UNWTO Webinar
QUO VADIS TOURISM
5th of May 2020
LEADING GLOBALLY – NEARLY HALF OF GLOBAL MARKET

**Europe**
- 499 exhibition venues in Europe
  - = 41% of all venues worldwide
- 1.34m exhibitors/year
- 112m visitors/year
- 13,700 exhibitions = 43% of all shows globally
  - 46.5 m sqm rented/year = 1/3 of global total
- Europe: 15.70m sqm = 45% of global capacity (34.68m sqm)

**Regions**
- Asia-Pacific: 8.23 m sqm
- North America: 8.17 m sqm
- Middle East/Africa: 1.40 m sqm
- Central/South America: 1.20 m sqm

**10 companies with the highest turnover are from Europe**
POSITIVELY IMPACTING REGIONS

Impact on the Economy

Exhibitions in Europe generate an economic impact

€92.27 bn/year

including effects of the venues

= €303 bn/year

Average impact by each exhibiting company

€76,806

National exhibitors
€54,680

International exhibitors
€108,787

Average impact by each visitor

€796

National visitors
€96

International visitors
€4,441

European exhibitions support

824,000 jobs

with venues

= more than 1.2m jobs in Europe

(Oxford Economics/UFI 2019; KPMG/EMECA 2018)
COVID-19 impact on the European Exhibition Industry

3,300
EXHIBITIONS CANCELLED or POSTPONED

39 billion €
SALES LOSSES for exhibiting companies

124.9 billion €
ECONOMIC LOSSES

>1.2 million
JOBS IN DANGER

EXHIBITIONS will play a VITAL ROLE for ECONOMIC RECOVERY by providing fast-track for companies to the market

Figure 6 & EMECA April 2020
THANK YOU!

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