

THE GLOBAL IMPACT OF THE EXHIBITIONS INDUSTRY

The exhibitions industry has a profound influence on economic growth in cities, regions and countries. Our team put together a few stats in celebration of **Global Exhibitions Day (#GED19)** to illustrate this impact.



Globally, exhibitions generate **\$81 BILLION** in direct GDP.

32,000 exhibitions directly involve **303 MILLION** visitors.¹



Europe is the largest market, welcoming

112 MILLION

visitors in 2018. North America ranks second with

92 MILLION

visitors.²



The B2B exhibitions industry contributed

\$97 BILLION

to the U.S. gross domestic product in 2018.³

CAGR

The U.S. exhibitions market is projected to generate revenues of around

\$15 BILLION

growing at a CAGR of

4.1%

from 2017 through 2022.⁴



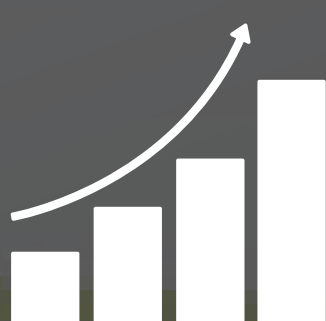
Overall, exhibitions generated

\$71,700

total sales per exhibiting company and

\$870

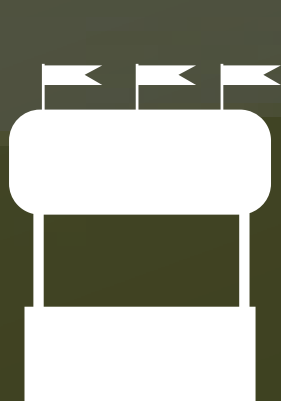
per square foot of venue gross indoor exhibition space.⁵



In 2018, real revenues for U.S. tradeshows increased

3.6%

over 2017 levels.⁶



In 2018, attendees and net square feet at U.S. tradeshows rose

1.7%.

Exhibitors gained

0.5%

in 2018.⁷

Sources:

1. https://www.ufi.org/wp-content/uploads/2019/04/Global-Economic-Impact-of-Exhibitions_b.pdf
2. https://www.ufi.org/wp-content/uploads/2019/04/Global-Economic-Impact-of-Exhibitions_b.pdf
3. <https://www.ceir.org/business-business-b2b-exhibitions-industry-contributed-more-97-billion-us-gdp-2018>
4. <https://www.marketingcharts.com/industries/business-to-business-104808>
5. https://www.ufi.org/wp-content/uploads/2019/04/Global-Economic-Impact-of-Exhibitions_b.pdf
6. <https://www.ceir.org/ceir-breaking-news-2019-ceir-index-report-now-available>
7. <https://www.ceir.org/ceir-breaking-news-2019-ceir-index-report-now-available>

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