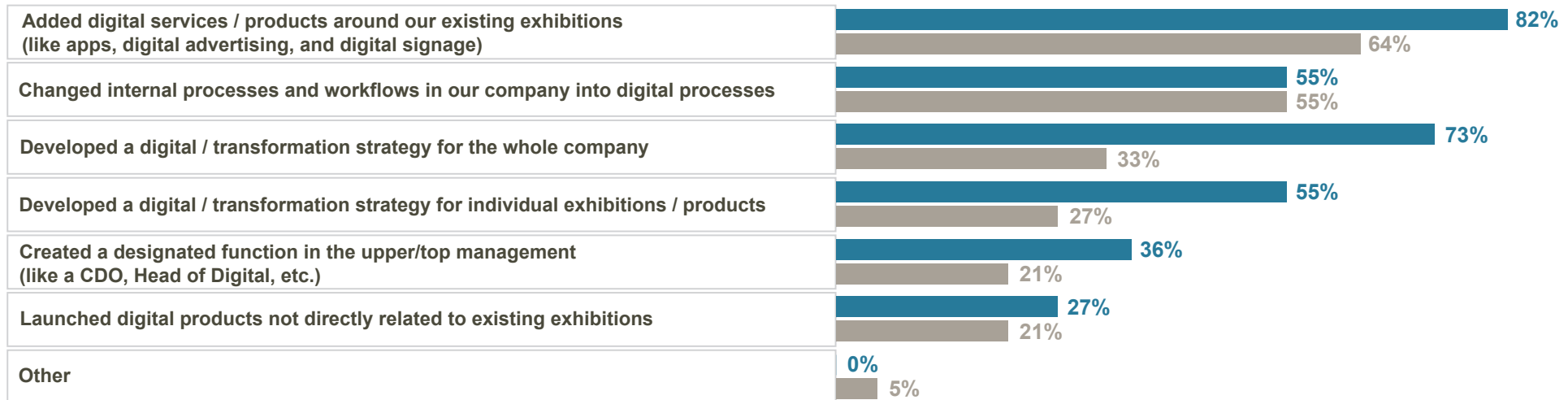




Digitalisation: implementation in United Arab Emirates and globally

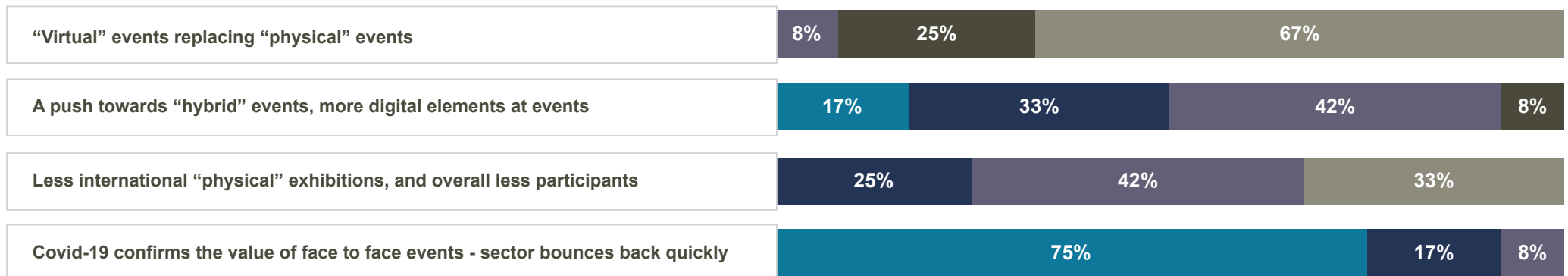
United Arab Emirates

Global



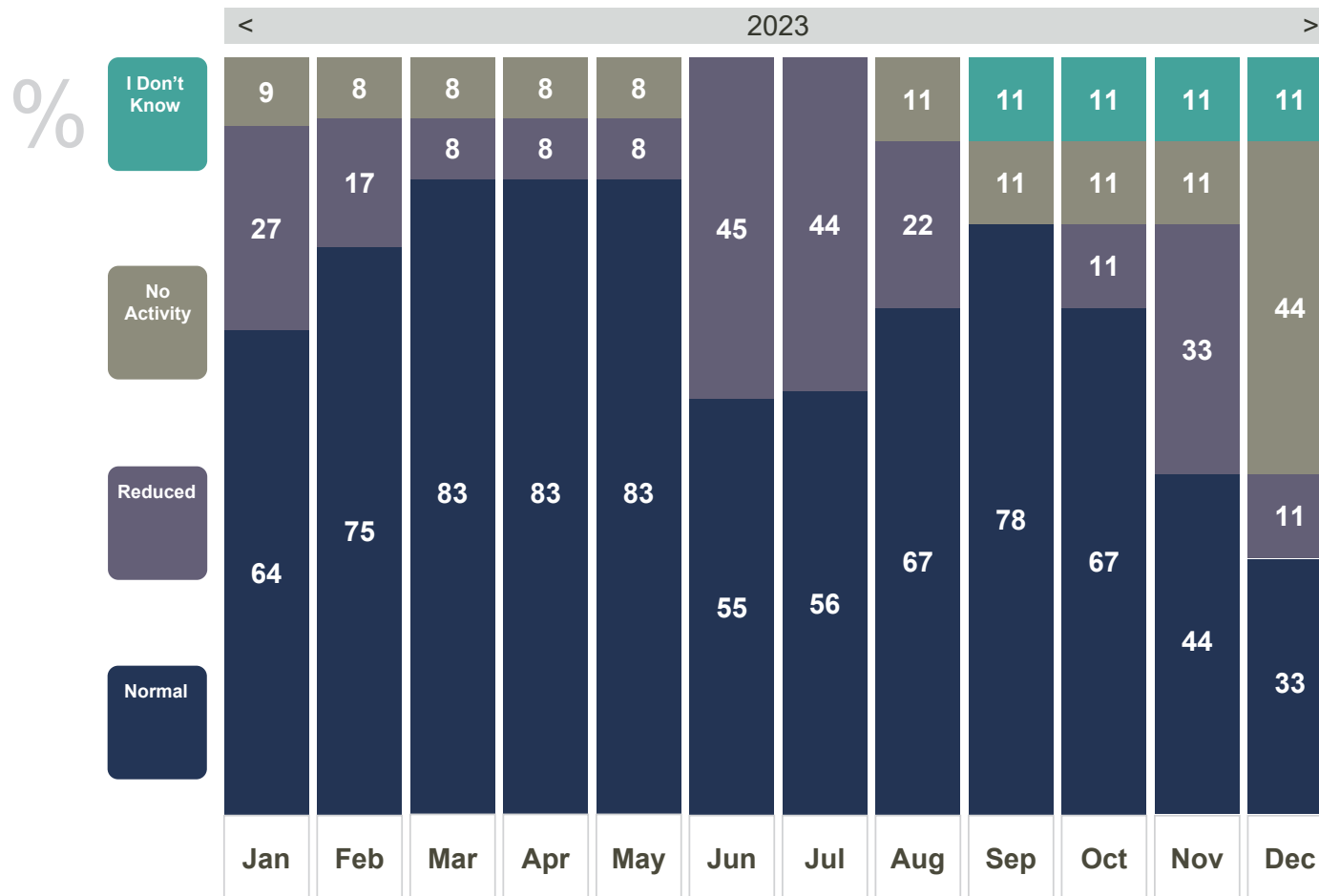
Format of exhibitions in the coming years

■ Yes, for sure
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 ■ Not sure
 ■ Not sure at all
 ■ Definitely not





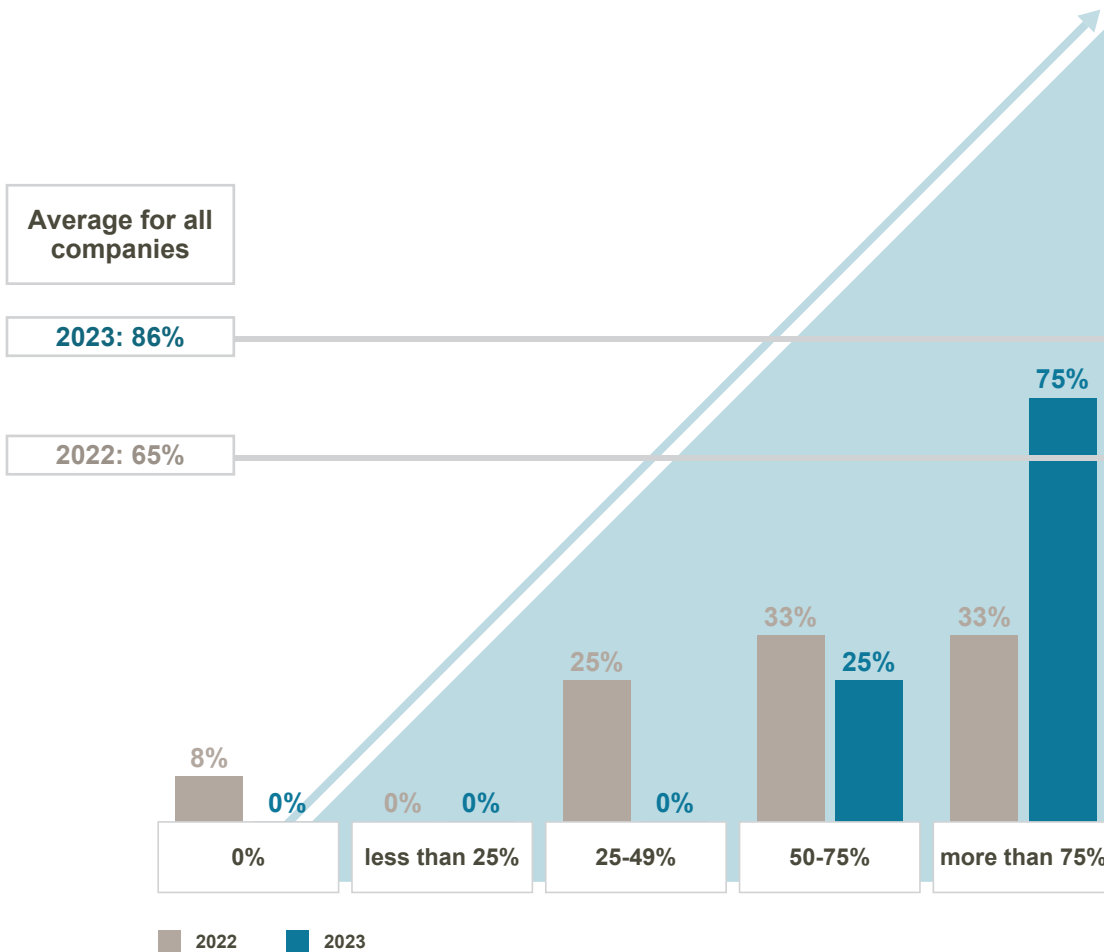
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for South Africa

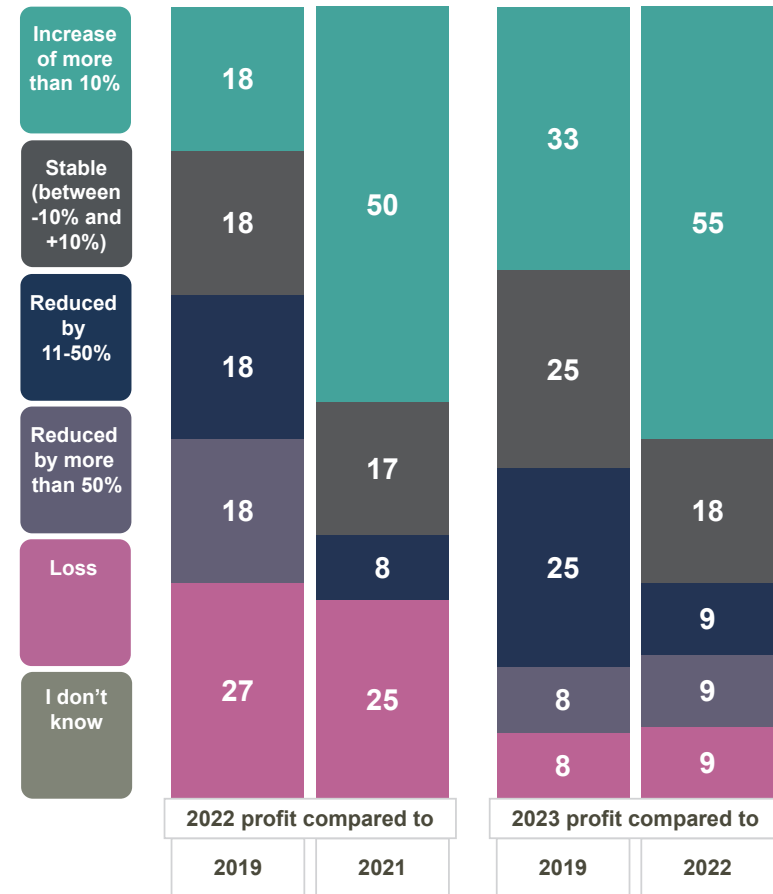


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%

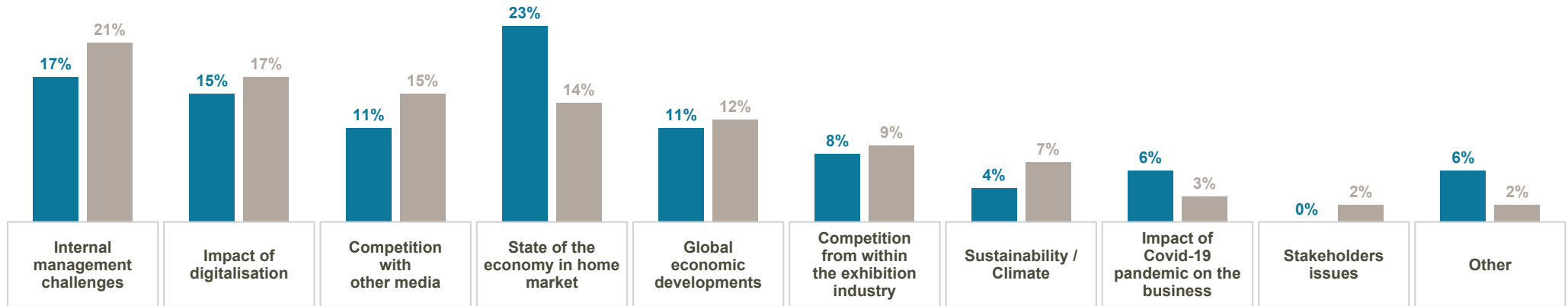


Detailed results for South Africa

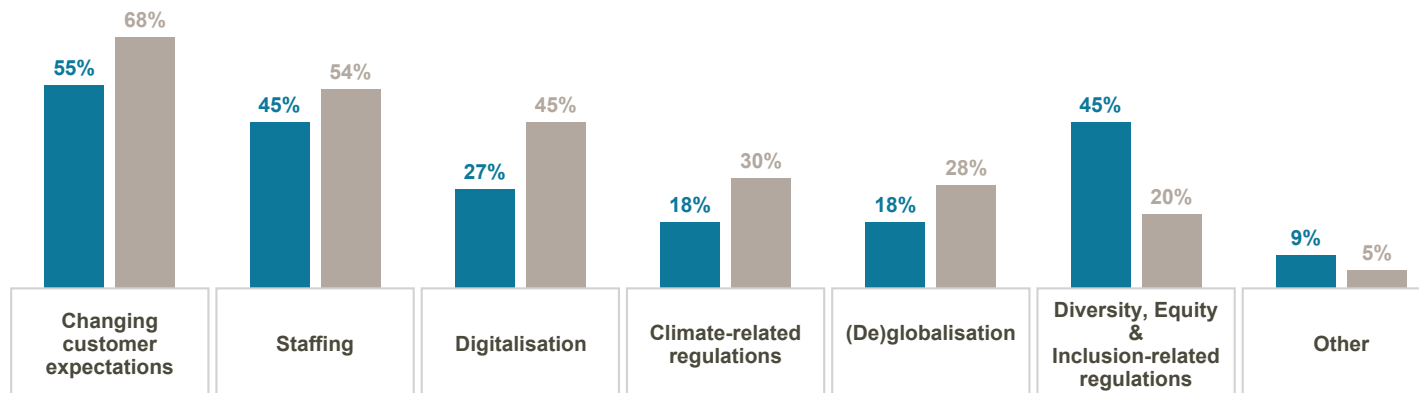


Most important business issues in the exhibition industry right now

South Africa Global



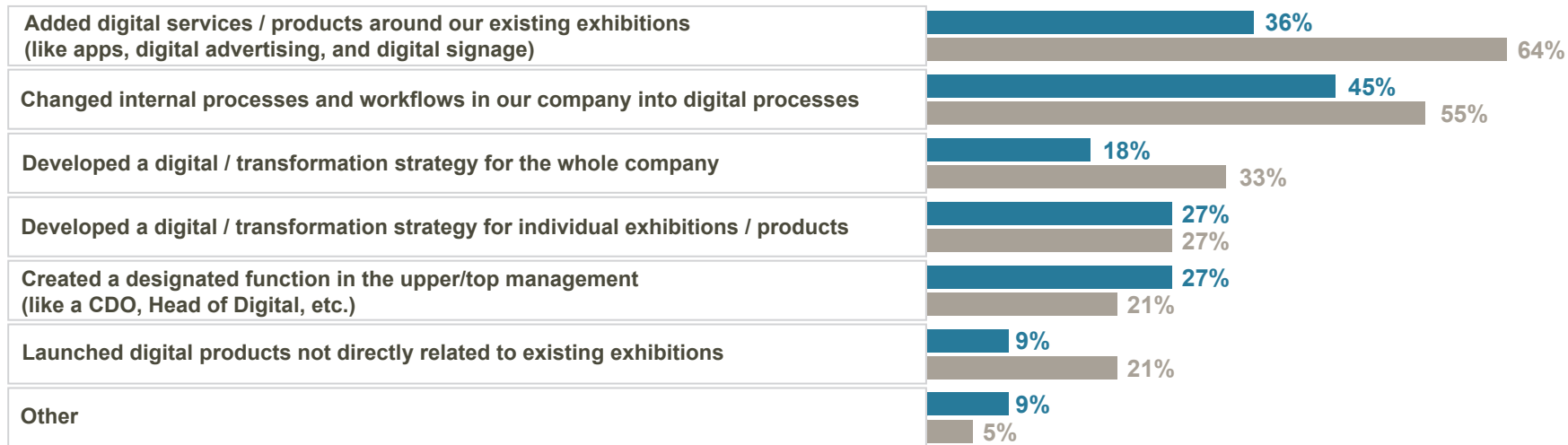
Elements expected to most impact business development in the next five years





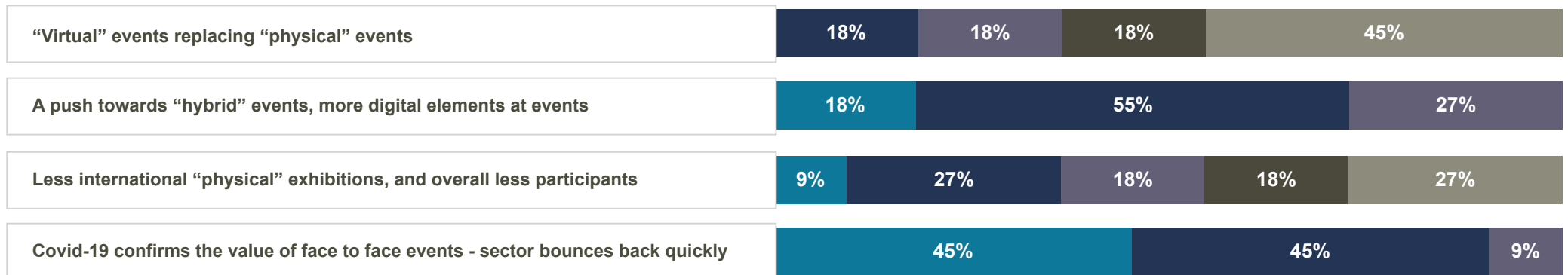
Digitalisation: implementation in South Africa and globally

South Africa Global



Format of exhibitions in the coming years

Yes, for sure Most probably Not sure Not sure at all Definitely not



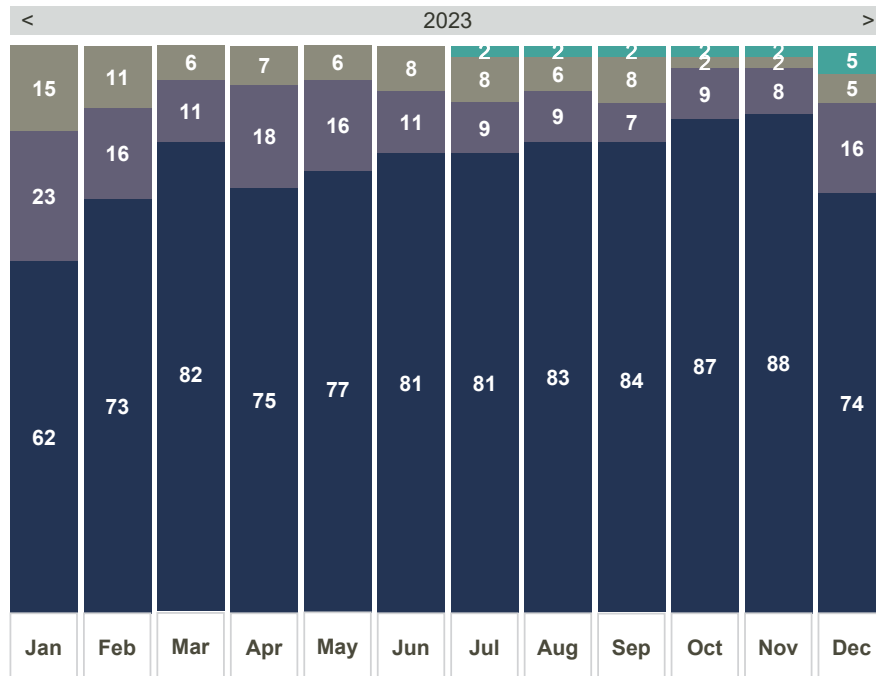
A network diagram consisting of several nodes connected by lines. The nodes are represented as spheres, with one central node highlighted in a vibrant blue color. The other nodes are dark, almost black, and are arranged in a roughly circular pattern around the central node. The lines connecting the nodes are thin and light-colored. The entire scene is set against a solid, light purple background.

Asia-Pacific

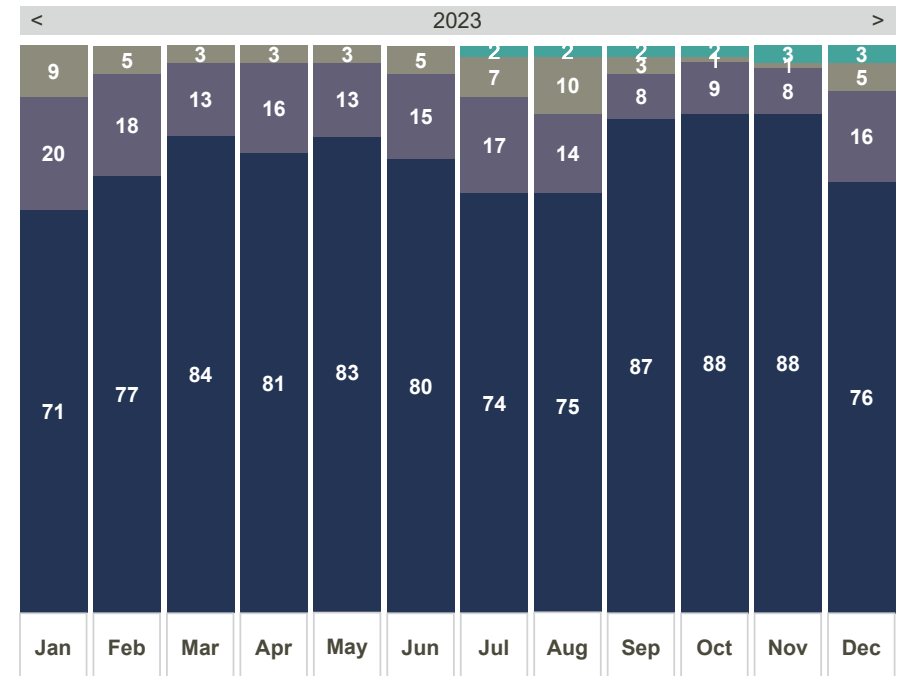
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Asia-Pacific

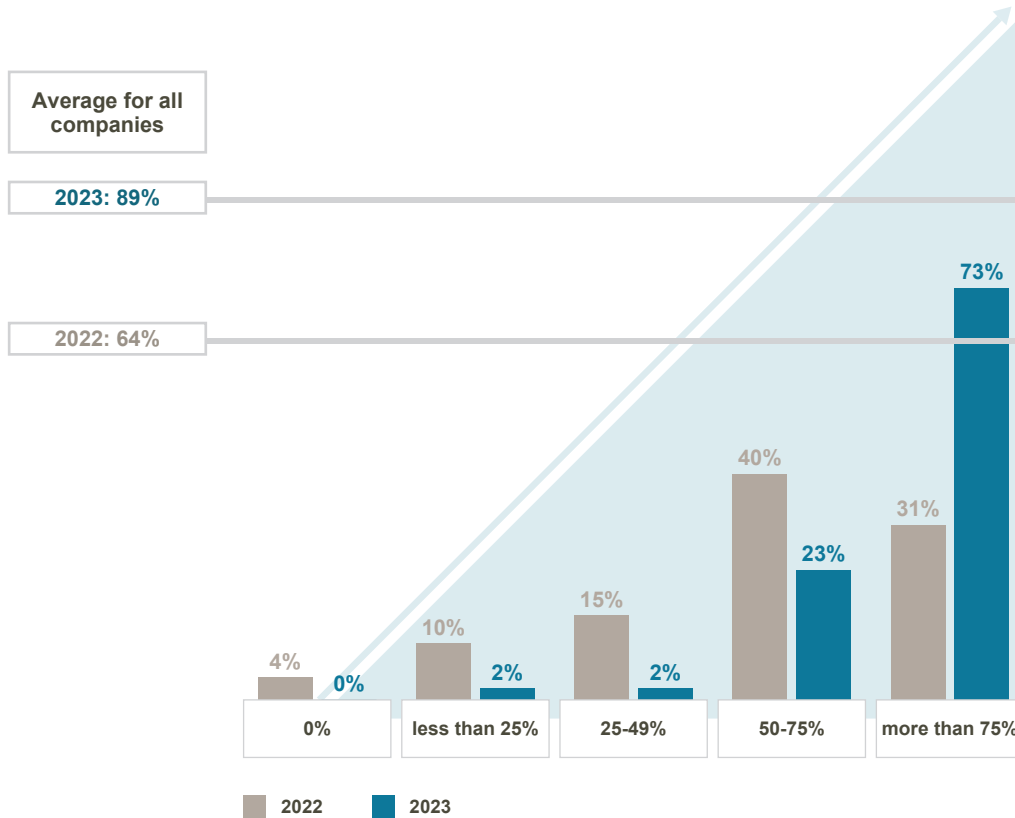


World

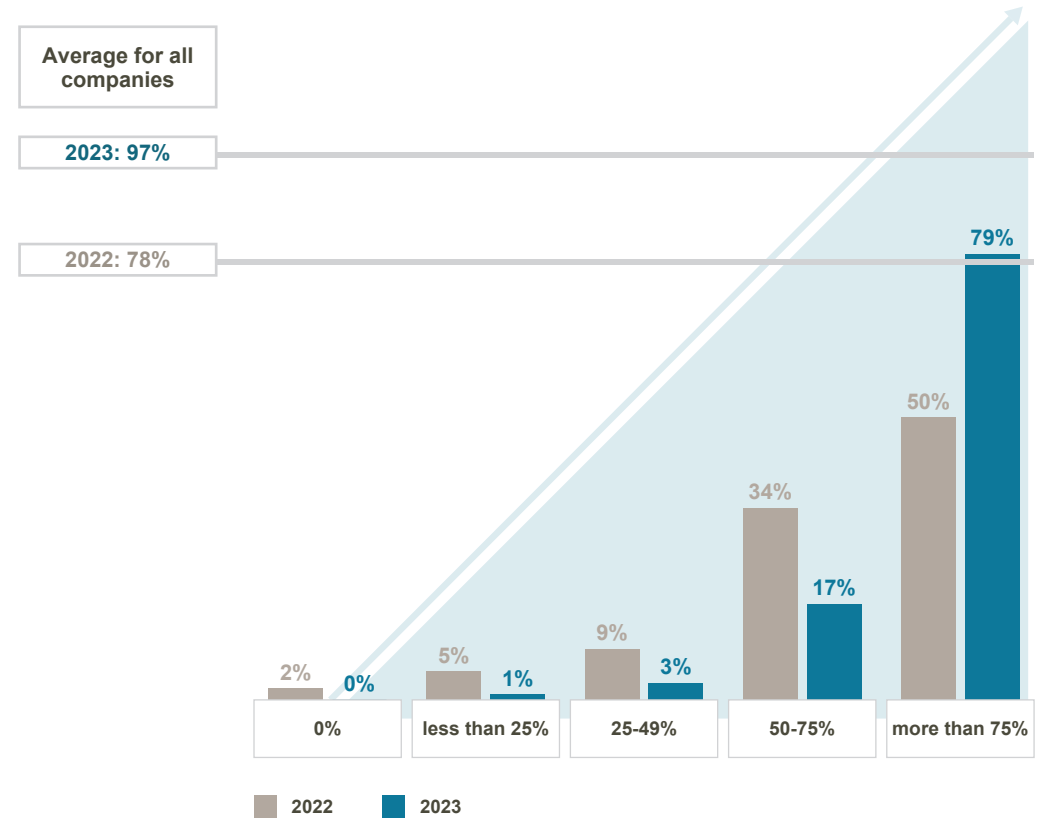


Revenue compared to 2019

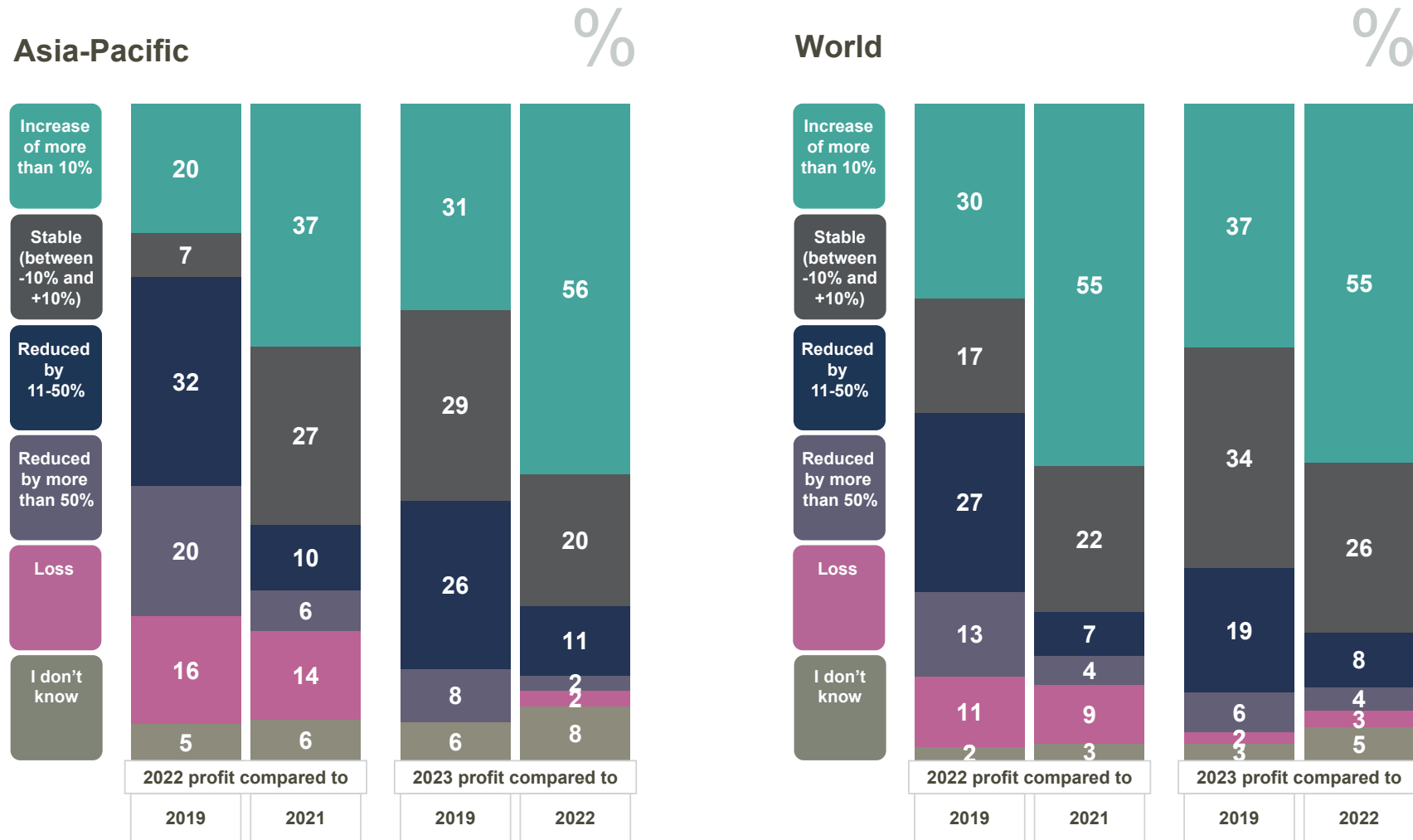
Asia-Pacific



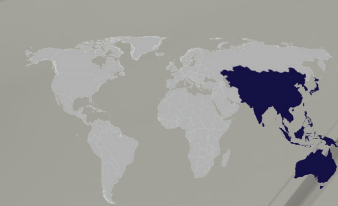
World



Operating profits compared to 2019 and previous year

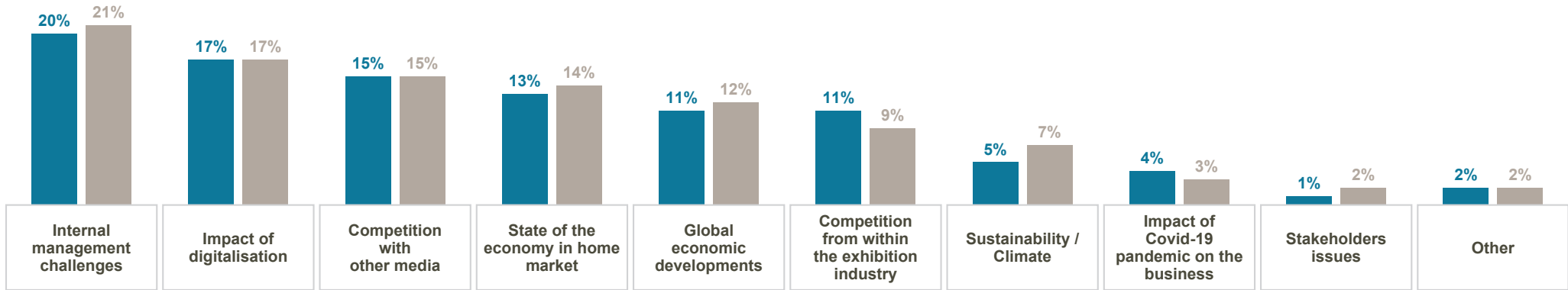


Most Important Business Issues - Key Factors for Business Development - Asia-Pacific

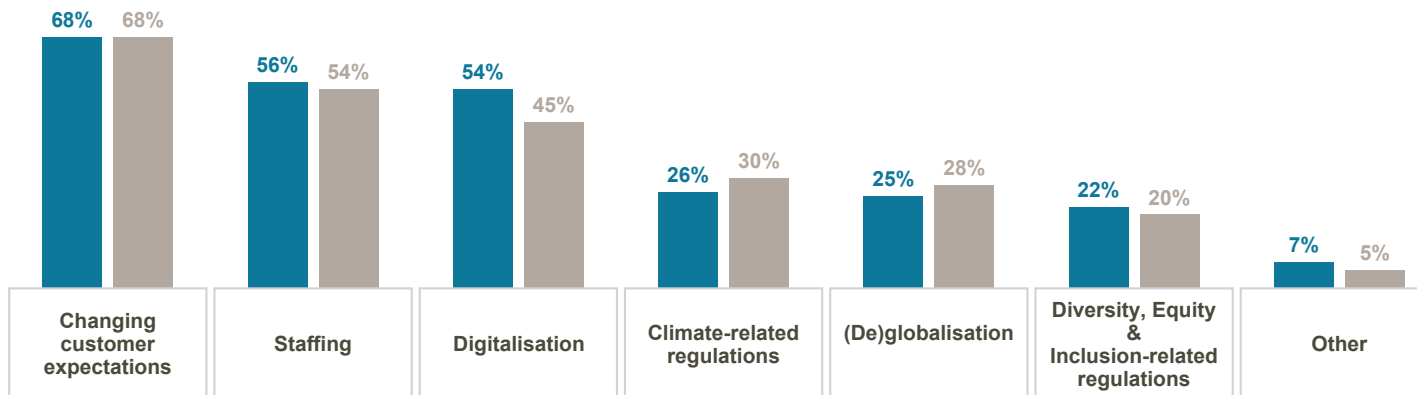


Most important business issues in the exhibition industry right now

Asia-Pacific Global



Elements expected to most impact business development in the next five years



Digitalisation: implementation in Asia-Pacific and globally

Asia-Pacific

Global

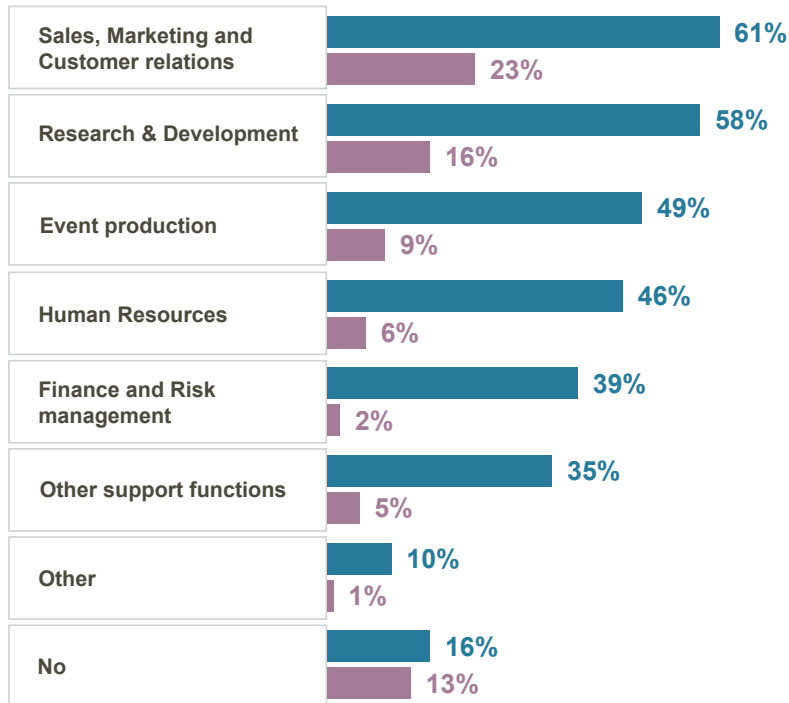


Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

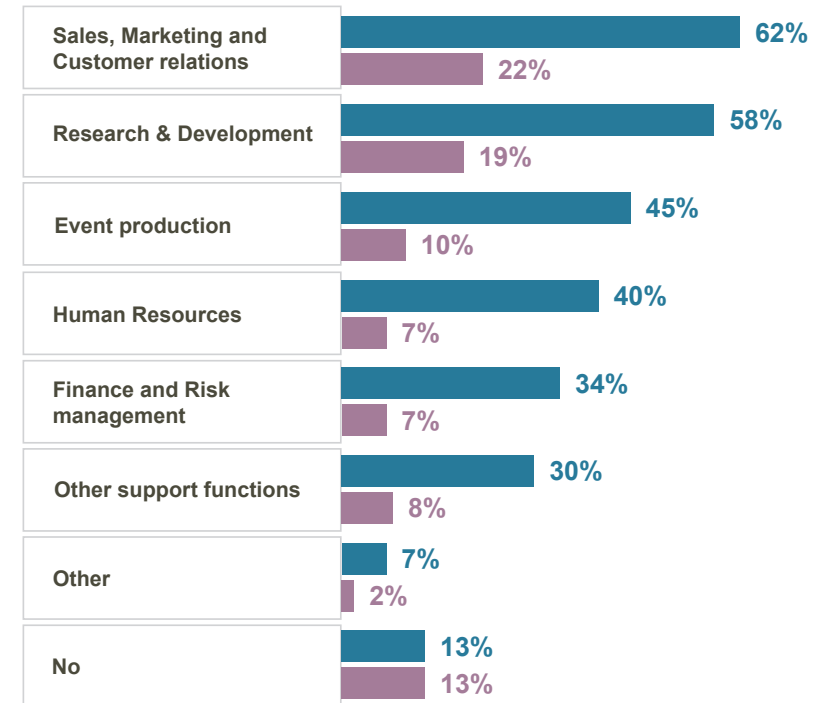
Will affect the industry

We already use

Asia-Pacific

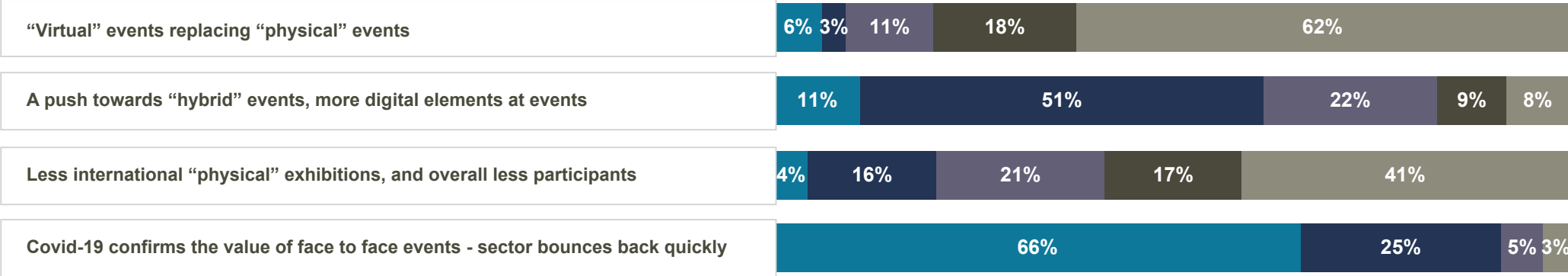


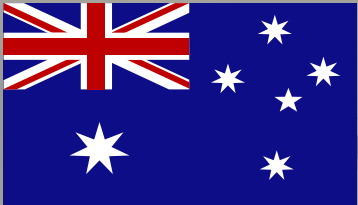
World



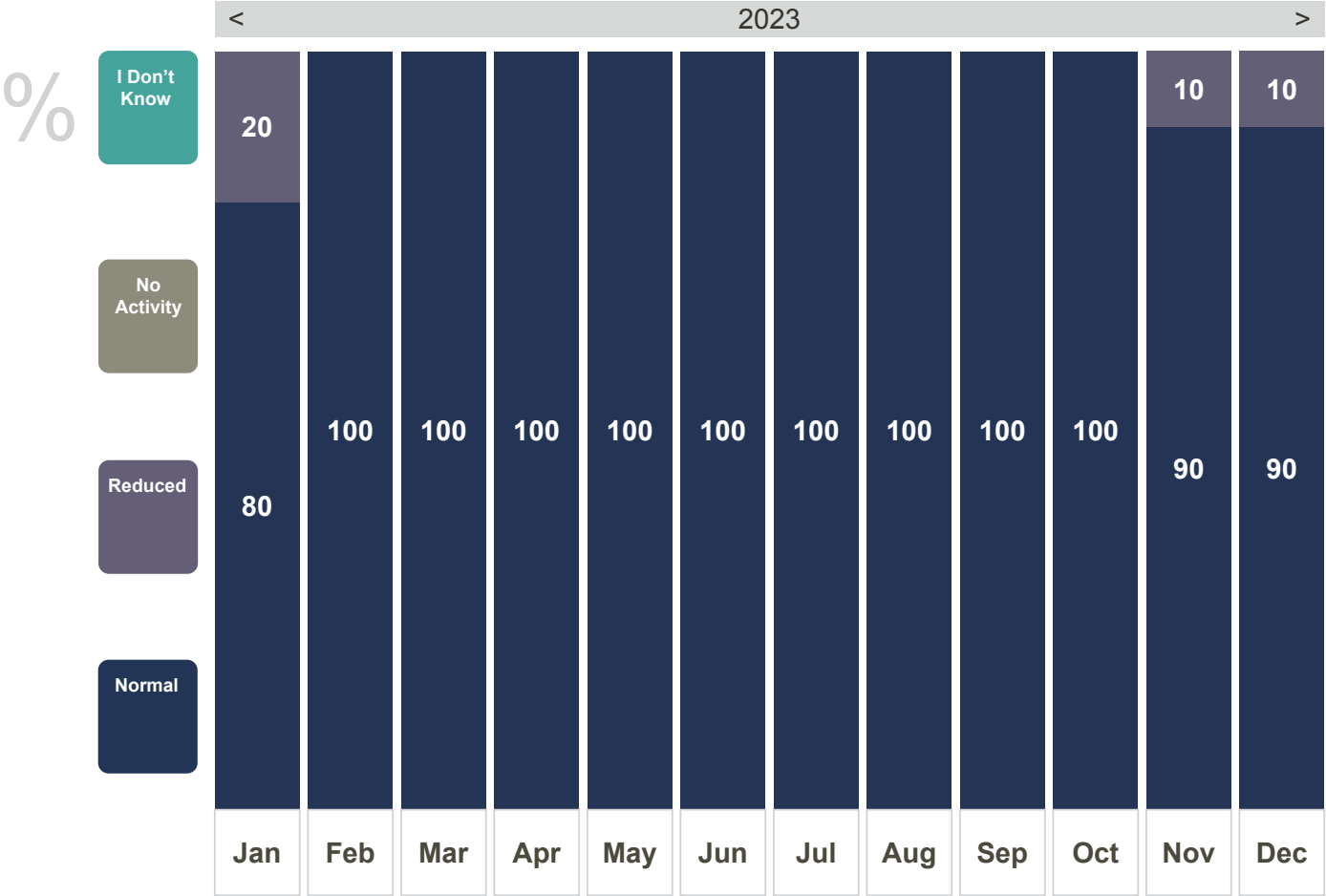
Format of Exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not

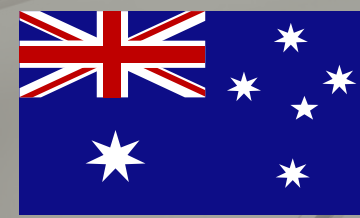




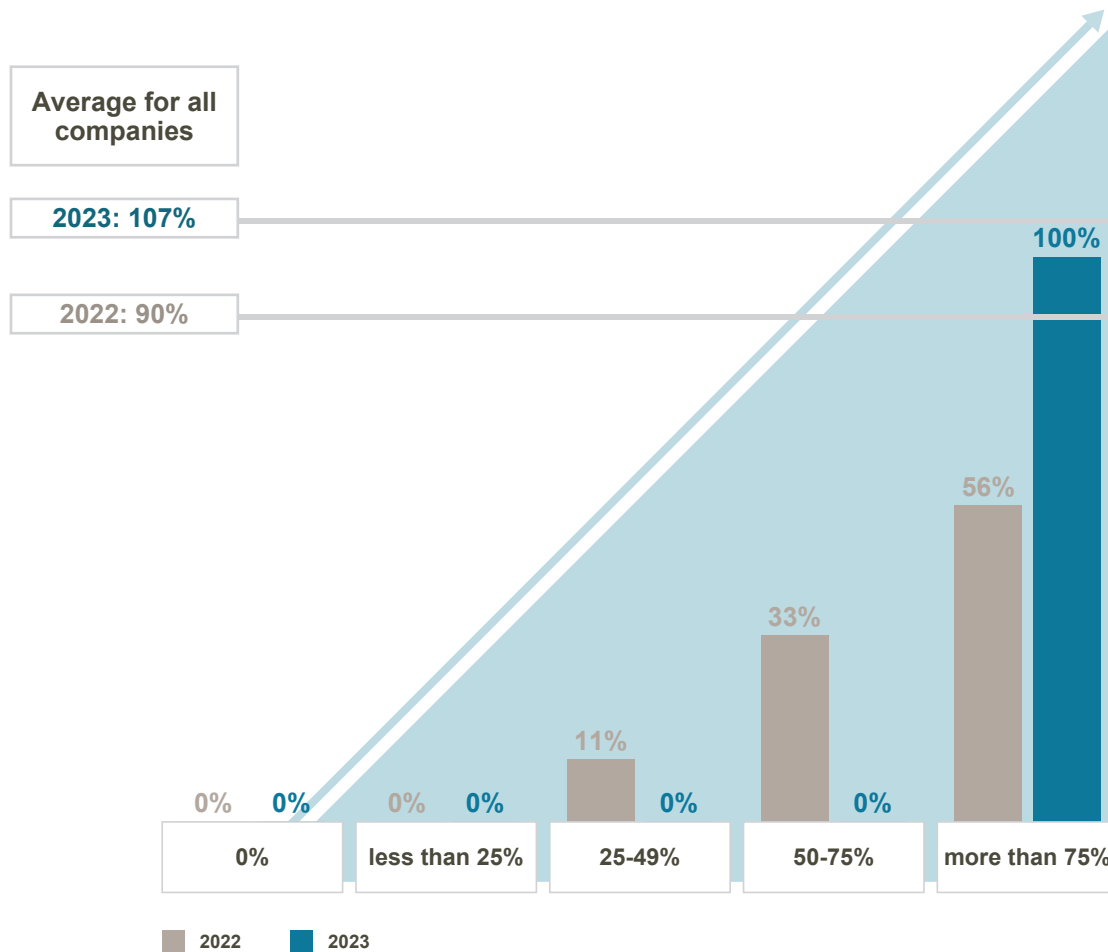
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Australia

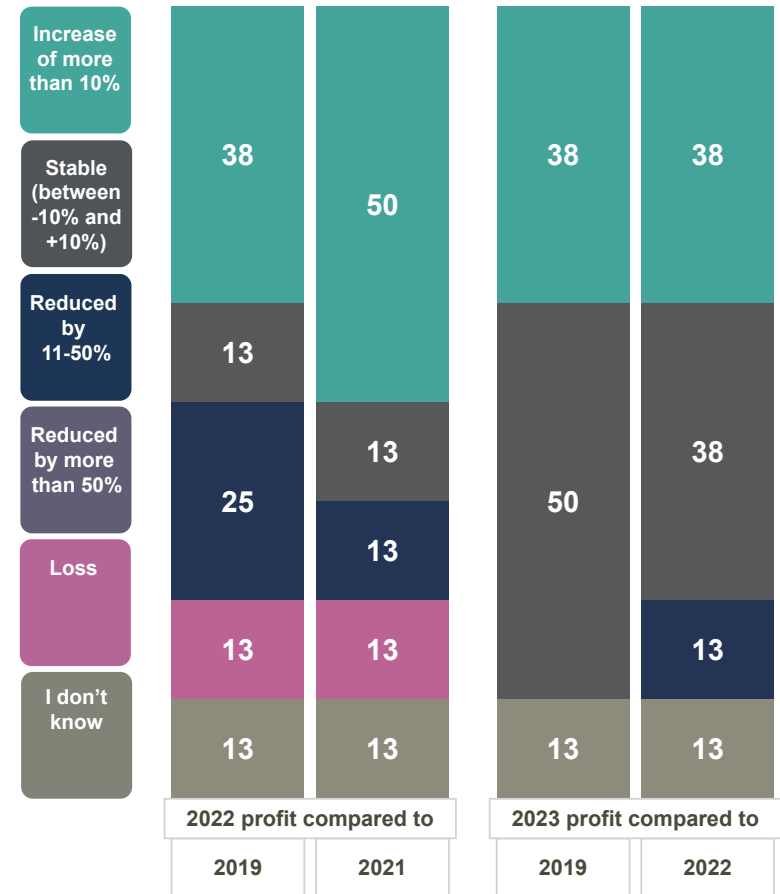


Revenue compared to 2019

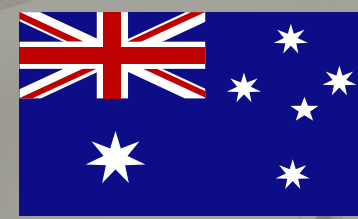


Operating profits compared to 2019 and previous year

%



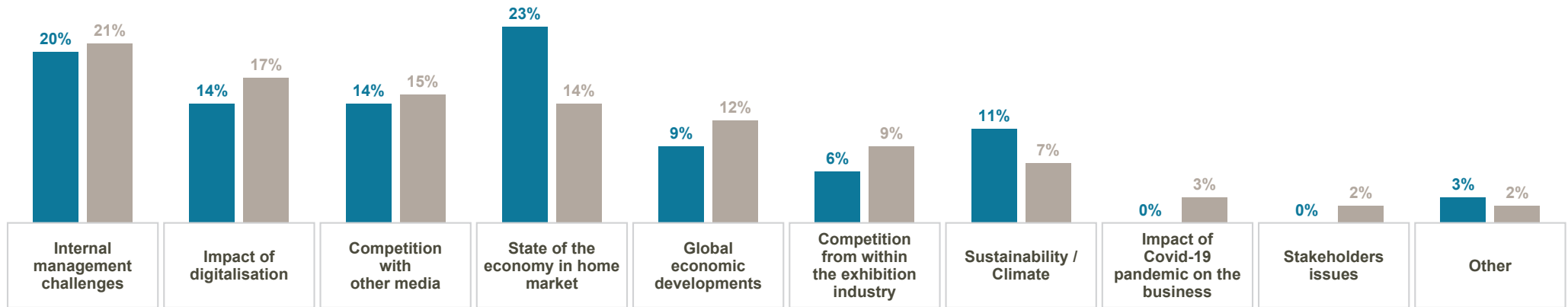
Detailed results for Australia



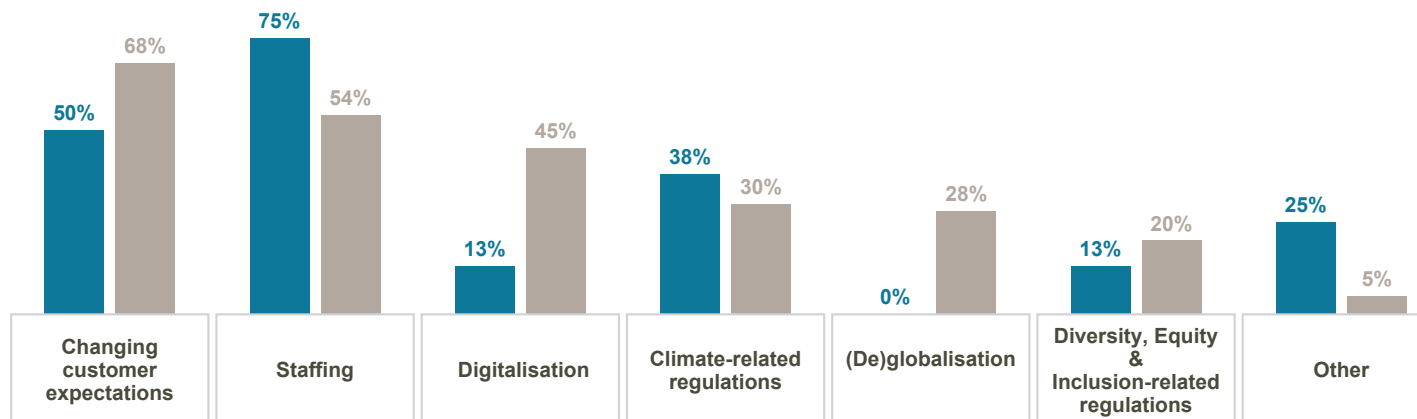
Most important business issues in the exhibition industry right now

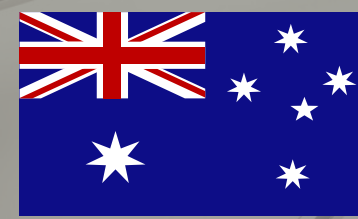
Australia

Global



Elements expected to most impact business development in the next five years

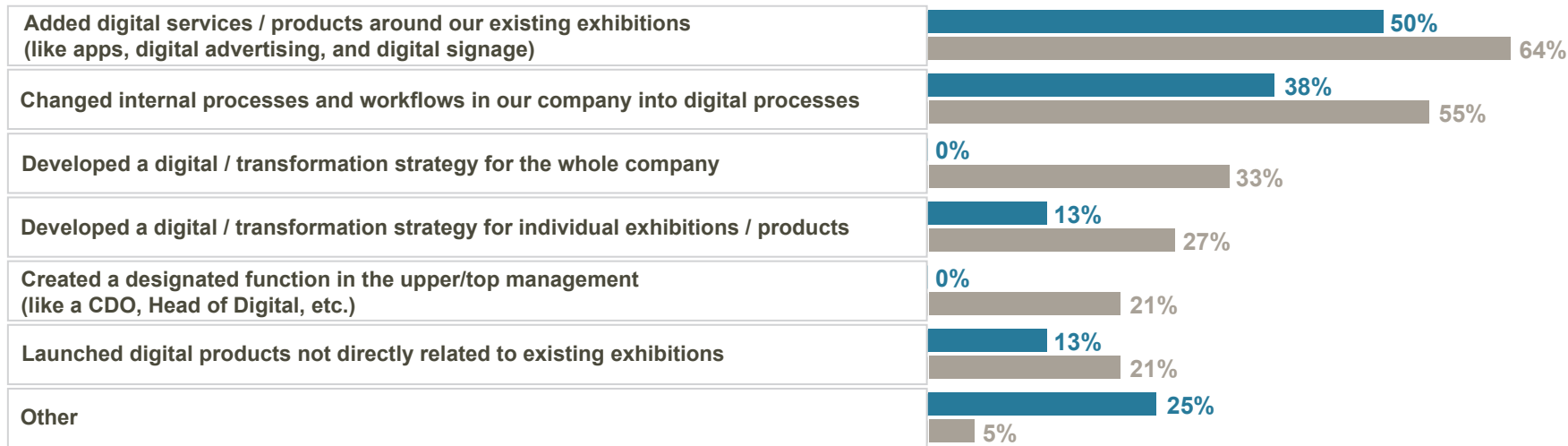




Digitalisation: implementation in Australia and globally

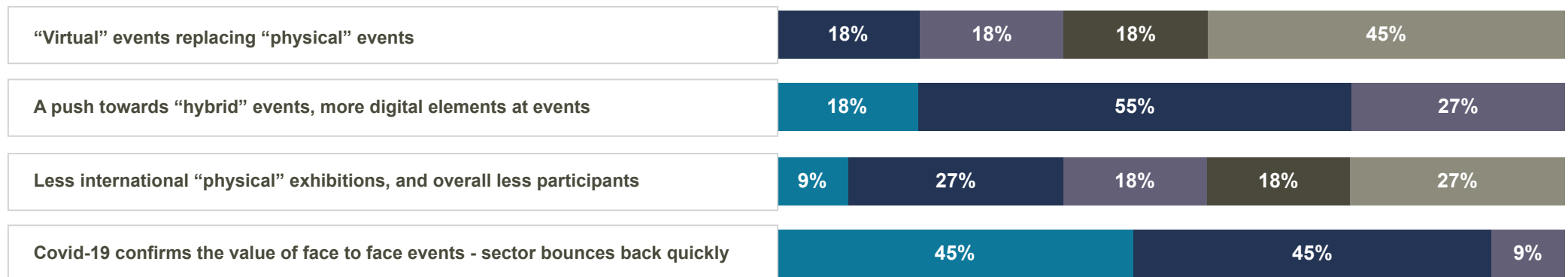
Australia

Global



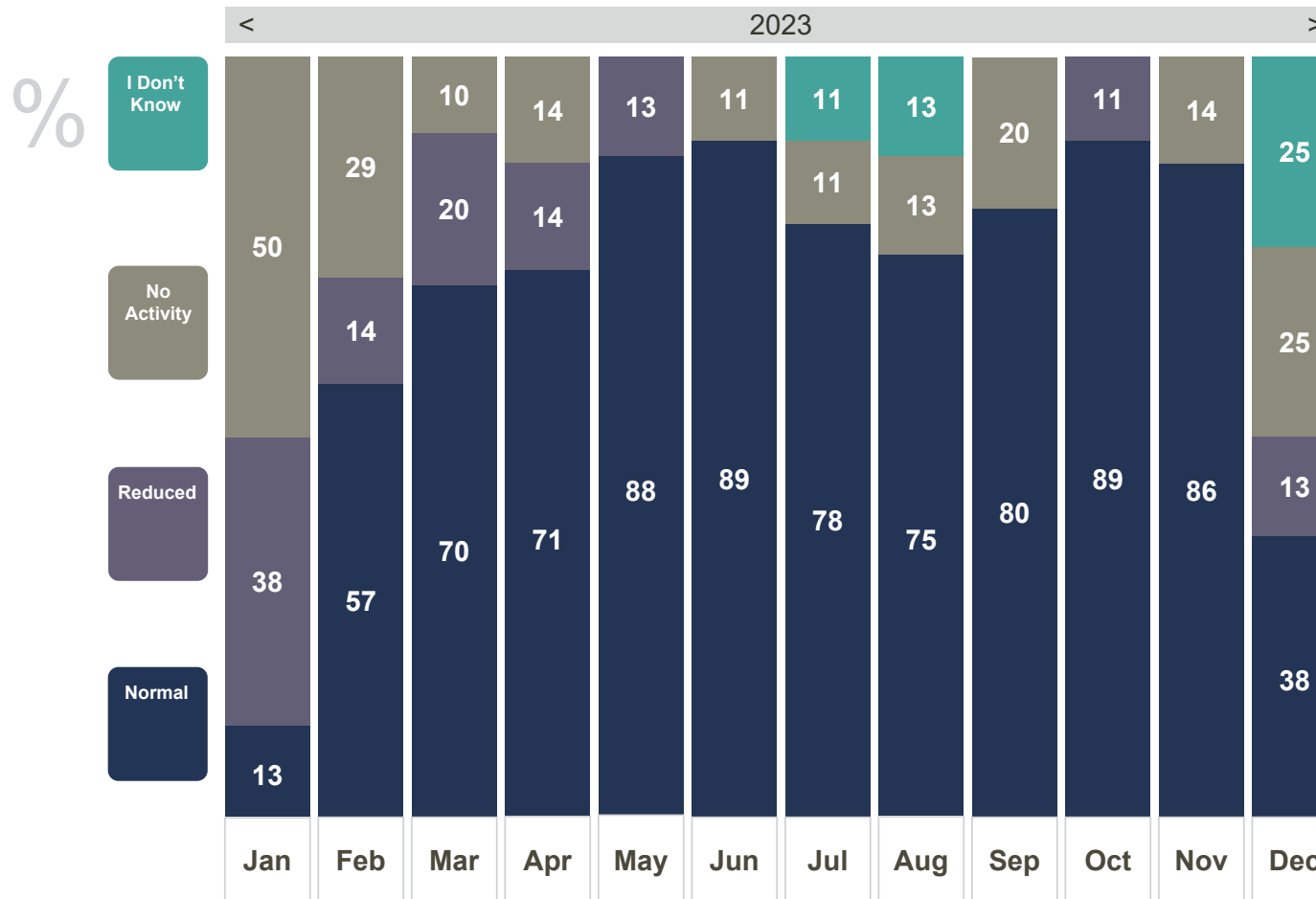
Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not



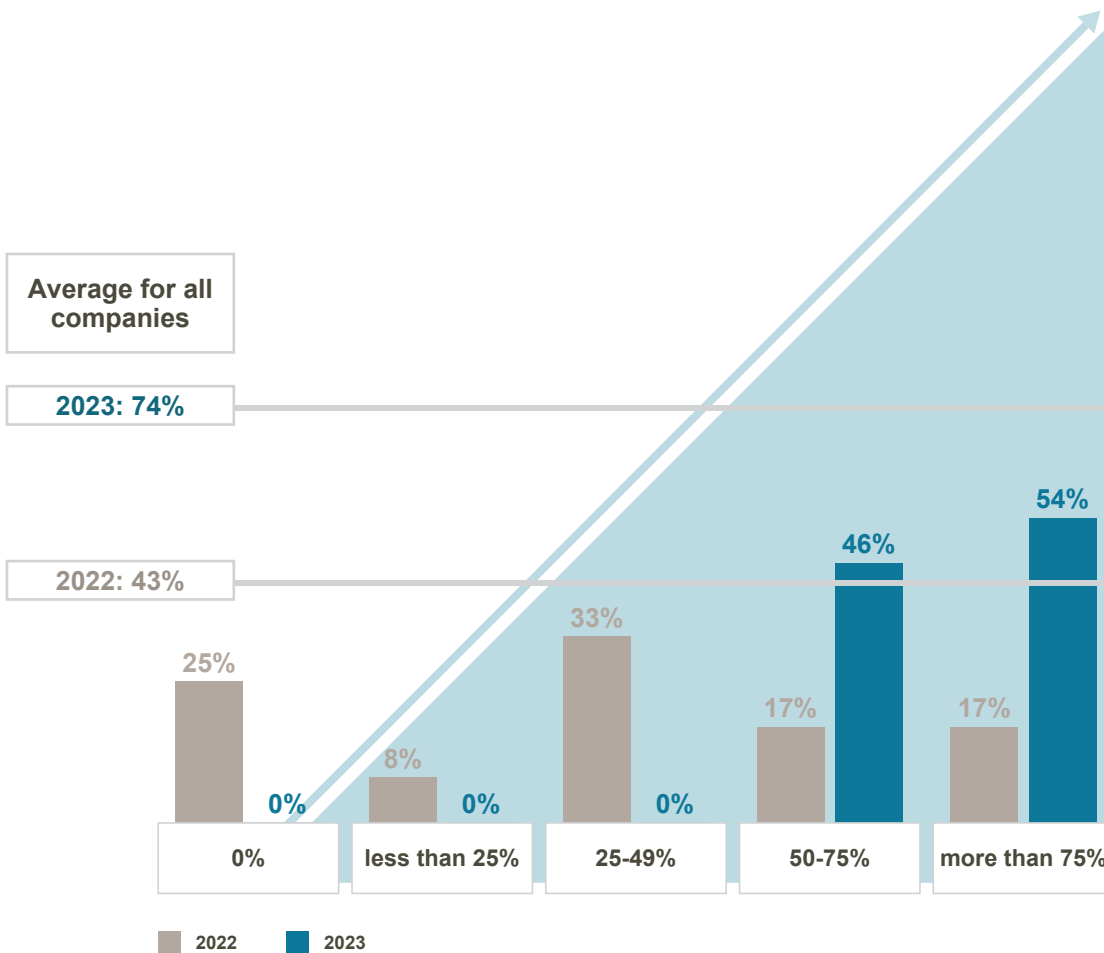


Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



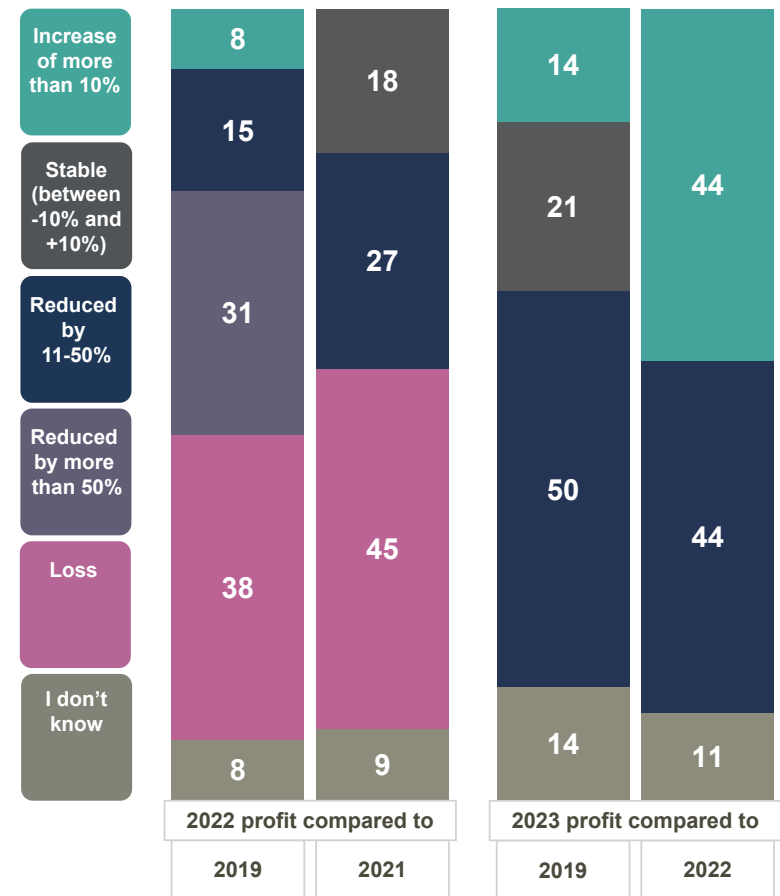


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%

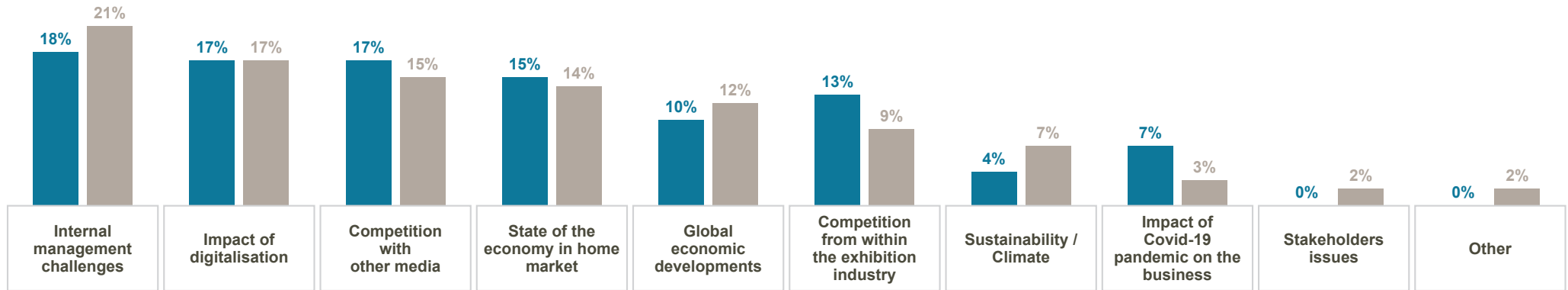




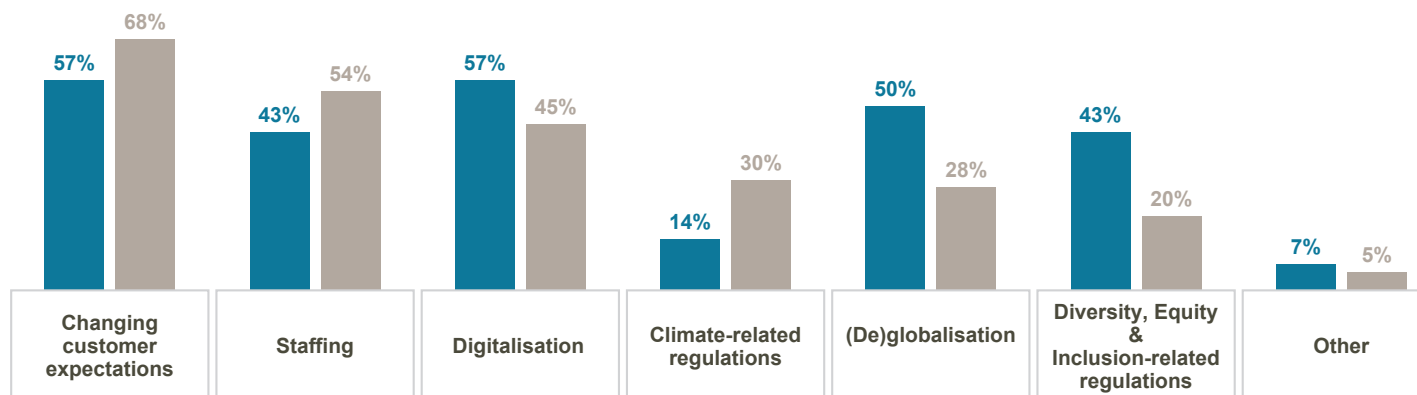
Most important business issues in the exhibition industry right now

China

Global

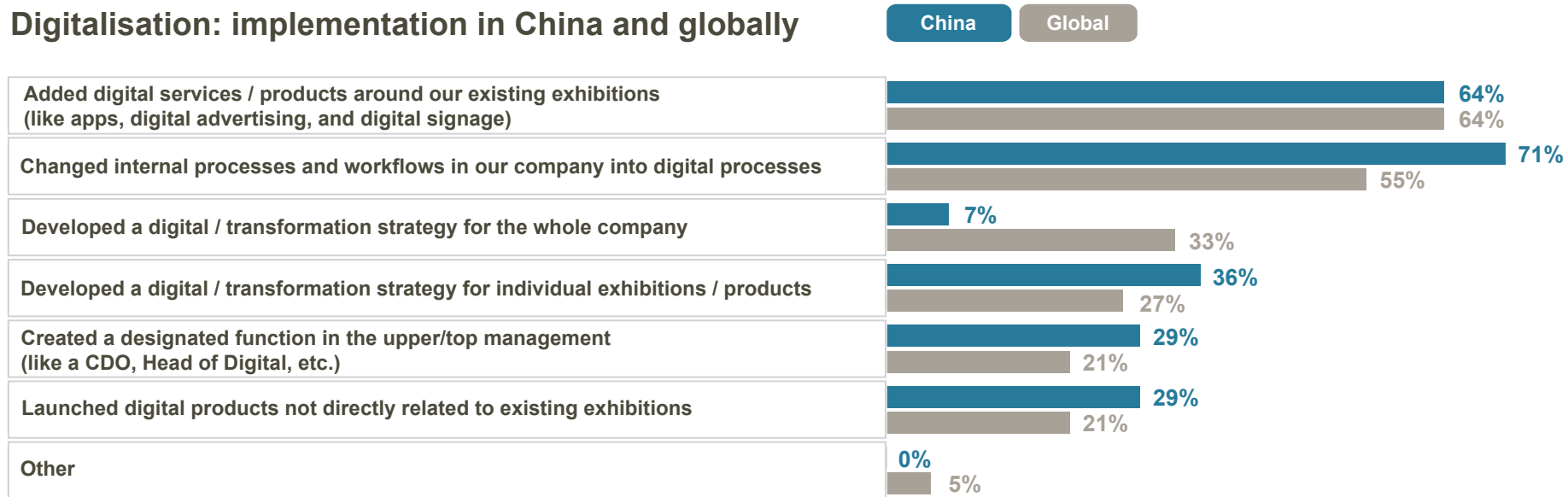


Elements expected to most impact business development in the next five years



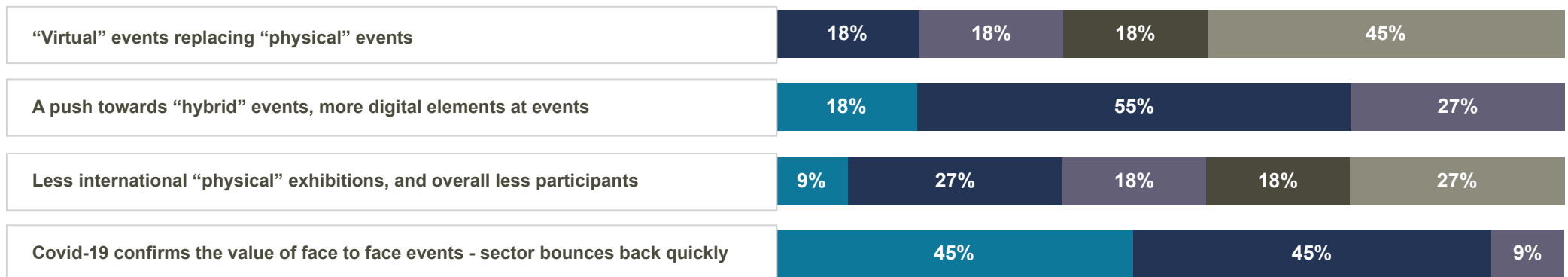


Digitalisation: implementation in China and globally



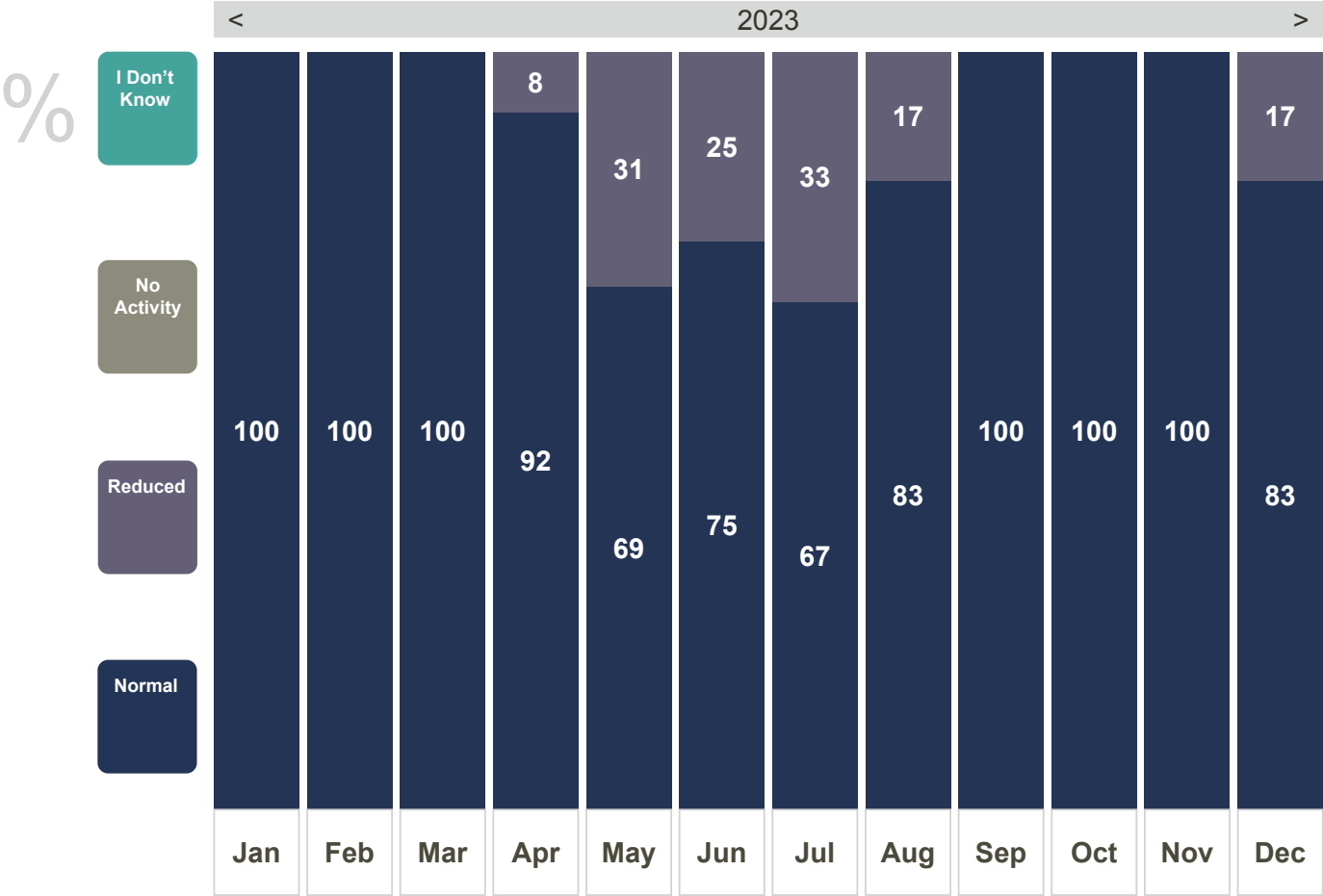
Format of exhibitions in the coming years

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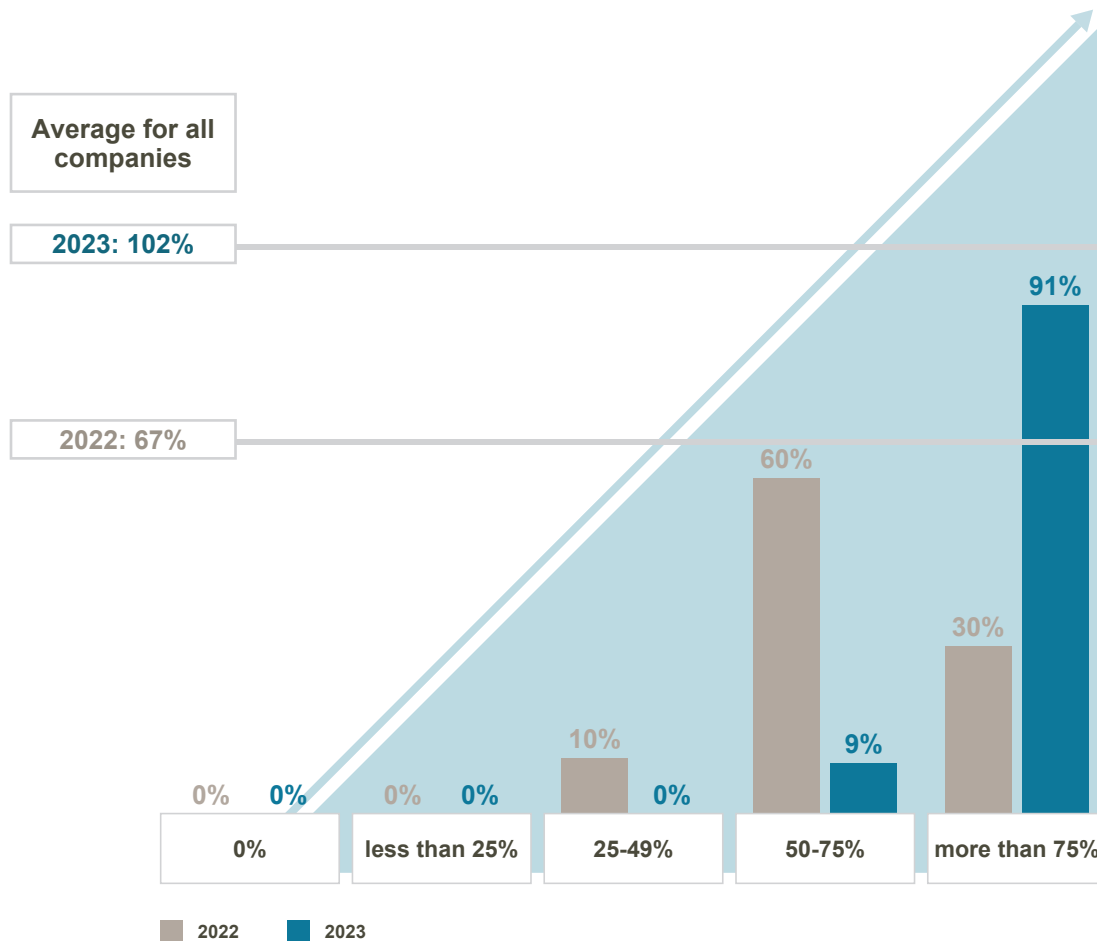
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for India

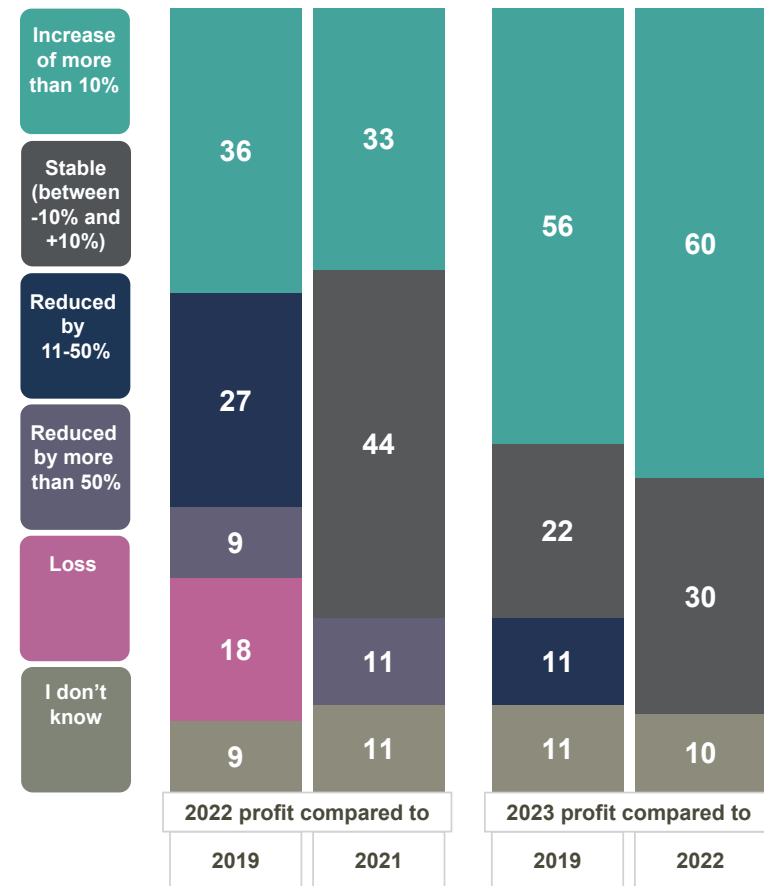


Revenue compared to 2019



Operating profits compared to 2019 and previous year

%

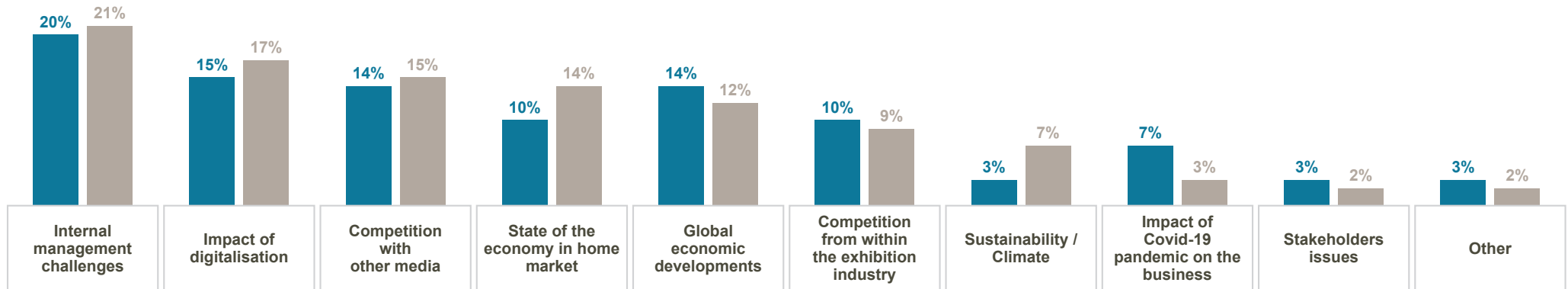




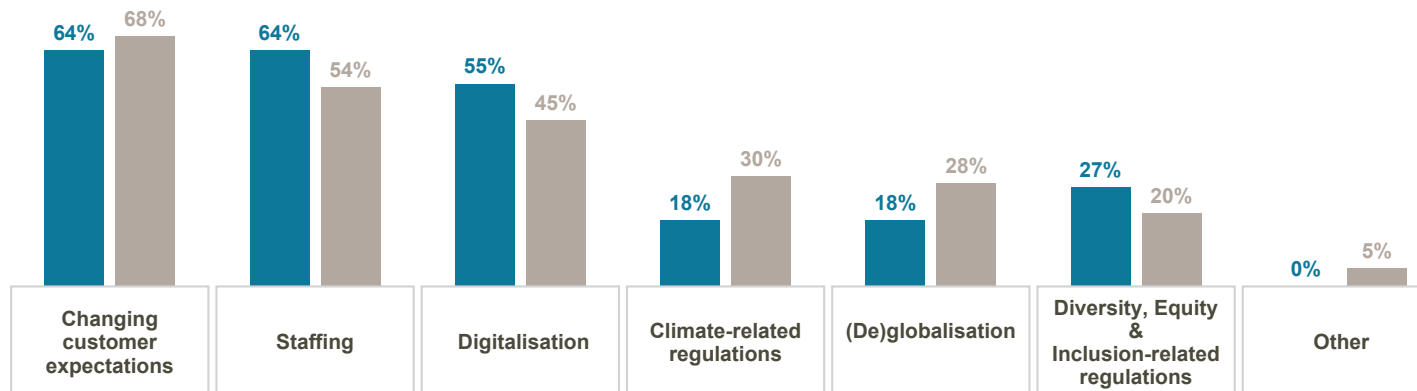
Most important business issues in the exhibition industry right now

India

Global

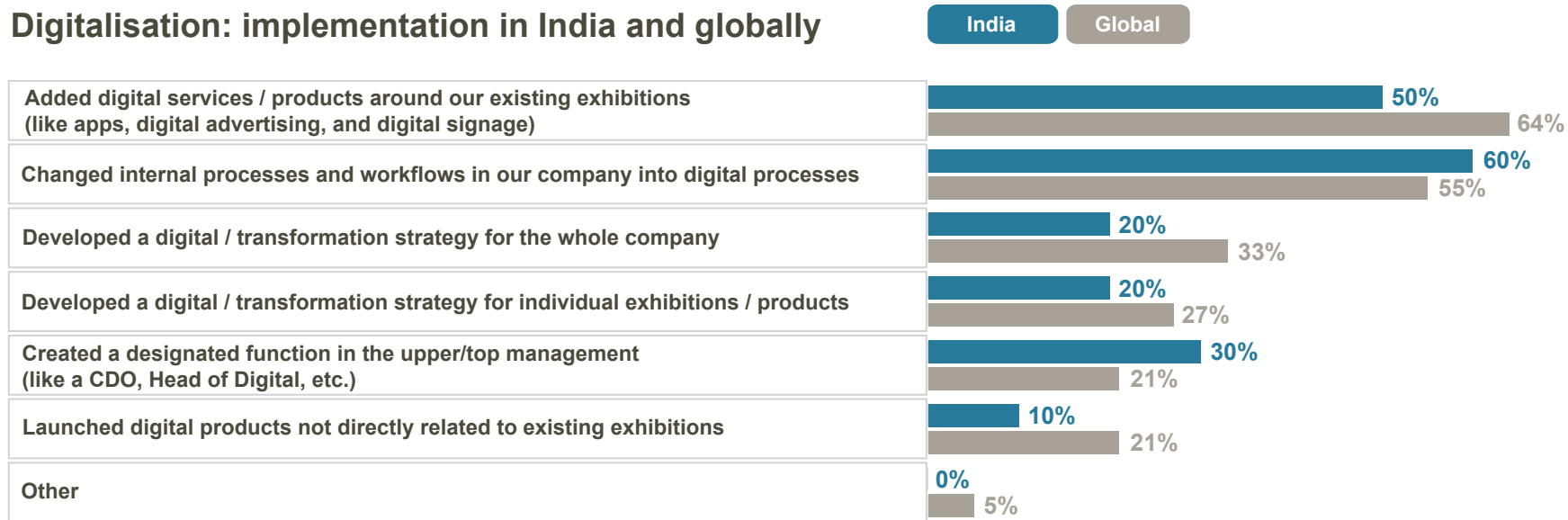


Elements expected to most impact business development in the next five years



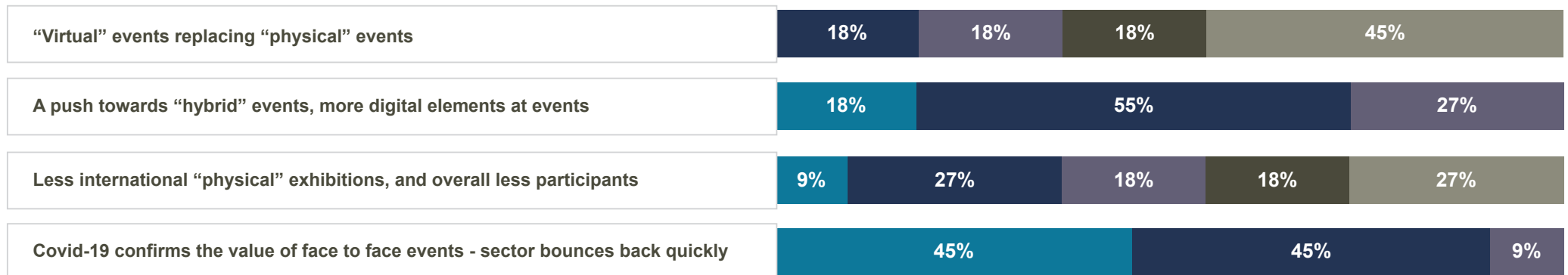


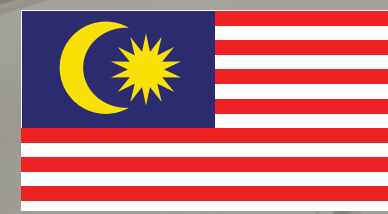
Digitalisation: implementation in India and globally



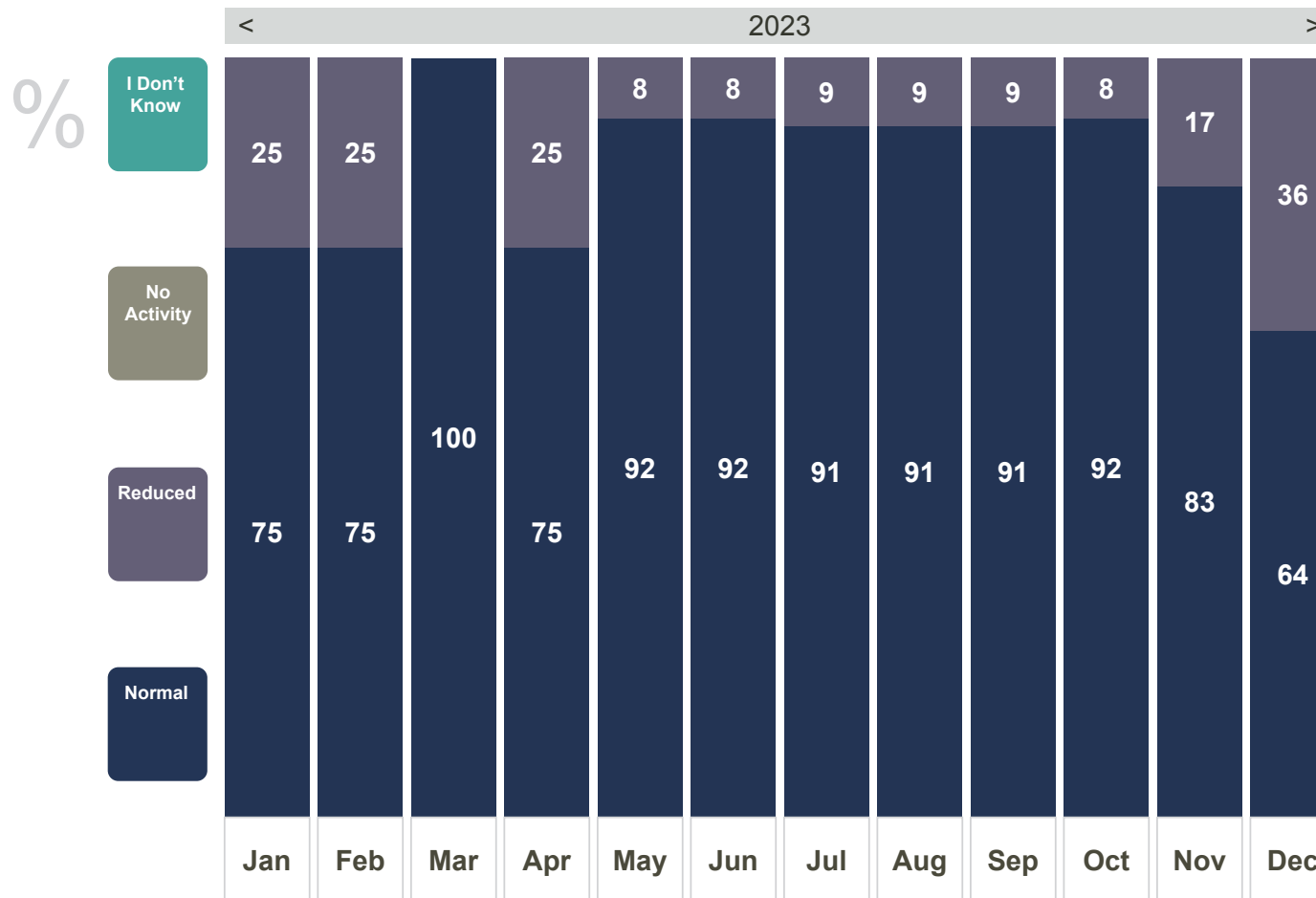
Format of exhibitions in the coming years

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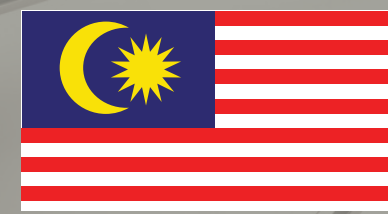




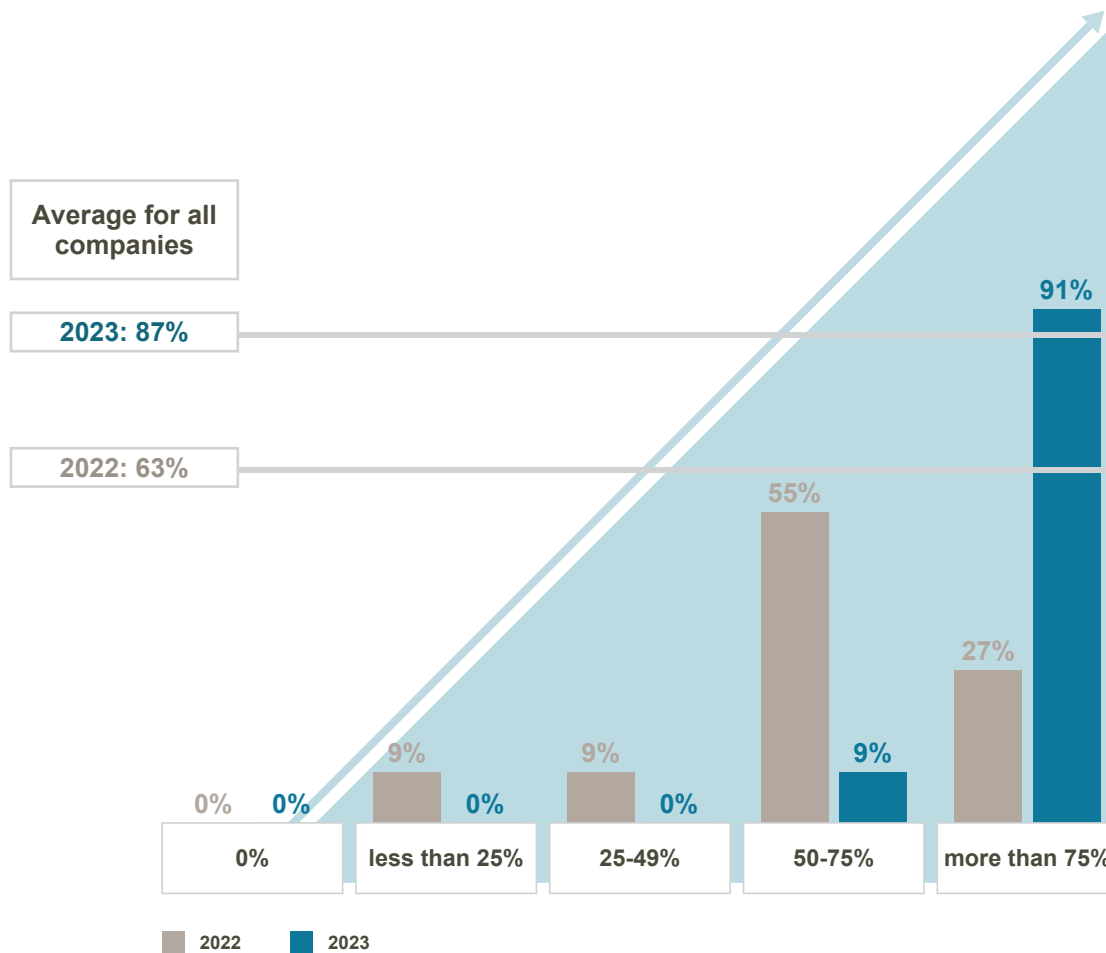
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Malaysia

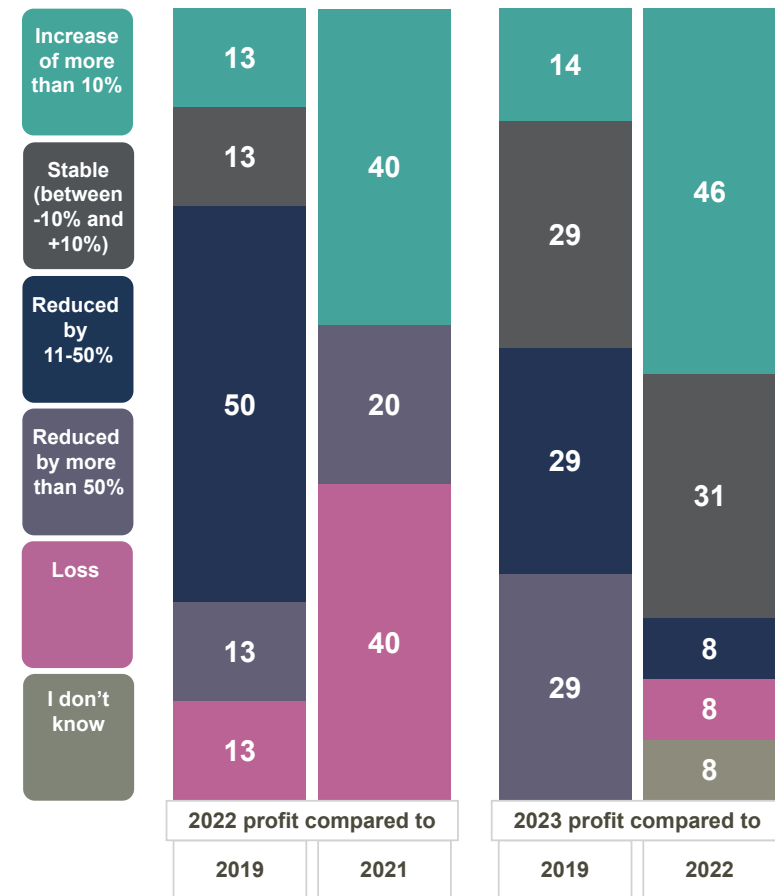


Revenue compared to 2019

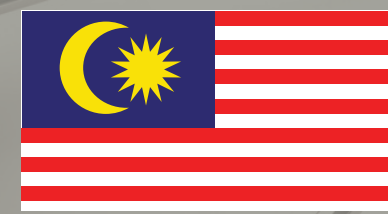


Operating profits compared to 2019 and previous year

%



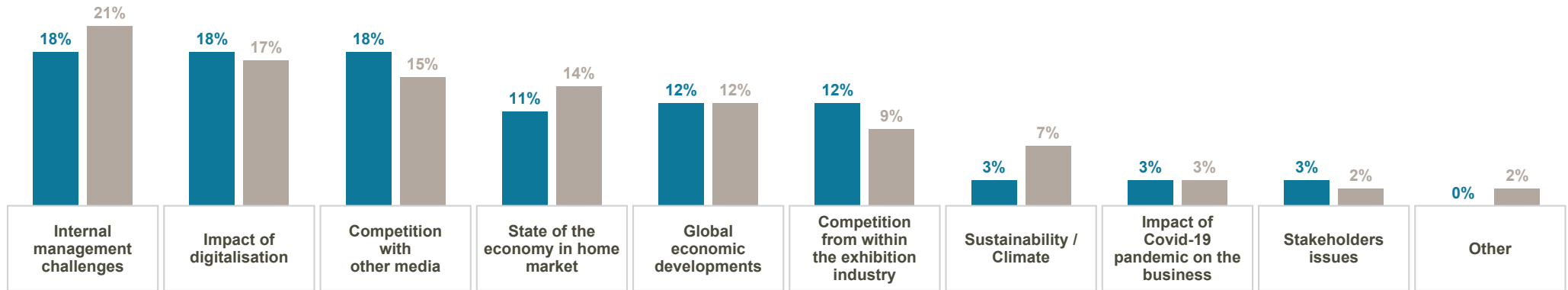
Detailed results for Malaysia



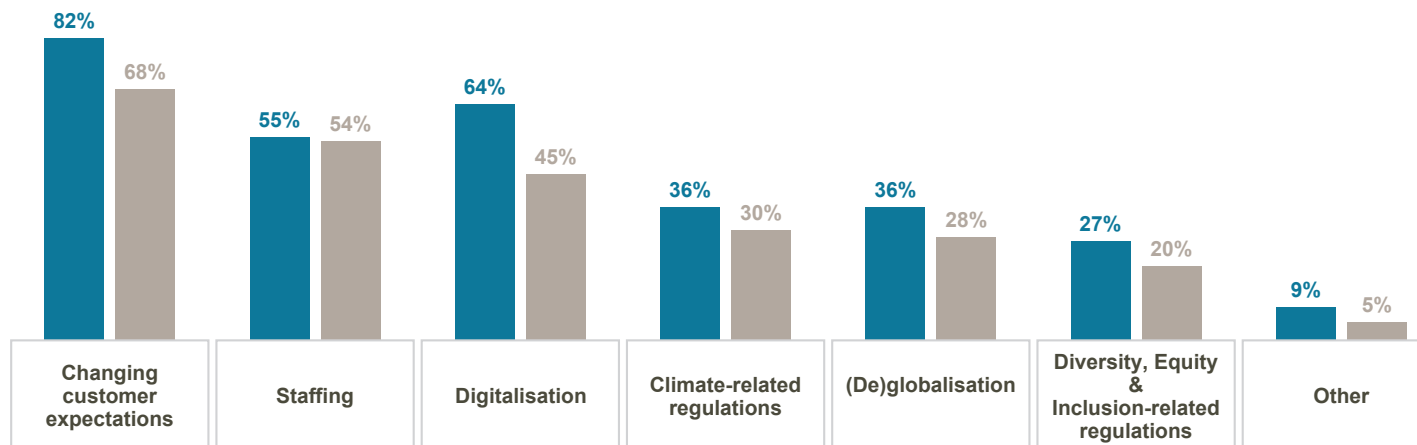
Most important business issues in the exhibition industry right now

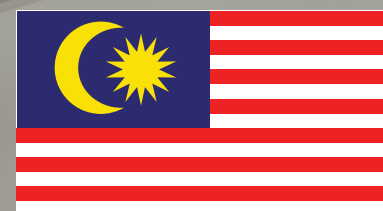
Malaysia

Global



Elements expected to most impact business development in the next five years

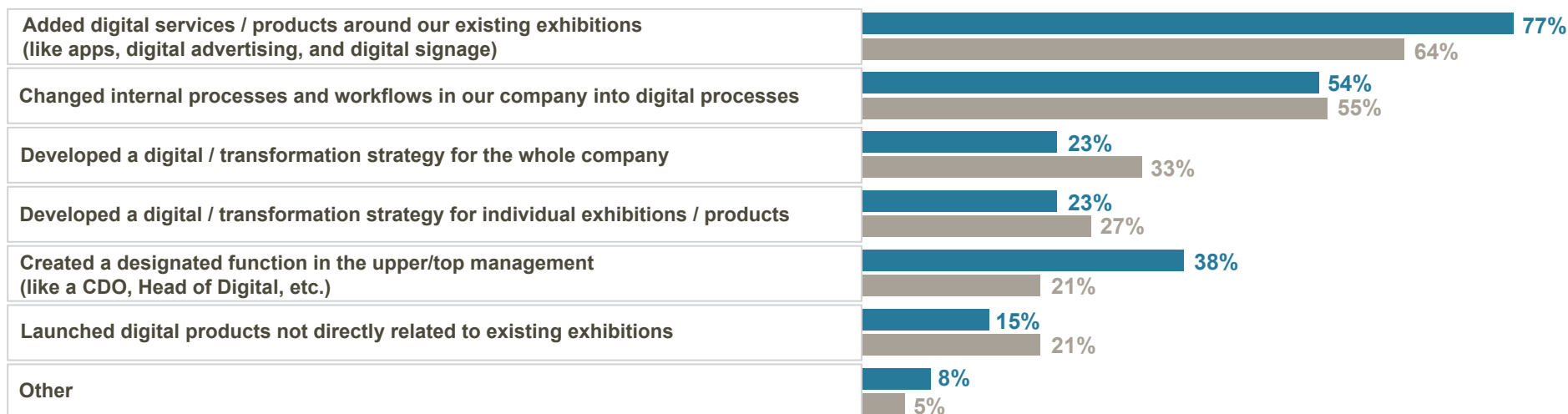




Digitalisation: implementation in Italy and globally

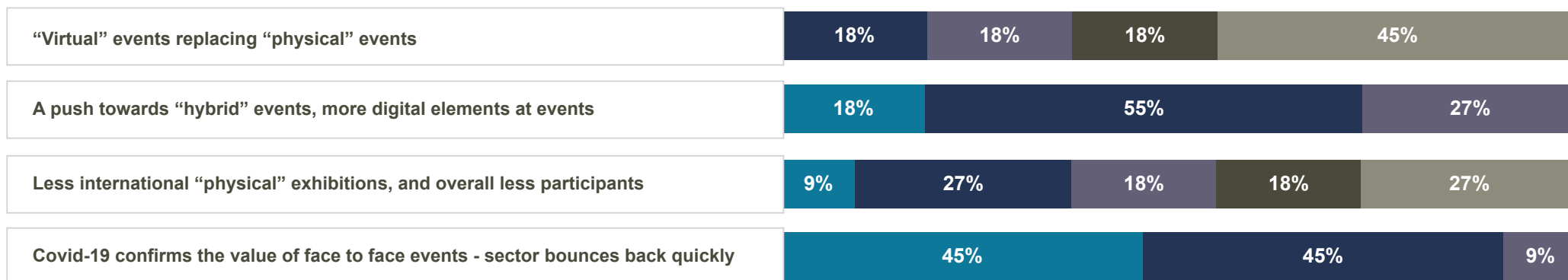
Italy

Global



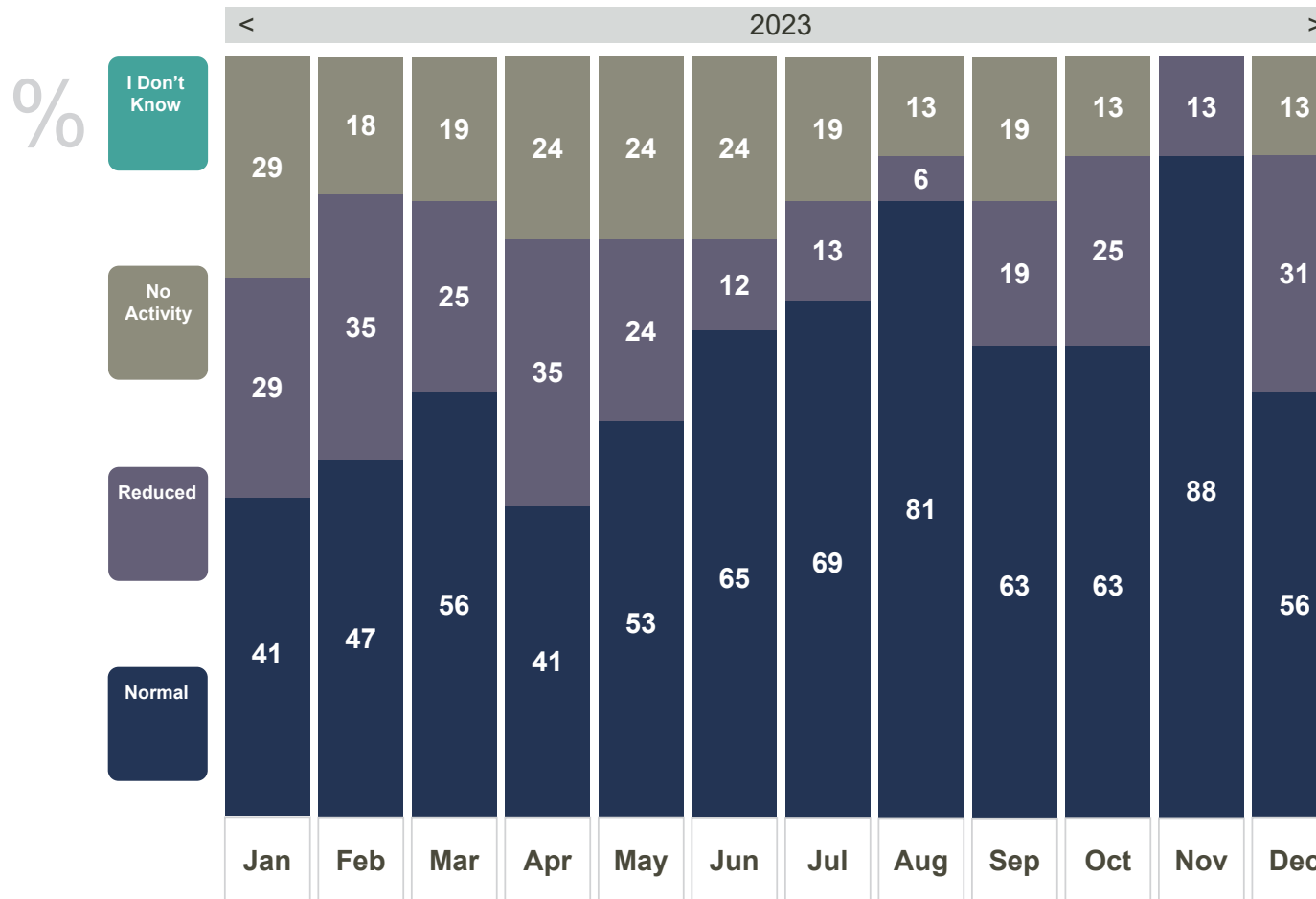
Format of exhibitions in the coming years

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 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not

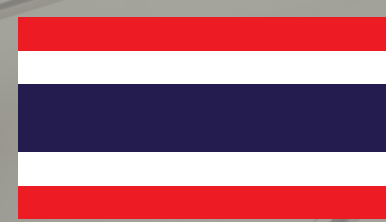




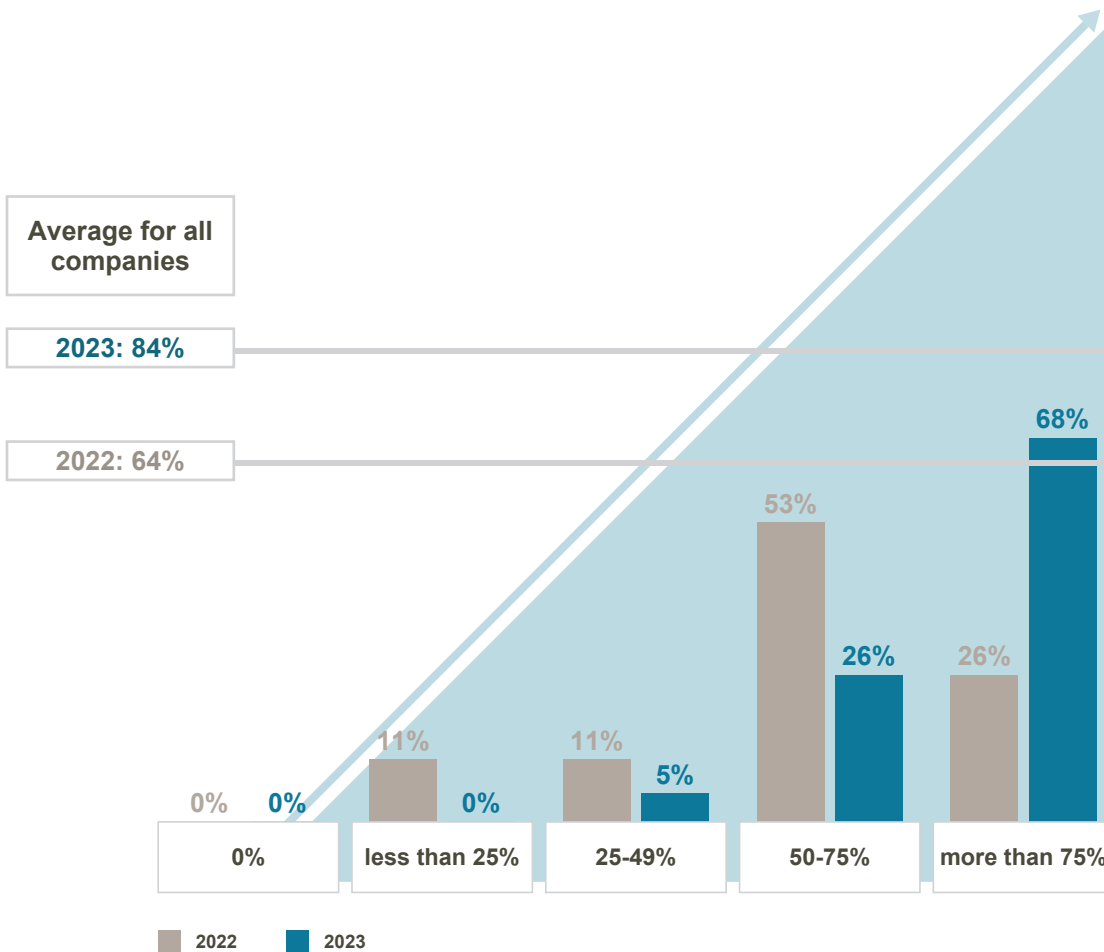
Situation of the industry operations in the 1st half of 2023, and current predictions for the 2nd half of 2023



Detailed results for Thailand

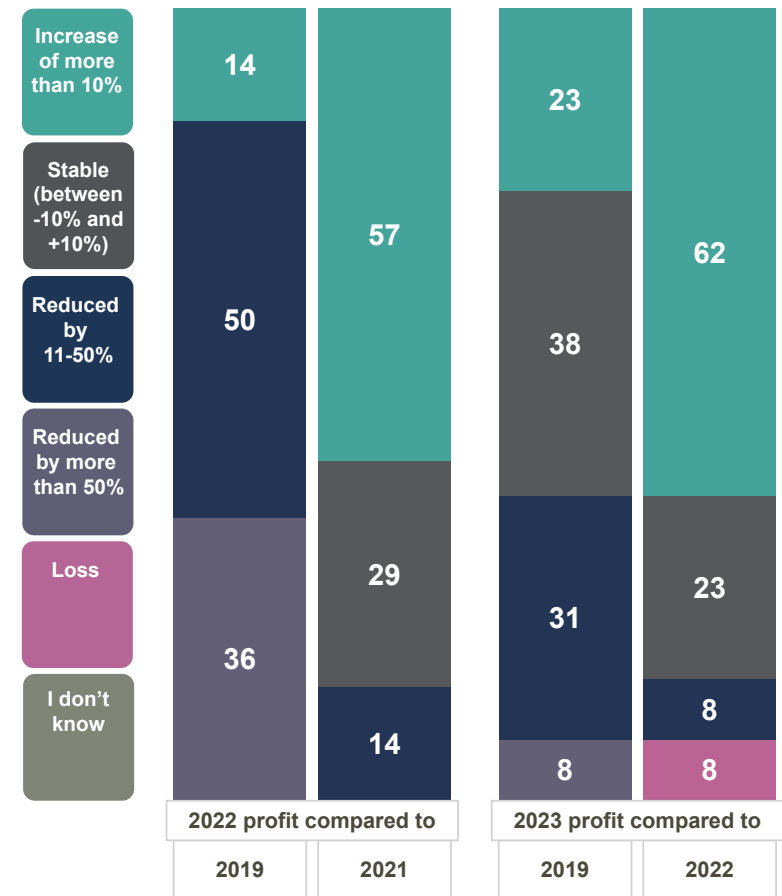


Revenue compared to 2019

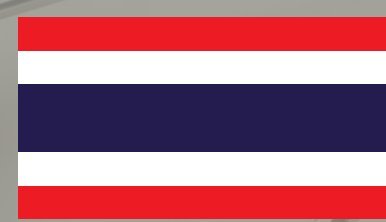


Operating profits compared to 2019 and previous year

%



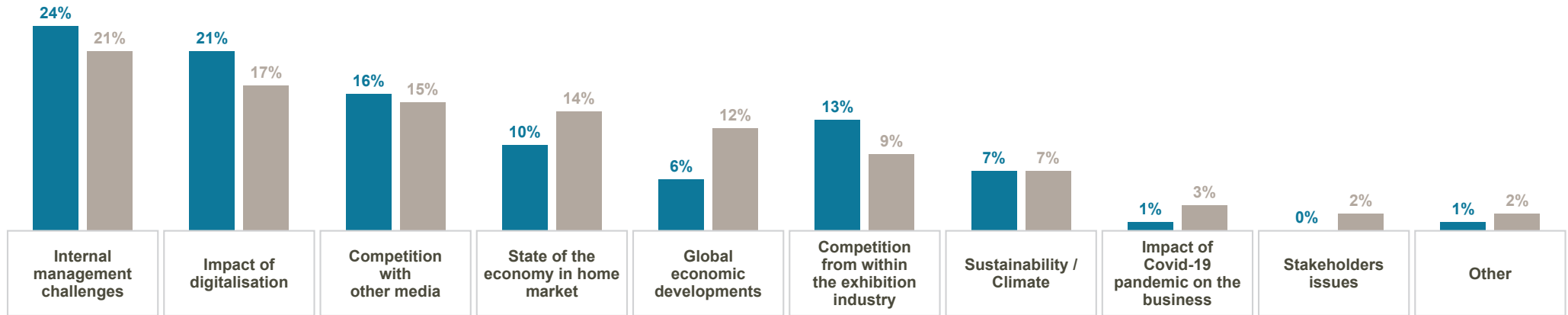
Detailed results for Thailand



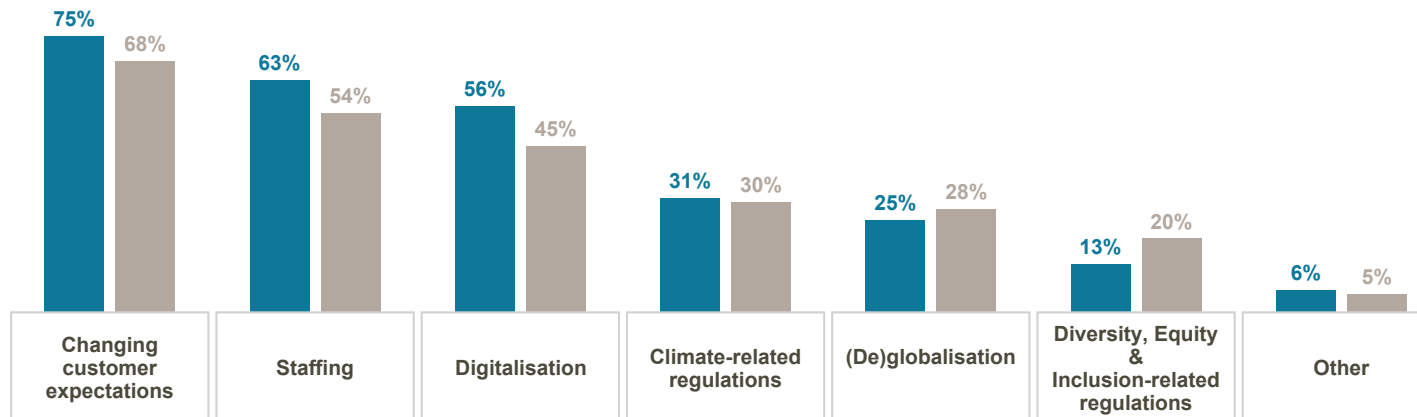
Most important business issues in the exhibition industry right now

Thailand

Global



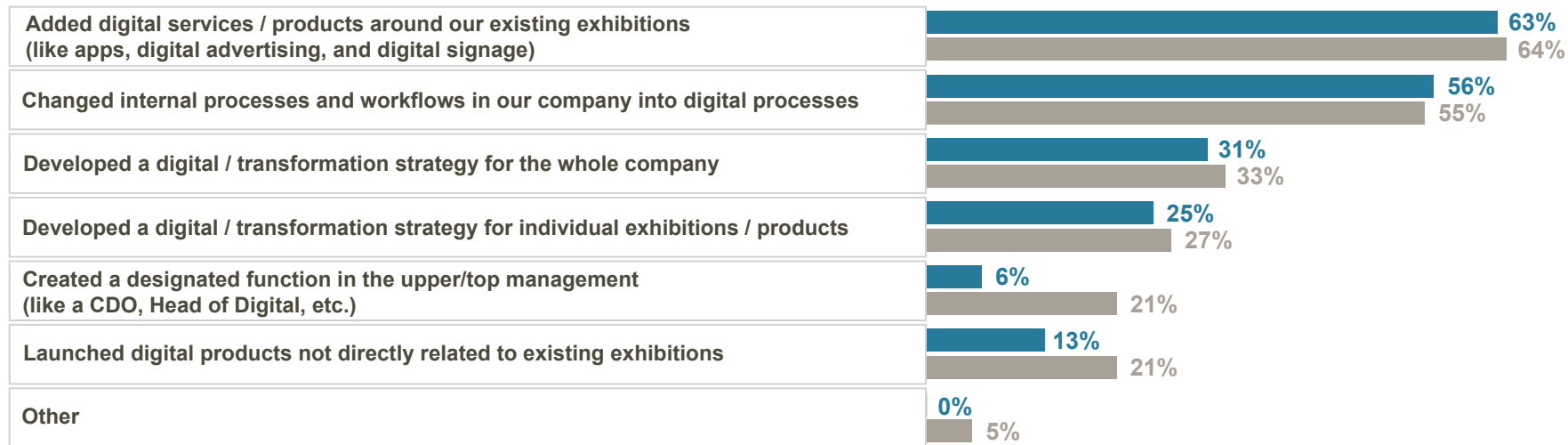
Elements expected to most impact business development in the next five years





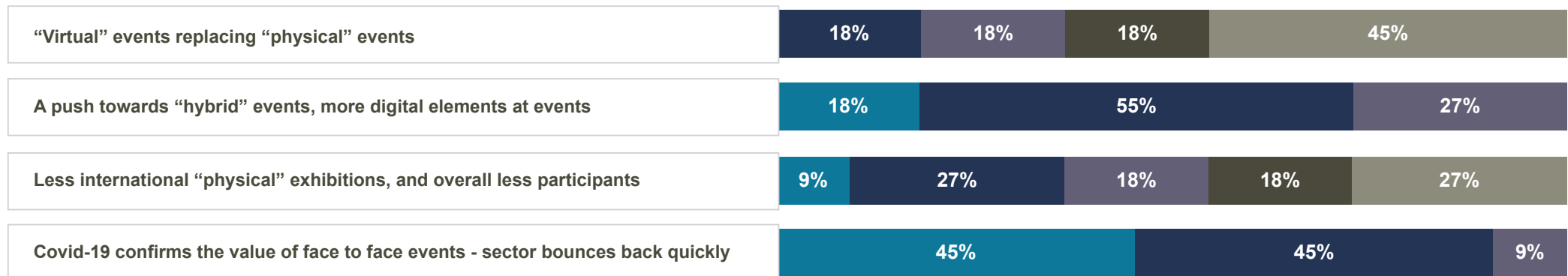
Digitalisation: implementation in Thailand and globally

Thailand Global



Format of exhibitions in the coming years

Yes, for sure Most probably Not sure Not sure at all Definitely not



The Global Barometer survey has been constantly measuring the pulse of the exhibition industry for the past 15 years. This 31st survey was concluded in July 2023. It includes data from 351 companies in 61 countries and regions. The report delivers outlooks and analysis for 19 focus countries and regions. In addition, it analyses 5 aggregated regional zones.

The results highlight the recovery of the industry in 2023 in most places around the world.

The level of operations has clearly picked up since 2022: the percentage of companies reporting “normal activity” increases from 72% in December 2022 to 79% on average for the first half of 2023 and almost 90% for most months of the second half of 2023 (December being as usual a month with less activity in most places). In parallel, the number of companies reporting “reduced activity” decreased from 20% in December 2022 to 16% in the first half of 2023 to 12% in the second half.

The year 2022 witnessed a remarkable “bounce back” of exhibitions, with companies from most markets achieving revenues close to their 2019 levels. This positive trend continues into 2023, with companies in almost all regions expecting to reach or even surpass their 2019 revenue levels. Globally, the revenues for 2022 and 2023 represent 78% and 97% of the 2019 levels respectively, indicating a progressive full recovery. This recovery now appears faster than expected 6 months ago, when companies were expecting to reach 91% of the 2019 levels.

In terms of operating profits compared to 2019 levels, around half of the companies are declaring an increase or stable level for 2022 and their proportion is increasing to 7 out of 10 for 2023. Among them, the number of companies declaring an increase is higher now than it was expected 6 months ago: 30% for 2022 (compared to 24% six months ago) and 37% for 2023 (compared to 31% previously).

The most pressing business issue declared in this edition are “Internal management challenges” (21% of answers globally and the main issue in all regions, and most markets). Within “Internal management challenges,” 61% of respondents selected “Human resource” issues, 50% selected “Business model adjustments”, and 31% selected “Finance”.

The analysis of the trend around top business issues over the 2016-2023 period identifies several important shifts:

- “Impact of digitalisation” & “Competition with other media” ranks as the main issue, with 32% of answers (compared to 12% in 2016).
- “Global economic developments” & “State of the economy in the home market” have dropped from being the main issue in 2016 (44% of answers) to 26% in 2023, while the “Impact of COVID-19 pandemic on the business” fell from 29% in 2020 to 3% in 2023.
- And “Internal management challenges” has increased from 13% in 2016 to 21% in 2023.

In parallel, “Sustainability/climate” & “Other stakeholders’ issues” has more than doubled from 4% of answers in 2016 to 9% in 2023, while “Competition from within the exhibition industry” has dropped considerably, from around 20% pre-pandemic to 5% or less during the pandemic. In 2023, it increases to 9%.

The 31st Barometer introduced a question to address the evolution of the operating model of the exhibition industry after the pandemic disruption. Based on the responses, the elements expected to have the greatest impact on their company's business development in the next five years are as follows:

- Globally, "Changing customer expectations" are expected to have the highest impact in the next five years, with 68% of respondents considering it significant.
- Approximately 54% of respondents believe that "Staffing" will have a notable impact on business development.
- Around 45% of respondents anticipate that "Digitalisation" will significantly influence business development.

Overall, 64% of respondents have added digital services/products (such as apps, digital advertising and digital signage) to their existing exhibition offerings. In addition, 55% of respondents globally indicated they have digitised internal processes and workflows (compared to 49% one year ago).

The 31st Barometer survey asked a specific question on the impact of generative AI (like ChatGPT) on the exhibition industry, to shed light on this emerging digital activity. The survey aimed to assess the current utilization of AI across various business functions and gauge future expectations and offers the first global industry data available on this issue.

Globally, the areas expected to be most affected by the development of AI are: "Sales, Marketing and Customer Relations" (62%), "Research & Development" (58%) and "Event Production" (45%). These are precisely the areas where generative AI applications are also mostly used already (22%, 19%, 10% respectively).

The 31st Barometer sought insights into possible trends that will drive the future format of exhibitions by asking companies to assess four different statements. By using the same question asked in previous editions of the Barometer throughout the pandemic, some useful comparisons can be drawn. The global results indicate that:

- 91% of respondents (compared to 87% a year ago and 78% two years ago) agree that "COVID-19 confirms the value of face-to-face events" (with 68% stating "Yes, for sure" and 23% stating "Most probably").
- 21% (compared to 31% and 46% previously) believe there will be "Less international 'physical' exhibitions and, overall, less participants" (with 2% stating "Yes, for sure", 19% stating "Most probably" and 24% remaining unsure).
- 56% (compared to 61% and 76% previously) believe there is "A push towards hybrid events, more digital elements at events" (with 12% stating "Yes, for sure", 44% stating "Most probably" and 21% remaining unsure).
- 6% (compared to 6% and 11% previously) agree that "Virtual events are replacing physical events", while 10% are unsure and 84% state "Not sure at all" or "Definitely not".

THANK YOU TO ALL SURVEY PARTICIPANTS FOR YOUR CONTRIBUTION! THE NEXT GLOBAL BAROMETER SURVEY WILL BE CONDUCTED IN DECEMBER 2023 – PLEASE PARTICIPATE!

Appendix: Number of survey replies per country

Total = 351 (in 61 countries/regions)

North America	23	Europe	108	Middle East & Africa	49
Canada	1	Belgium	4	Bahrain	2
Mexico	12	Bulgaria	1	Iraq	1
USA	10	Croatia	2	Kuwait	2
		Finland	1	Lebanon	1
Central & South America	55	France	17	Oman	2
Argentina	13	Germany	11	Qatar	1
Bolivia	1	Greece	13	Saudi Arabia	16
Brazil	13	Hungary	2	South Africa	12
Chile	5	Italy	13	United Arab Emirates	11
Colombia	11	Netherlands	2	Zimbabwe	1
Costa Rica	3	Poland	1		
Ecuador	2	Portugal	2	Asia-Pacific	116
El Salvador	1	Romania	1	Australia	10
Panama	3	Slovenia	1	China	14
Peru	1	Spain	13	Hong Kong	8
Uruguay	2	Sweden	4	India	13
		Switzerland	1	Indonesia	2
		Türkiye	8	Japan	8
		Ukraine	1	Macau	4
		United Kingdom	10	Malaysia	14
				Myanmar	7
				New Zealand	1
				Pakistan	1
				Philippines	2
				Singapore	4
				South Korea	6
				Taiwan	1
				Thailand	19
				Vietnam	2

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