

## UFI releases latest edition of Euro Fair Statistics

- Research includes data from 10 trade fair bodies in 13 European countries
- Report covers 901 exhibitions from 363 organisers, totalling 6.7 million m<sup>2</sup> of net space rented in 2021

Paris – 13 December 2022: Data now released by UFI, the Global Association of the Exhibition Industry, identifies the status of the European exhibition market in 13 countries. The certified data is gathered by a network of 10 collaborating industry bodies from across the continent.

“This 2021 edition of the annual Euro Fair Statistics report is a special one due to the impact of Covid-19 in the industry, with less countries covered, and a smaller volume of activity reported. Also, it includes for the first time some statistics related to hybrid and digital events. We look forward to the 2022 edition of the report, that will confirm the strong rebound of the activity in Europe” says Kai Hattendorf, UFI Managing Director and CEO.

The events examined comprised 157,351 exhibiting companies. Statistics in the report cover 901 exhibitions for a total of 6.7 million m<sup>2</sup> of registered rented space, with a total attendance of 18,3 million registered visitors. UFI estimates that this data covers approximately 31% of the European exhibition market and it includes 95 exhibitions that have earned the ‘UFI Approved Event’ designation,

32% of the exhibitions targeted trade visitors and 32% targeted public visitors, while 36% addressed both groups.

The Euro Fair Statistics 2021 report includes data collected by the following organisations:

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

The complete Euro Fair Statistics 2021 study can be downloaded from the UFI website at [www.ufi.org/research](http://www.ufi.org/research). In line with UFI’s mission to develop the industry worldwide, the report is available free of charge. The report forms part of UFI’s globally acclaimed body of research publications that covers global, regional, and topical issues.

### Attachment:

- [Euro Fair Statistics 2021 front cover](#)

**About UFI – The Global Association of the Exhibition Industry:** UFI is the global trade association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 780 member organisations in 83 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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