

GLOBAL ECONOMIC SIGNIFICANCE OF EXHIBITIONS

PRODUCED BY



OXFORD
ECONOMICS



ufi

The Global
Association of the
Exhibition Industry

SUPPORTED BY



SISO

SOCIETY OF INDEPENDENT SHOW ORGANIZERS

Direct Impacts

303 million visitors



across more than 180 countries

**\$125 billion in direct spending
(business sales)**



representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

\$77 billion in direct GDP



(gross domestic product)

1.3 million jobs



directly supported by global exhibitions

**Indirect &
Induced Impacts**

Total Impacts

**\$303 billion in total output
(business sales)**



including direct, indirect, and induced output

\$188 billion in total GDP



including direct, indirect, and induced GDP impacts

3.1 million total jobs



directly and indirectly supported by
global exhibitions

**\$67,000 of total impact per exhibiting
company**

**\$800 total impact per square foot of venue
gross indoor exhibition space**