

AEO GLOBAL EVENTS STUDY 2020 – Q1 and Q2 Statistics Snapshot

This edition of the Global Events Study begins a new methodology as we move across to reviewing the industry's global activity on a quarterly basis. In the interest of continuity, this edition, which ran in September 2020, covered activity for the full year of 2019 plus the first two quarters of 2020. More in-depth year-on-year analysis will take place annually.

ENGAGEMENT = 40% AEO MEMBERS PARTICIPATED  **92% OF THESE WERE MEMBERS OPERATING INTERNATIONALLY**  **+5% INCREASE ON THOSE THAT PARTICIPATED IN 2019**

NUMBER OF EVENTS



2019
923
RAN IN 2019



inc. **596**
OUTSIDE THE UK

OVERSEAS TURNOVER Exc. UK Activity

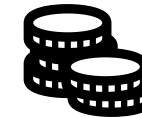


£1.9bn
TOTAL COMBINED INDUSTRY REVENUE



INTERNATIONAL EVENTS

ECONOMIC IMPACT TO SERVICE EXPORTS*



TOP 10 UK SERVICE EXPORTS (2018)*

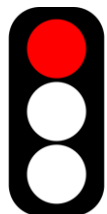
VALUE

PROFESSIONAL, SCIENTIFIC & TECHNICAL ACTIVITIES	£54BN
INFORMATION & COMMUNICATION	£47.5BN
FINANCIAL & INSURANCE ACTIVITIES	£25.6BN
WHOLESALE/RETAIL TRADE	£18.7BN
MANUFACTURING	£15.8BN
ADMINISTRATIVE & SUPPORT SERVICE ACTIVITIES	£10.9BN
ARTS, ENTERTAINMENT & RECREATION & OTHER SERVICE ACTIVITIES	£6BN
TRANSPORTATION & STORAGE	£2.0BN
AEO MEMBERS (GLOBAL EVENT STUDY, DATA FOR 2019)	£1.9BN
CONSTRUCTION	£1.6BN

2020 (Exc. UK Activity)



-97%
BETWEEN Q1 AND Q2



2020 (Exc. UK Activity)

£294m **£1.8m**
Q1 Q2

-99%
BETWEEN Q1 AND Q2

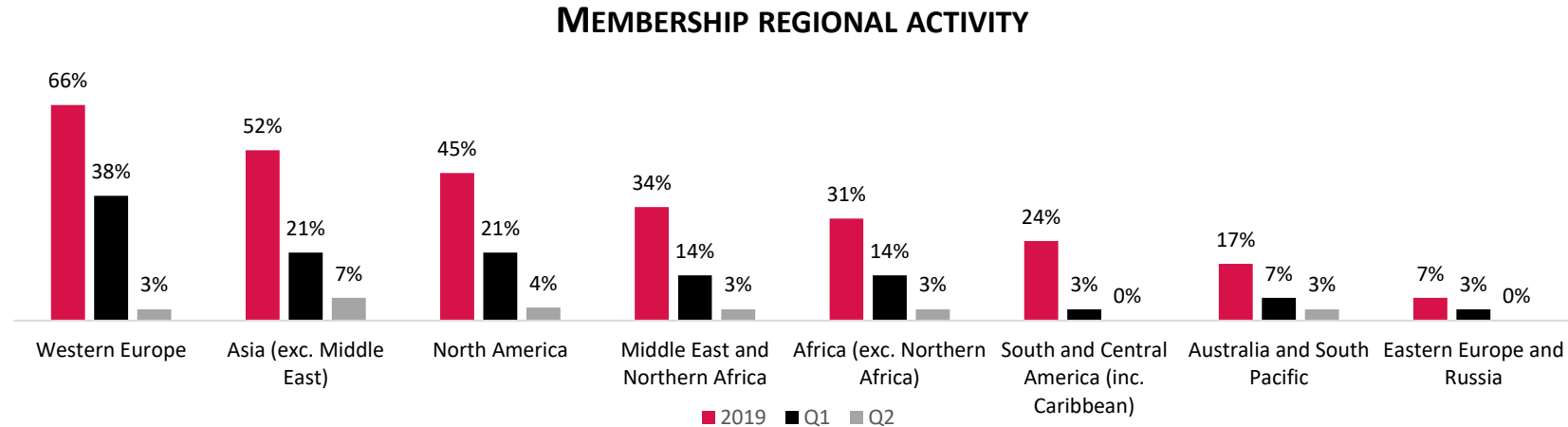


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REGIONAL ACTIVITY



KEY MESSAGES

- The sector has been hard hit by COVID-19 with the number of events run falling by 97% between Q1 and Q2 of 2020.
- In 2019, 596 events were run in total and when looking at 2020 so far, 93 events were run in Q1 and Q2 (Exc. the UK) – with many being postponed or cancelled as a result of the global COVID-19 pandemic. If we were to continue on this trajectory (assuming 93 events are run overseas in Q3 and Q4) this would result in 69% of international shows** not running as a result of the pandemic. However, this will be reviewed and compared once the full years data has been collected and report issued.
- This means that the total overseas turnover generated from member’s UK-based businesses has also declined by 99% between Q1 and Q2 2020, totaling £295.8m for 2020 to date, compared to £1.9bn in 2019 (across the whole year).
- When looking at the regions members operate within, Western Europe saw the biggest decline in operations between Q1 and Q2 of 2020, while Asia (exc. Middle East) and Australia and South Pacific saw the smallest declines. Future reports will be able to track the regions that are seeing a larger rise in events taking place.



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