UFI Global Exhibition

Barometer

37TH Edition

Report based on the results of a survey concluded in June 2026

Global

Southern Africa

Australia

Brazil

Italy

United Kingdom

Spain

Asia

Peru

Central & South America

Colombia

South Korea

Mexico

Argentina

Panama

Indonesia

Uruguay

Hong Kong

India

Japan

Macau

Malaysia

Myanmar

Saudi Arabia

Singapore

US

Greece

Thailand

Türkiye

France

ufi The Global Association of the Exhibition Industry

Global Barometer

Bi-annual report on industry developments.

Industry Statistics

Overview of key metrics on the global and regional markets.

World Map of Venues

Event Statistics
UFI Approved Events and Euro Fair Statistics

Exhibitors and Visitors Insights

Economic Impact
Global and national reports

Best Practices

UFI Award-winning case studies showcasing excellence across 6 different categories.

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Contents

Welcome to the 37th edition of the "UFI Global Exhibition Barometer" survey. This study is based on a global survey concluded in June 2026. It represents up-to-date information on the status and outlook of the global exhibition industry as well as on 20 specific markets and regions. It also includes an analysis of replies by type of activity (organiser, venue or service provider/supplier), when relevant.

The UFI Global Exhibition Barometer was launched in response to the 2008 global financial crisis. Since then, it has tracked industry development through various external shocks, including the COVID-19 pandemic. As a globally trusted, independently run research project, this latest edition again identifies and lists today's and tomorrow's industry challenges.

The Barometer has a truly global reach, with 466 companies participating from 59 countries and regions.

We wish to thank the following associations, whose participation made this global collaboration possible: AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, ABEA (Australian Business Events Association) in Australia, ABEOC (Associação Brasileira de Empresas de Eventos) and UBRAFE (União Brasileira dos Promotores de Feiras) in Brazil, AEFI (Italian Exhibition & Trade Fair Association) in Italy, AEO (Association of Event Organisers) in the UK, AFE (Spanish Trade Fairs Association) in Spain, AFECA (Asian Federation of Exhibition & Convention Associations) in Asia, AFEP (Asociacion de Ferias del Peru) in Peru, AFIDA (Asociación Internacional de Ferias de América) in Central & South America, AIFEC (Asociacion Colombiana de la Industria de Ferias, Congresos, Convenciones y Actividades Afines) in Colombia, AKEI (The Association of Korean Exhibition Industry) in South Korea, AMEREF (Asociacion Mexicana de Recintos Feriales) and AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, AOCA (Asociación Argentina de Organizadores y Proveedores de Exposiciones, Congresos, Eventos y de Burós de Convenciones) in Argentina, APPCE (Asociación Panameña de Profesionales en Congresos, Exposiciones y Afines) in Panama, AUDOCA (Asociación Uruguaya de Organizadores de Congresos y Afines) in Uruguay, HKECIA (Hong Kong Exhibition and Convention Industry Association) in Hong Kong, IECA/ ASPERAPI (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MFTA (Macau Fair & Trade Association) in Macau, MACEOS (Malaysian Association of Convention and Exhibition Organisers and Suppliers) in Malaysia, MECA (Myanmar Exhibition and Conference Association) in Myanmar, PEIFE (Professional Events Industry Association Saudi Arabia) and SCEGA (Saudi Conventions & Exhibitions General Authority) in Saudi Arabia, SECB (Singapore Exhibition & Convention Bureau) in Singapore, SISO (Society of Independent Show Organizers) for the US, SOKEE (Greek Exhibition Industry Association) in Greece, TEA (Thai Exhibition Association) in Thailand, TOBB (The Union of Chambers and Commodity Exchanges of Türkiye) and UNIMEV (French Meeting Industry Council) in France.

Important Remarks

- The number of responses to the current survey (466 total from 59 countries and regions - see the full list at the end of the document) provides strong results that capture and describe major issues and trends as a barometer. However, the nature of the exercise – a survey towards a broad sample of companies from the industry - means that some results cannot claim to necessarily be fully representative. Also, since weighting of answers based on the size of the responding company or its national market is not possible, it shall be noted that some regional or global consolidations, especially quantitative results, are not as accurate as the ones for the detailed markets. Whenever felt required, this is mentioned in the texts that accompany the charts.

- Due to decimal rounding, the percentage values indicated in some charts may not sum up exactly to 100%.

Questions related to this survey can be sent to research@ufi.org.

This research can be downloaded for free at www.ufi.org/knowledge-hub.

The 37th Barometer surveyed participants' perception of rented space (net for organisers, gross for venues, and not considering biennial effect), for 2026 compared to 2025, for the country where they are based. Four answer options were proposed: "Increase of more than 5%", "Stable (+/- 5%)", "Decrease of more than 5%" and "I'm not sure / I don't know".

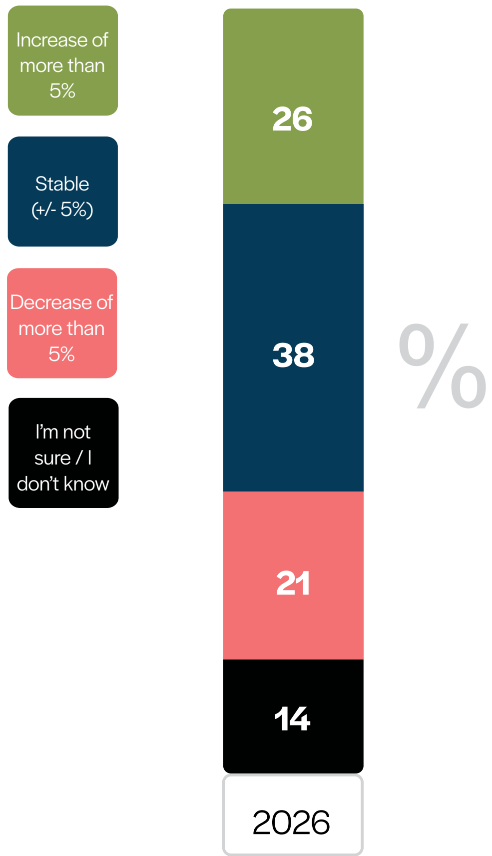
As shown in the following chart, 26% of respondents globally expect an increase in activity in their home market of more than 5% year on year in 2026, while 38% expect activity to remain stable (+/- 5%). In contrast, 21% anticipate a decrease of more than 5%, and 14% remain uncertain.

As anticipated due to the situation in the Middle East, those results appear more cautious than those declared six months ago, when 44% of respondents were expecting an increase in activity of more than 5% (18% more), 41% stability (3% more), while 8% were anticipating a decrease (13% less) of more than 5%. Uncertainty has increased, with 7% of respondents unable to answer (7% less).

Detailed results of this last survey highlight differences within regions:

- In North America, half of respondents in the USA expect a stable situation, but only 3 out of 10 in Mexico.
- In Central and South America, approximately 6 out of 10 respondents in Argentina and 4 out of 10 in Brazil expect a stable situation, whereas in Colombia, 4 out of 10 respondents foresee an increase of more than 5%.
- In Europe, most respondents across countries expect stable activity in 2026, with Spain and Türkiye standing out: more than 4 out of 10 respondents in both markets expect an increase of more than 5%.
- In the Middle East & Africa, more than 5 out of 10 respondents in Saudi Arabia expect a decrease of more than 5%, while in the United Arab Emirates, 5 out of 10 expect a stable situation, as do 4 out of 10 in South Africa.
- In the Asia-Pacific region, respondents in 4 out of the 5 analysed markets expect stable activity, while in India, nearly 4 out of 10 respondents foresee an increase in activity in their country.

Aggregated Year-on-Year Country Forecast
2026 compared to 2025



The 37th Barometer asked participants for their company's exhibition-related revenues for 2026 compared to the previous year based on different revenue streams: "Renting space (to organiser if venue, to exhibitors if organiser)", "Selling services (to visitors and exhibitors, not including space)", "Selling sponsorship opportunities", and "Receiving subsidies", as well as "Total revenue". Five answers were proposed: "Not relevant for my company", "Stable (+/- 5%)", "Increase of more than 5%", "Decrease of more than 5%", and "I don't know / Not available".

The following charts present:

- Revenue forecasts on average for all companies, total and by category.
- Results by type of activity (organiser, venue or service provider/supplier).

Note on data interpretation: the total revenue and its breakdown by individual revenue stream cannot always be compared, because some companies only replied to the total.

Global results indicate that 27% of the companies worldwide expect an annual increase in revenue of more than 5%, and 38% expect a stable evolution (+/-5%) of total revenue. Detailed results by revenue stream show that most companies forecast stable revenues for "renting space" (32% of answers), "selling services" (39%), and "selling sponsorship opportunities" (32%). In parallel, 37% of respondents do not consider "receiving subsidies" relevant to their business.

The results by type of activity highlight slightly different forecasts across those revenue streams:

- For "Total revenue", most organisers (36%) and service providers/suppliers (42%) anticipate stable revenues, while most venues (39%) expect an increase of more than 5%.
- For "Renting space", most organisers (37%) and venues (45%) anticipate stable revenues.
- For "Selling services", most organisers (43%) and service providers/suppliers (39%) anticipate stable revenues, while most venues (38%) expect an increase of more than 5%.
- For "Selling sponsorship opportunities", most organisers anticipate a stable trend (35%), while this revenue stream is not relevant for most venues and service providers/suppliers (34% and 36% of respondents, respectively).

For most companies across all segments, "Receiving subsidies" is not relevant. When relevant, this revenue stream is expected to remain stable (+/- 5%) for most companies across all segments.

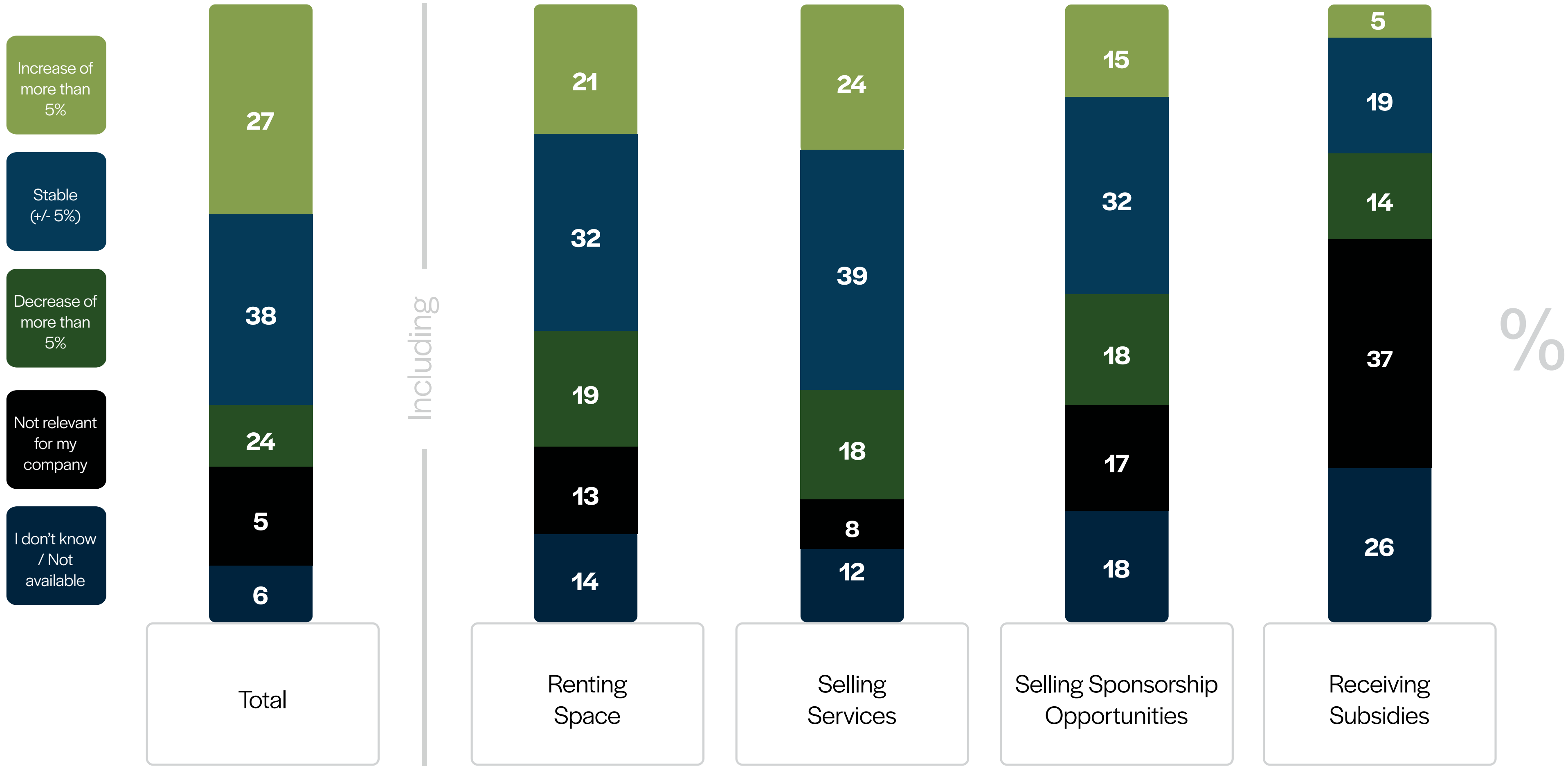
Similar to the previous question on country forecasts for rented space, results show significant differences across countries. While most countries anticipate stable revenues in 2026 compared to 2025, participants in some countries expect an increase of more than 5% across different revenue streams:

- The UK (54%), Argentina (53%), Colombia (47%), and Brazil (42%) for "Total revenue".
- Türkiye (41%) for "Renting space".
- Argentina (50%), Brazil (46%), Colombia (44%), and the UK (42%) for "Selling services".
- Colombia (41%) for "Selling sponsorship opportunities".

Total revenue expectations for the top three largest markets in the world indicate that:

- In China: 17% expect an increase of more than 5% and 50% stable revenues.
- In the USA: 13% expect an increase of more than 5% and 73% stable revenues.
- In Germany: 24% expect an increase of more than 5% and 35% stable revenues.

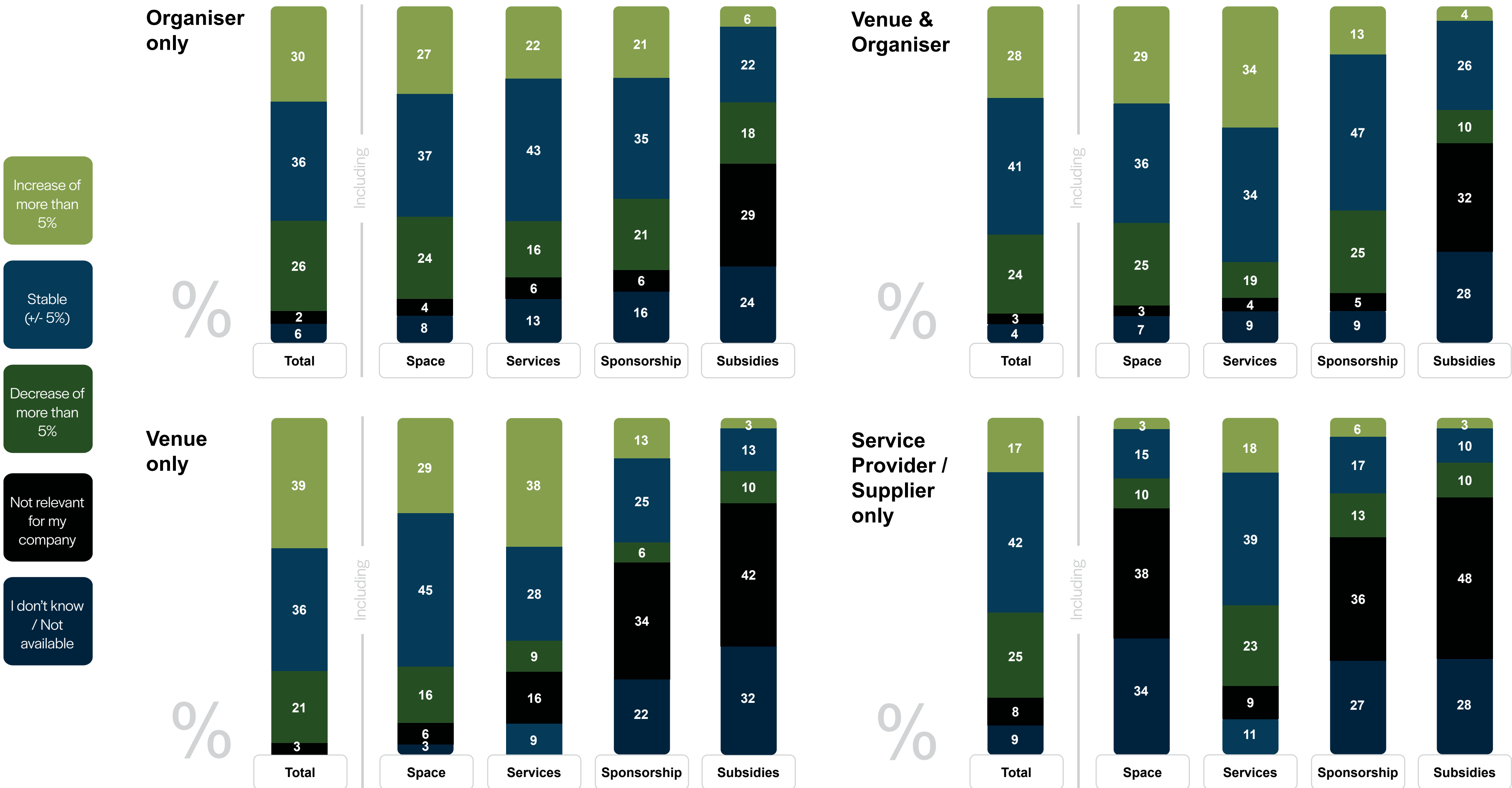
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

Company Exhibition-Related Revenues Forecast

2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

The 37th Barometer asked participants for their company's operating profits for 2025 and their expectations for 2026 compared to the previous year. Five answer options were proposed: "Increased by more than 10%", "Stable (between -10% and +10%)", "Reduced by 11-50%", "Reduced by more than 50%" and "Loss".

The following charts present:

- The evolution of 2025 and 2026 operating profits compared to the previous year respectively.
- The results by type of activity (organiser, venue or service provider/supplier).

The results show a **generally positive performance in 2025, with 37% of companies reporting an increase in operating profit of more than 10% and a further 50% indicating stable profits.**

At the time of the survey, **companies appeared more cautious about their profit expectations for 2026. While 19% expected operating profits to increase by more than 10%, a majority (54%) anticipated stable profits.**

As the detailed analysis below shows, these overall results encompass a range of regional situations, including a significant shift in the Middle East between 2025 and 2026. In 2025, the strongest profit growth was concentrated in the Middle East, with the United Arab Emirates (67%) and Saudi Arabia (57%) leading the survey. The 2026 ranking is led by a more geographically diverse group of countries, including India (40%), Greece (36%), and South Africa (30%). This likely reflects growing uncertainty linked to geopolitical tensions in the Middle East.

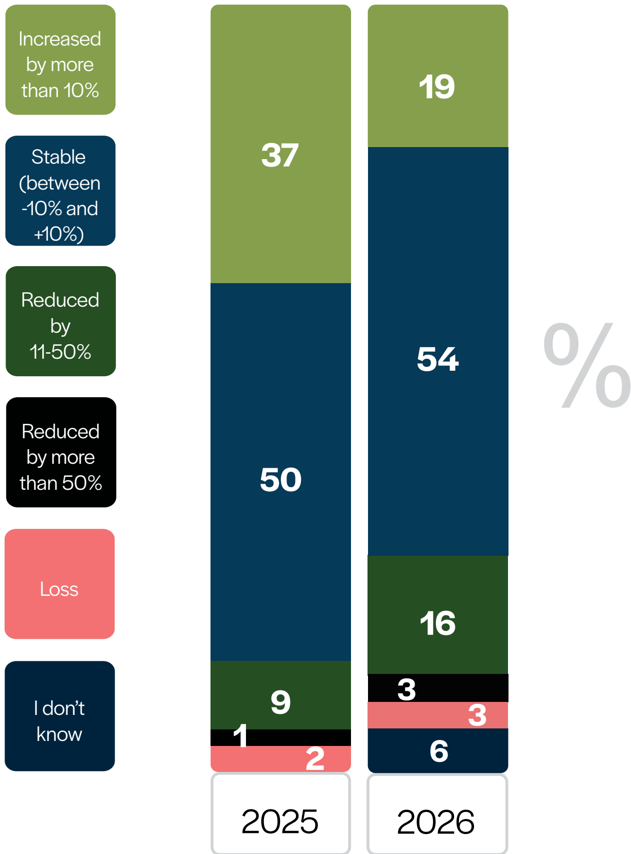
The results for the world's three largest exhibition markets are as follows:

- China: The majority of respondents reported stable operating profits in both 2025 (68%) and 2026 (50%).
- USA: A majority of companies reported stable profits in 2025 (56%), with this proportion rising to 80% for 2026. At the same time, the share of companies reporting an increase in operating profit of more than 10% declines from 25% in 2025 to 0% in 2026.
- Germany: In 2025, 47% of companies reported an increase in operating profit of more than 10%. For 2026, however, the majority (61%) expect stable results.

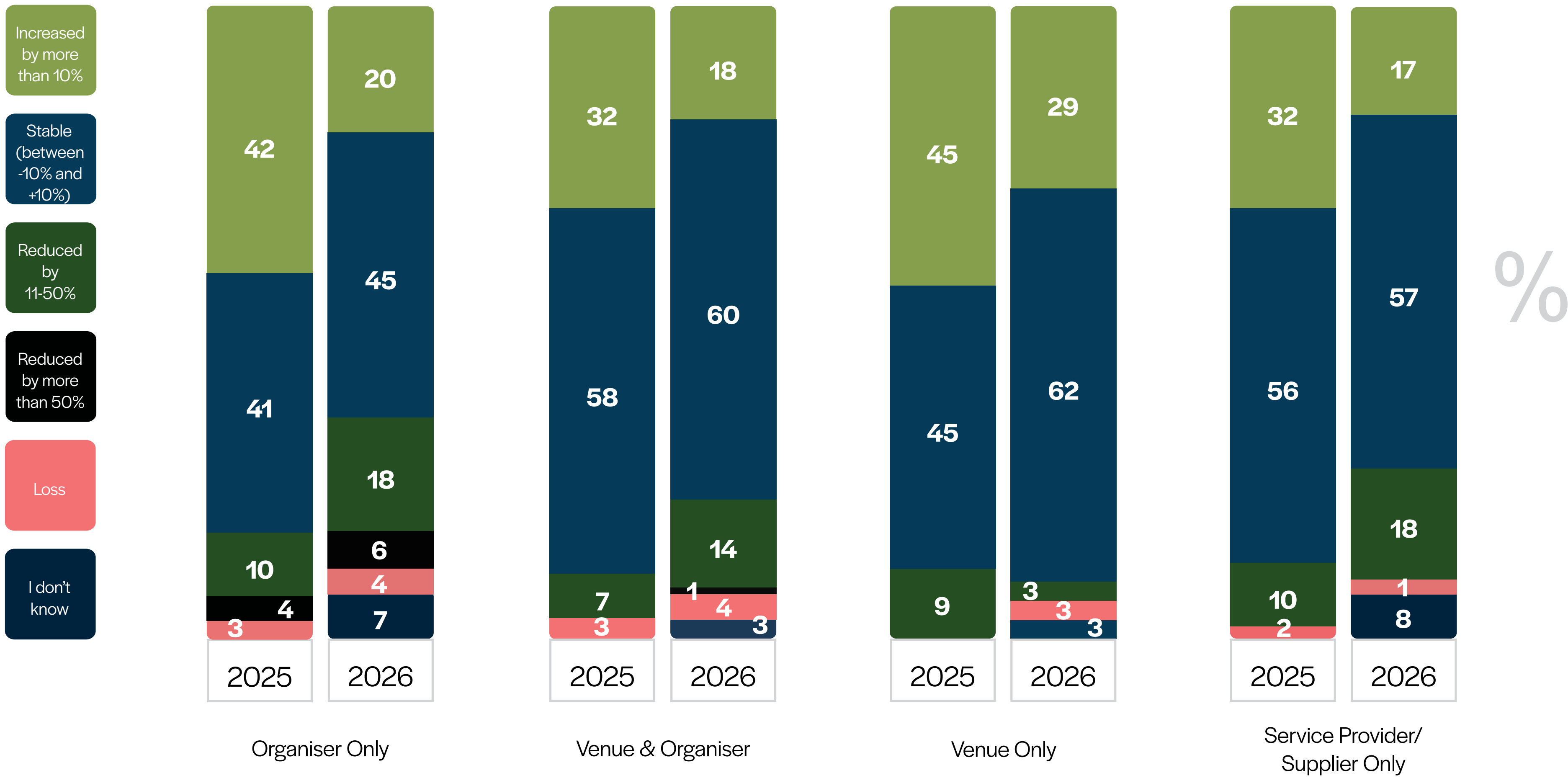
Results by type of activity show that in 2025, most organisers and venues reported either an increase of more than 10% (42% of organisers and 45% of venues) or stable results (41% of organisers and 45% of venues). The majority of service providers (56%) reported stable results.

In 2026, the majority of respondents across all segments anticipate stable profits (between -10% and +10%): 45% of organisers, 60% of venues & organisers, 62% of venues, and 57% of service providers/suppliers.

Operating Profits
compared to the previous year



Operating Profits
compared to the previous year



The 37th Barometer asked companies to select the three most important issues for their business in the short term (12-18 months) and mid-term (3-5 years) from a pre-defined list of ten issues. The following pages present the results and include an analysis of the trend of answers to the short-term question over the last ten years (whereas the mid-term one is more recent).

For the short term:

- **The most pressing business issue remains "State of the economy in home market" (19% of responses globally, unchanged from six months ago).** It is the leading issue across all regions except the Middle East & Africa and Europe.
- "Geopolitical challenges" (18%, +2% compared to six months ago) ranks as the second most important business issue globally and is the top concern in both the Middle East & Africa (24%) and Europe (22%).
- "Global economic developments" (16% of responses, unchanged compared to six months ago) ranks third globally.
- This is followed by "Internal management challenges" (11%, unchanged), "Competition from within the exhibition industry" (11%, -1% compared to six months ago), "Impact of digitalisation" (8%), "Competition with other media" and "Regulatory / Stakeholder issues" (both 6%), and finally "Sustainability / Climate" (5%).

The analysis of the top five global issues by industry segment (organisers, venues, and service providers/suppliers) shows that organisers and venues share the same most important issue: "State of the economy in home market". For service providers/suppliers, the main issue is "Geopolitical challenges". In addition, the ranking of the remaining four issues varies across segments. Notably, "Competition from within the exhibition industry" is seen as a greater concern among service providers/suppliers (14%) than among organisers (9%) and venues (8%).

The analysis of the trends around top business issues over the 2016 - 2026 period, when combining the previous list into six categories, shows the same positions as six months ago for the top 3, but changes after:

- "Global economic developments" and "State of the economy in the home market" combined is the main issue, with an aggregated 35% of answers (same as six months ago).
- "Geopolitical challenges" remains second, with 18% of answers (+2% compared to six months ago).
- "Impact of digitalisation" and "Competition with other media" combined ranks 3rd, with 14% of answers (same as six months ago).
- "Internal management challenges" now ranks 4th, with 11% of answers.
- "Competition from within the exhibition industry" and "Sustainability / Climate" combined with "Other stakeholders' issues" follow, with 11% of answers for both.

For the mid-term:

There are notable differences in the ranking of the most important issues in the short term versus mid-term:

- **The top three issues remain the same, but in a different order.** "Global economic developments" becomes the top mid-term issue with 18% of responses (compared to third place in the short term with 16%). It is followed by "Geopolitical challenges" with 15% (second in the short term with 18%) and "State of the economy in the home market" in third place with 13% (first in the short term with 19%).
- The remaining issues are ranked as follows: "Competition from within the exhibition industry" (11%), "Impact of digitalisation" and "Sustainability / Climate" (both 10%), "Internal management challenges" (8%), and "Competition with other media" and "Regulatory / Stakeholders' issues" (both 7%).

Detailed results highlight differences across countries, where specific mid-term challenges appear to be more prominent in certain regions than in others:

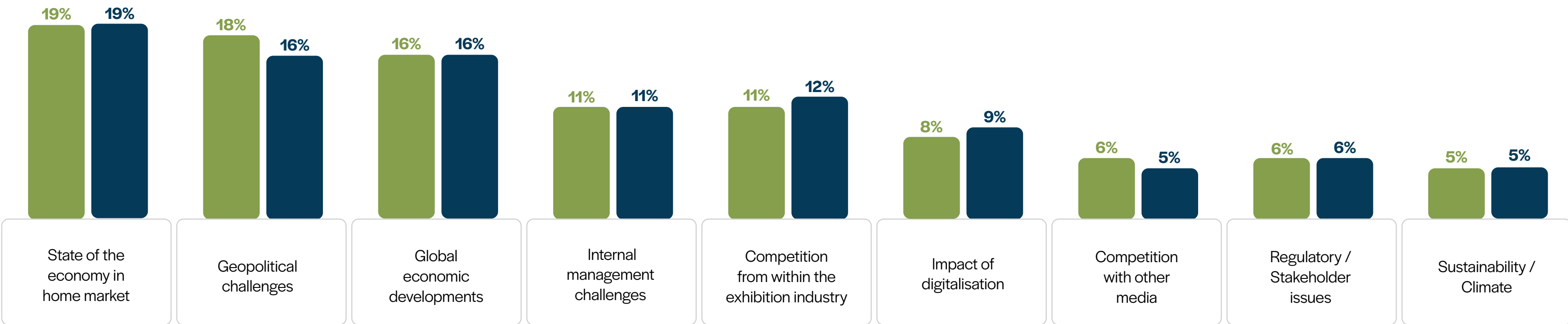
- "Global economic developments": Greece (30%).
- "Geopolitical challenges": the UAE (29%), France (24%), Germany (22%).
- "State of the economy in home market": Australia (21%), the UK (19%), China (18%).
- "Competition from within the exhibition industry": Brazil (20%), South Africa (20%), and the UAE (17%).
- "Impact of digitalisation": Thailand (17%) and Malaysia (15%).
- "Sustainability / Climate": India (16%), Mexico (15%), and Türkiye (14%).
- "Internal management challenges": Argentina (14%), Brazil (13%), Greece (13%).
- "Competition with other media": Mexico (15%) and Spain (13%).
- "Regulatory / Stakeholder issues": Colombia (16%), Saudi Arabia (15%), Argentina (14%), Spain (13%), and Mexico (13%).

The analysis of the top five global issues by industry segment (organisers, venues, and service providers/suppliers) shows that **all three groups share the same most important mid-term issue: "Global economic developments"**. However, venues differ from the other segments in their second-ranked priority: "Competition from within the exhibition industry", which does not appear among the top issues for organisers or service providers.

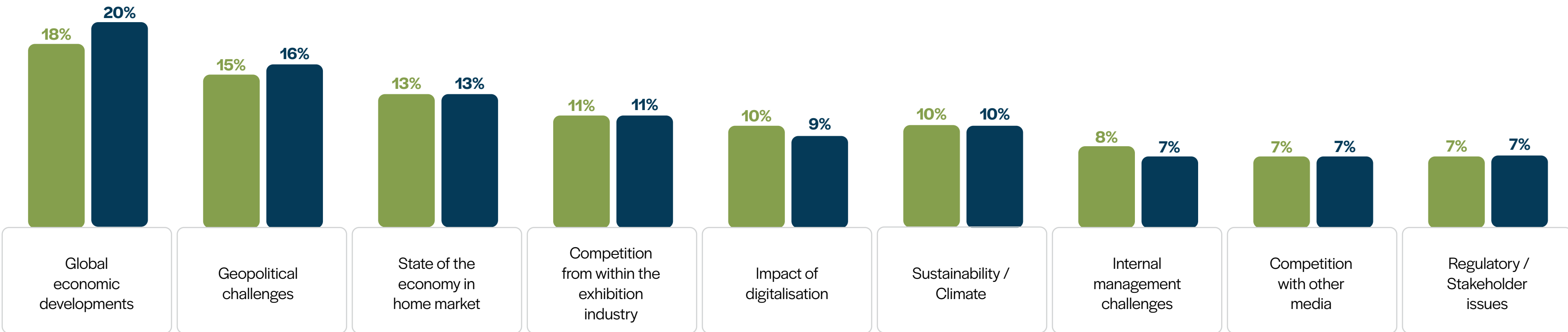
Short-term (12-18 months)

Results from current survey – June 2026

Results from previous survey – December 2025



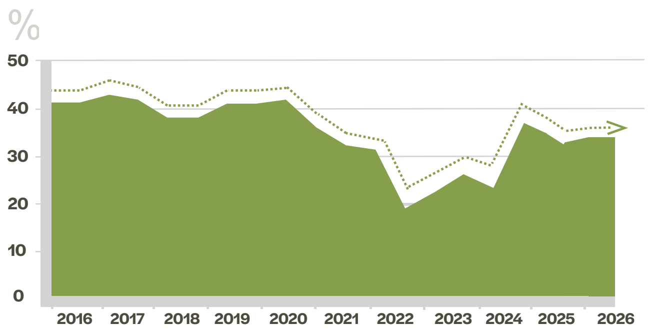
Mid-term (3-5 years)



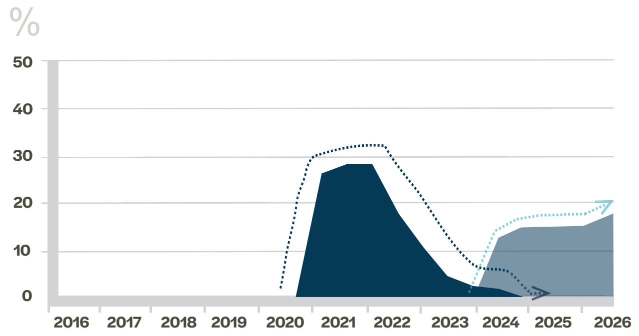
Most Important Short-Term Business Issues 2016-2026 Trends World

The Global Association of the Exhibition Industry

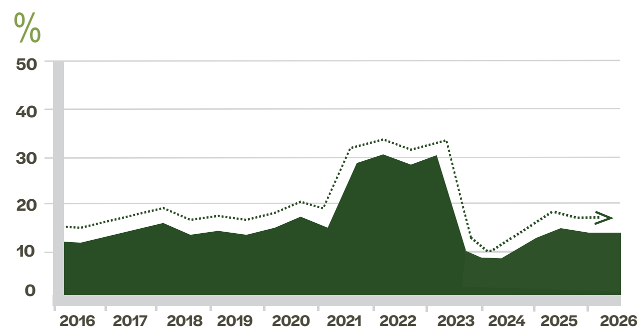
Global economic developments & State of the economy in home market



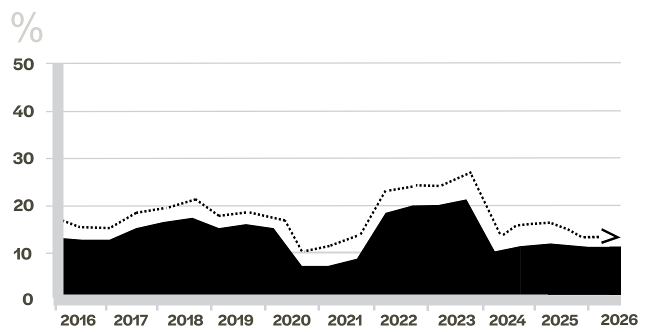
Impact of Covid-19 pandemic on the business / Geopolitical challenges



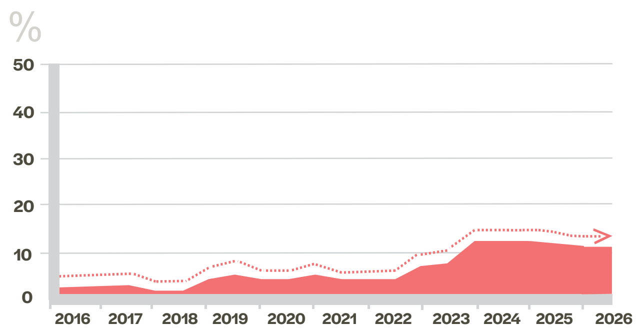
Impact of digitisation & Competition with other media



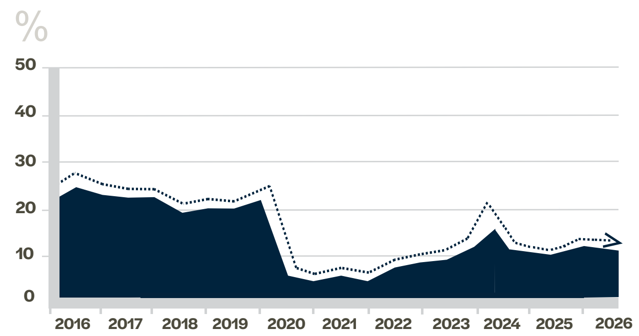
Internal management challenges



Sustainability/climate & Other Stakeholder issues

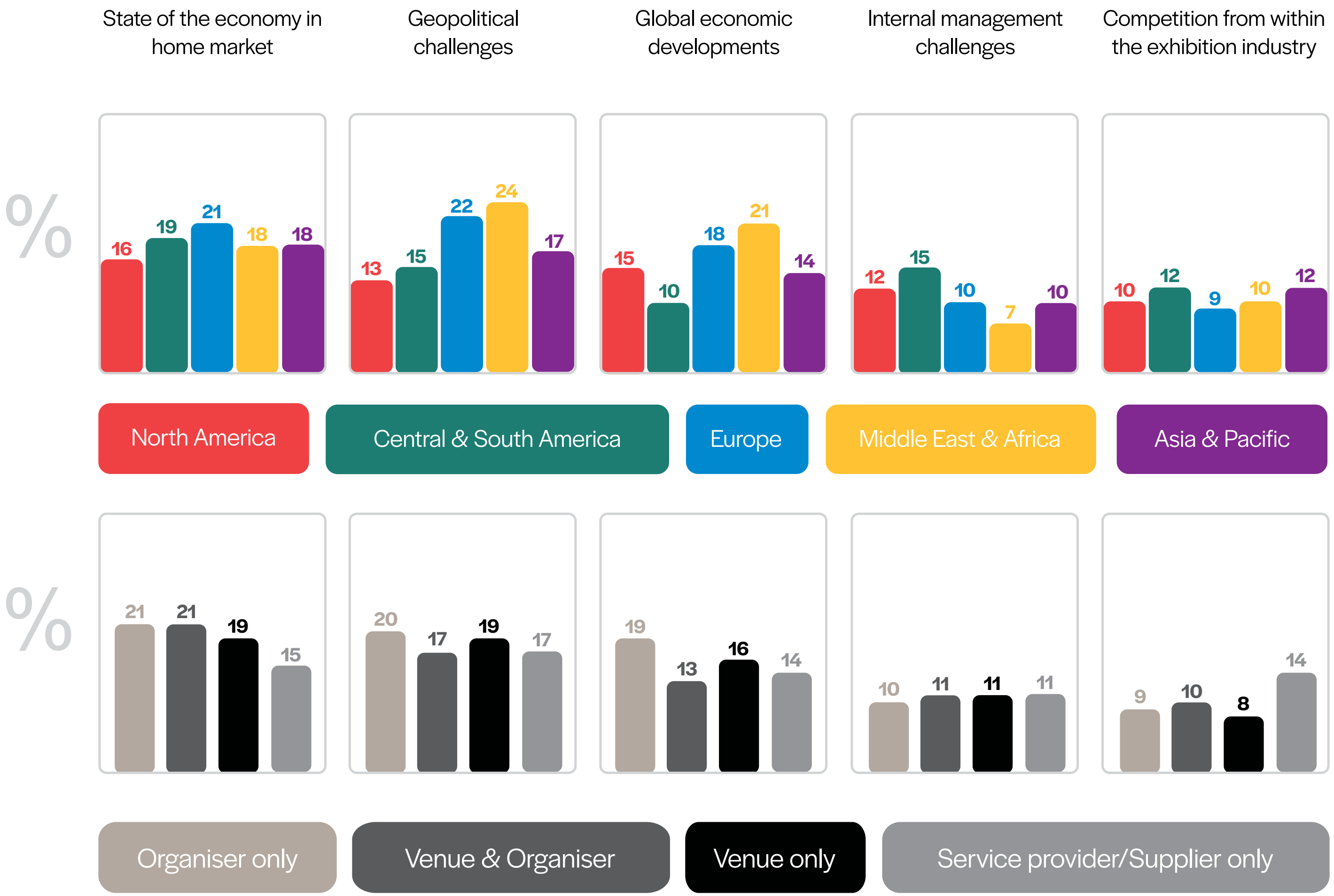


Competition from within the exhibition industry

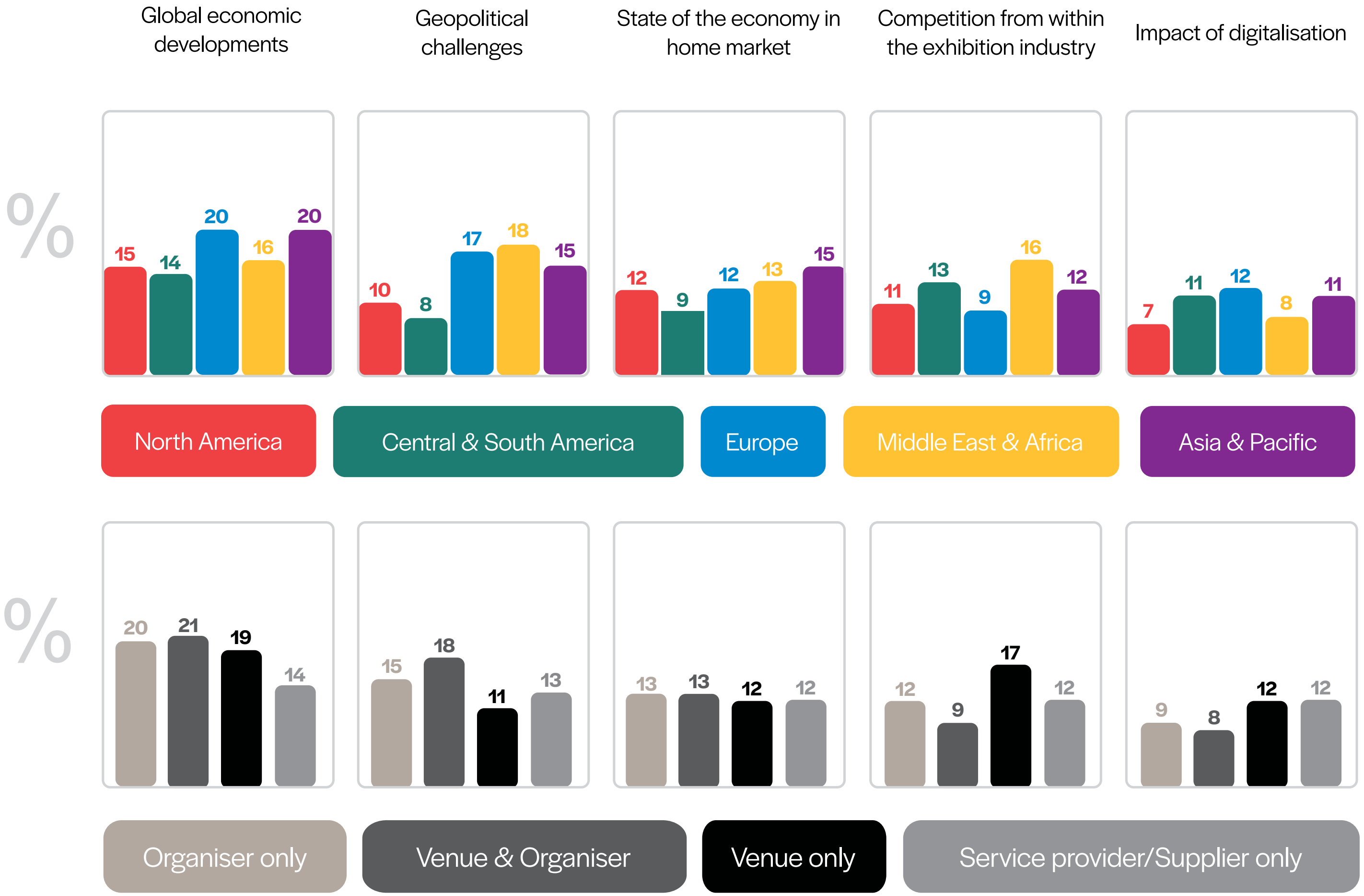


Most Important Business Issues By Region and By Type of Activity World

Short-term (12-18 months)



Mid-term (3-5 years)



The 37th Barometer asked participants to assess their current level of AI implementation based on the following answer options: “None or almost none”, “We use standard tools (ChatGPT, Google Gemini, Microsoft Copilot, Midjourney, etc.) on a regular basis”, “We have AI-powered tools integrated into our existing platforms” or “We have implemented our own algorithms trained with our data”.

It also asked for their level of maturity in using AI powered products to improve company and process efficiency, improving customer experience, and generating revenue (“None”, “Researching”, “Testing” or “Implemented”).

Globally, 70% of companies indicate that they currently use standard AI tools in at least some of their business functions. In addition, 17% have AI-powered tools integrated into their existing systems, and 4% have already developed proprietary algorithms trained on internal data. **Overall, 91% of companies are now using AI (+4% compared to six months ago).** In parallel, 9% of respondents declare having no or almost no use of AI at this stage.

The 4 countries with the highest proportion of respondents who reached either of the last two levels of advancement (implemented their own algorithms trained with company data or AI-powered tools integrated into their platforms) are Colombia (47%), Germany (39%), the USA (38%), and the UK (31%).

In terms of maturity, most companies are still researching or testing solutions across the three domains surveyed:

- 67% for “improving company and process efficiency”
- 71% for “improving customer experience”
- 55% for “generating revenue using AI-powered products”.

At the same time, the share of companies testing or implementing AI solutions is increasing:

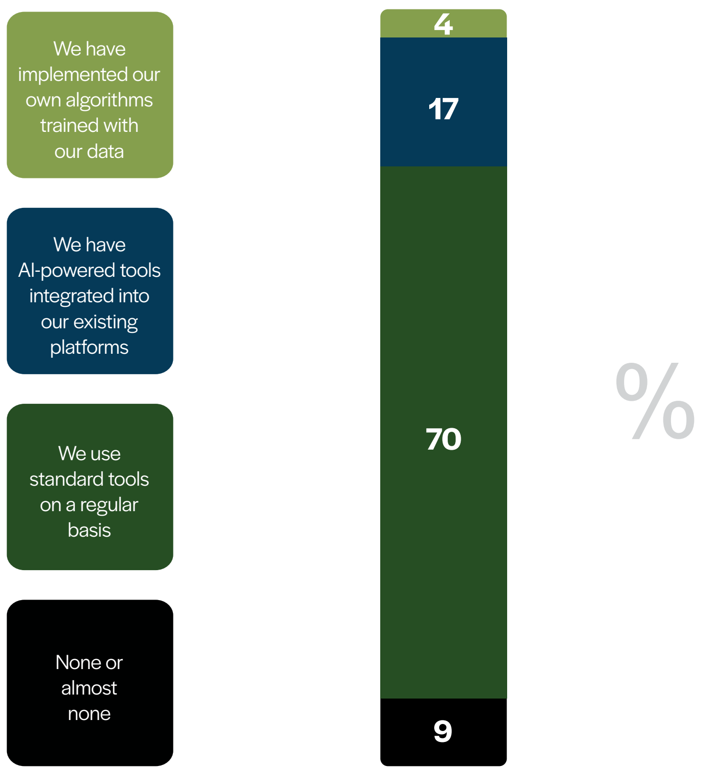
- 62% (+10% compared to 6 months ago) for “improving company and process efficiency”
- 53% (+6%) for “improving customer experience”
- 28% (+6%) for “generating revenue using AI-powered products”.

The 5 countries with the highest rates of companies declaring either testing or implementing AI solutions are:

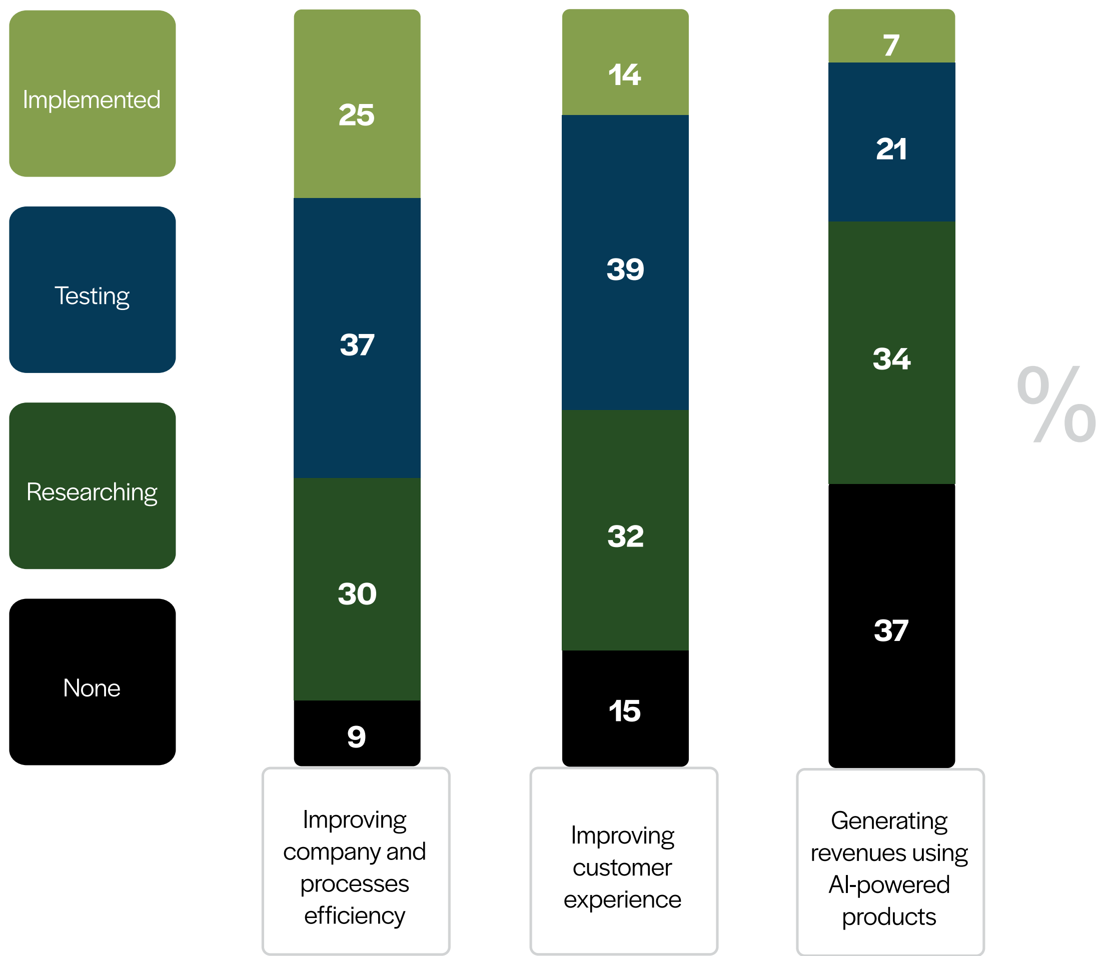
- France (88%), Germany (84%), Mexico (80%), the UAE and the USA (75% for both countries) for “improving company and process efficiency”.
- The UK (69%), Thailand (67%), India (65%), Germany and the USA (63% for both countries) for “improving customer experience”.
- The UK (46%), the USA (44%), Malaysia (42%), Colombia (40%), and Mexico (39%) for “generating revenues using AI-powered products”.

At the segment level, organisers and service providers are generally more active than venues across all use cases.

Level of Implementation

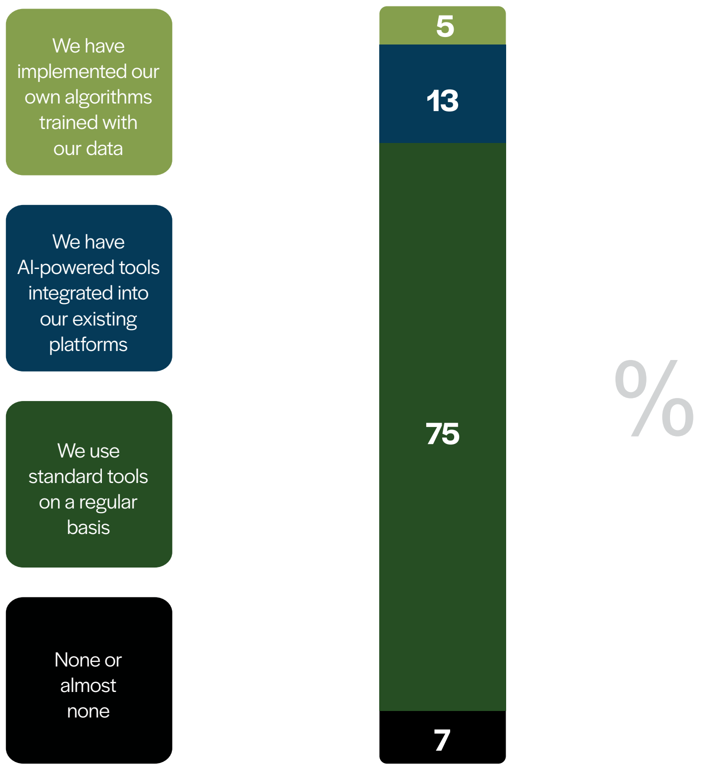


Level of Maturity

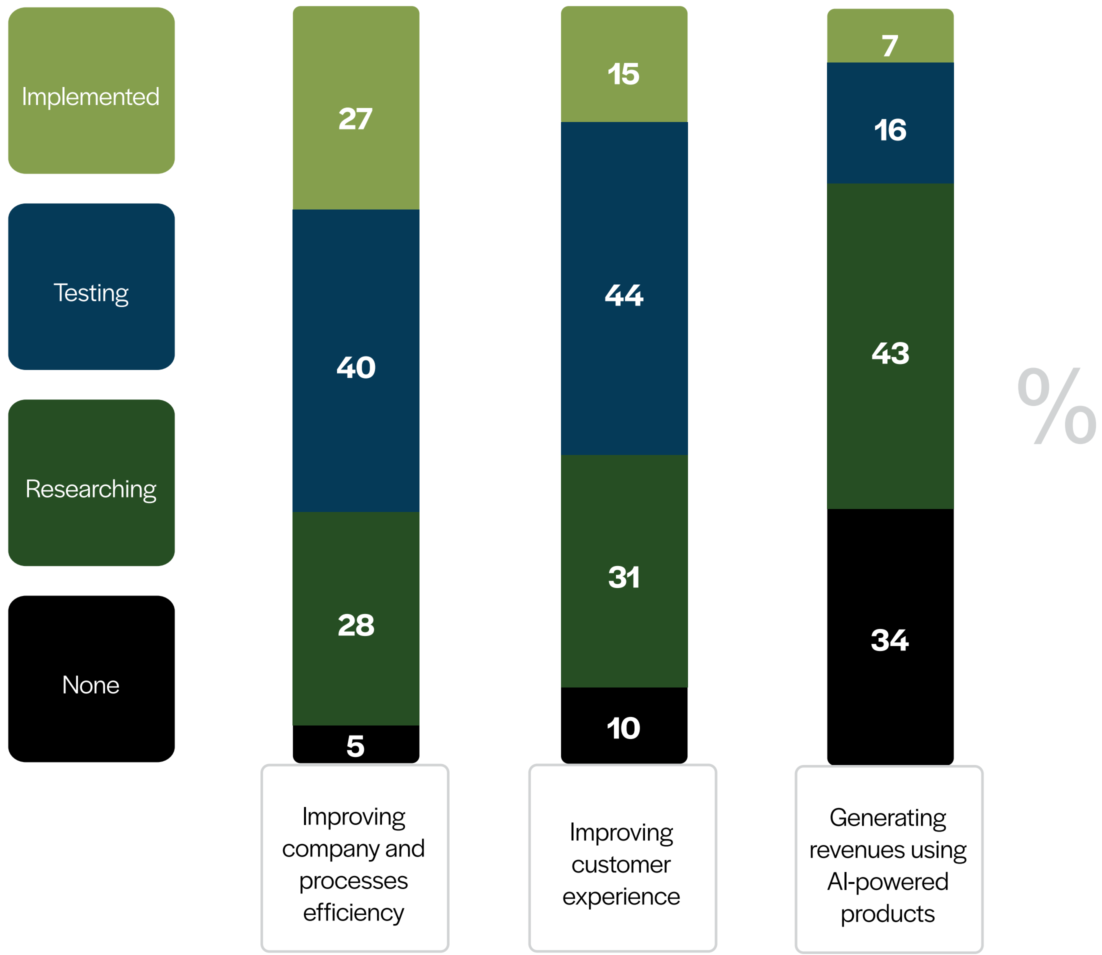


Organiser Only

Level of Implementation

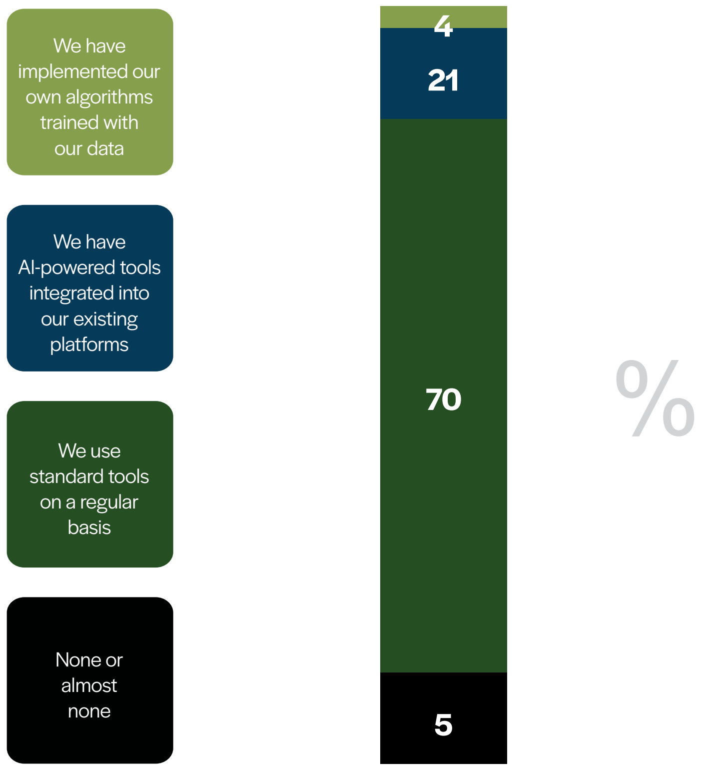


Level of Maturity

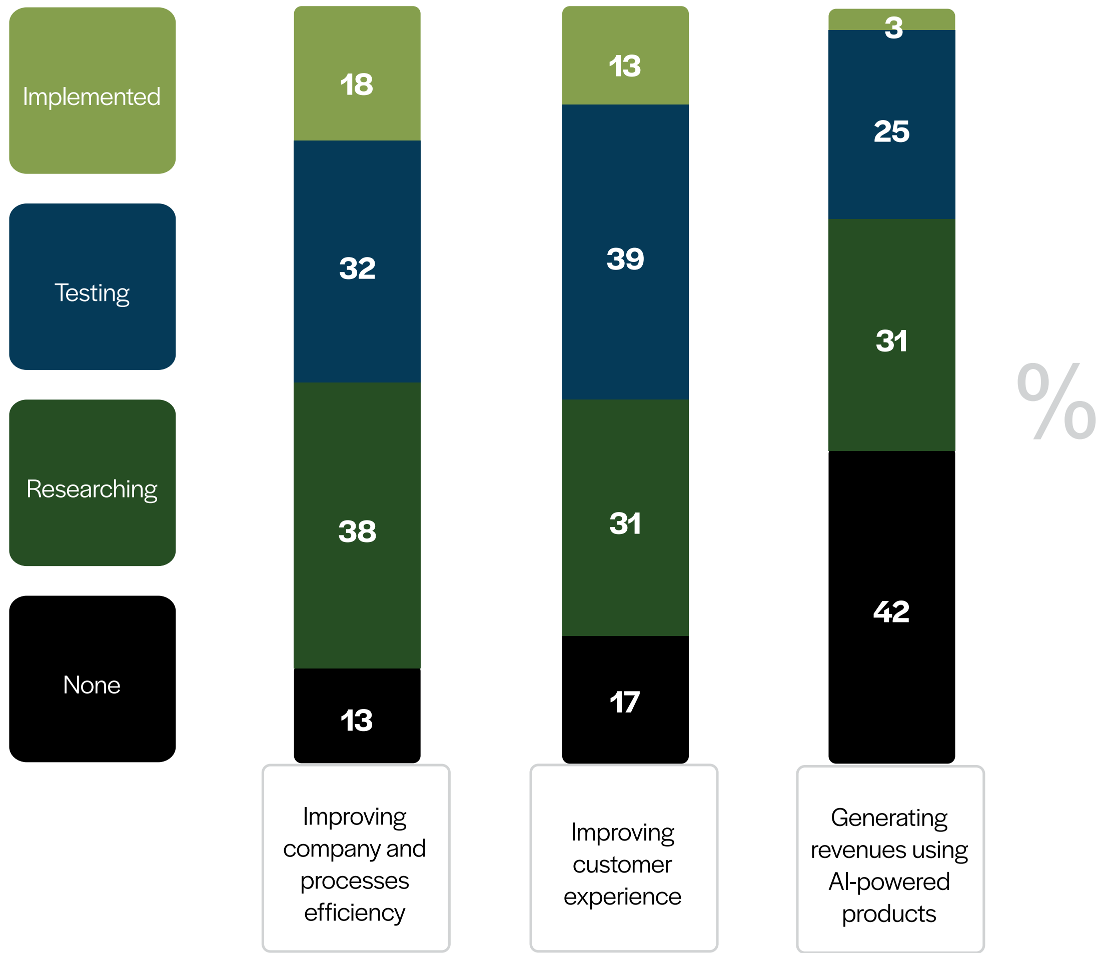


Venue & Organiser

Level of Implementation

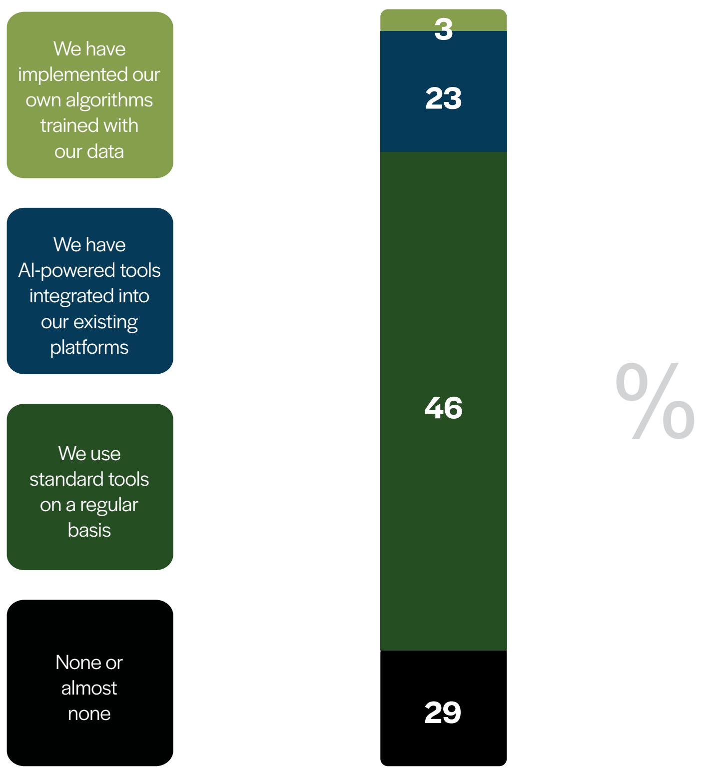


Level of Maturity

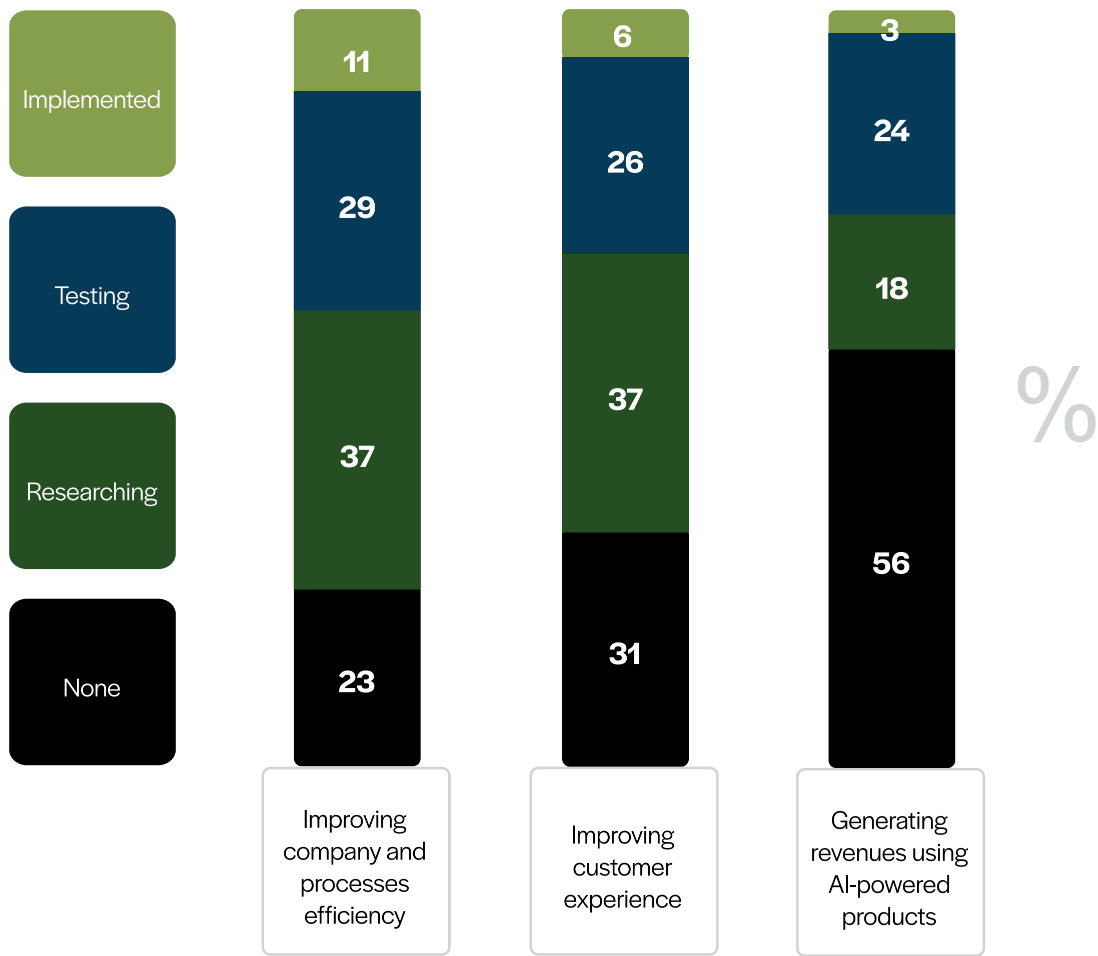


Venue Only

Level of Implementation



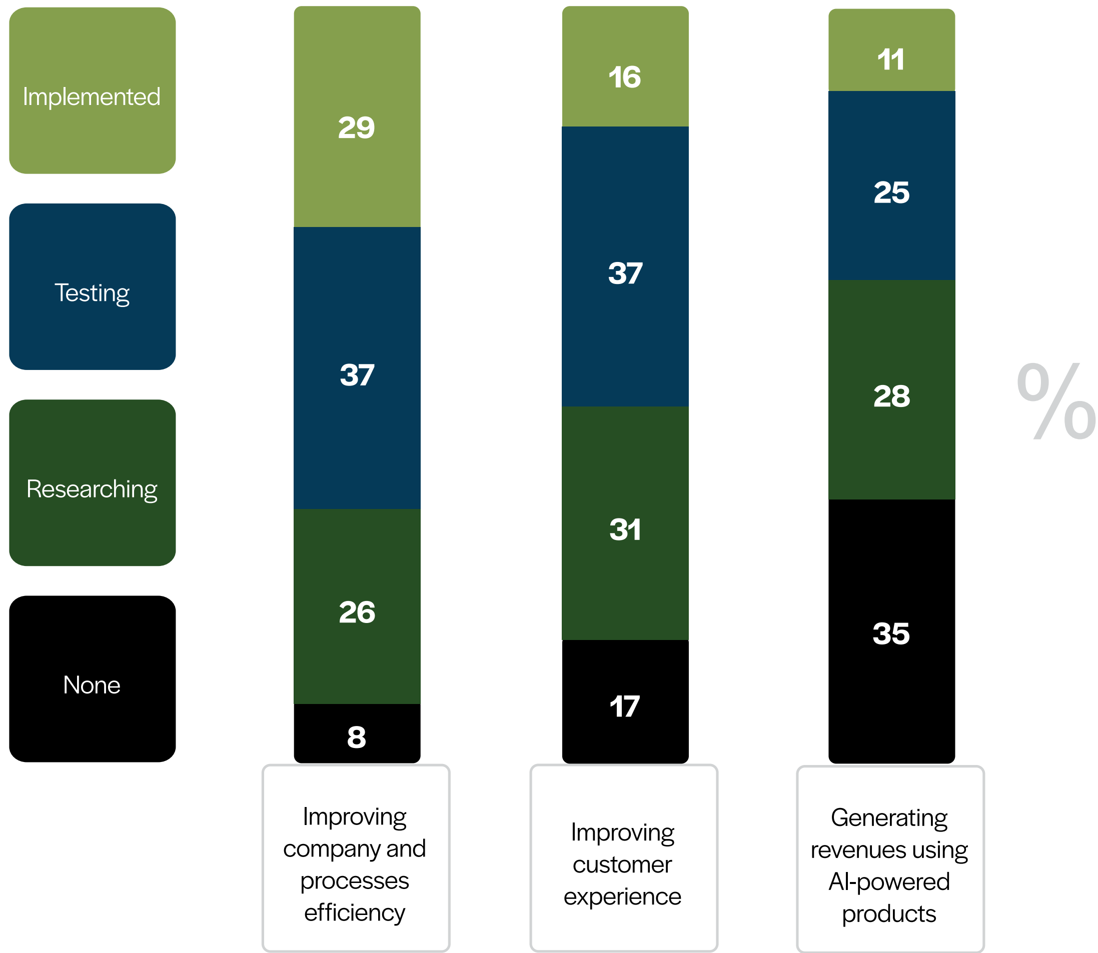
Level of Maturity



Service Provider / Supplier only

Level of Implementation

Level of Maturity



The 37th Barometer asked participants to assess the extent to which the situation in the Middle East is affecting their business, choosing from five response options: “Strong negative impact”, “Moderate negative impact”, “No or limited impact so far”, “Mixed or positive impact”, and “Too early to assess / I don’t know”.

As shown on the next page, **results from the survey conducted in May show a limited impact of the situation in the Middle East at the global level: only 14% of companies worldwide, and 10% outside the Gulf Cooperation Council (GCC) indicated a strong negative impact on their business.**

While the impact is unsurprisingly “strong negative” for more than half of the responses (55%) in the GCC, **90% of companies outside the GCC do not see a negative impact or only a moderate one.**

The next chart, on the following page, details those results by looking at the predominant answer at the country level. This detailed analysis identifies 3 tiers of markets:

- The GCC, which is unsurprisingly the most affected, with 55% of companies declaring a strong negative impact, and 36% a moderate negative one.
- A second group of countries where a moderate negative impact represents the predominant answer: several major markets in Europe (Germany: 60%; France and Türkiye: 50%; Italy: 45%), the USA (44%), and all markets analysed in Asia-Pacific, except China (India: 56%; Thailand: 53%; Australia: 43% and Malaysia: 40%).
- A last group, where no or limited impact so far is the main answer: Brazil (41%, but with a close 35% of “Moderate negative impact”), China (45%), South Africa (42%), several markets in Europe (Greece and Spain: 42%; UK: 50%) and Latin America (Mexico: 37%; Colombia: 53%; Argentina: 69%).

Also, **when combining the response options “No or limited impact so far” and “Moderate negative impact”, a large majority of companies – apart from those in the GCC – are in this situation: 9 out of 10 in Argentina; 8 out of 10 in Australia, Brazil, France, Germany, Greece, Italy, and the UK; 7 out of 10 in China, Colombia, India, South Africa, Spain, Thailand, and the USA; and 6 out of 10 in Mexico.**

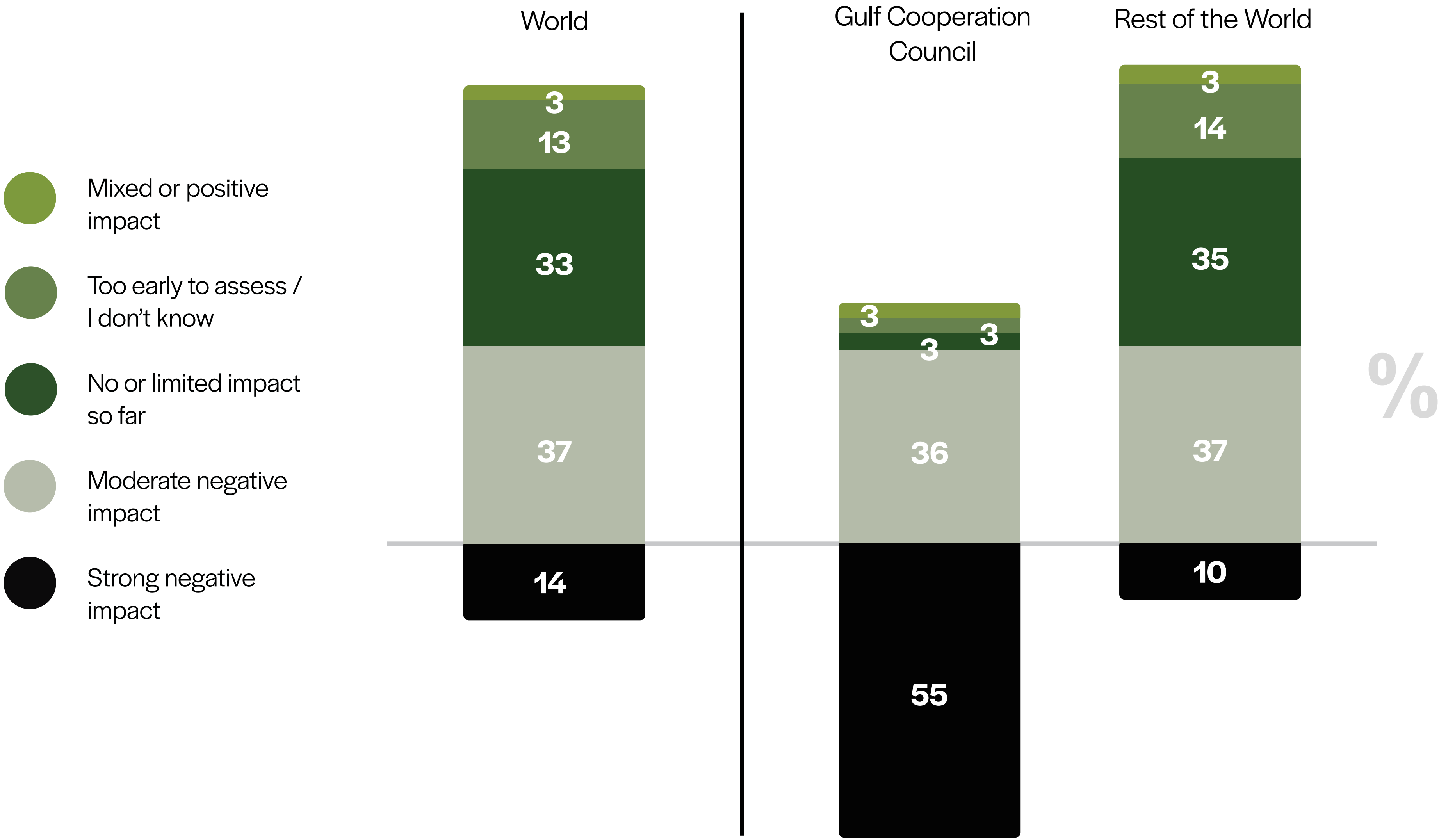
The 37th Barometer also asked participants who were impacted to select the nature of the impact from a predefined list of five items: event cancellation, event postponement, event relocation, reduced participation (at confirmed events), or increased demand (due to a shift from the Middle East). Respondents could also fill in an “other” option.

For the companies that are impacted, the main impact is the postponement (rescheduling) of events in the GCC and reduced participation at their events across all other regions. The chart on the last page of this report section details those results:

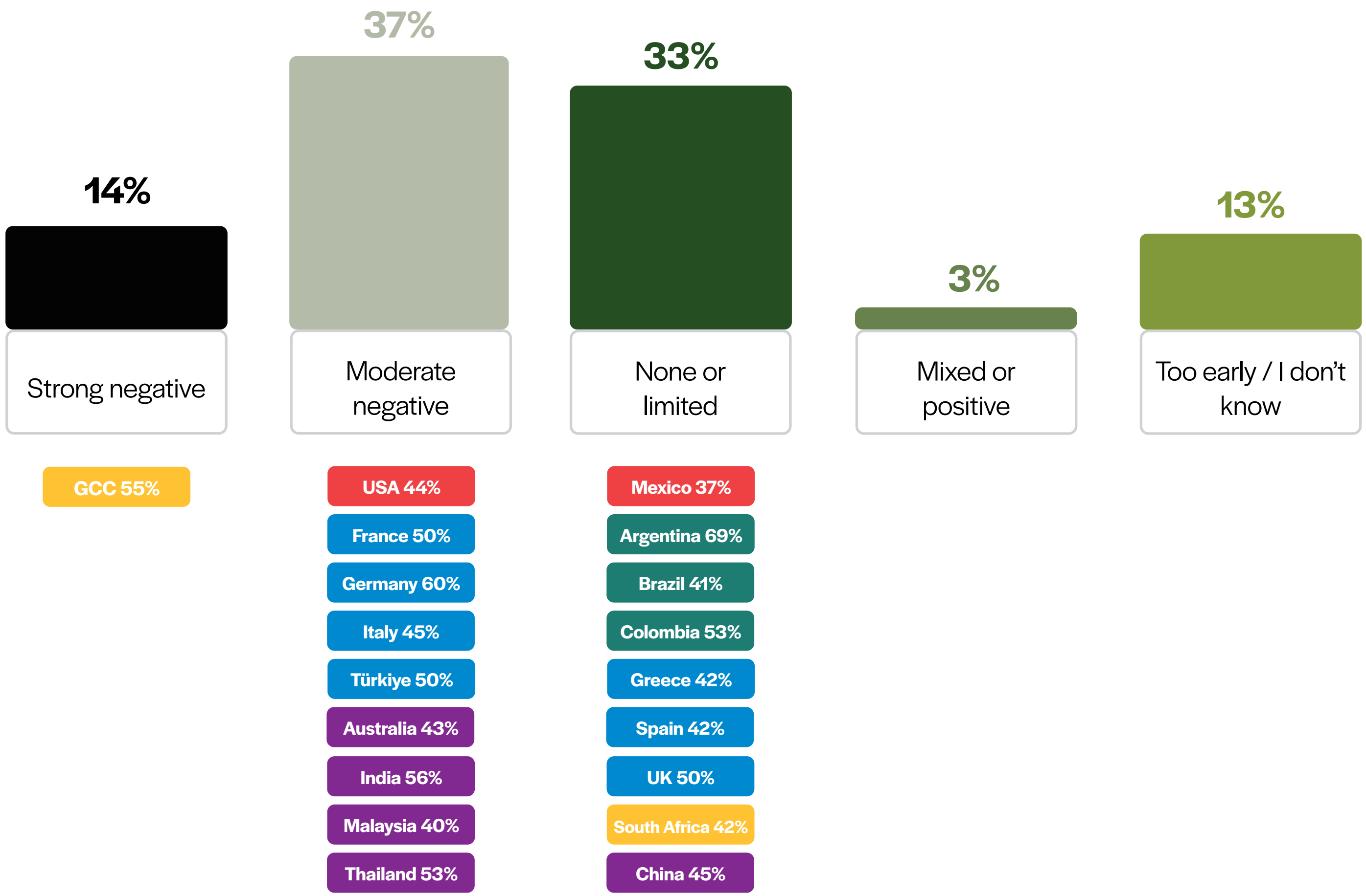
- In the GCC, 82% of companies face postponements of events, 48% reduced participation (at confirmed events) and 39% cancellations of events.
- And a large majority of companies in all other regions – ranging from 63% to 76% – also face reduced participation at their events, while postponements and cancellations of events are the second and third most impacted (ranging from 17% to 37% depending on the region).

In parallel, 14% also mention other (or parallel) impacts (increased costs, travel disruption, cautious approaches, etc.).

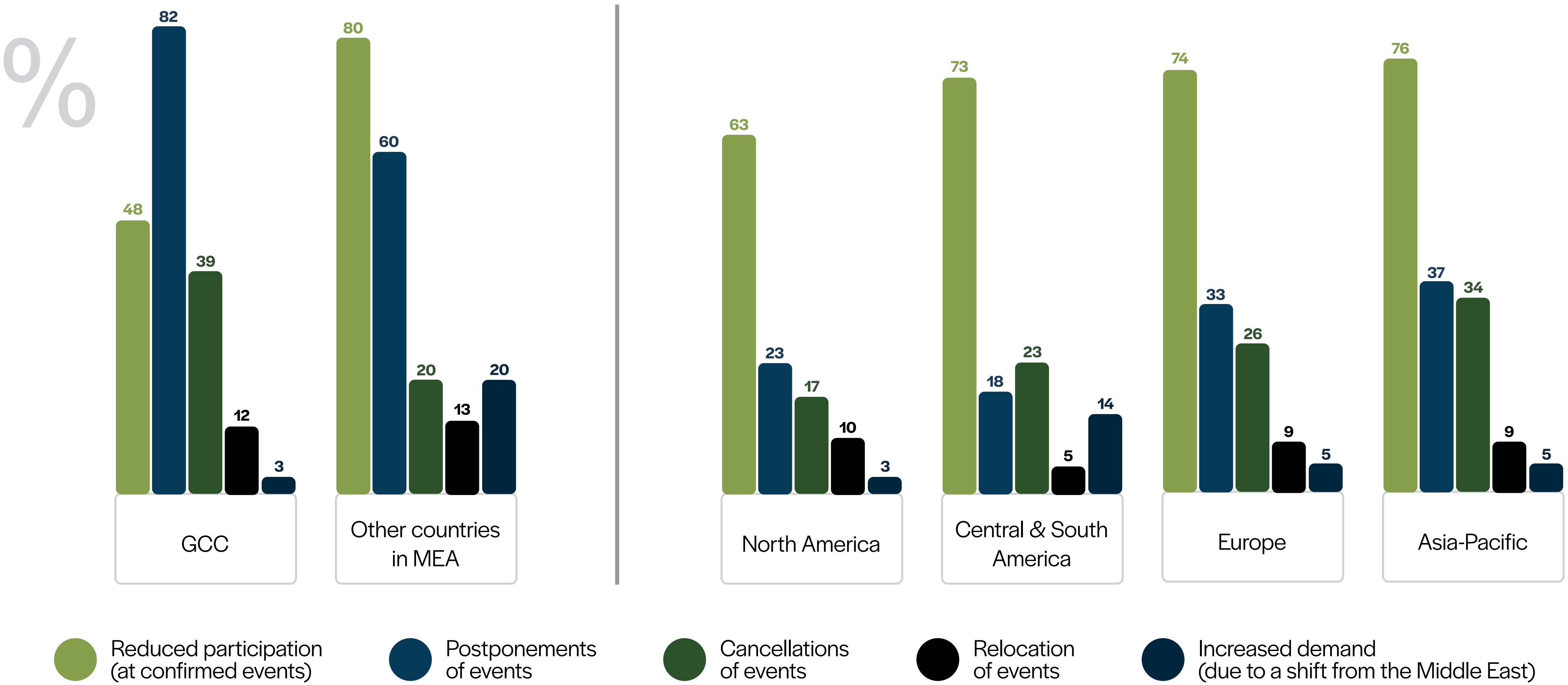
Impact of the Situation in the Middle East



Global results and predominant answer for the main markets analysed



Nature of the impact on the companies that are impacted

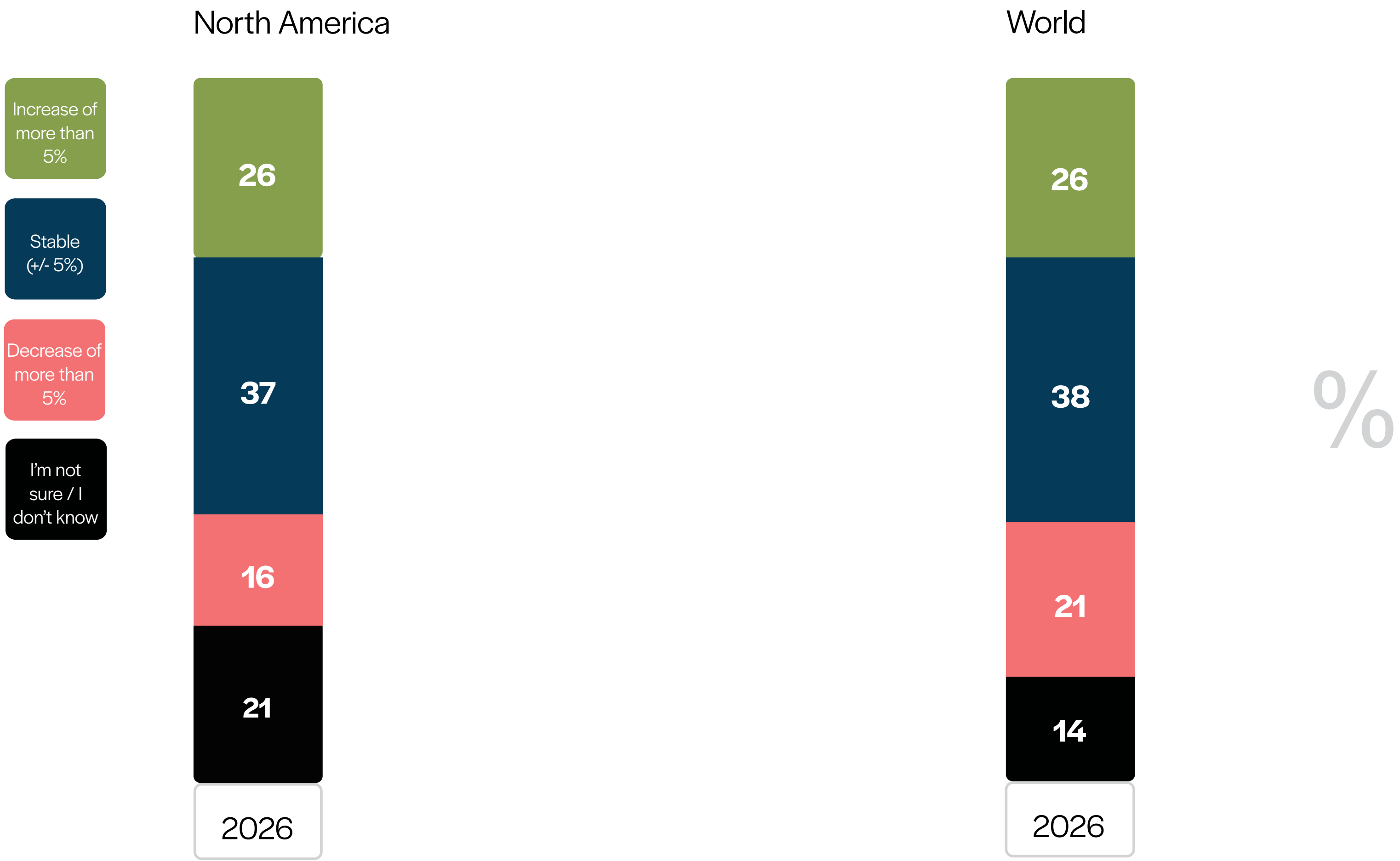


North America:	Mexico US
Central & South America:	Argentina Brazil Colombia
Europe:	France Germany Greece Italy Spain Türkiye United Kingdom
Middle East & Africa:	Saudi Arabia UAE South Africa
Asia-Pacific:	Australia China India Malaysia Thailand

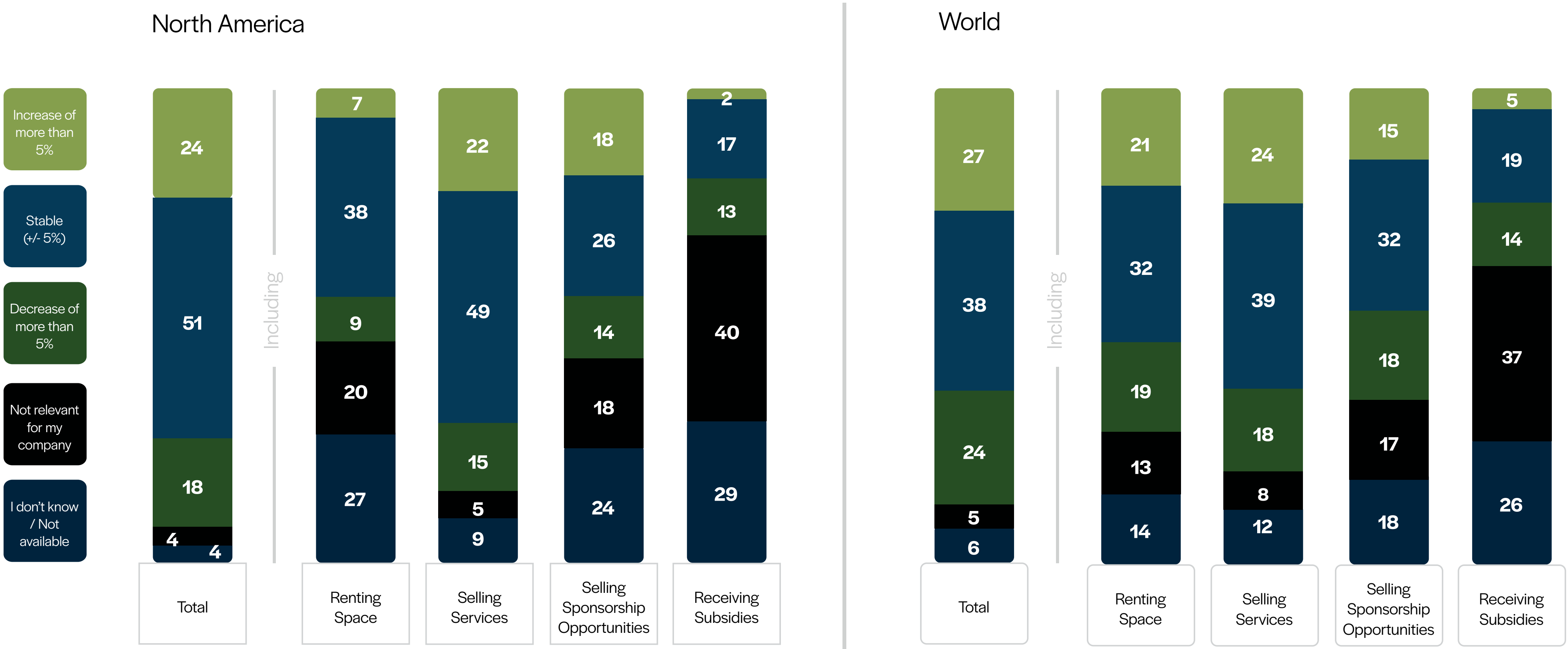
North America

Aggregated Year-on-Year Country Forecast

2026 compared to 2025

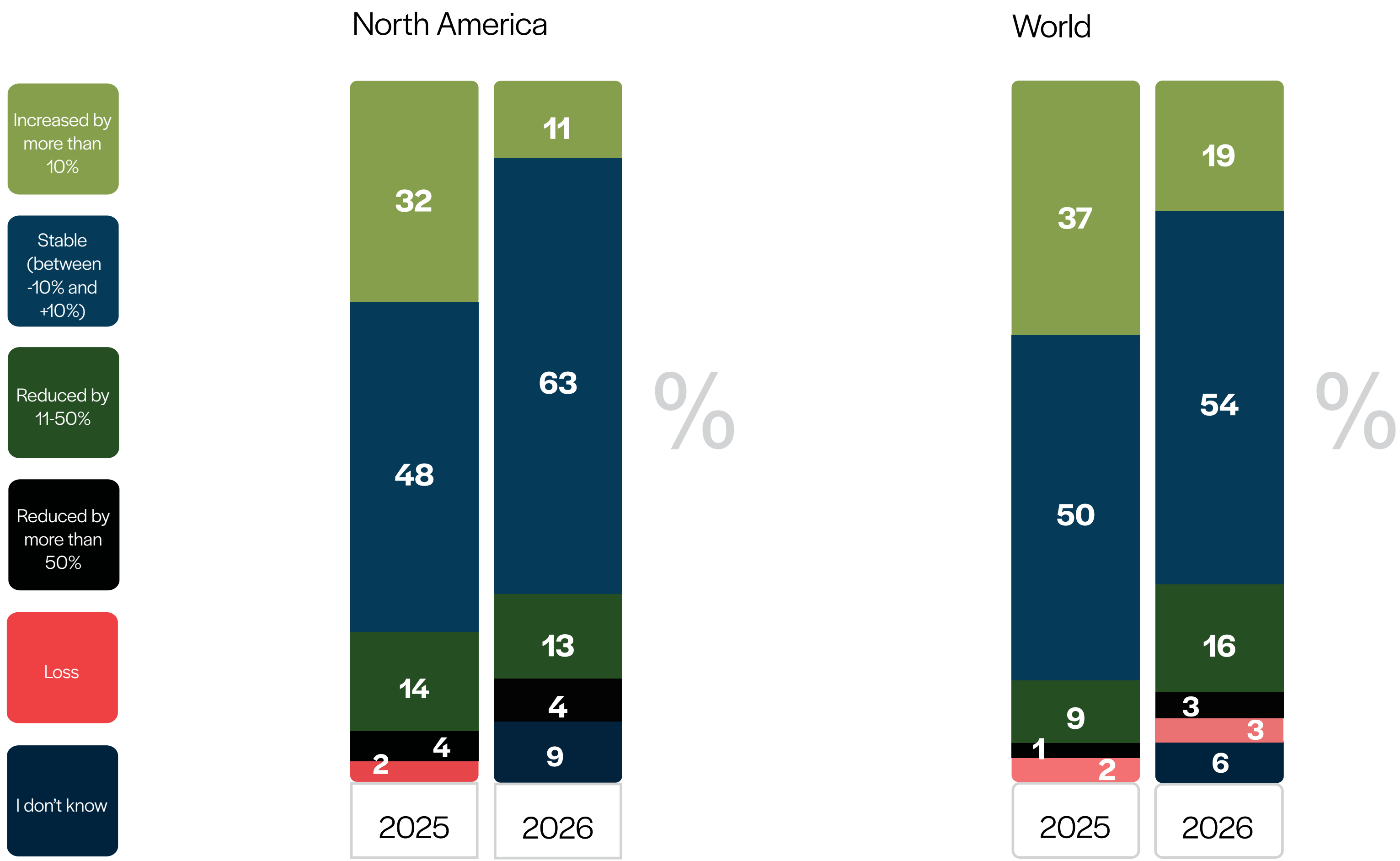


Company Exhibition-Related Revenues Forecast
2026 compared to 2025



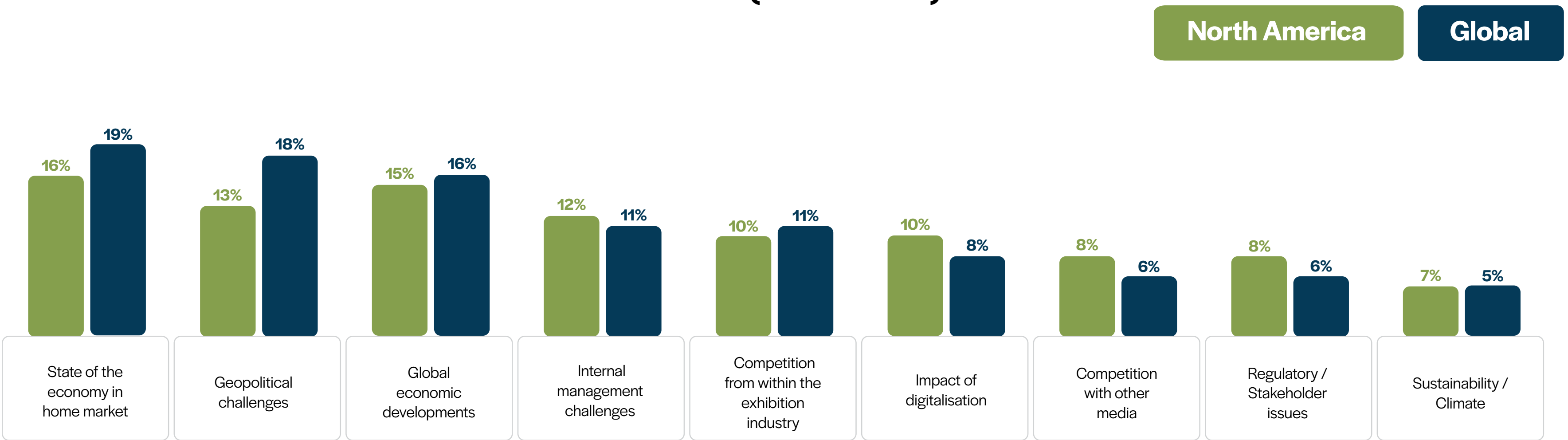
Note: the results by revenue stream and total revenue cannot always be compared.

Operating Profits
compared to the previous year

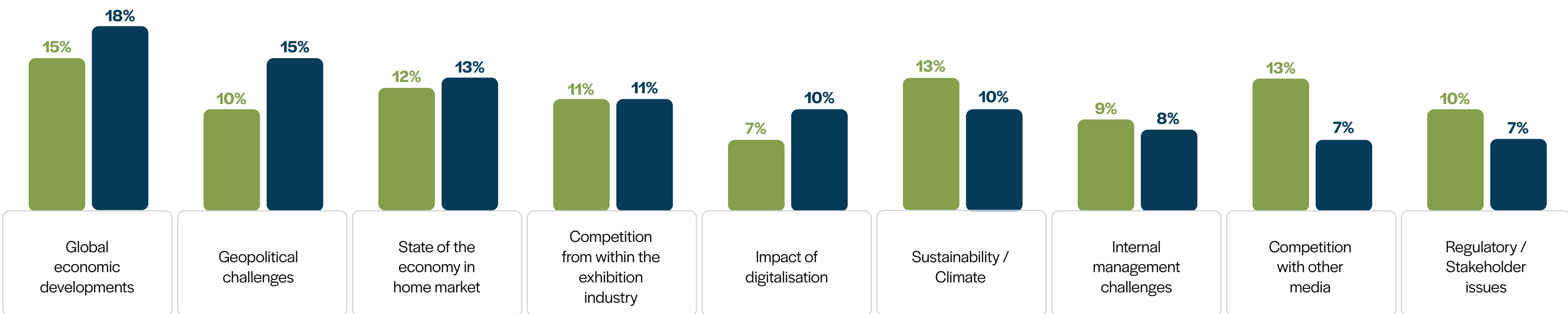


Most Important Business Issues
North America

Short-term (12-18 months)



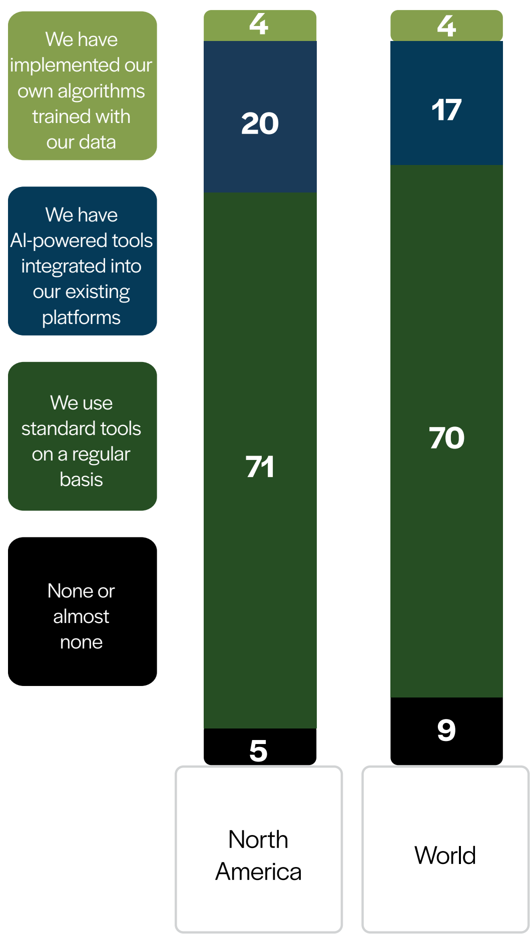
Mid-term (3-5 years)



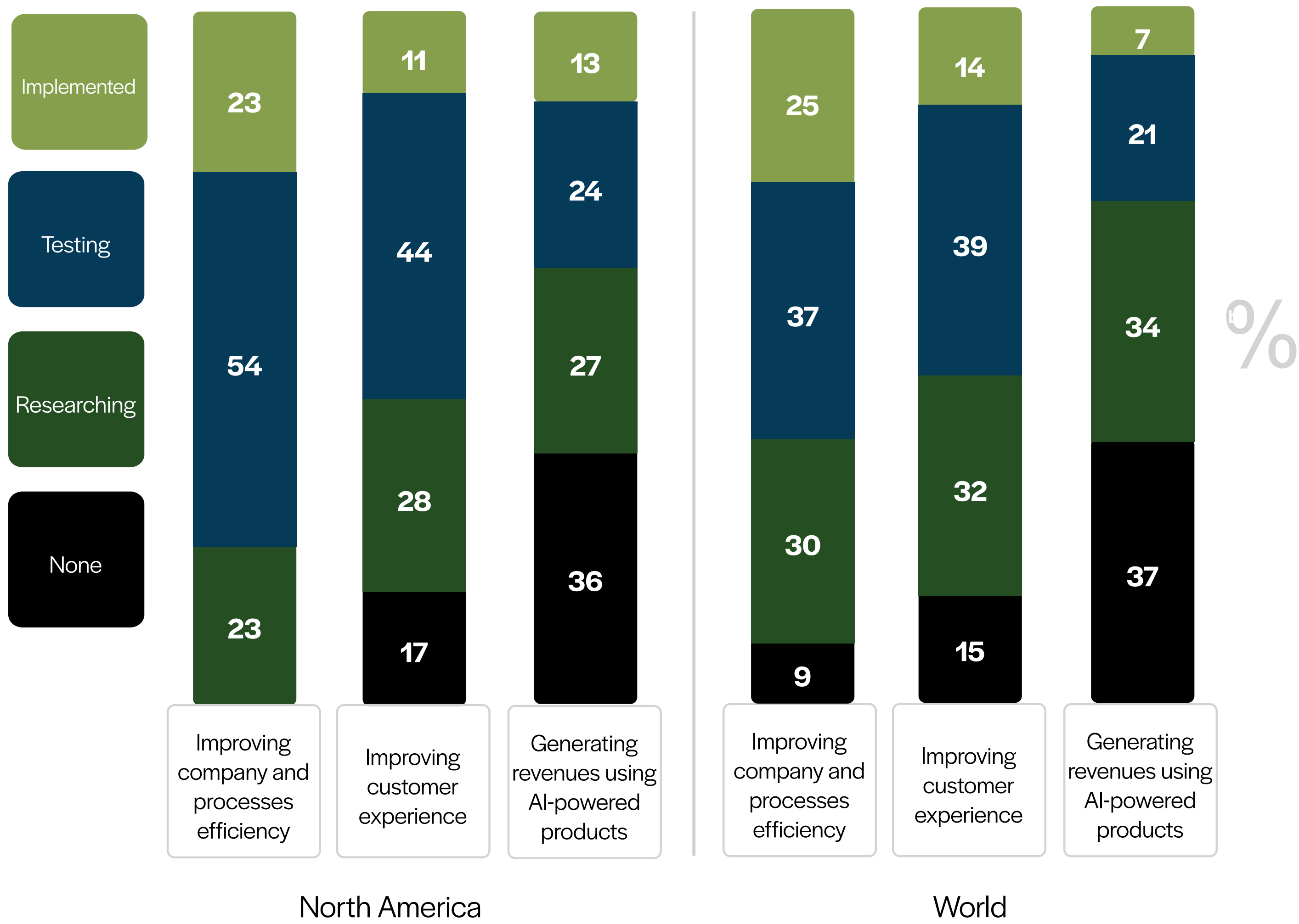
Generative AI Applications
North America

The Global Association of the Exhibition Industry

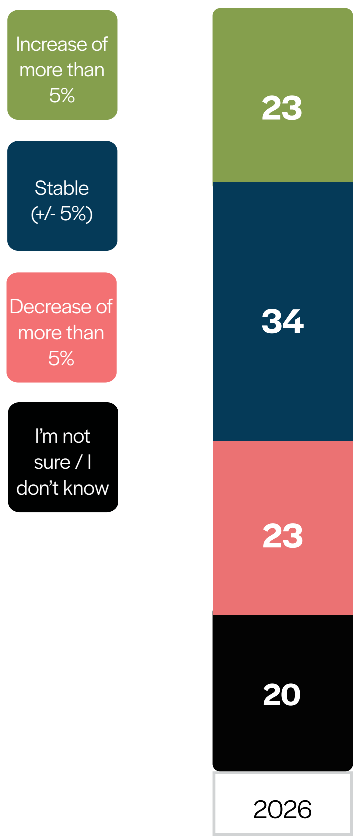
Level of Implementation



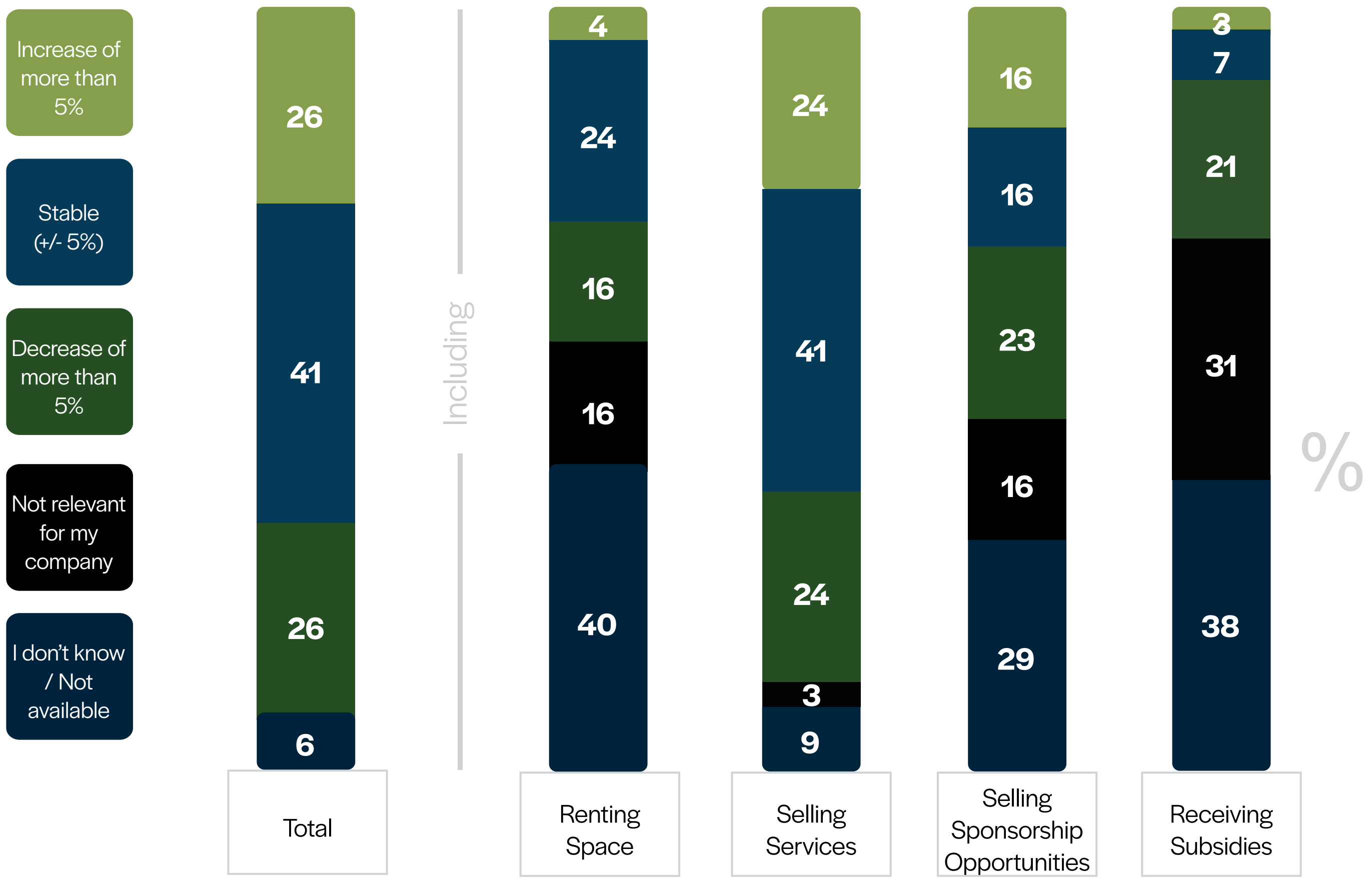
Level of Maturity



Country-Level Aggregated Rented Space Forecast
for 2026



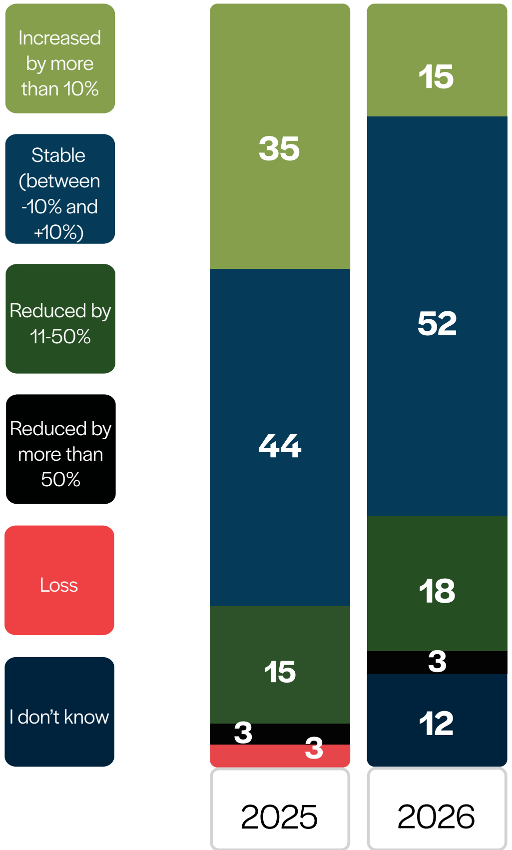
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(38 answers in total)

Operating Profits
compared to the previous year

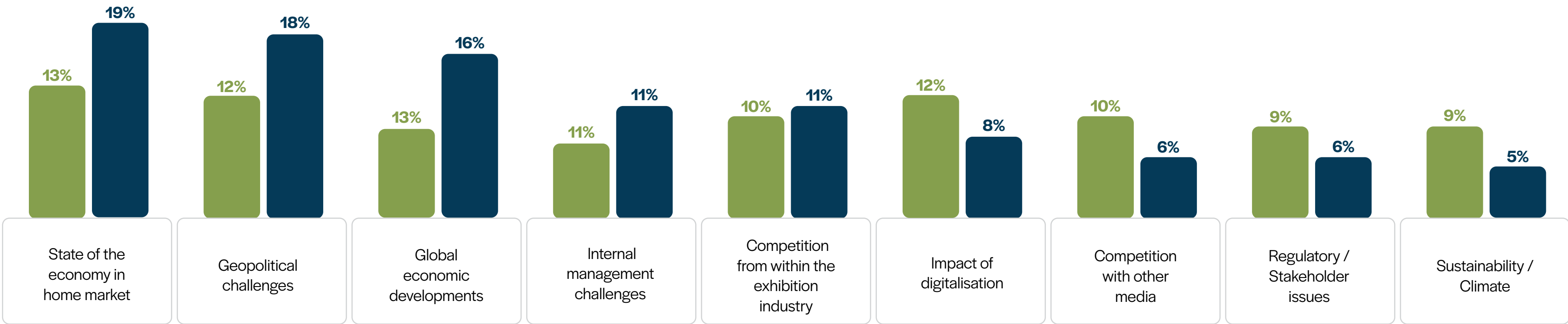


(38 answers in total)

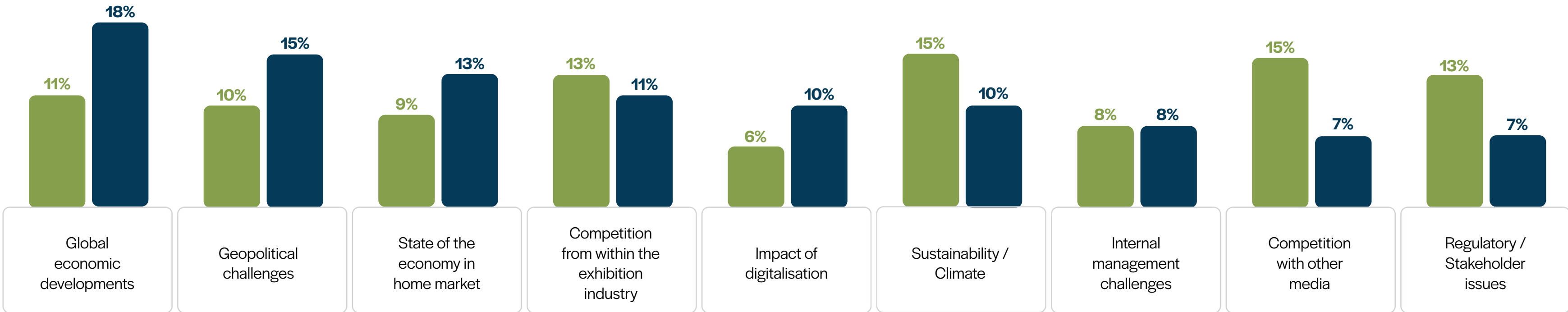
Most important business issues
in the exhibition industry right now

Mexico Global

Short-term (12-18 months)



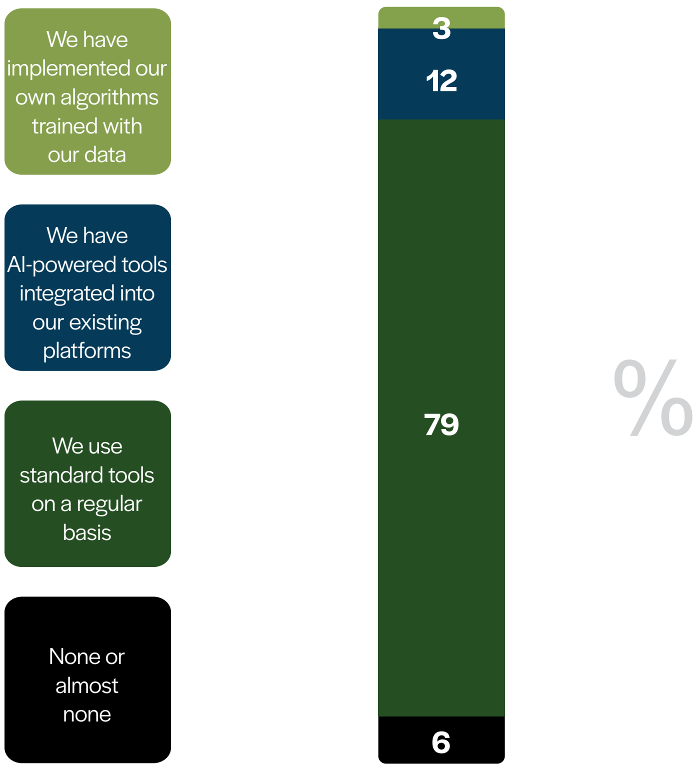
Mid-term (3-5 years)



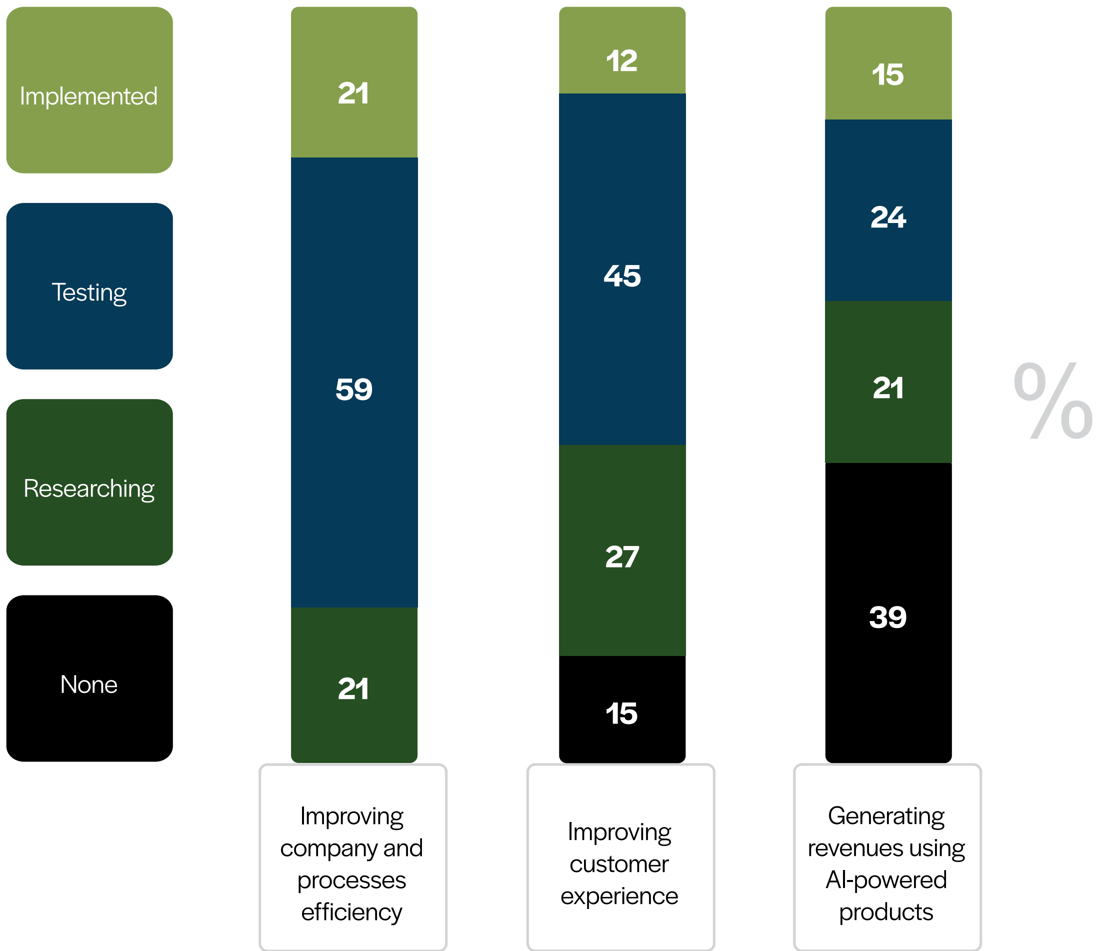
(38 answers in total)

Generative AI Applications

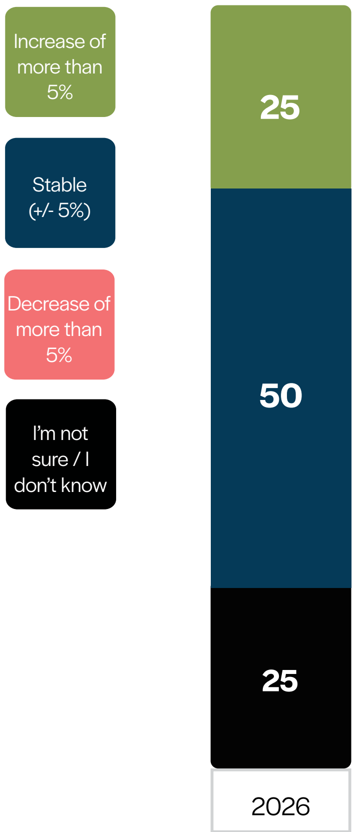
Level of Implementation



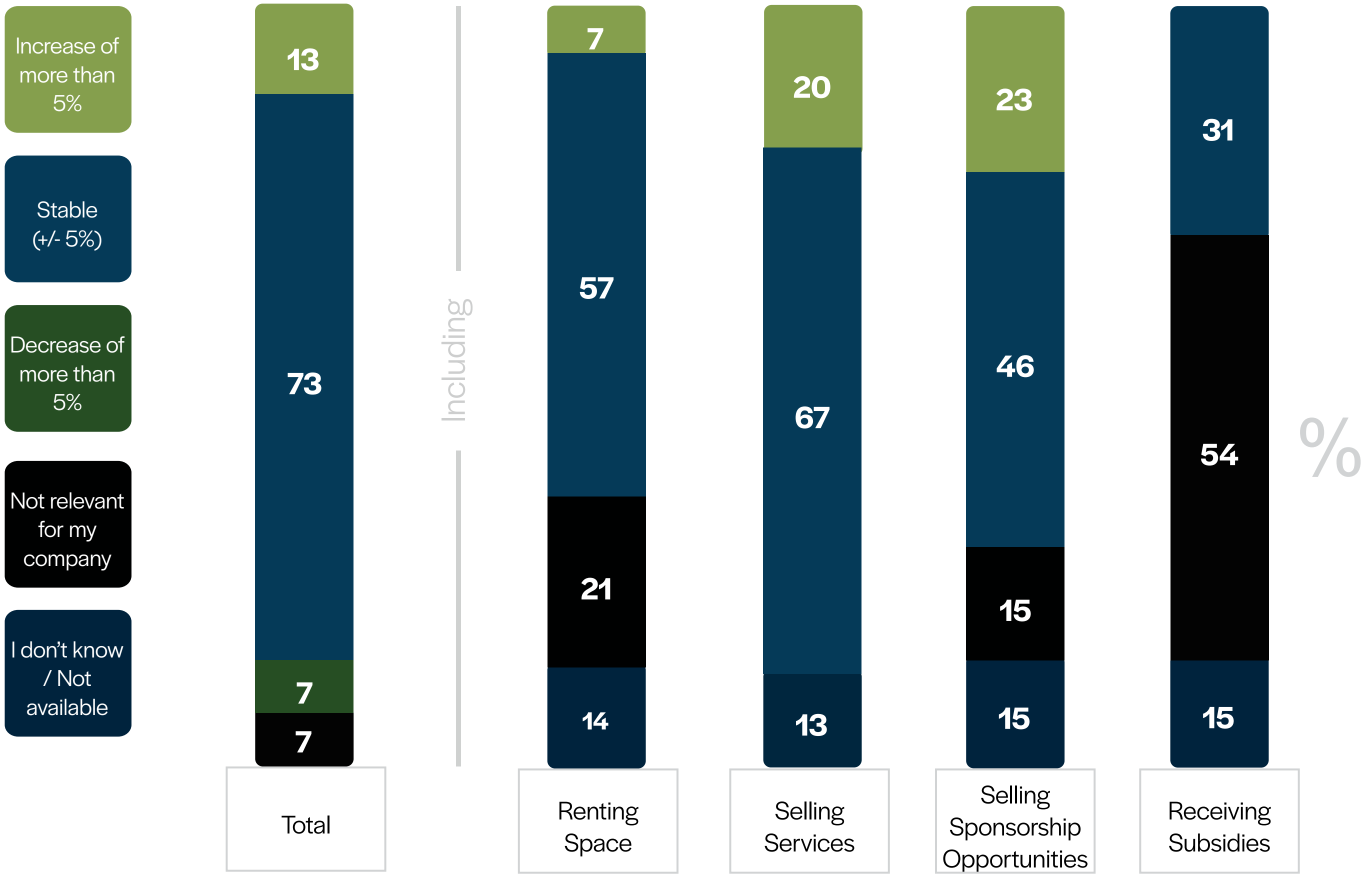
Level of Maturity



Country-Level Aggregated Rented Space Forecast
for 2026



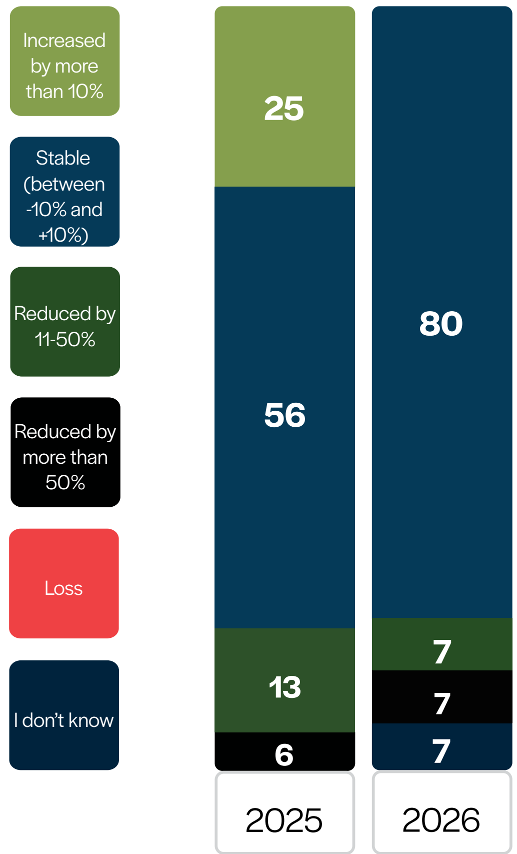
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(18 answers in total)

Operating Profits
compared to the previous year

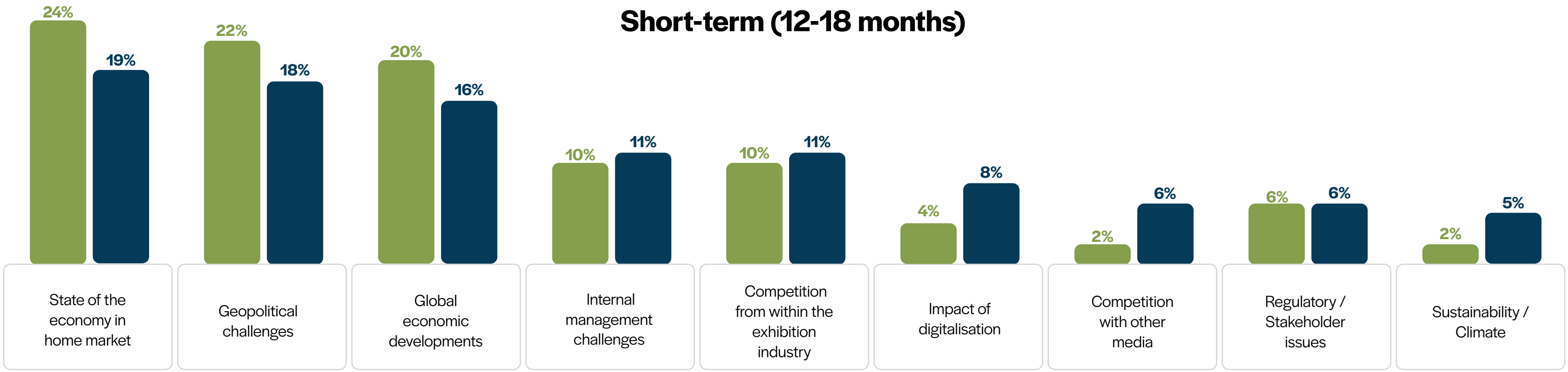


(18 answers in total)

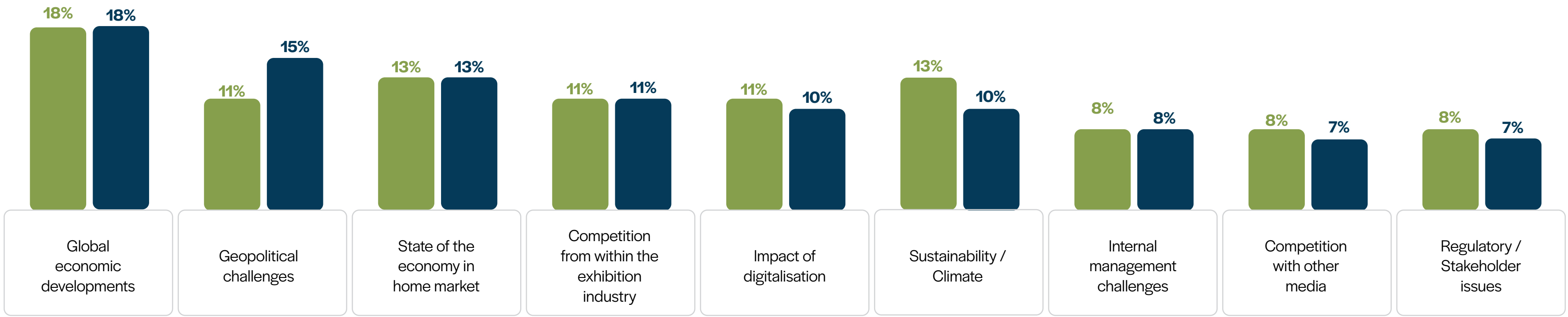
Most important business issues
in the exhibition industry right now

USA | Global

Short-term (12-18 months)



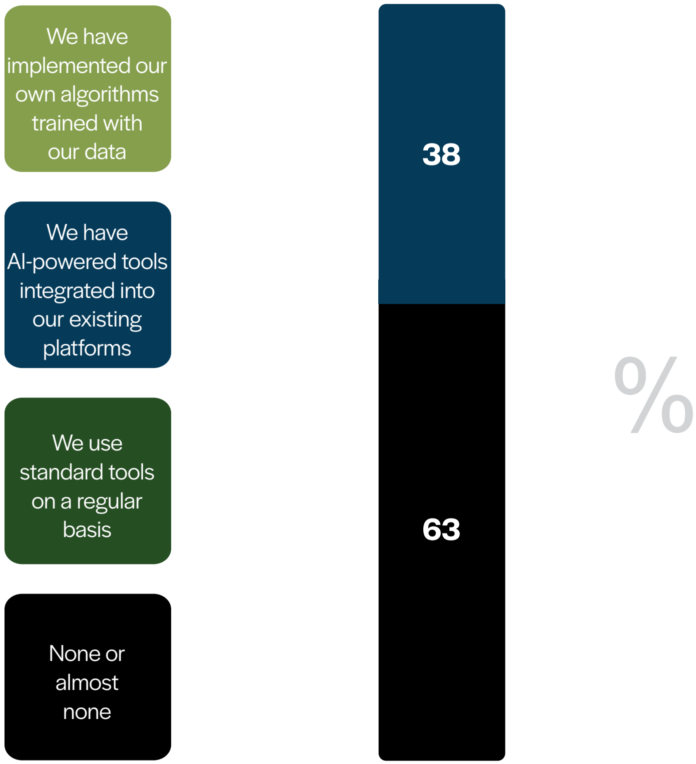
Mid-term (3-5 years)



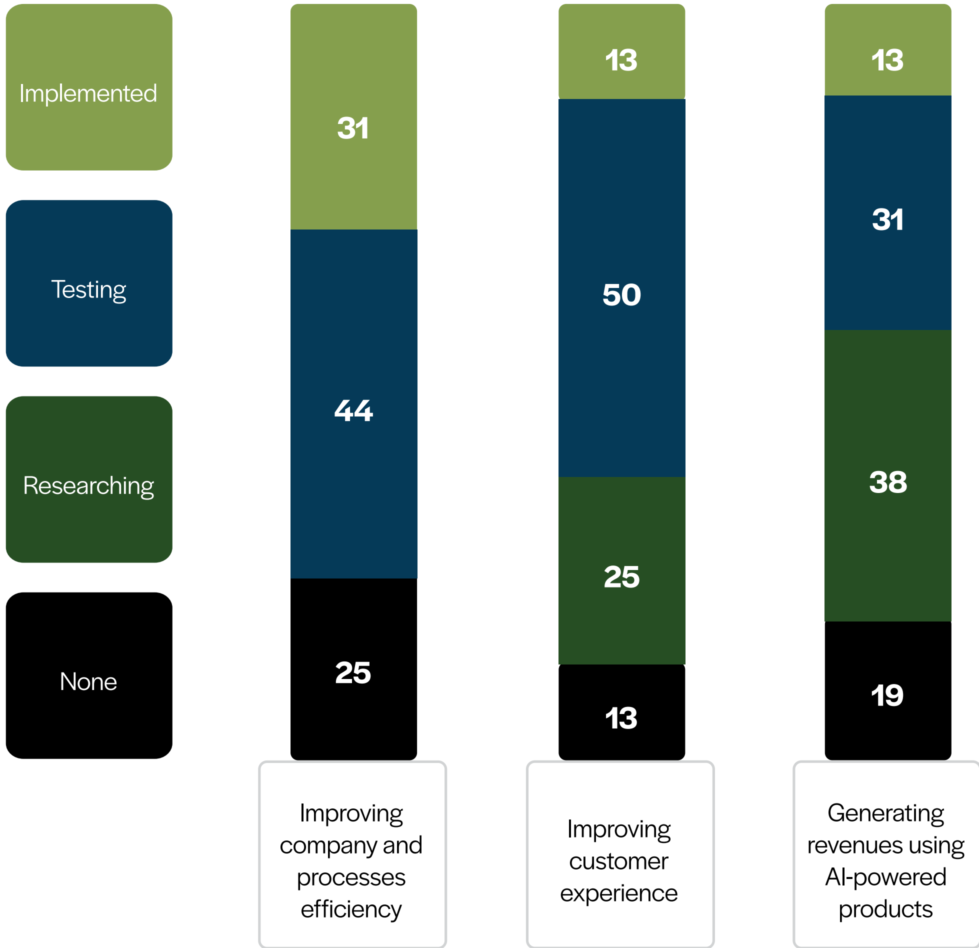
(18 answers in total)

Generative AI Applications

Level of Implementation



Level of Maturity

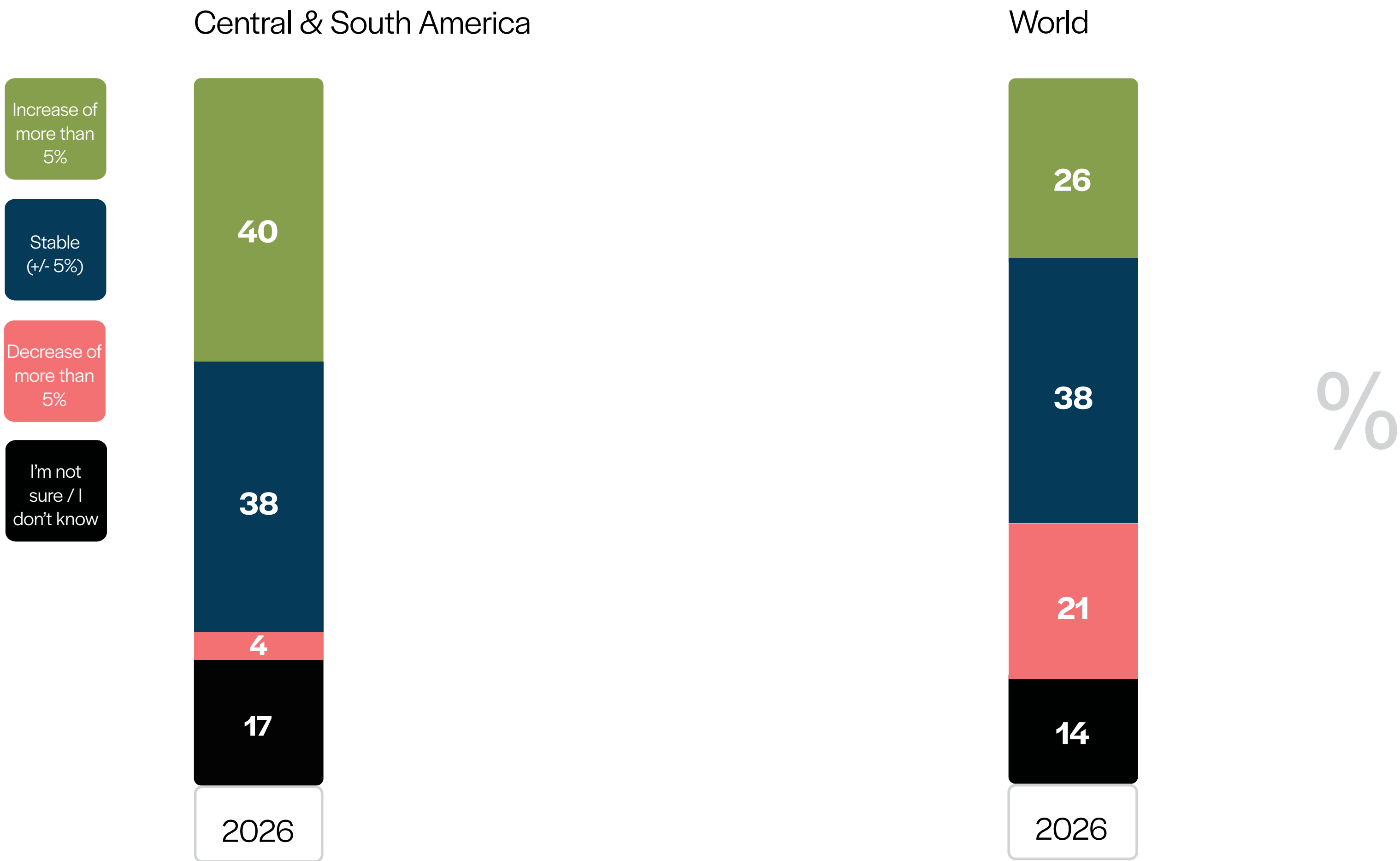


(18 answers in total)

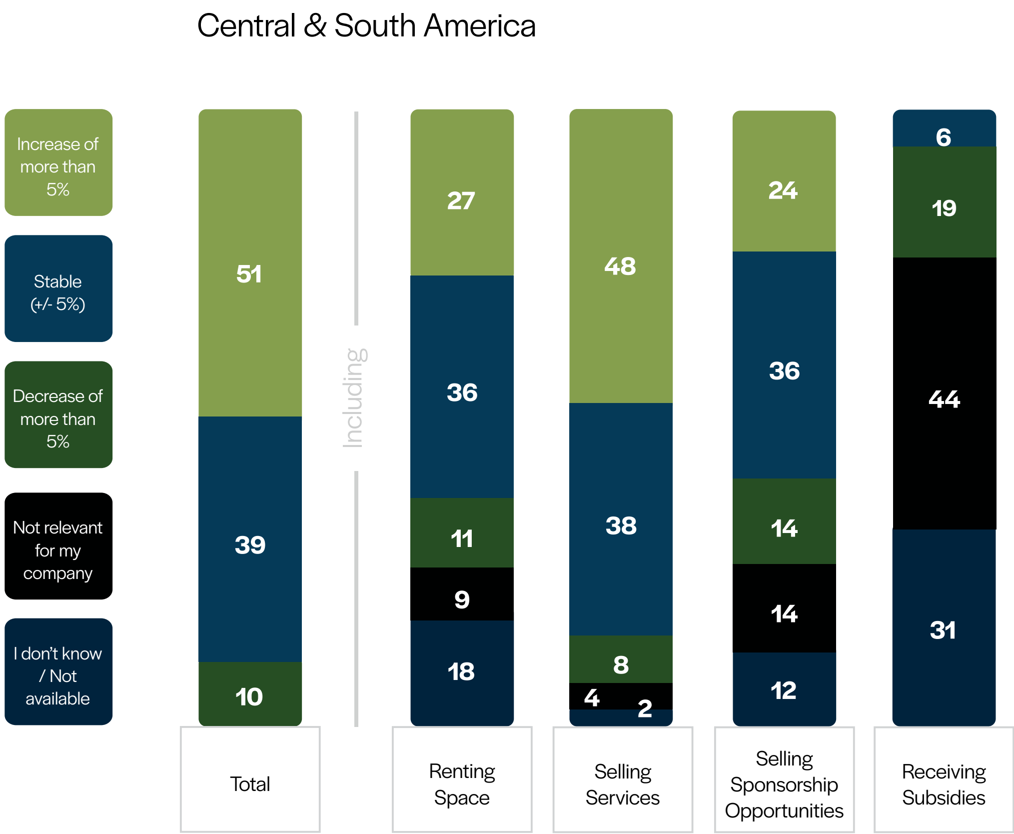
Central & South America

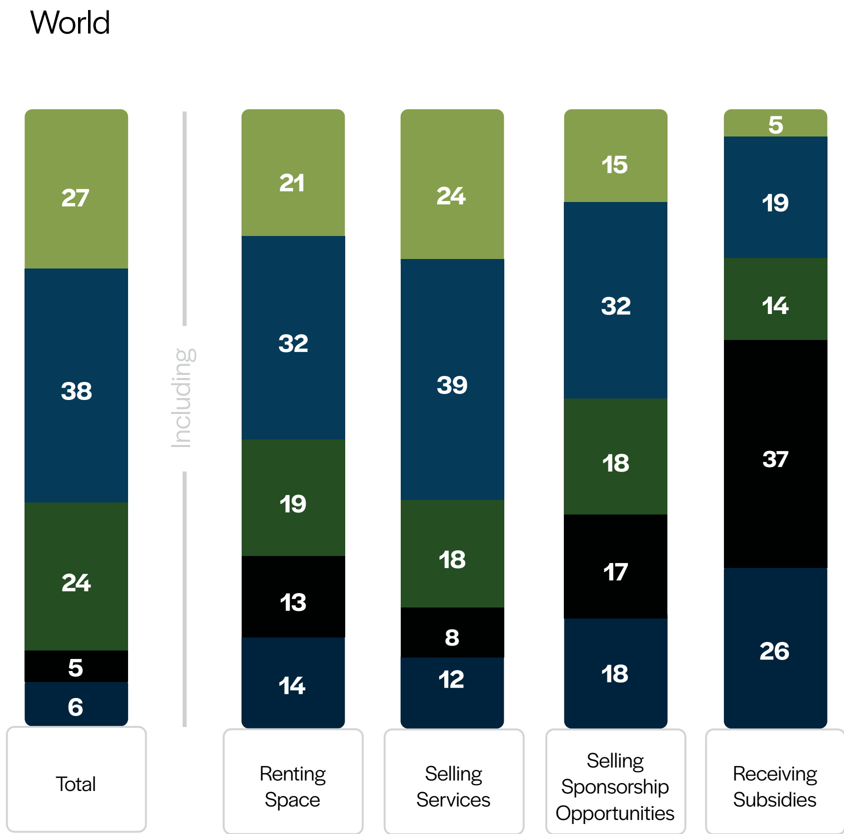
Aggregated Year-on-Year Country Forecast

2026 compared to 2025



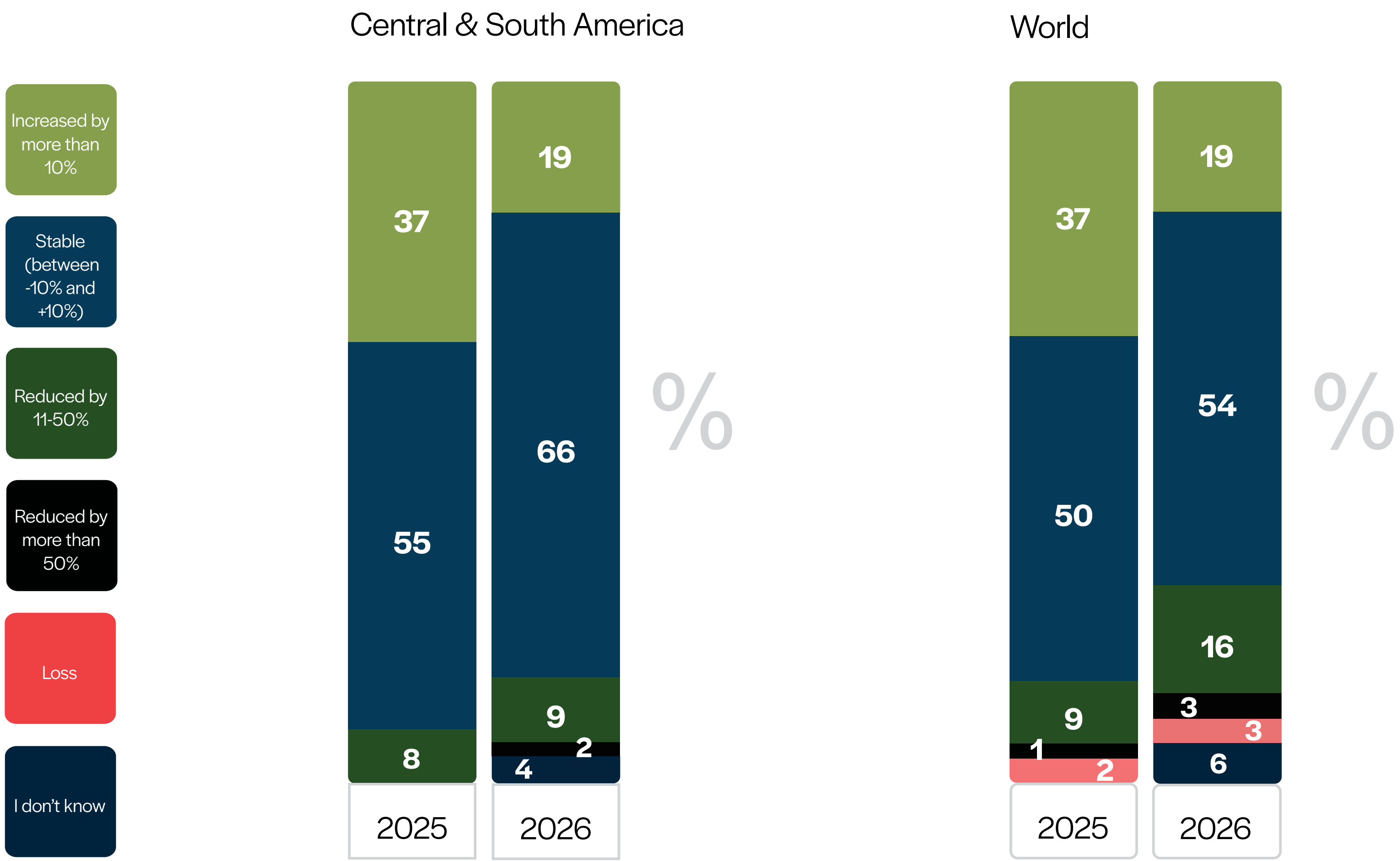
Company Exhibition-Related Revenues Forecast
2026 compared to 2025





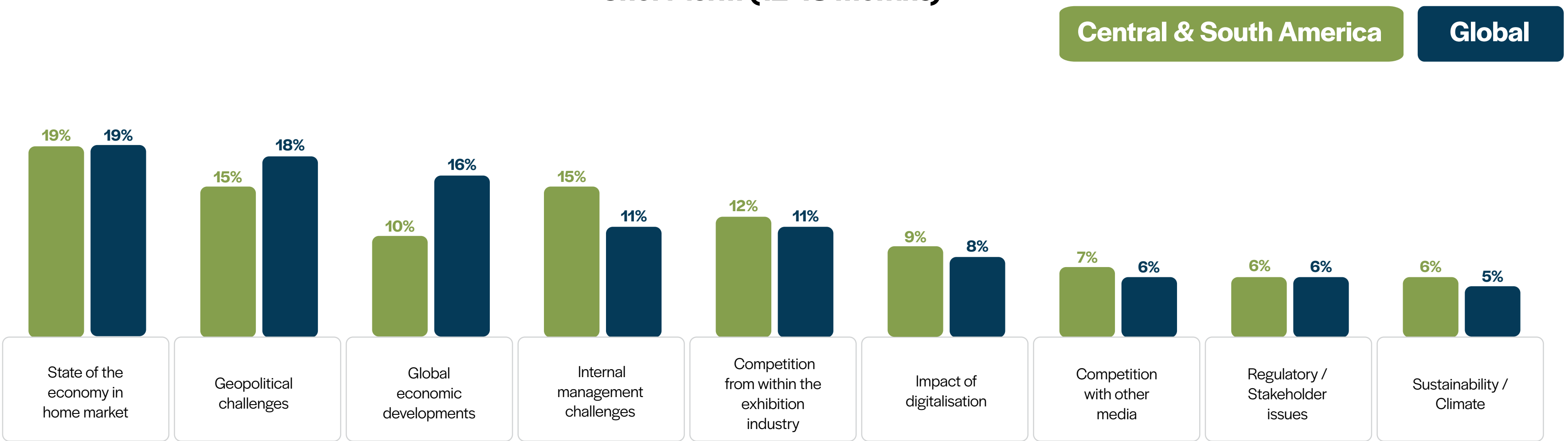
Note: the results by revenue stream and total revenue cannot always be compared.

Operating Profits
compared to the previous year

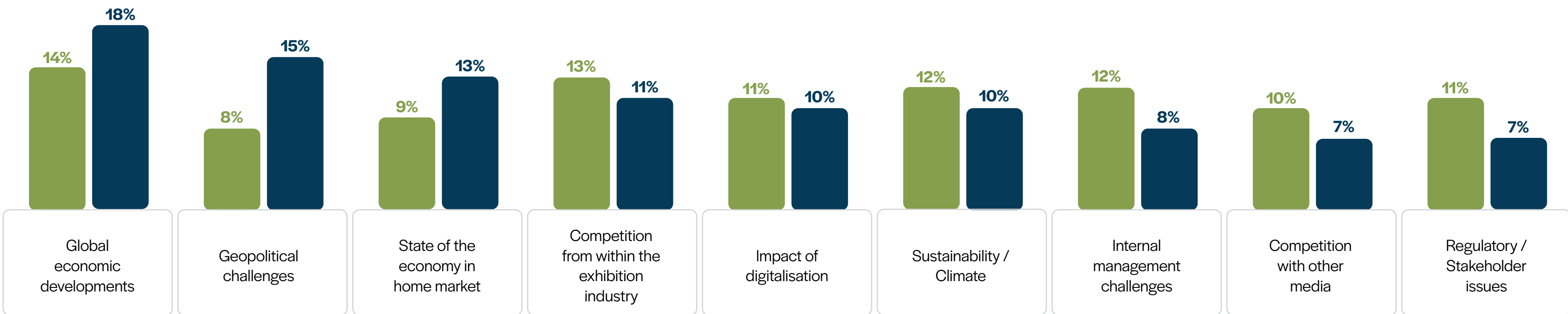


The Global Association of the Exhibition Industry

Short-term (12-18 months)



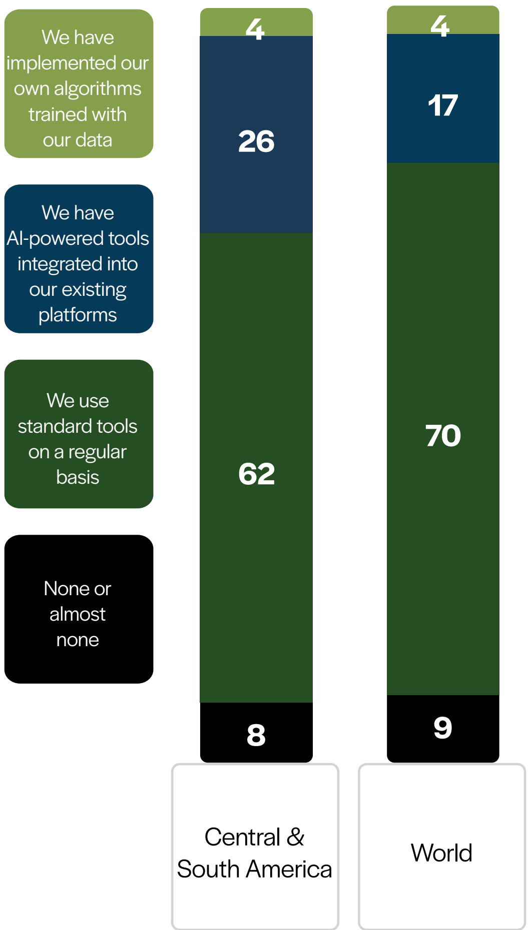
Mid-term (3-5 years)



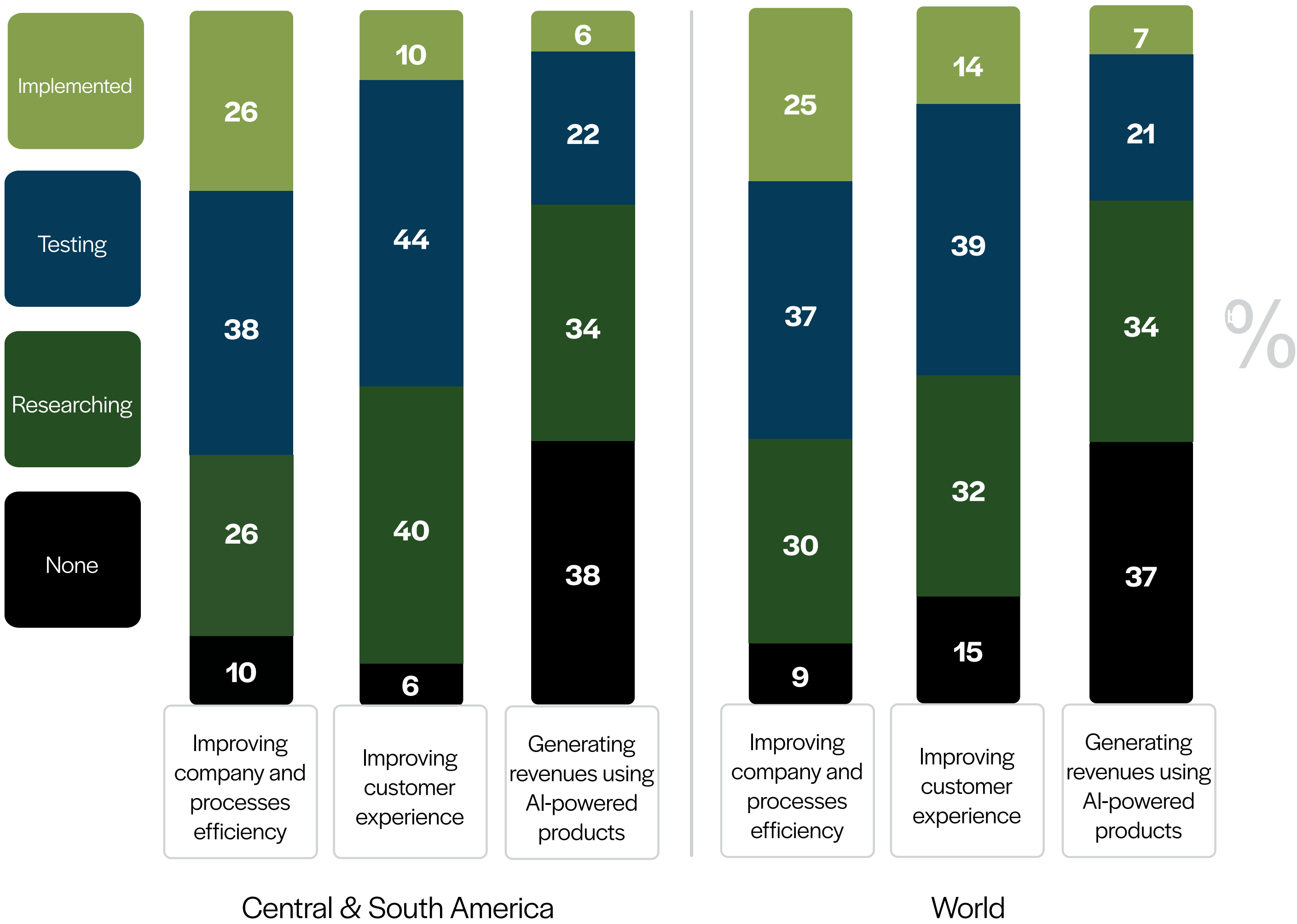
Generative AI Applications
Central & South America

The Global Association of the Exhibition Industry

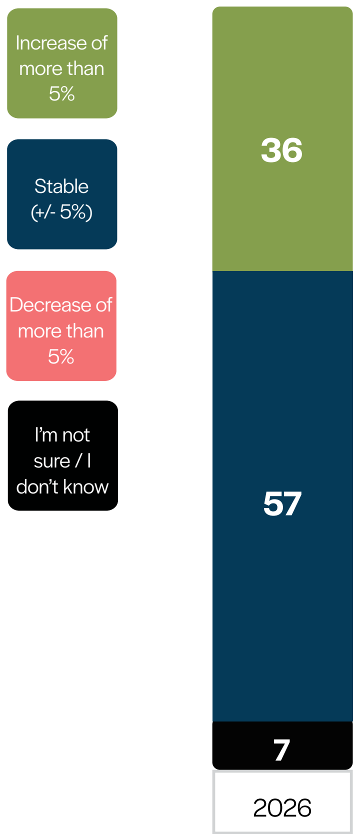
Level of Implementation



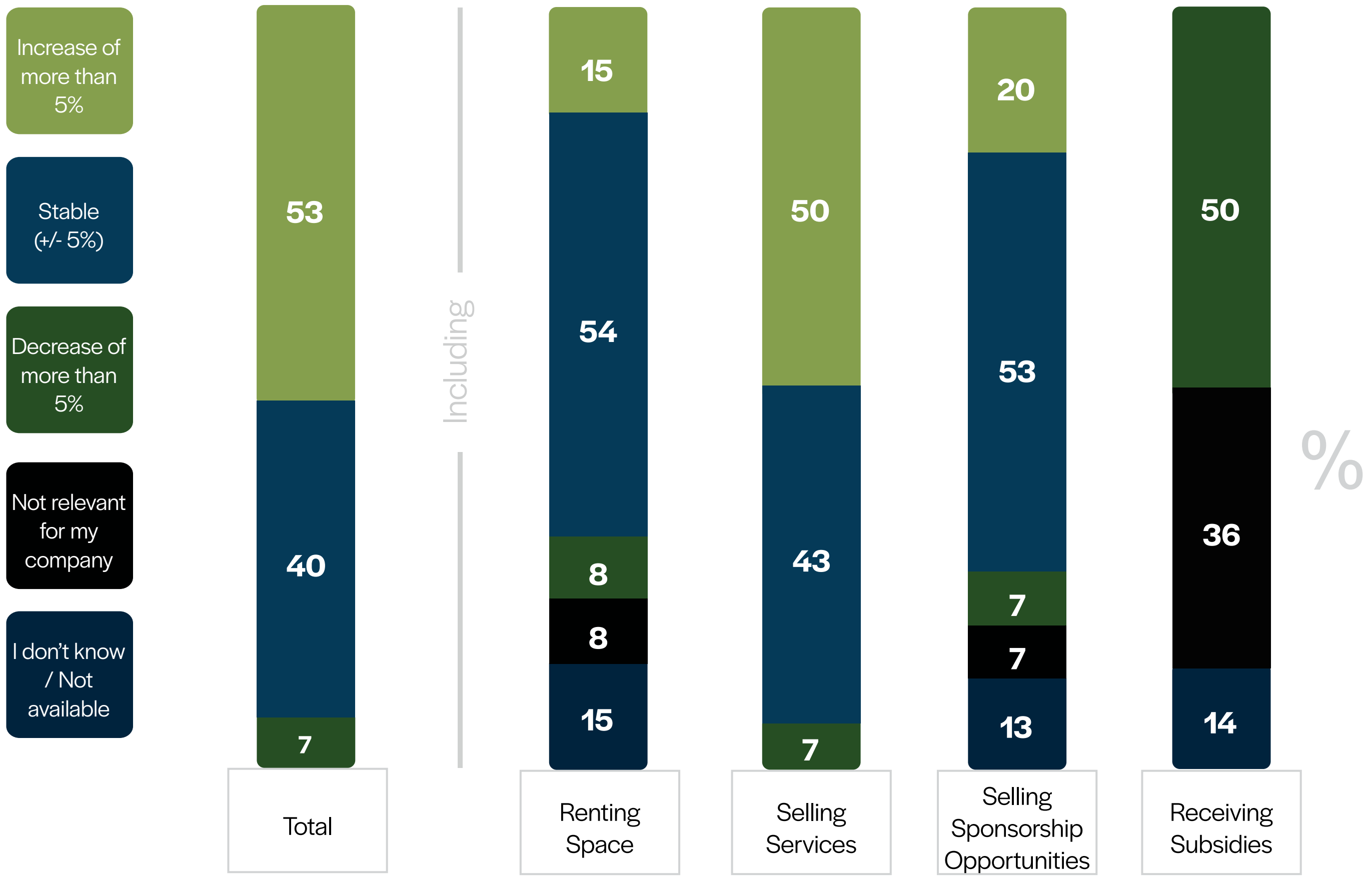
Level of Maturity



Country-Level Aggregated Rented Space Forecast
for 2026



Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



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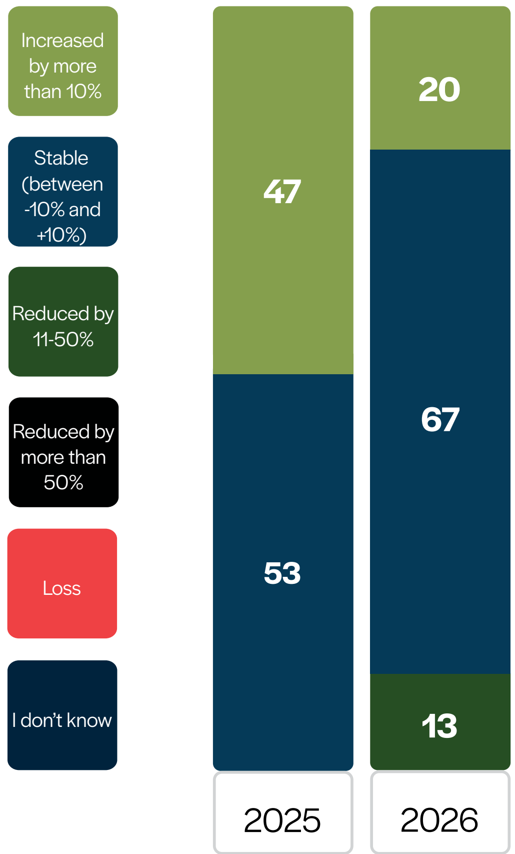
Operating Profits
compared to the previous year

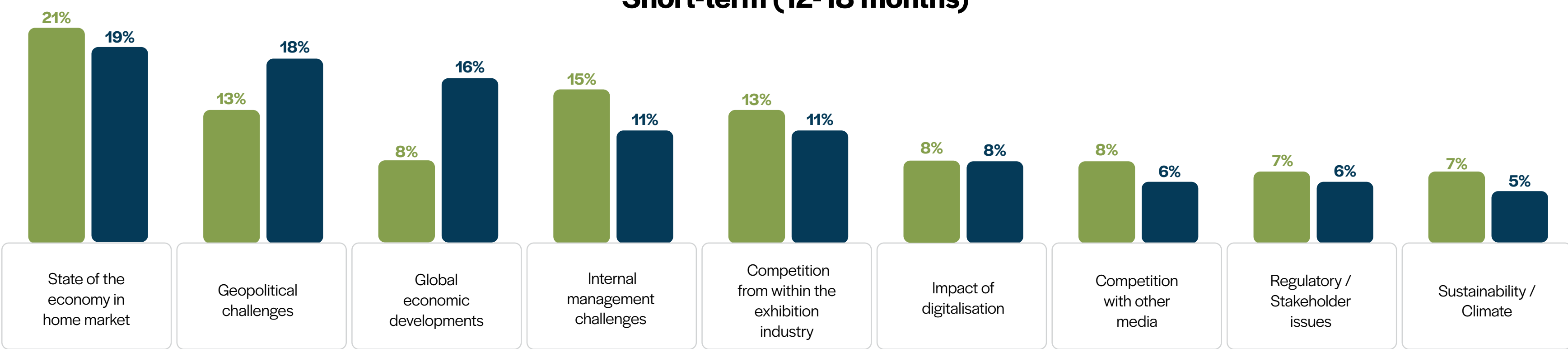


(16 answers in total)

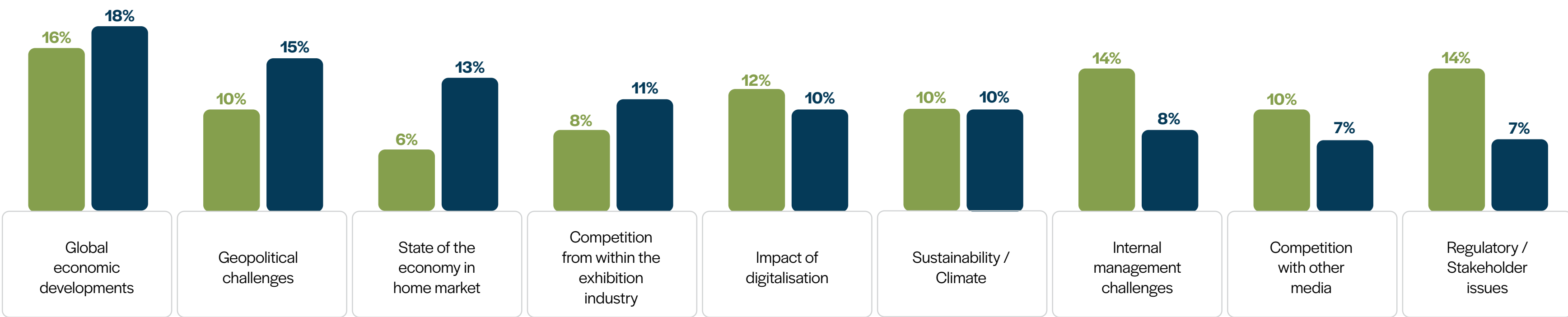
Most important business issues
in the exhibition industry right now

Argentina Global

Short-term (12-18 months)



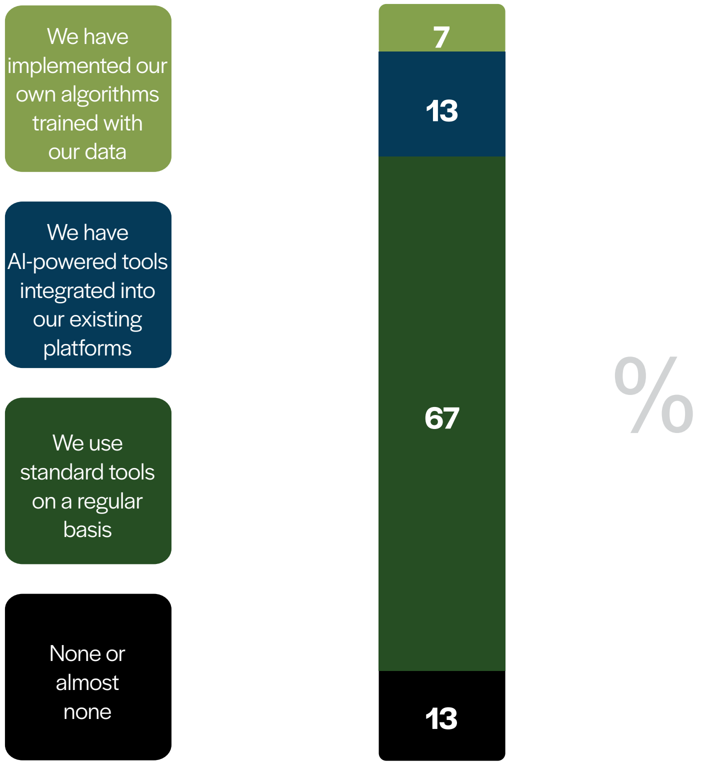
Mid-term (3-5 years)



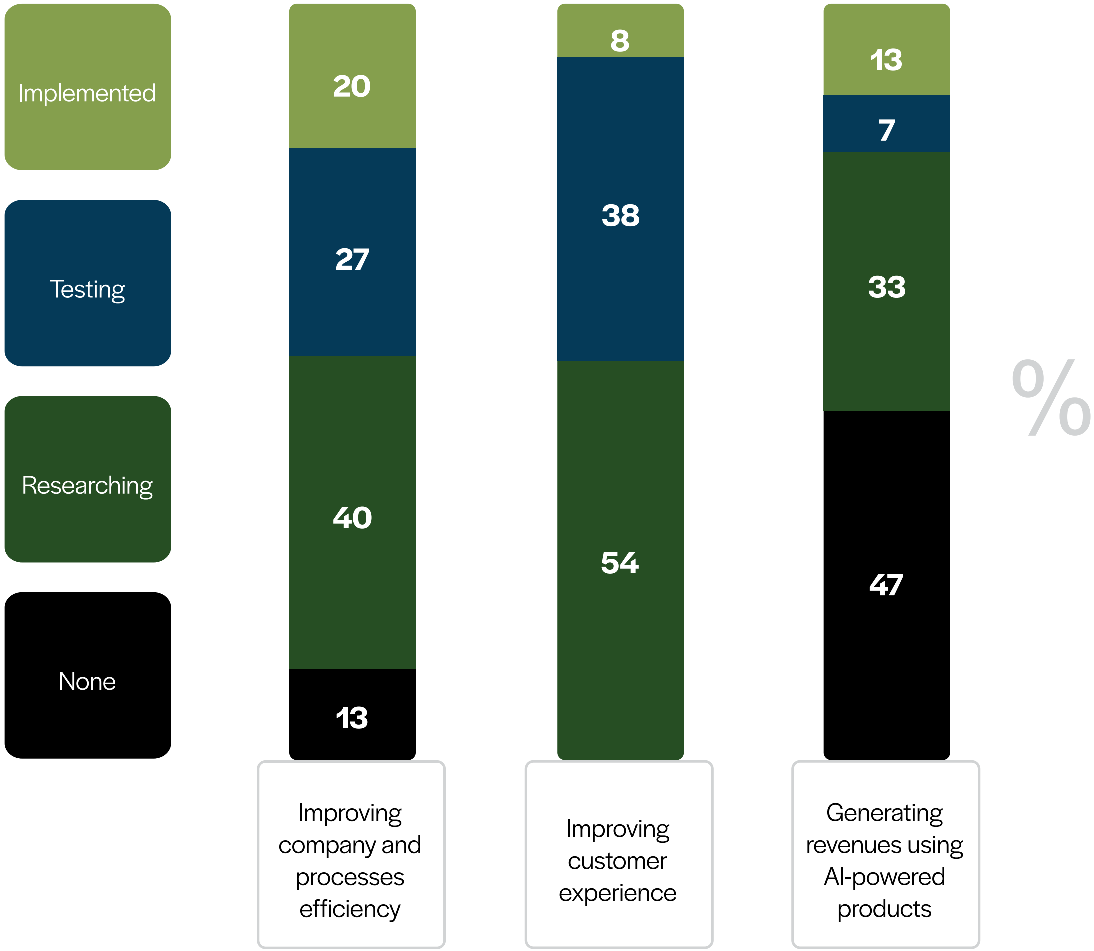
(16 answers in total)

Generative AI Applications

Level of Implementation

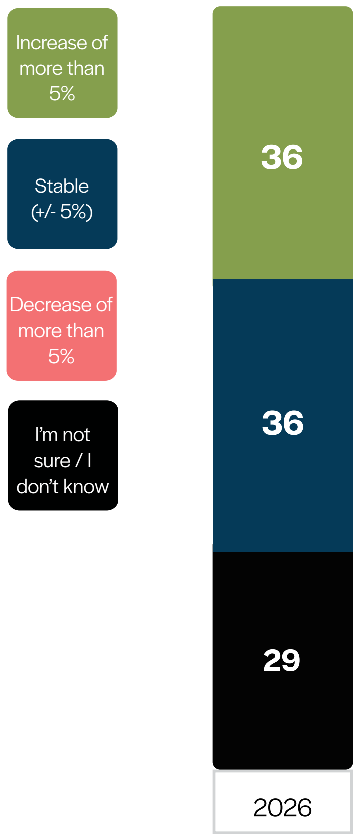


Level of Maturity

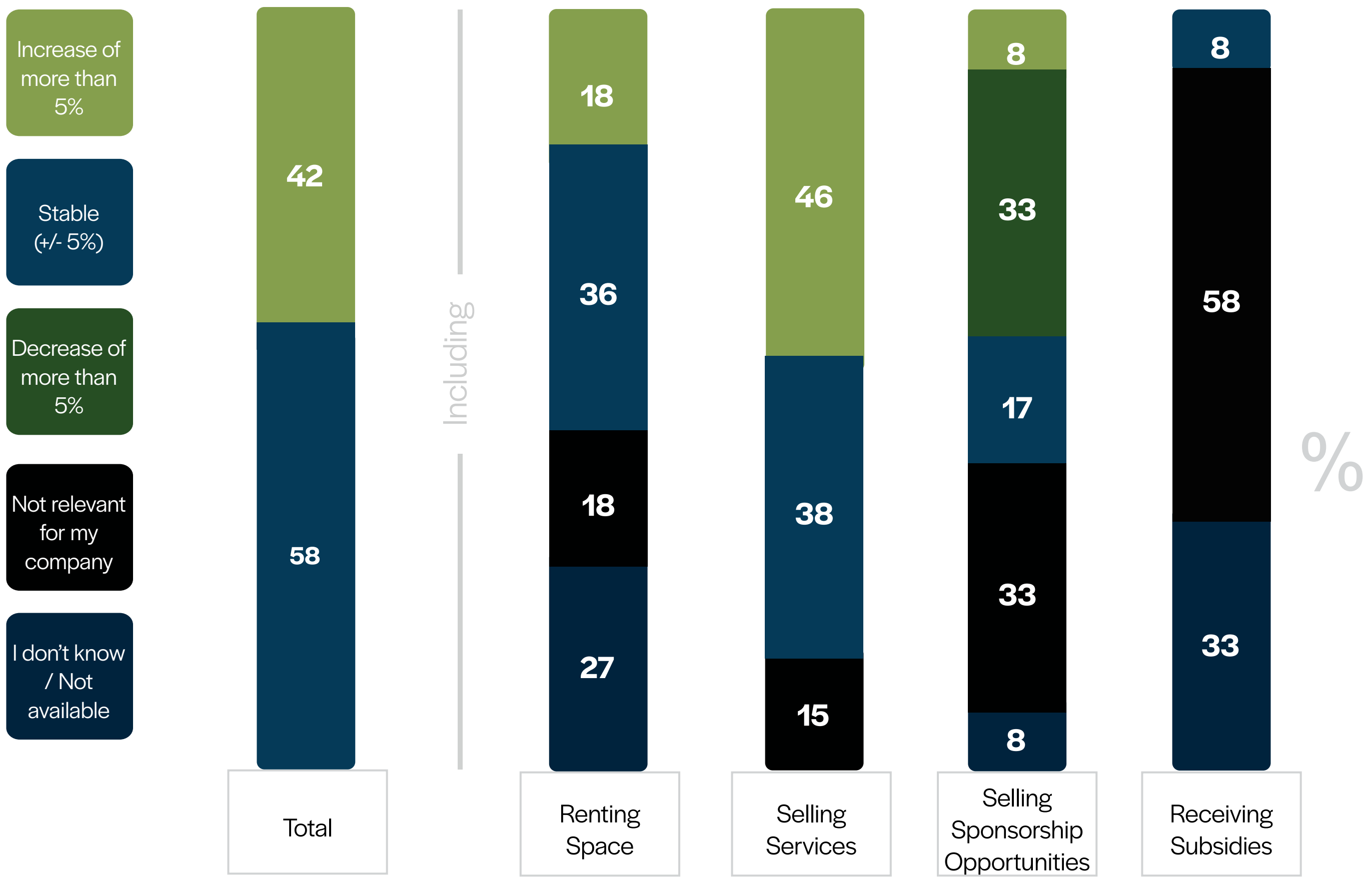


(16 answers in total)

Country-Level Aggregated Rented Space Forecast for 2026



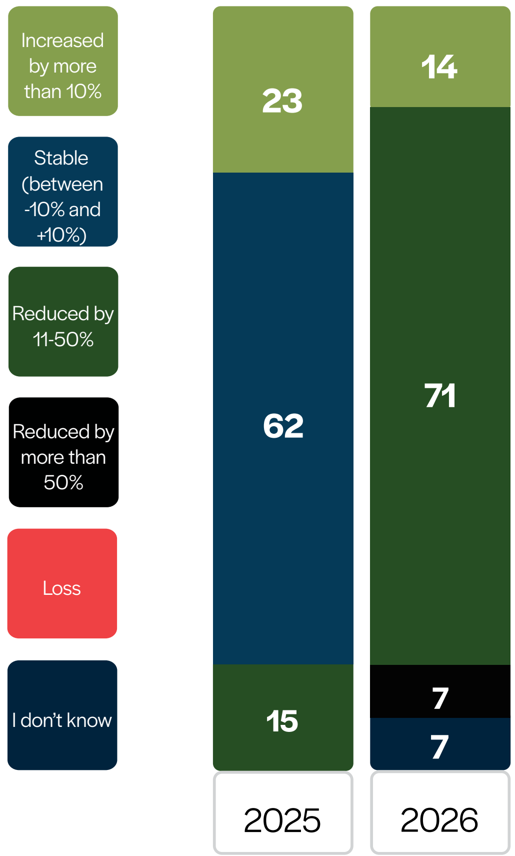
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(17 answers in total)

Operating Profits
compared to the previous year

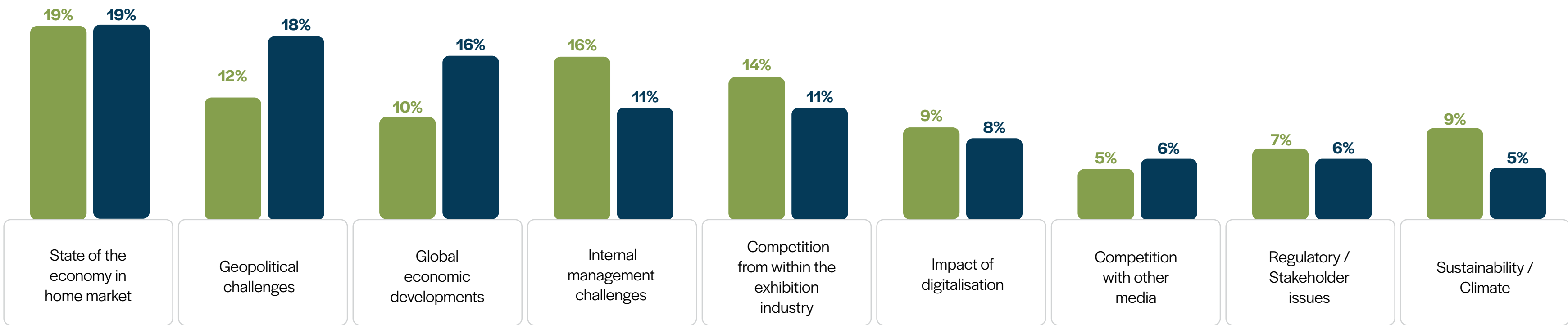


(17 answers in total)

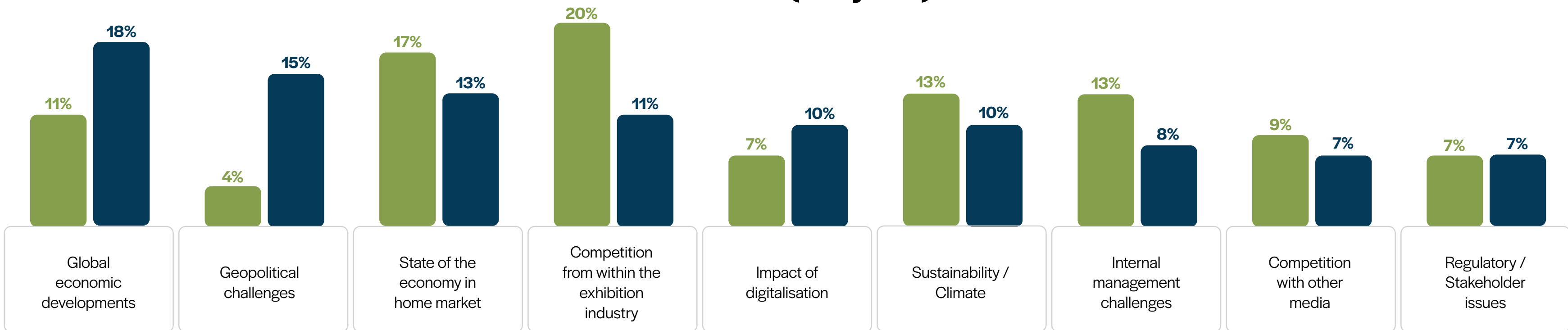
Most important business issues
in the exhibition industry right now

Brazil Global

Short-term (12-18 months)



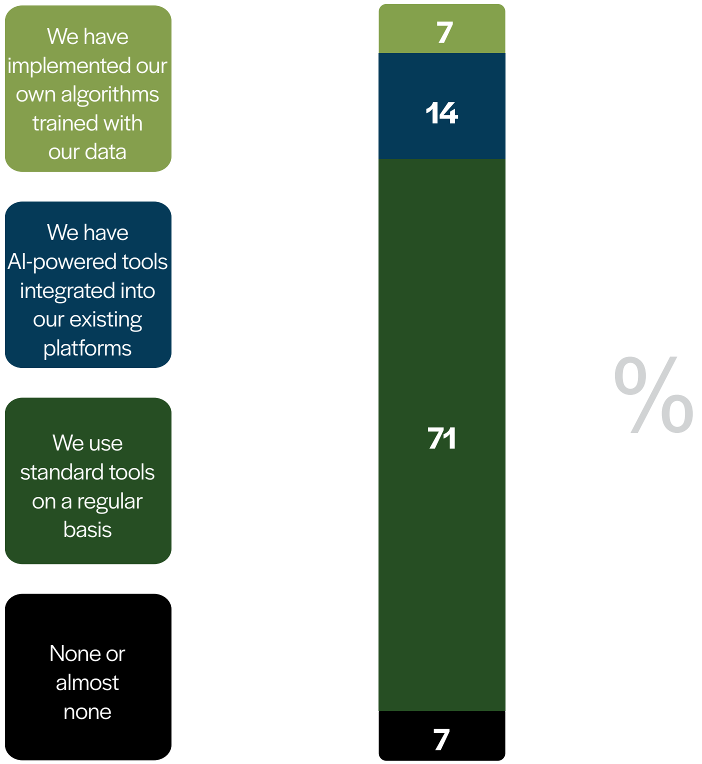
Mid-term (3-5 years)



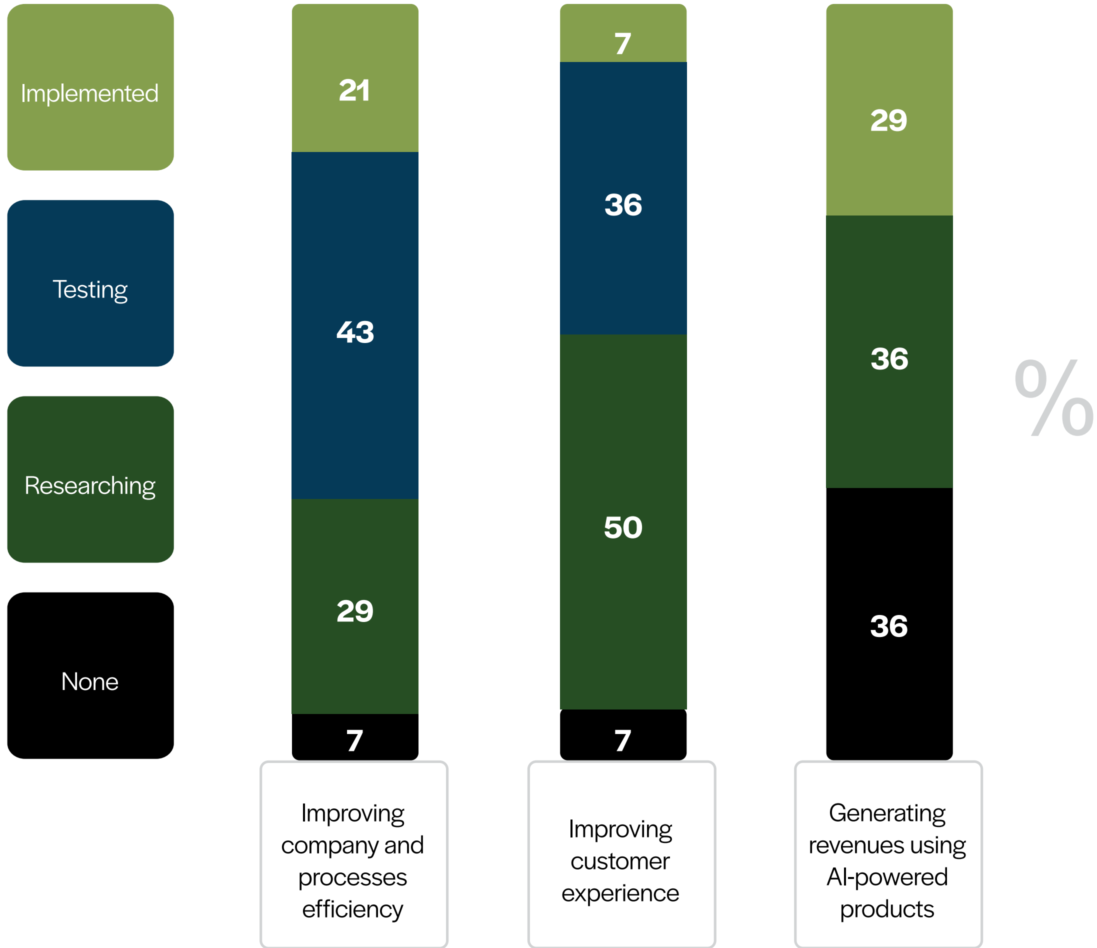
(17 answers in total)

Generative AI Applications

Level of Implementation

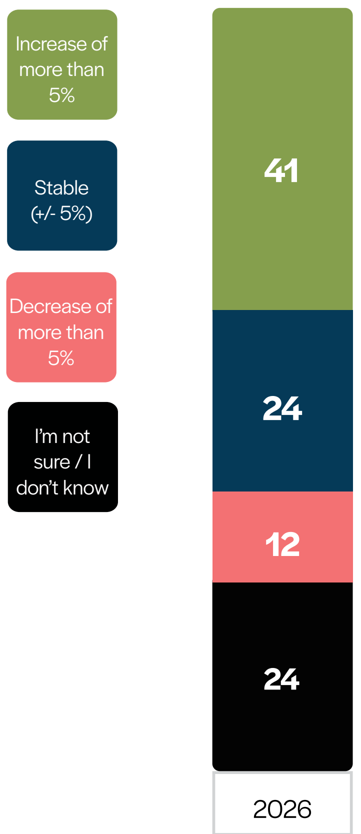


Level of Maturity

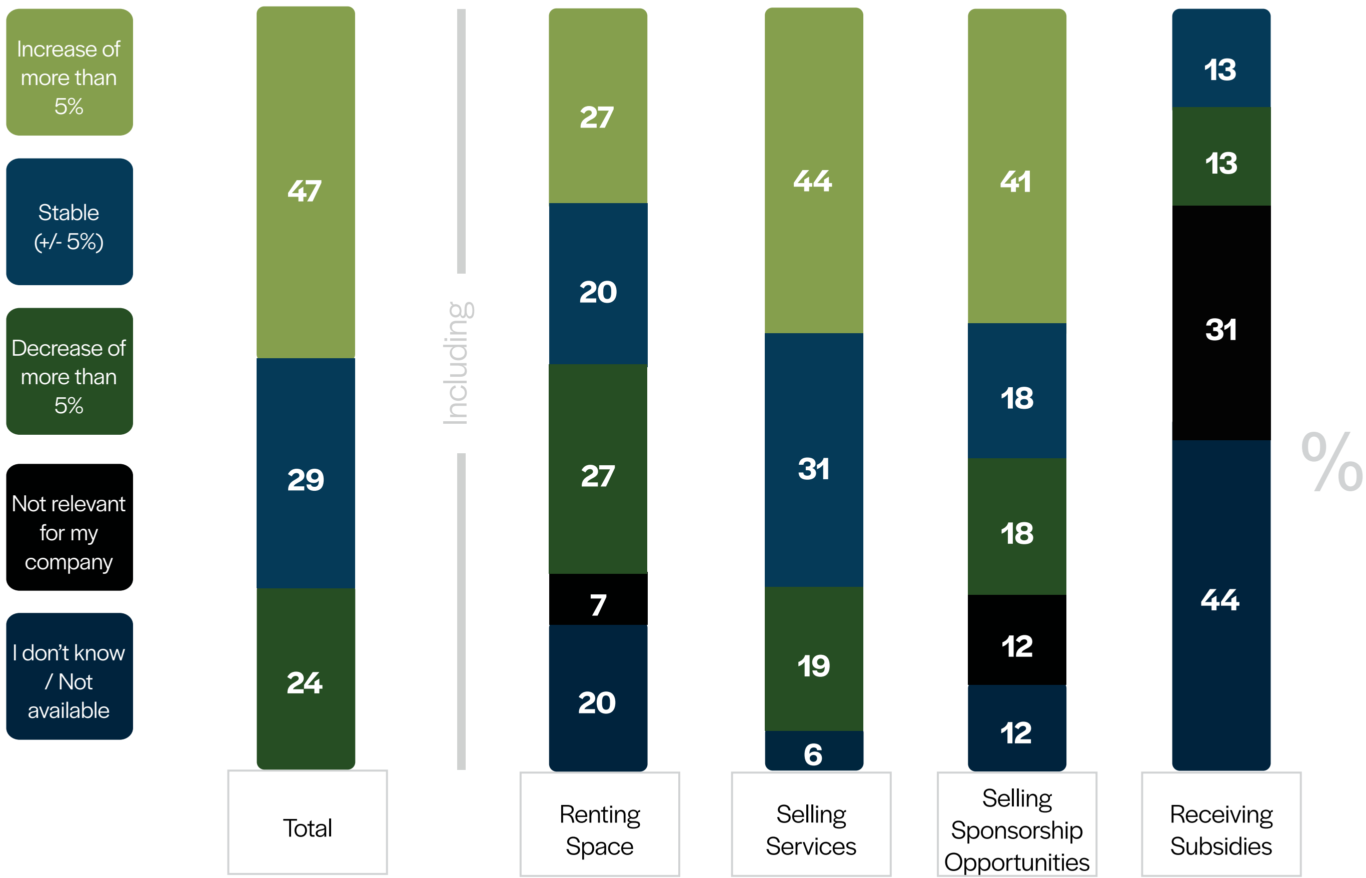


(17 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



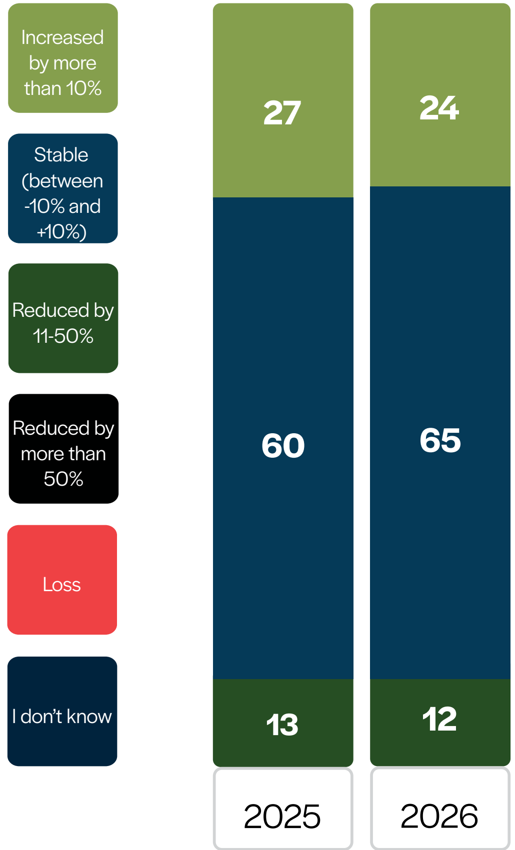
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(17 answers in total)

Operating Profits
compared to the previous year

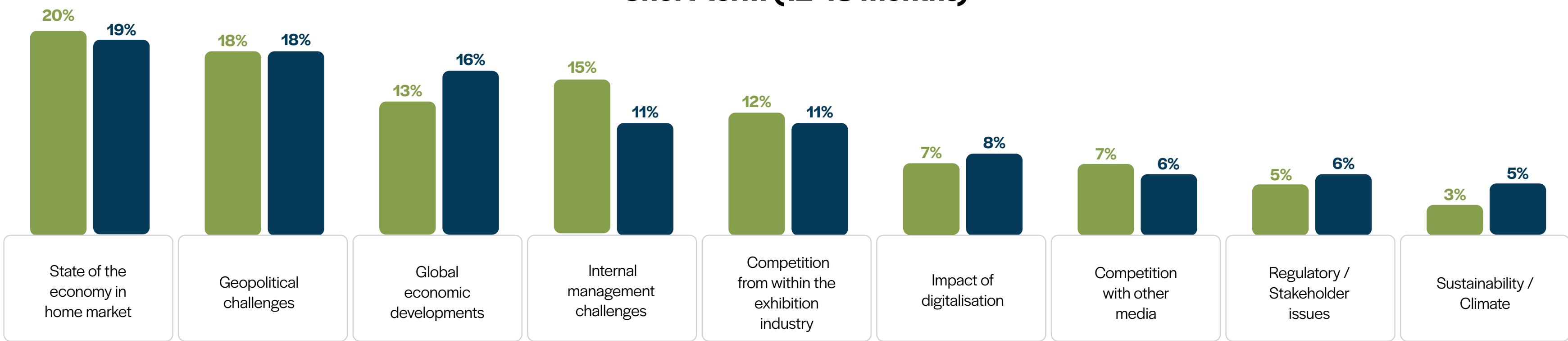


(17 answers in total)

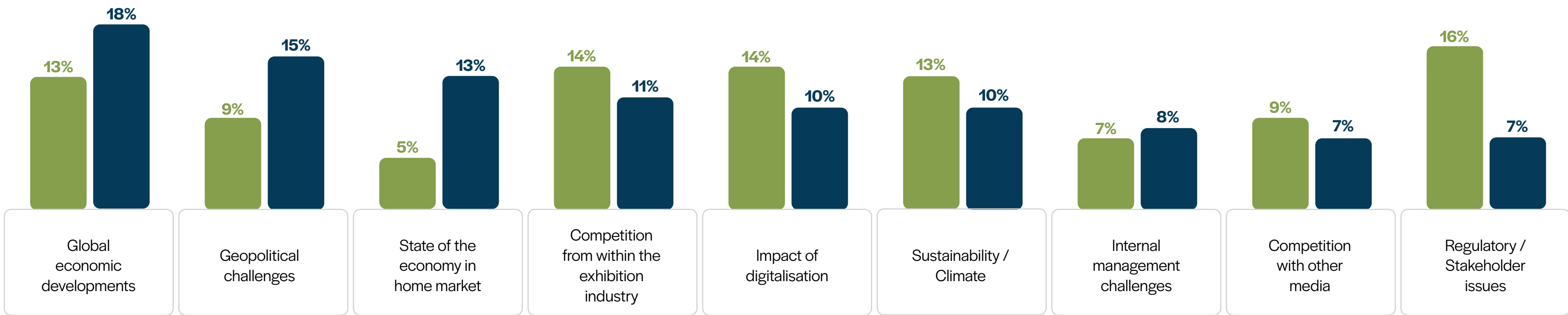
Most important business issues
in the exhibition industry right now

Colombia Global

Short-term (12-18 months)



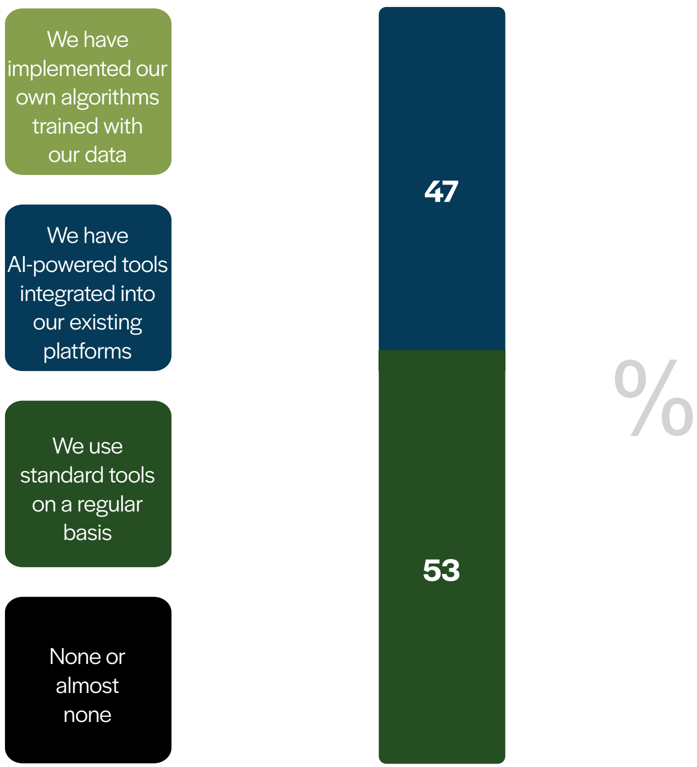
Mid-term (3-5 years)



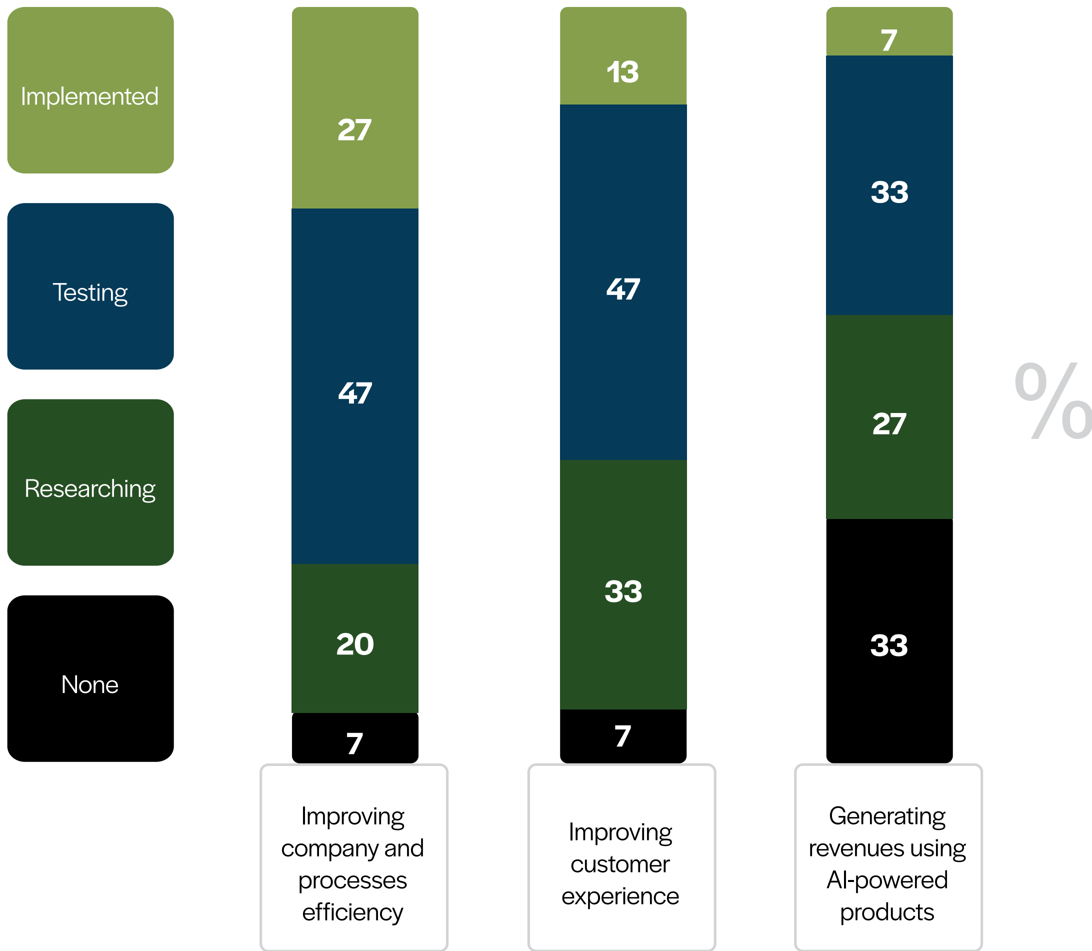
(17 answers in total)

Generative AI Applications

Level of Implementation



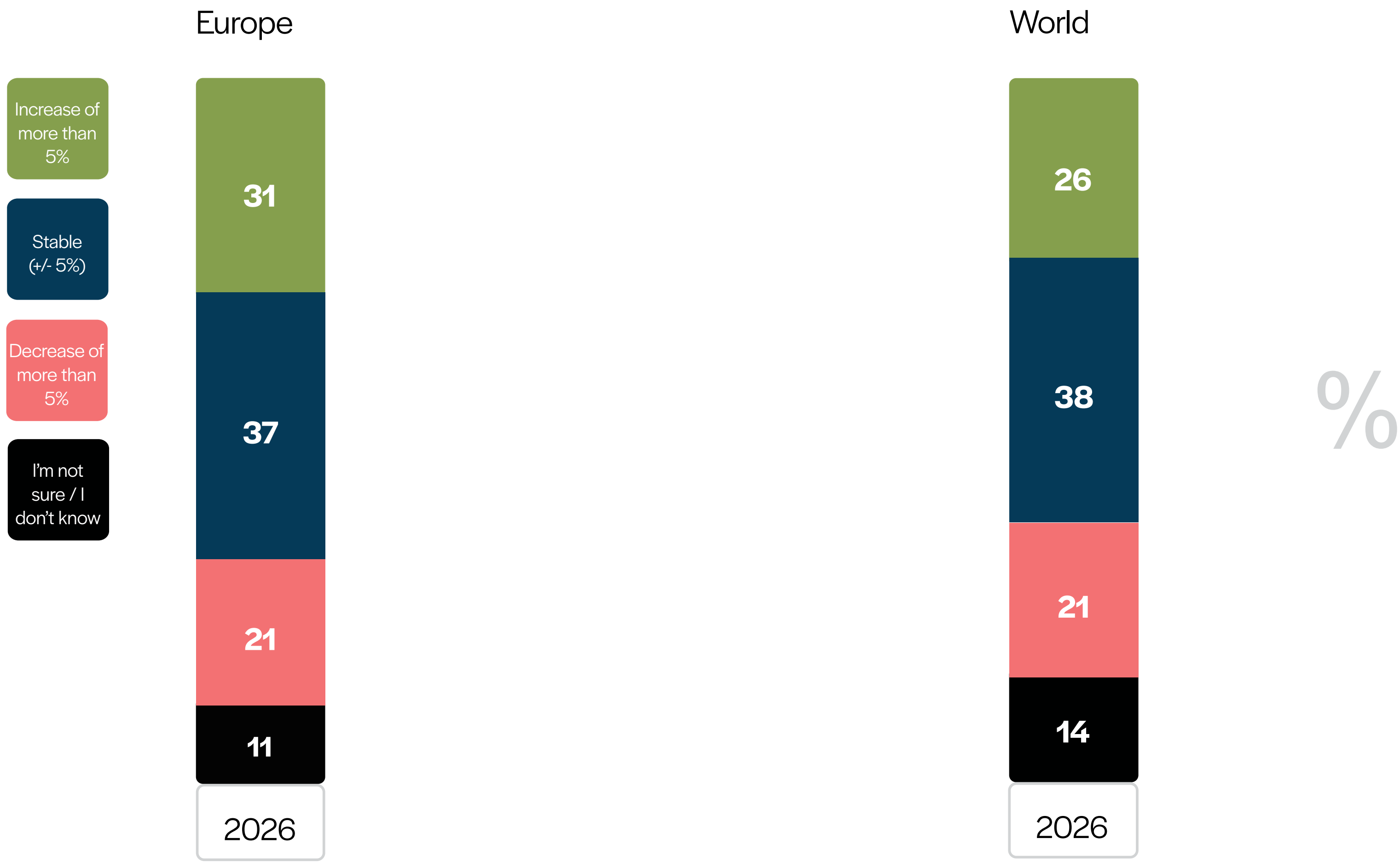
Level of Maturity



(17 answers in total)

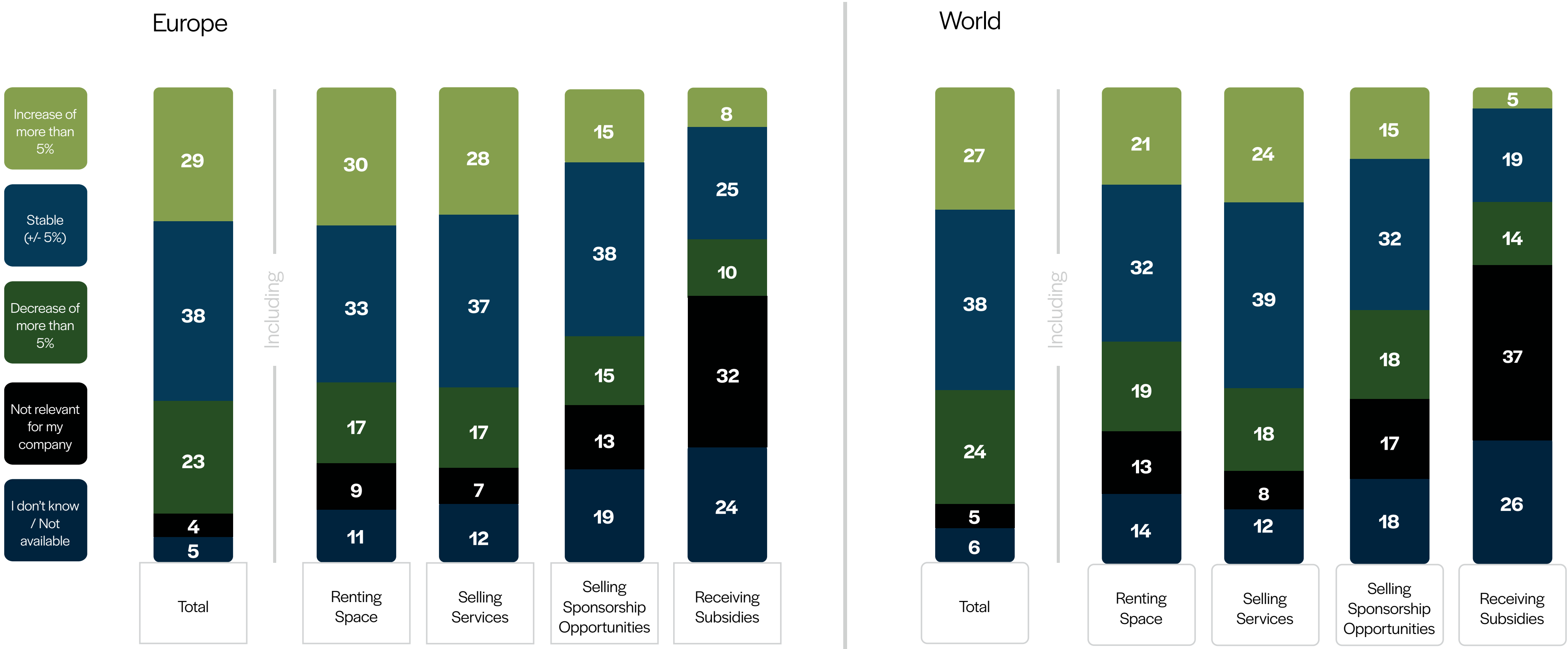
Europe

Aggregated Year-on-Year Country Forecast
2026 compared to 2025



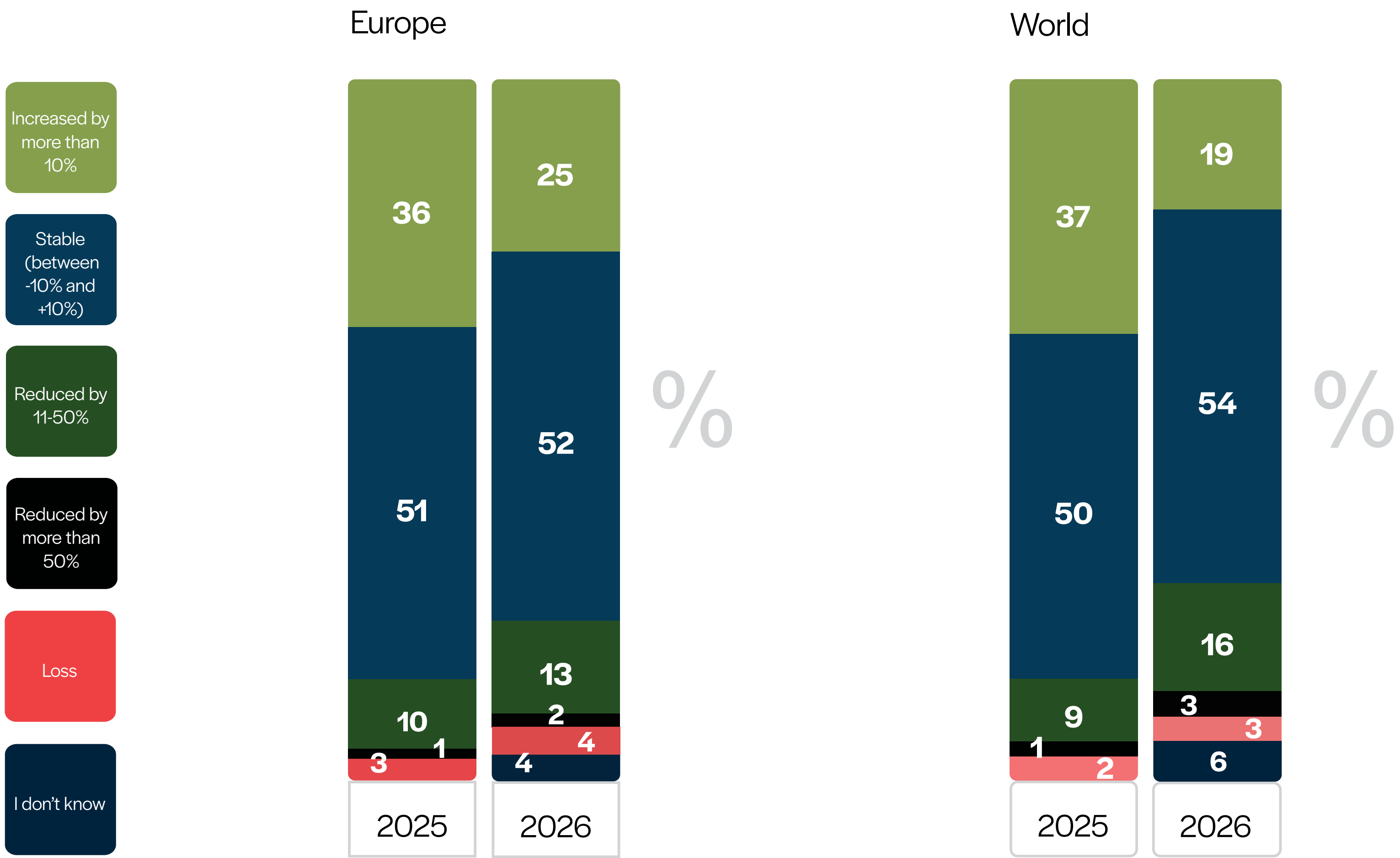
Company Exhibition-Related Revenues Forecast

2026 compared to 2025



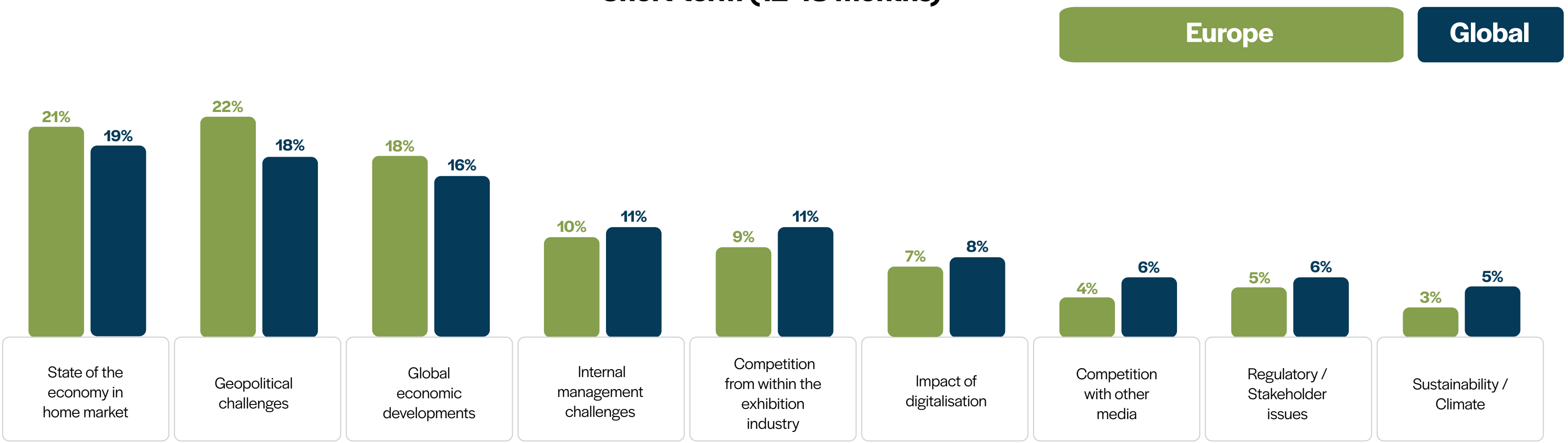
Note: the results by revenue stream and total revenue cannot always be compared.

Operating Profits
compared to the previous year

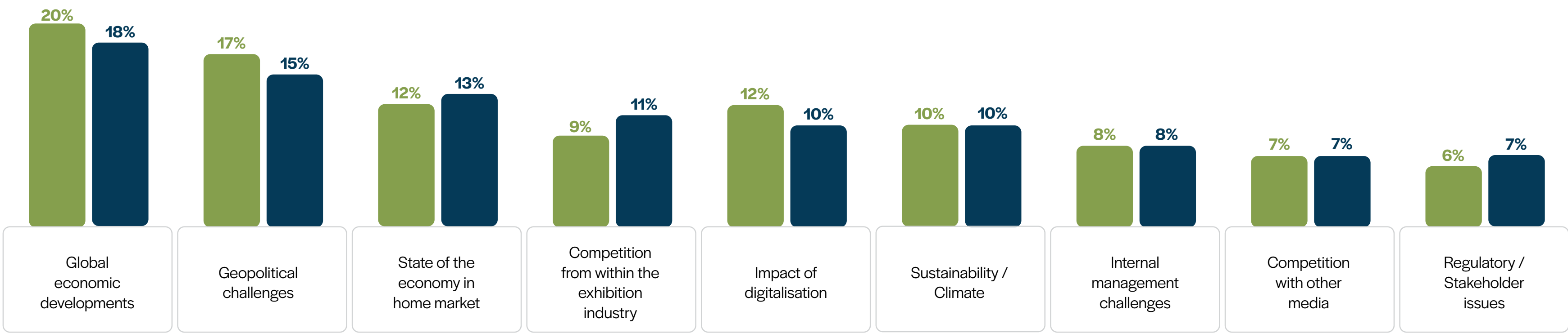


Most Important Business Issues
Europe

Short-term (12-18 months)



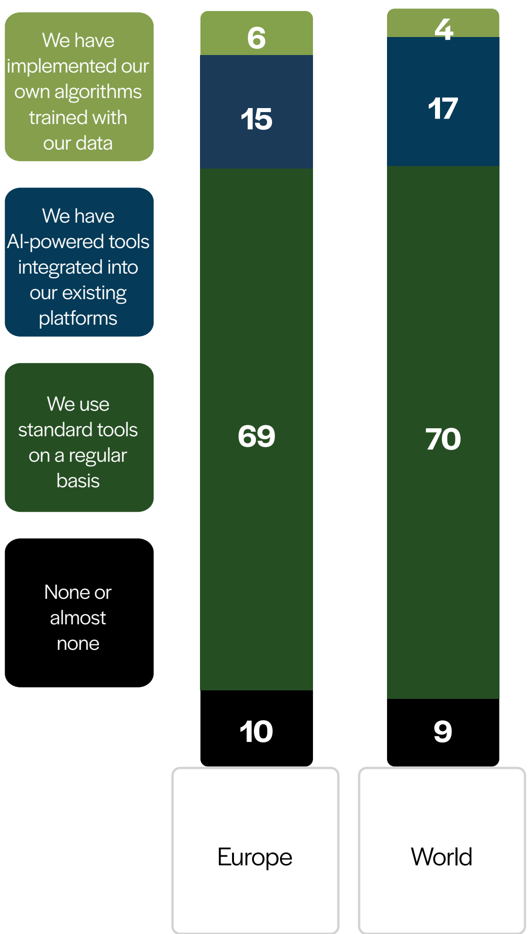
Mid-term (3-5 years)



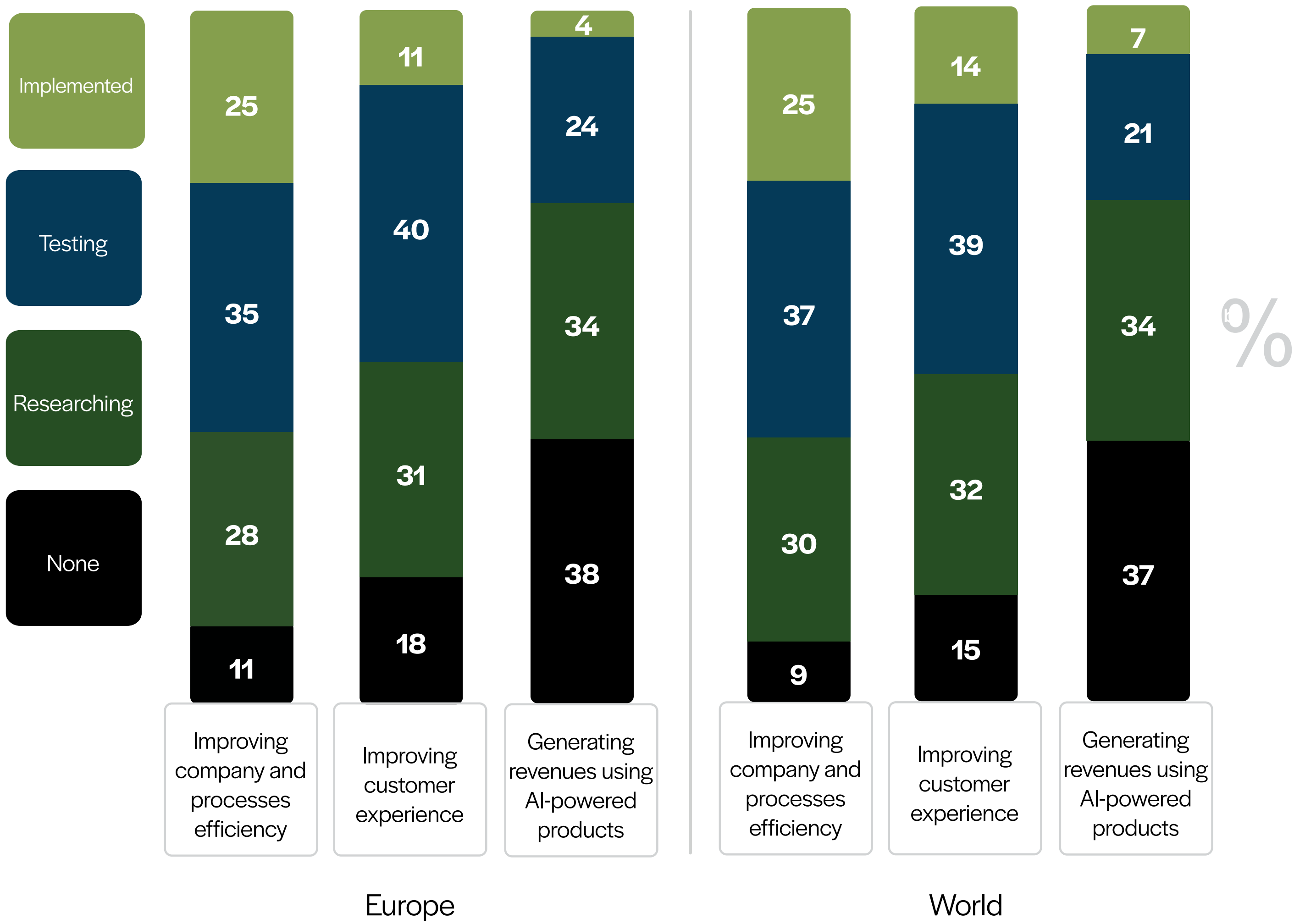
Generative AI Applications
Europe

The Global Association of the Exhibition Industry

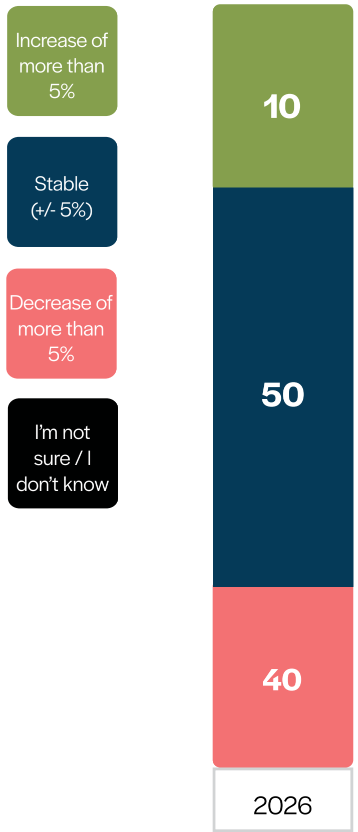
Level of Implementation



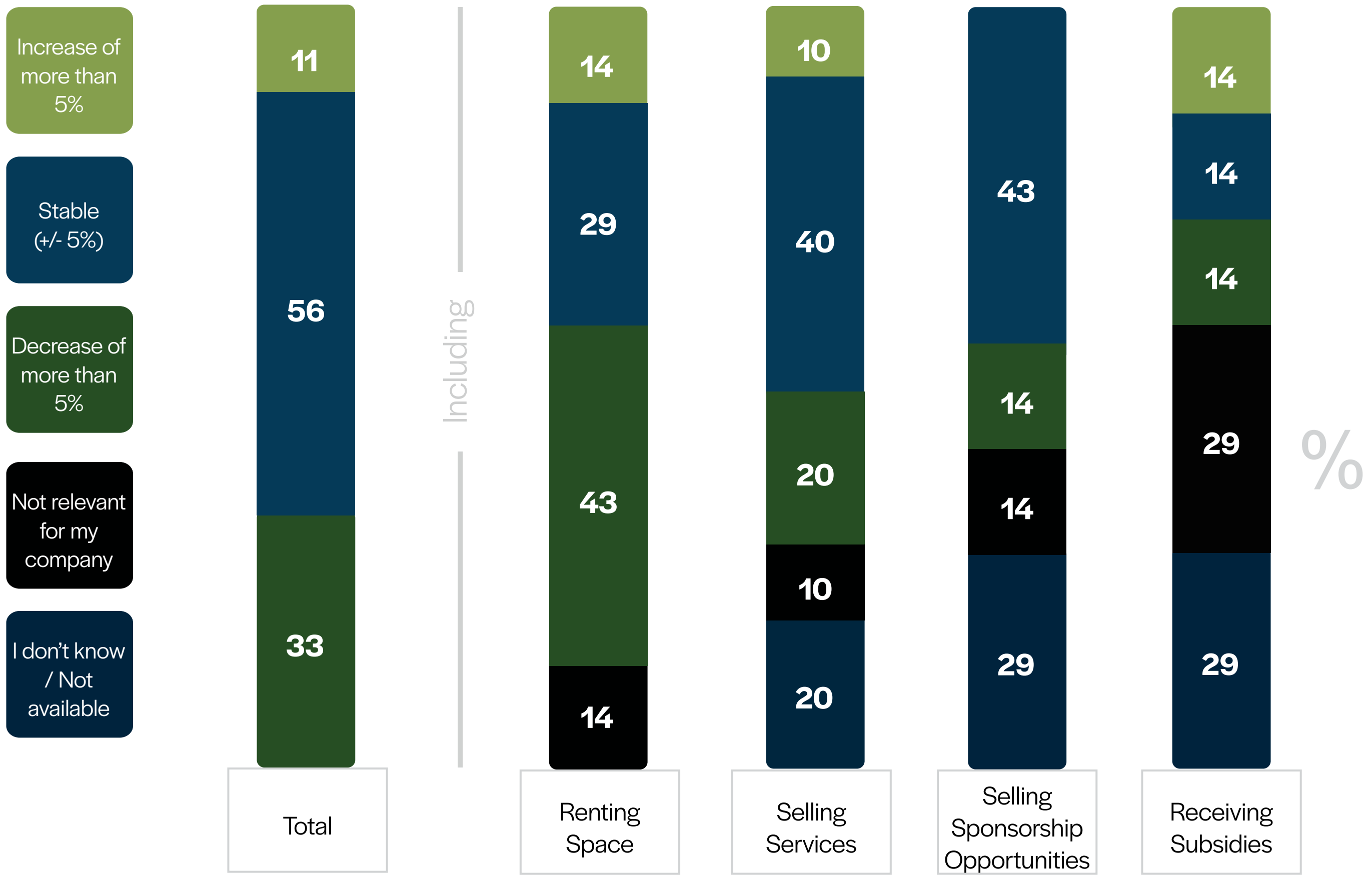
Level of Maturity



Country-Level Aggregated Rented Space Forecast
for 2026



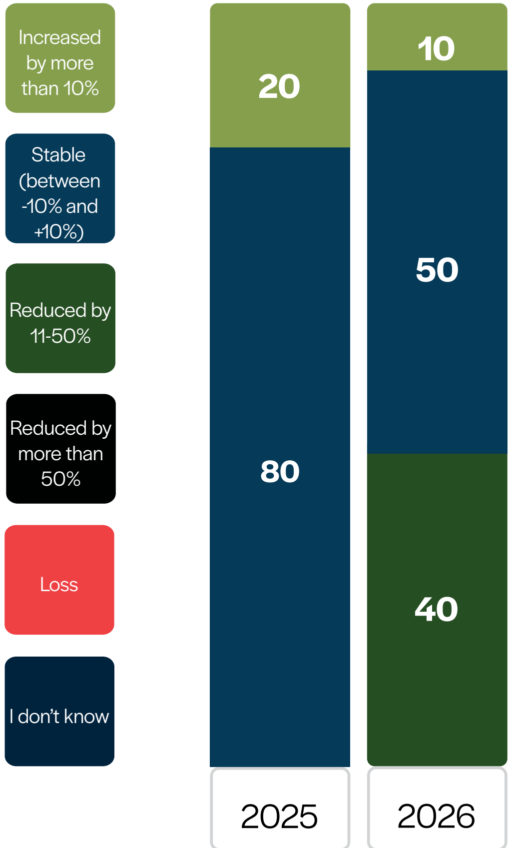
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

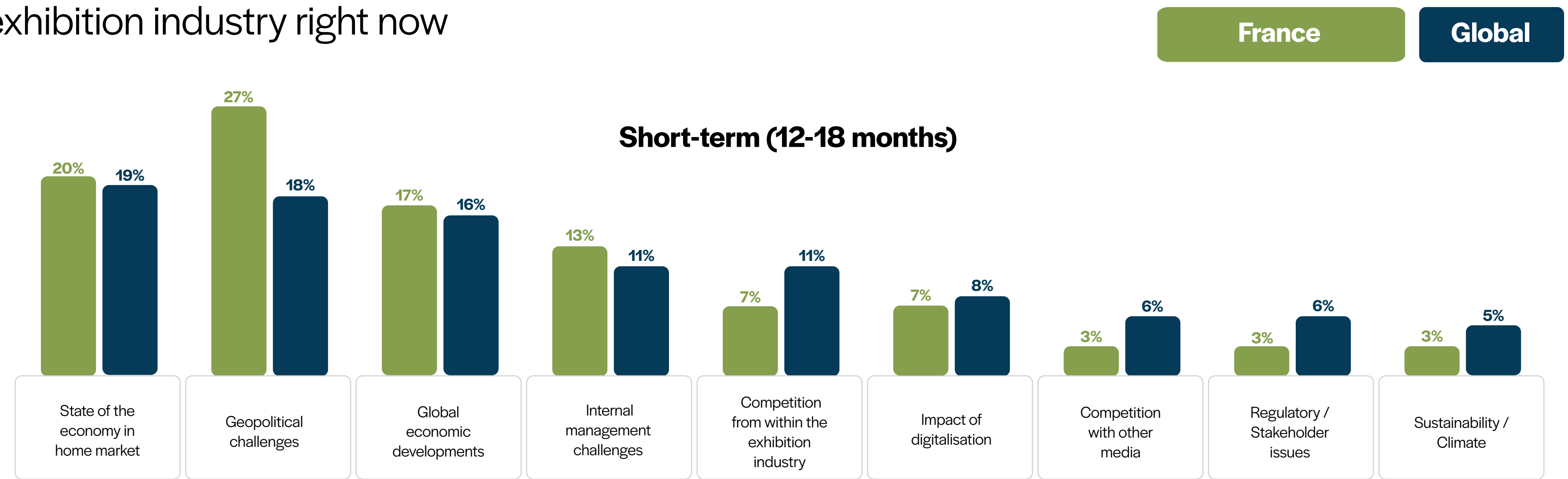
(12 answers in total)

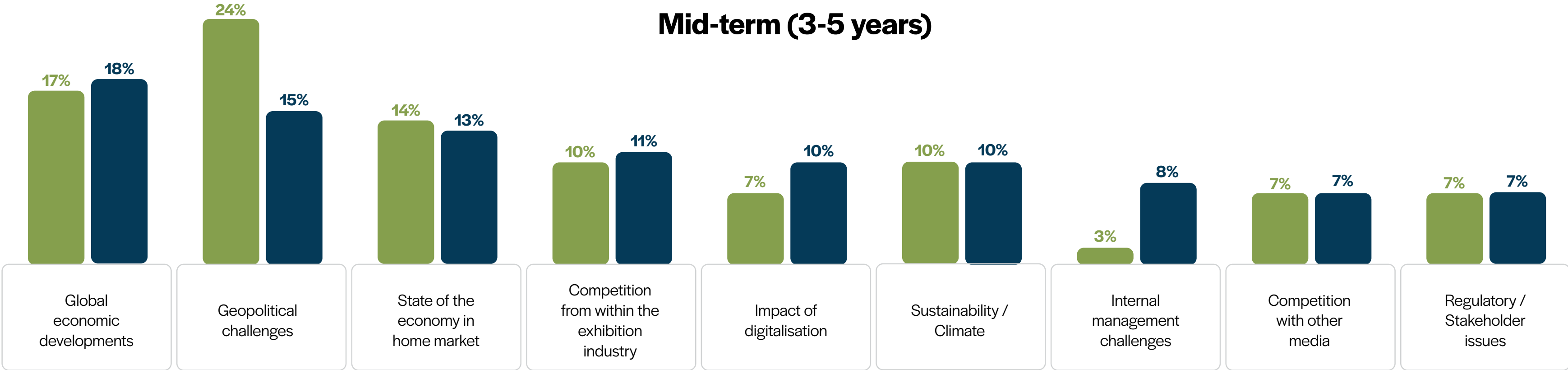
Operating Profits
compared to the previous year



(12 answers in total)

Most important business issues
in the exhibition industry right now

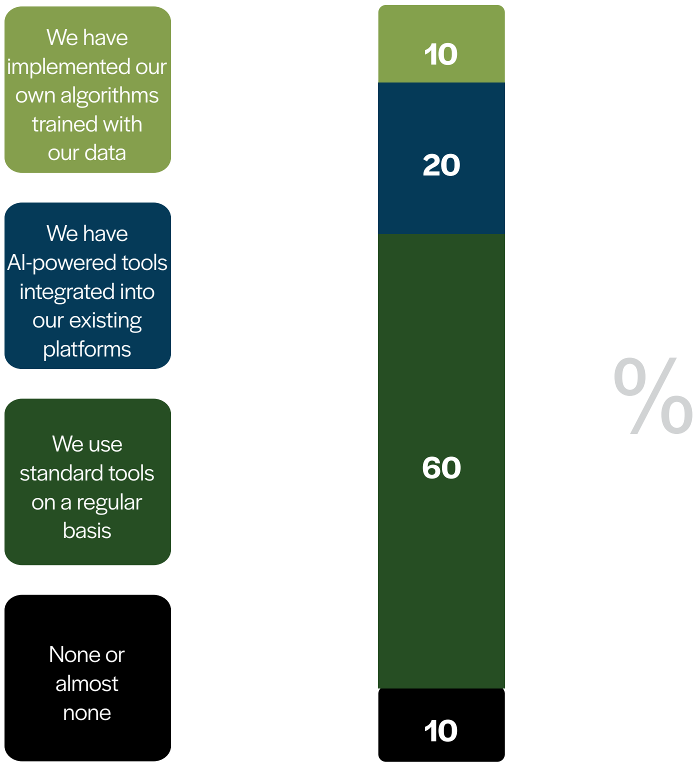




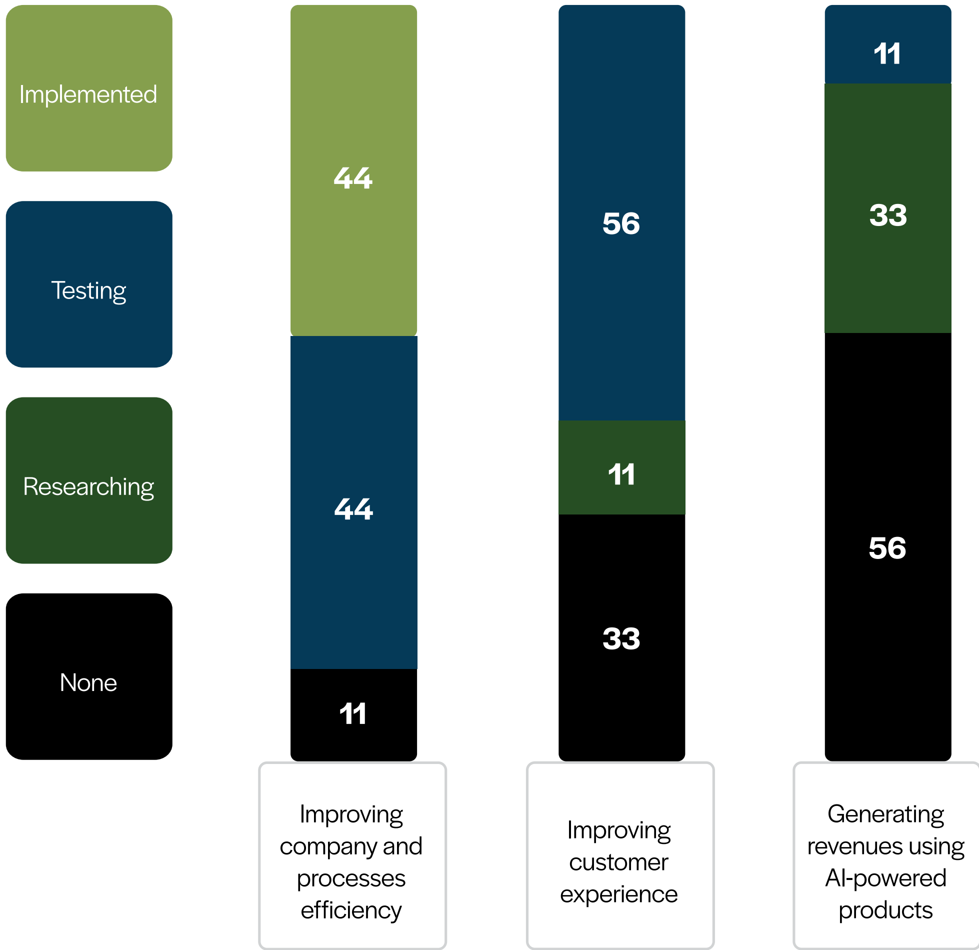
(12 answers in total)

Generative AI Applications

Level of Implementation

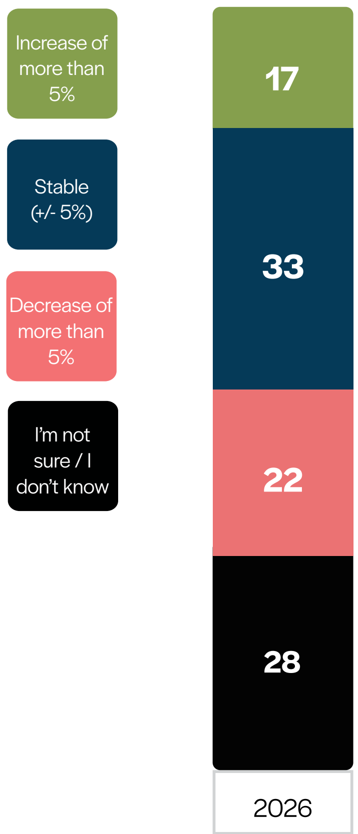


Level of Maturity

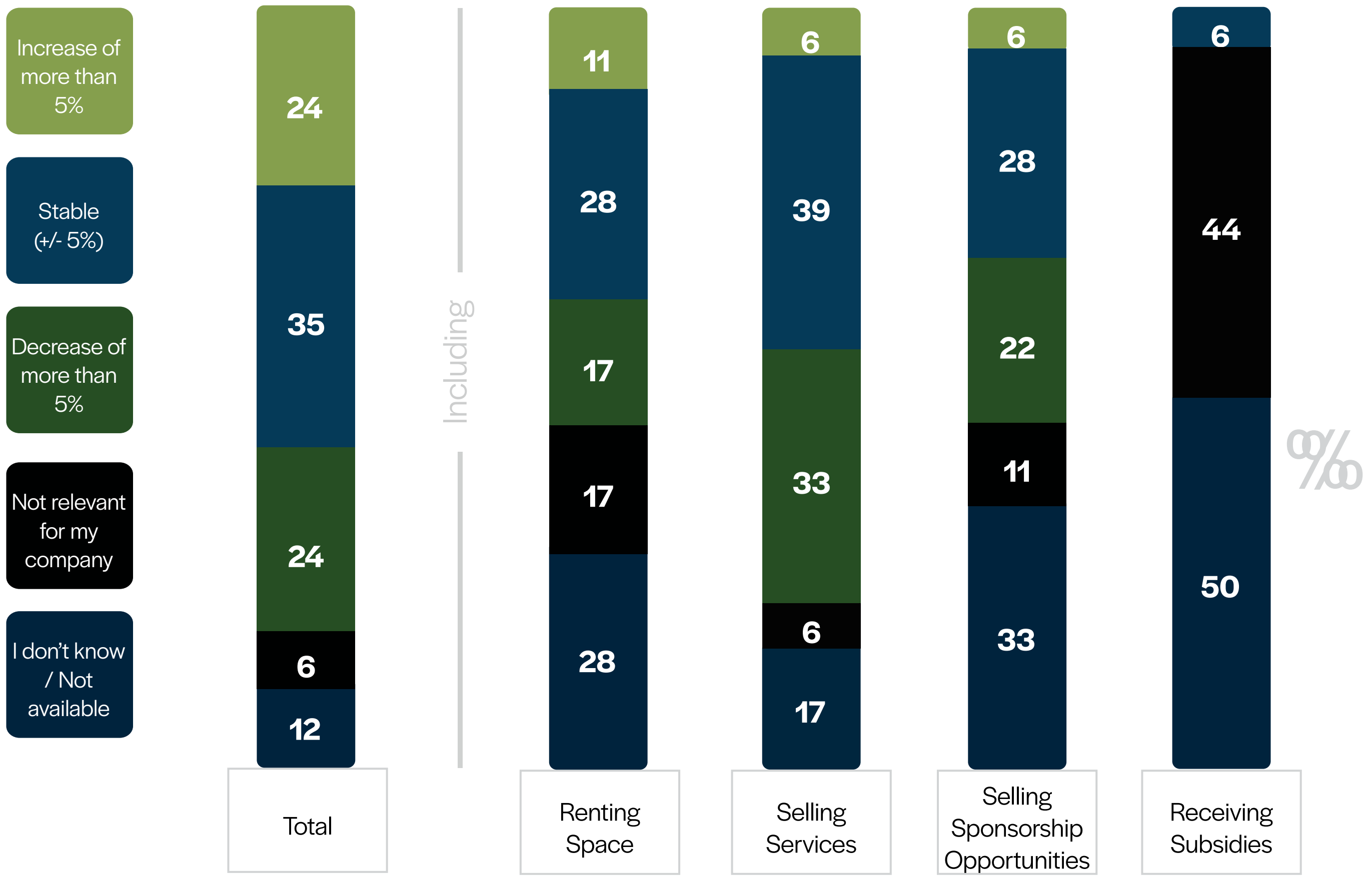


(12 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



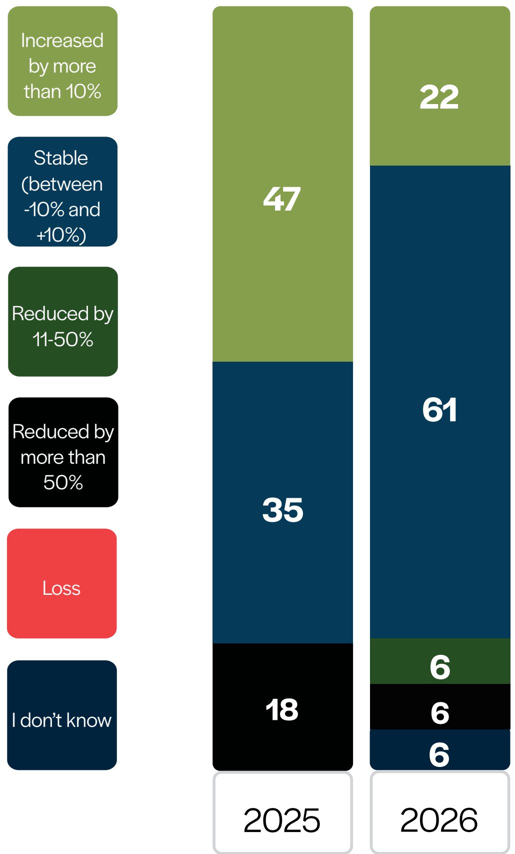
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(20 answers in total)

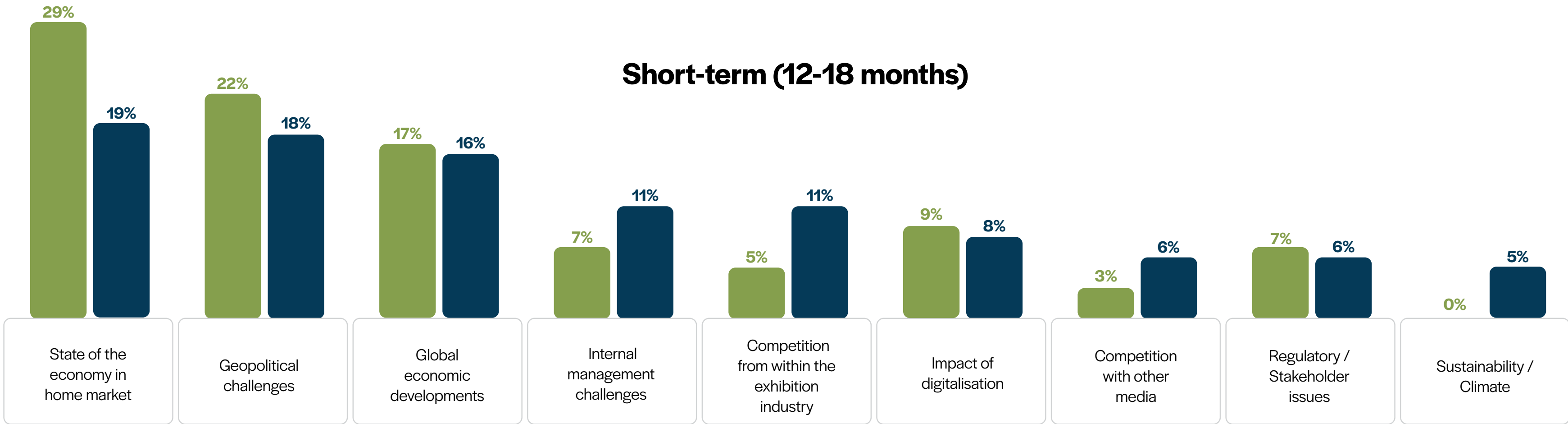
Operating Profits
compared to the previous year

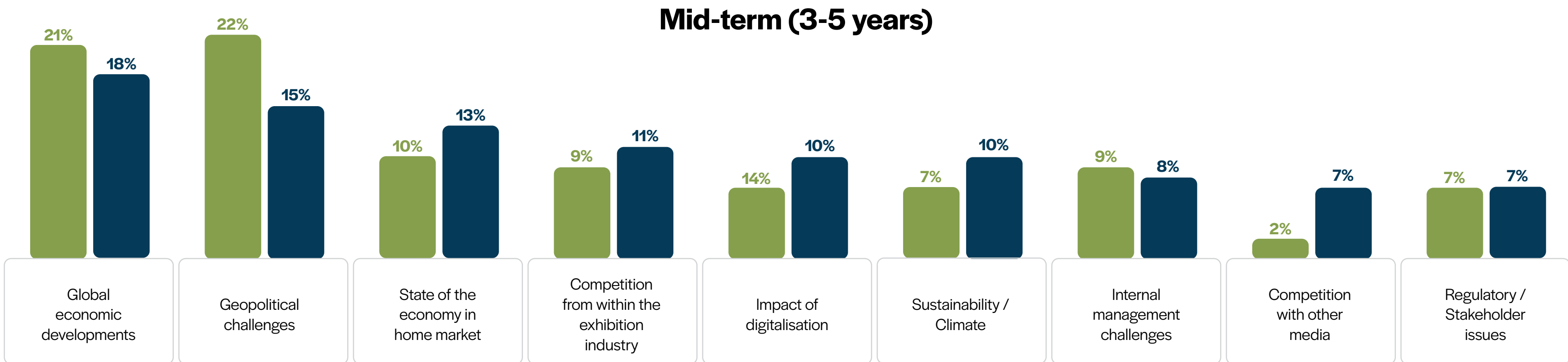


(20 answers in total)

Most important business issues
in the exhibition industry right now

Germany Global

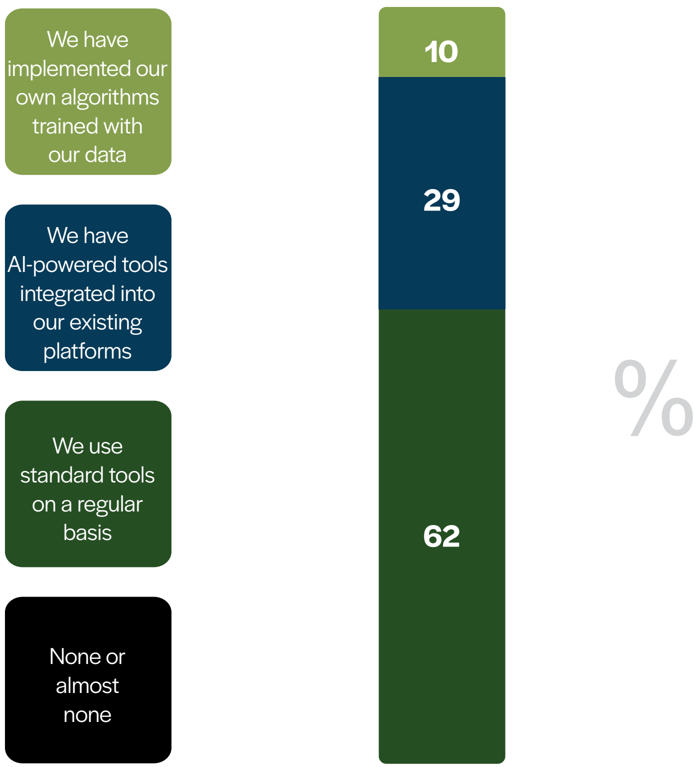




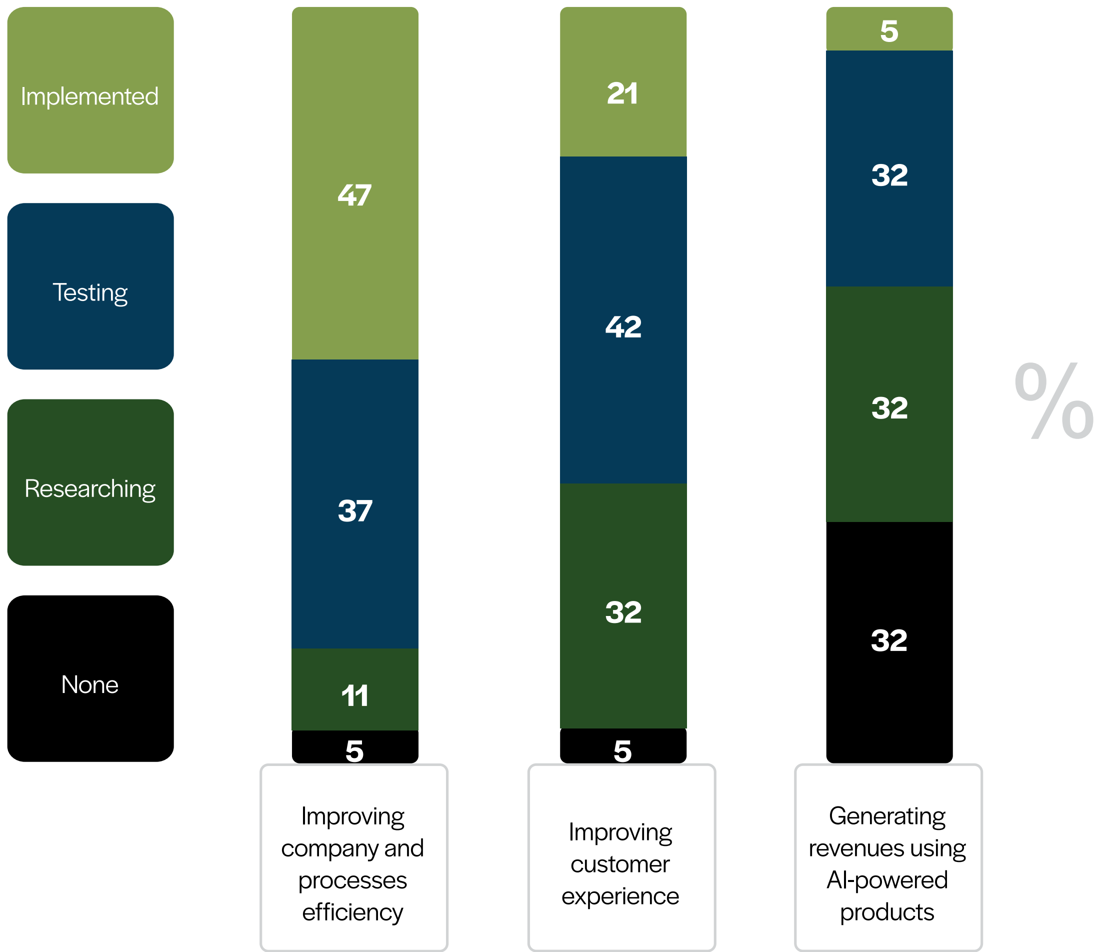
(20 answers in total)

Generative AI Applications

Level of Implementation

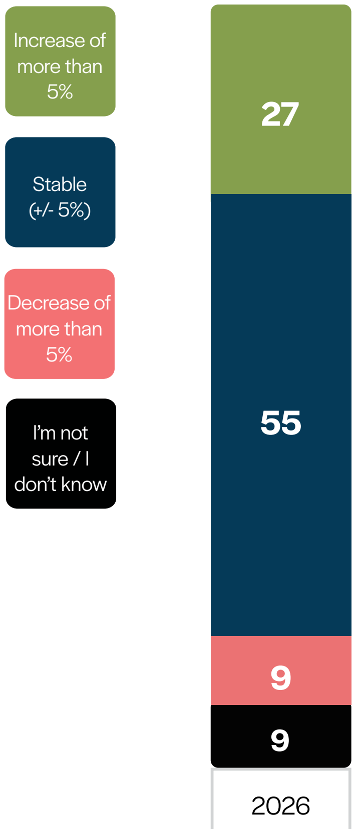


Level of Maturity

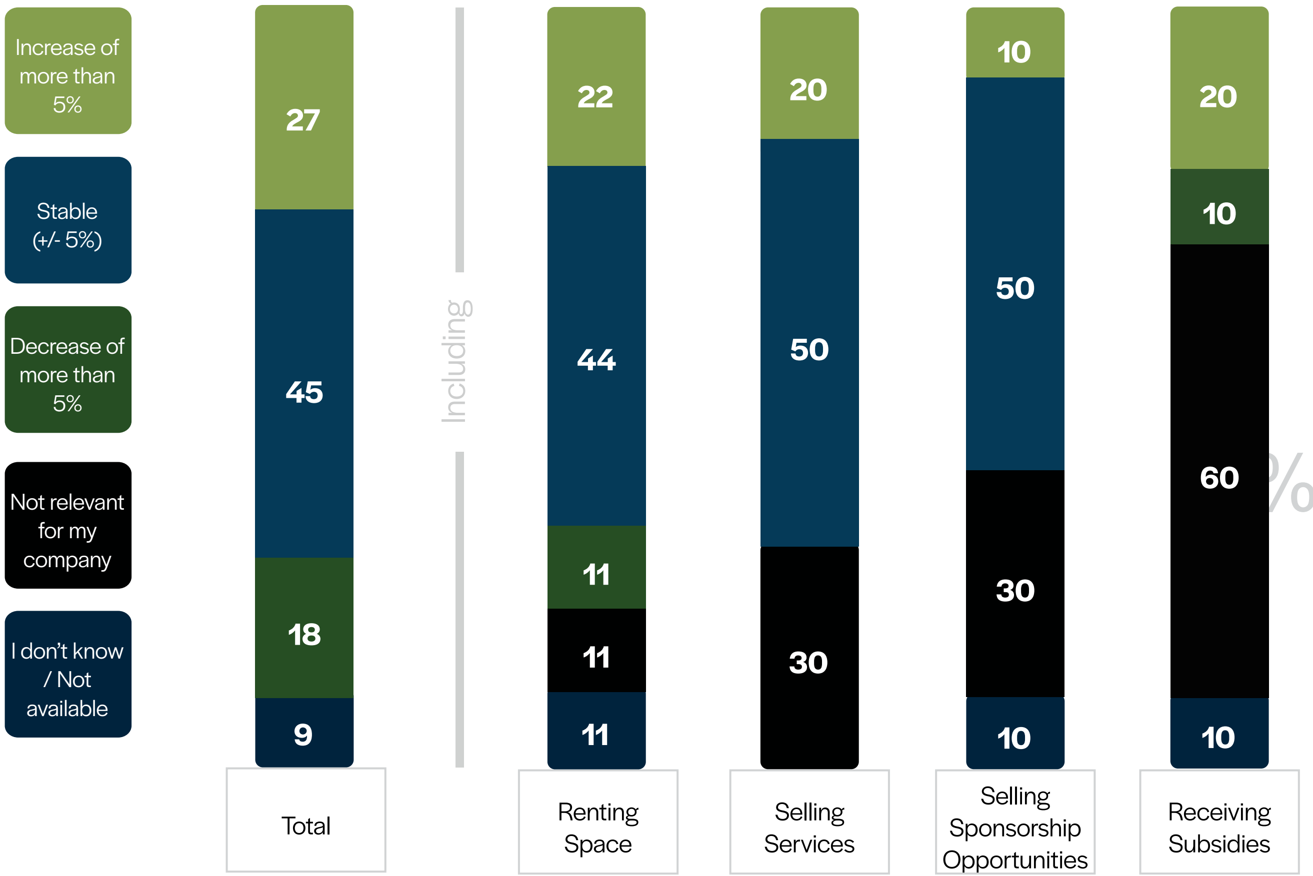


(20 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



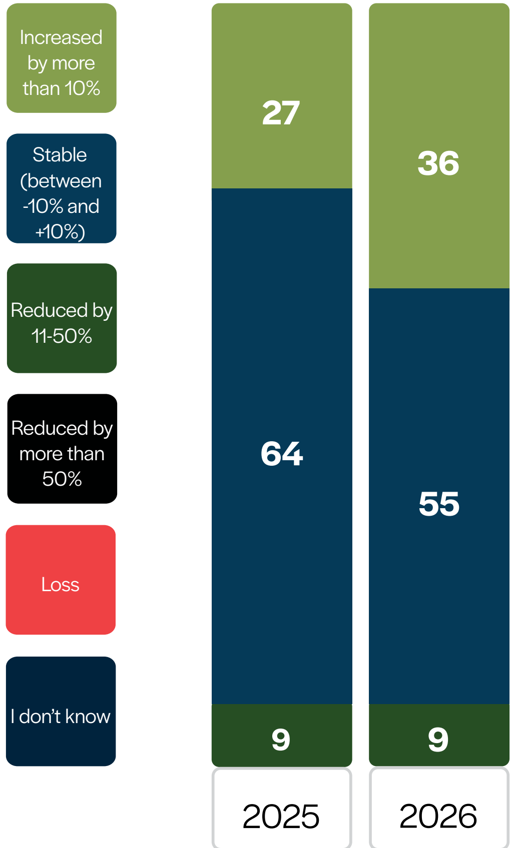
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(12 answers in total)

Operating Profits
compared to the previous year

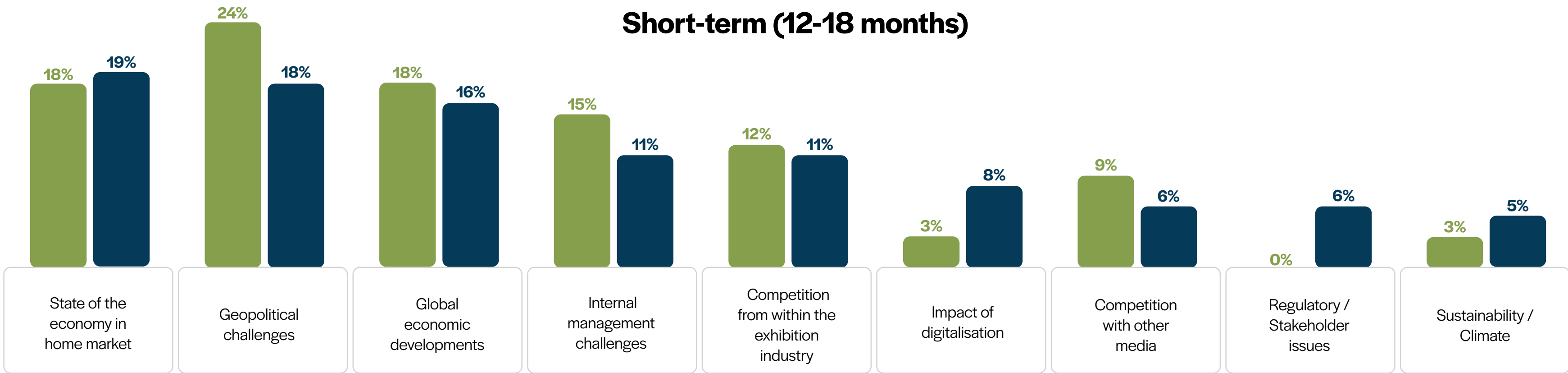


(12 answers in total)

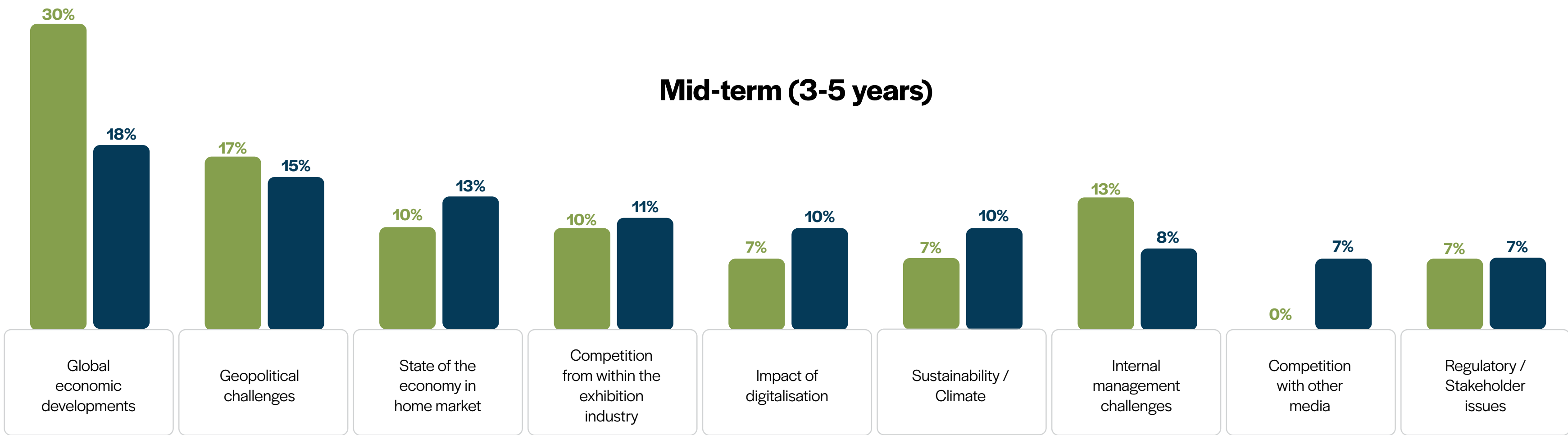
Most important business issues
in the exhibition industry right now

Greece
Global

Short-term (12-18 months)



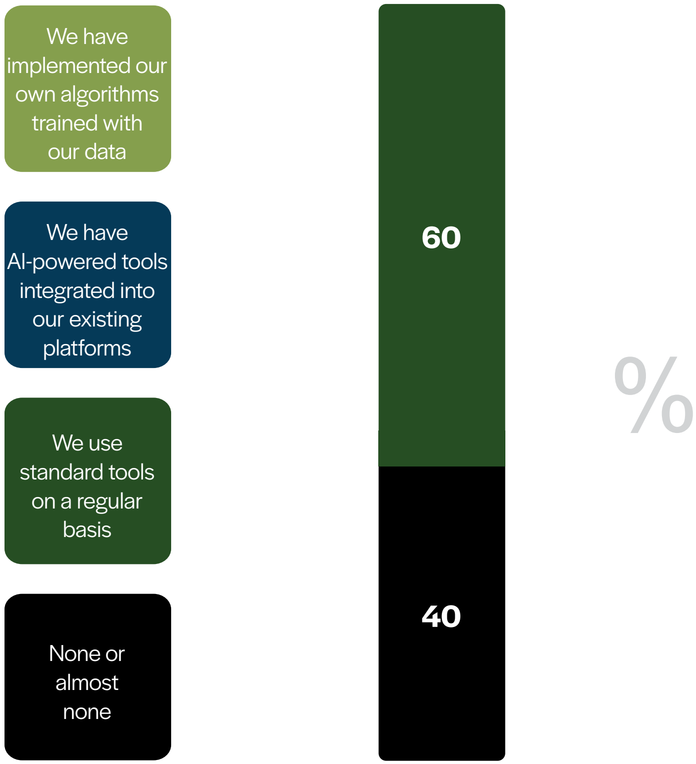
Mid-term (3-5 years)



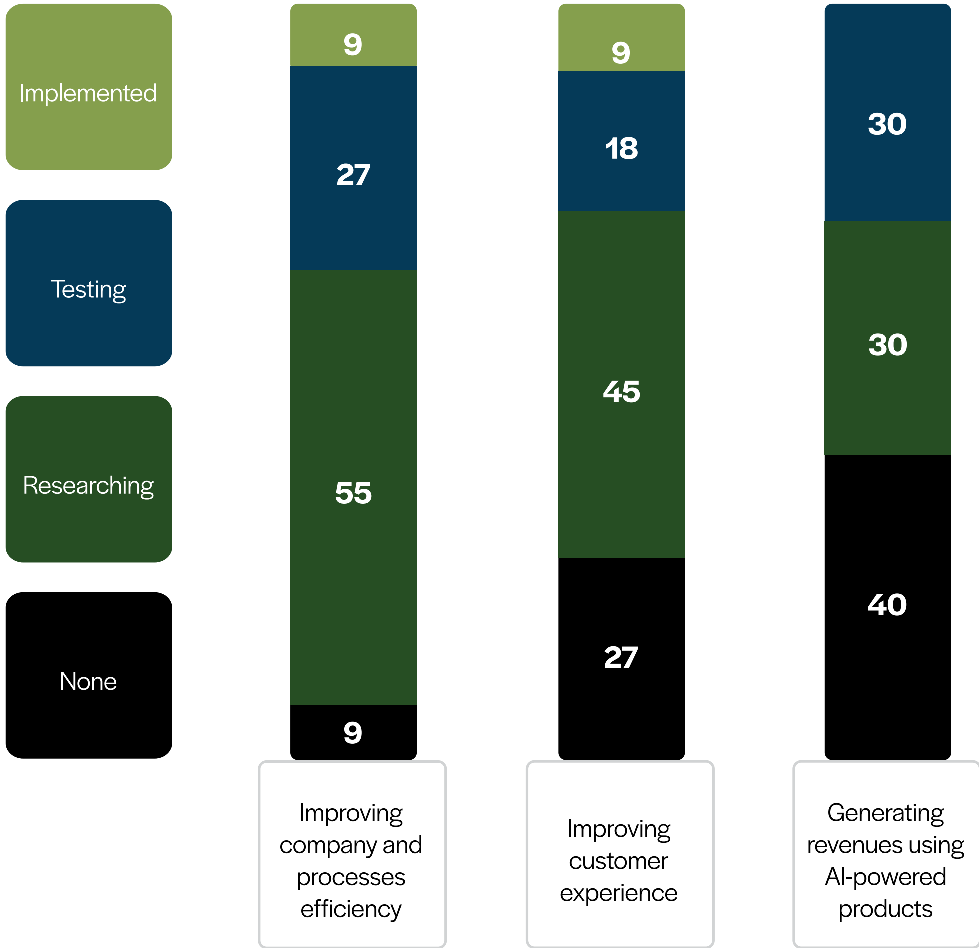
(12 answers in total)

Generative AI Applications

Level of Implementation

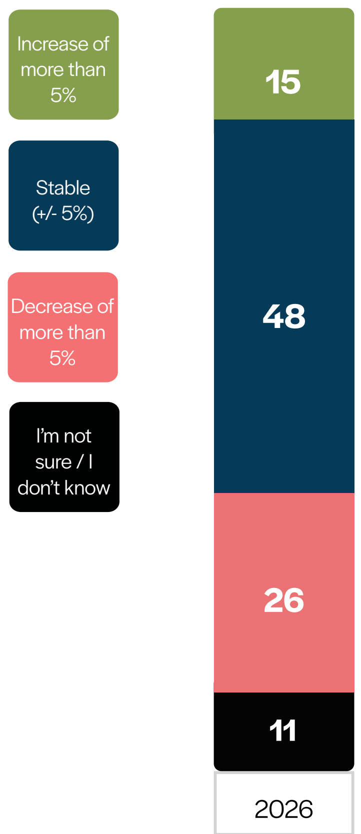


Level of Maturity



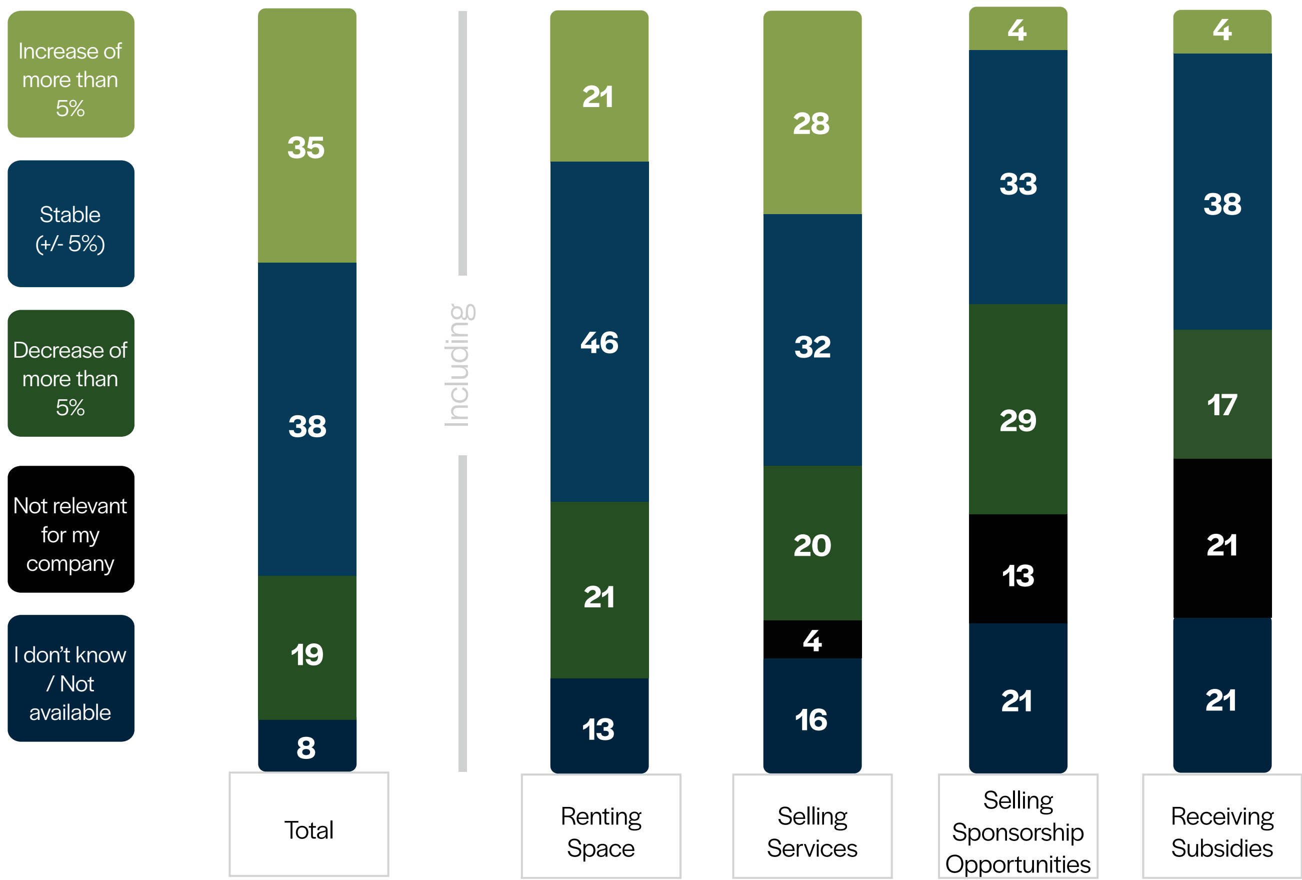
(12 answers in total)

Country-Level Aggregated Rented Space Forecast for 2026



Company Exhibition-Related Revenues Forecast

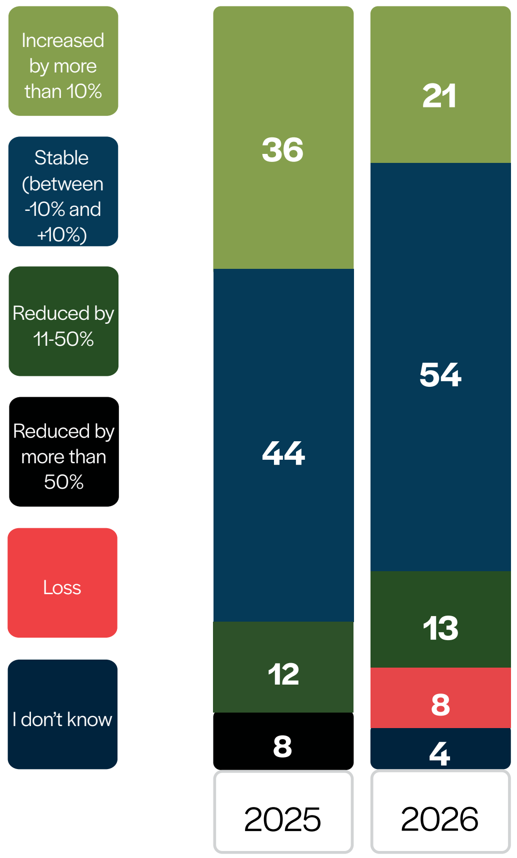
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(29 answers in total)

Operating Profits
compared to the previous year



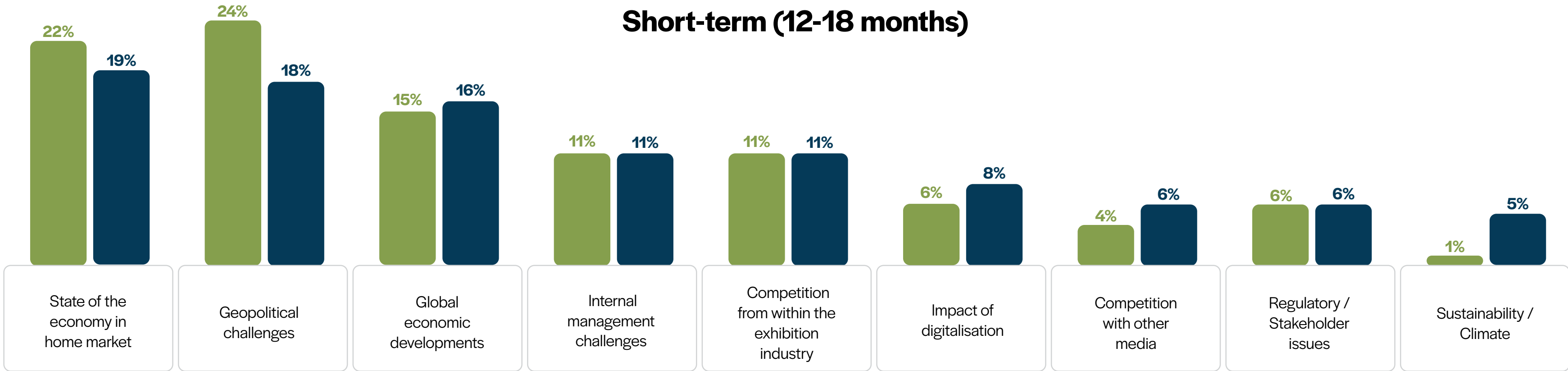
(29 answers in total)

Most important business issues

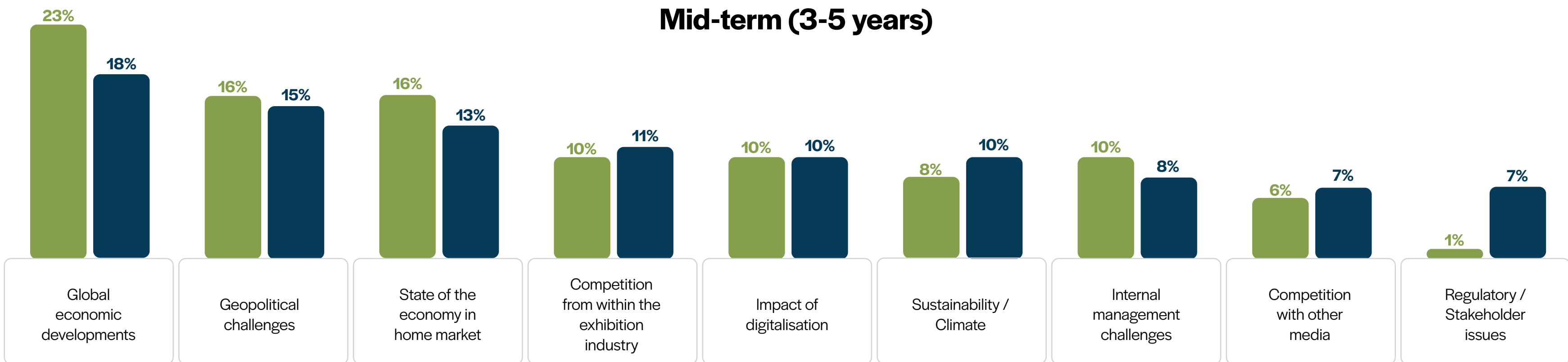
in the exhibition industry right now

Italy | Global

Short-term (12-18 months)



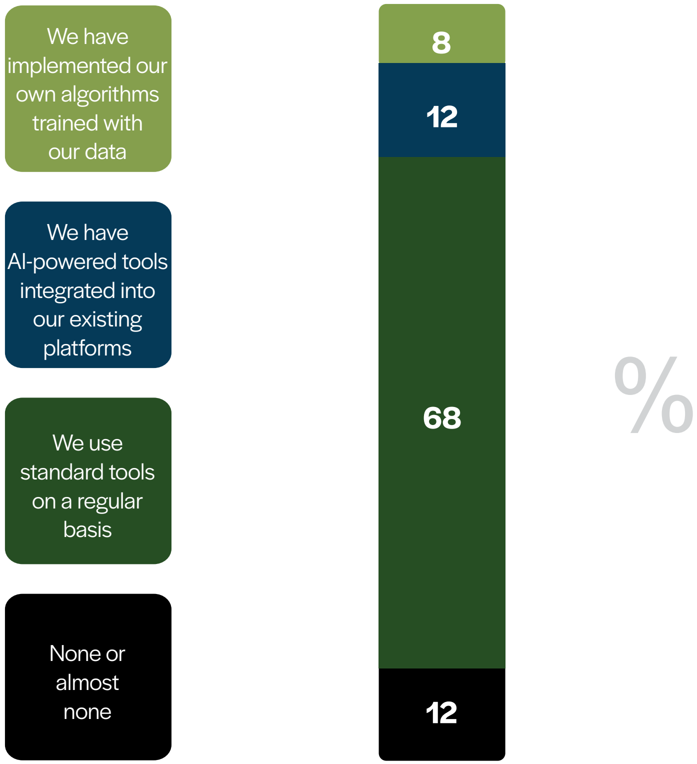
Mid-term (3-5 years)



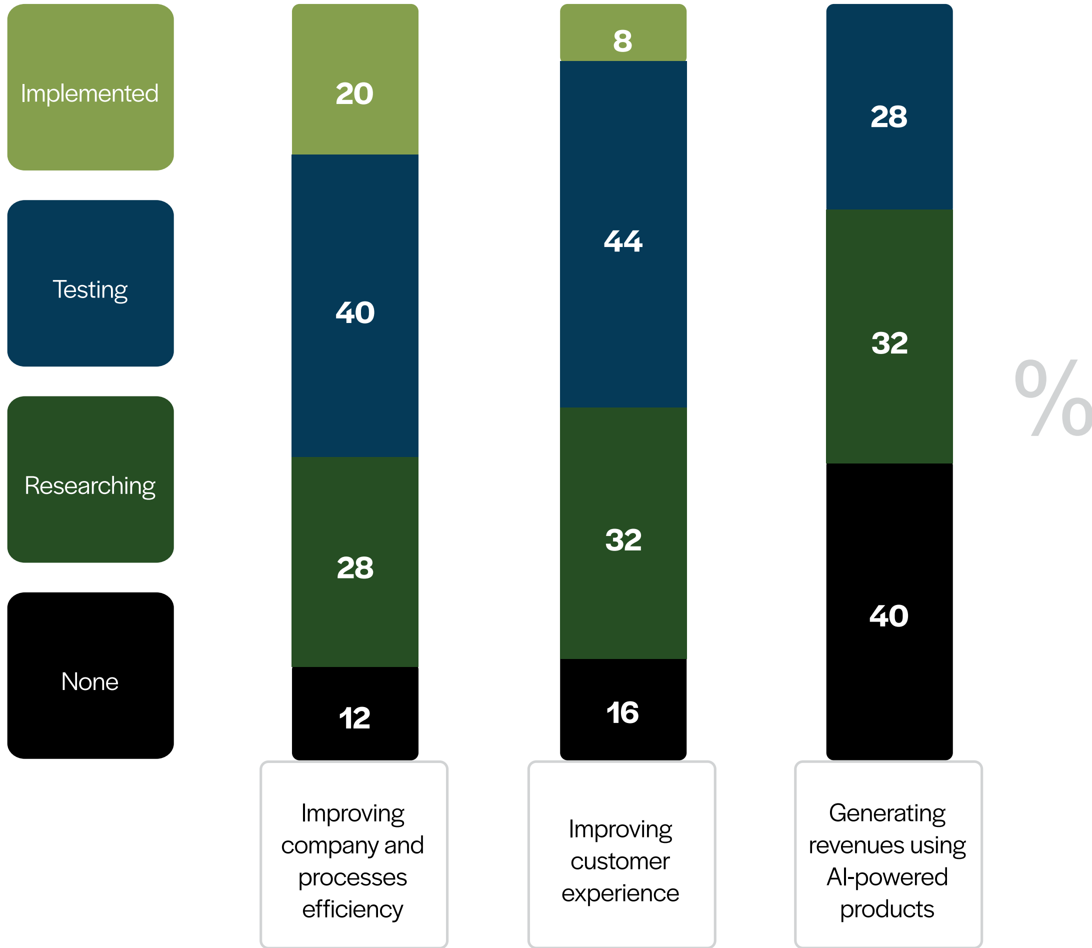
(29 answers in total)

Generative AI Applications

Level of Implementation

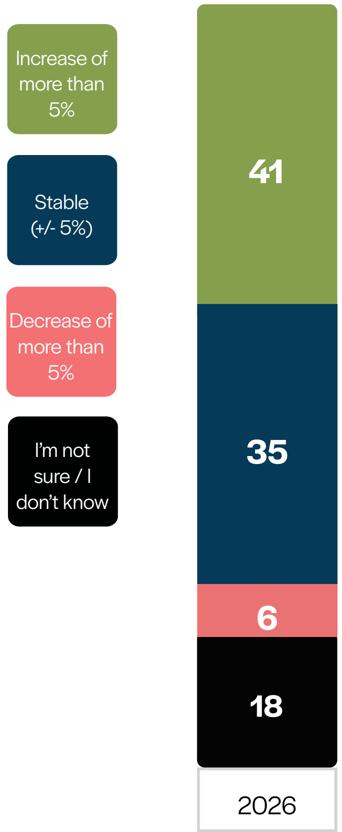


Level of Maturity

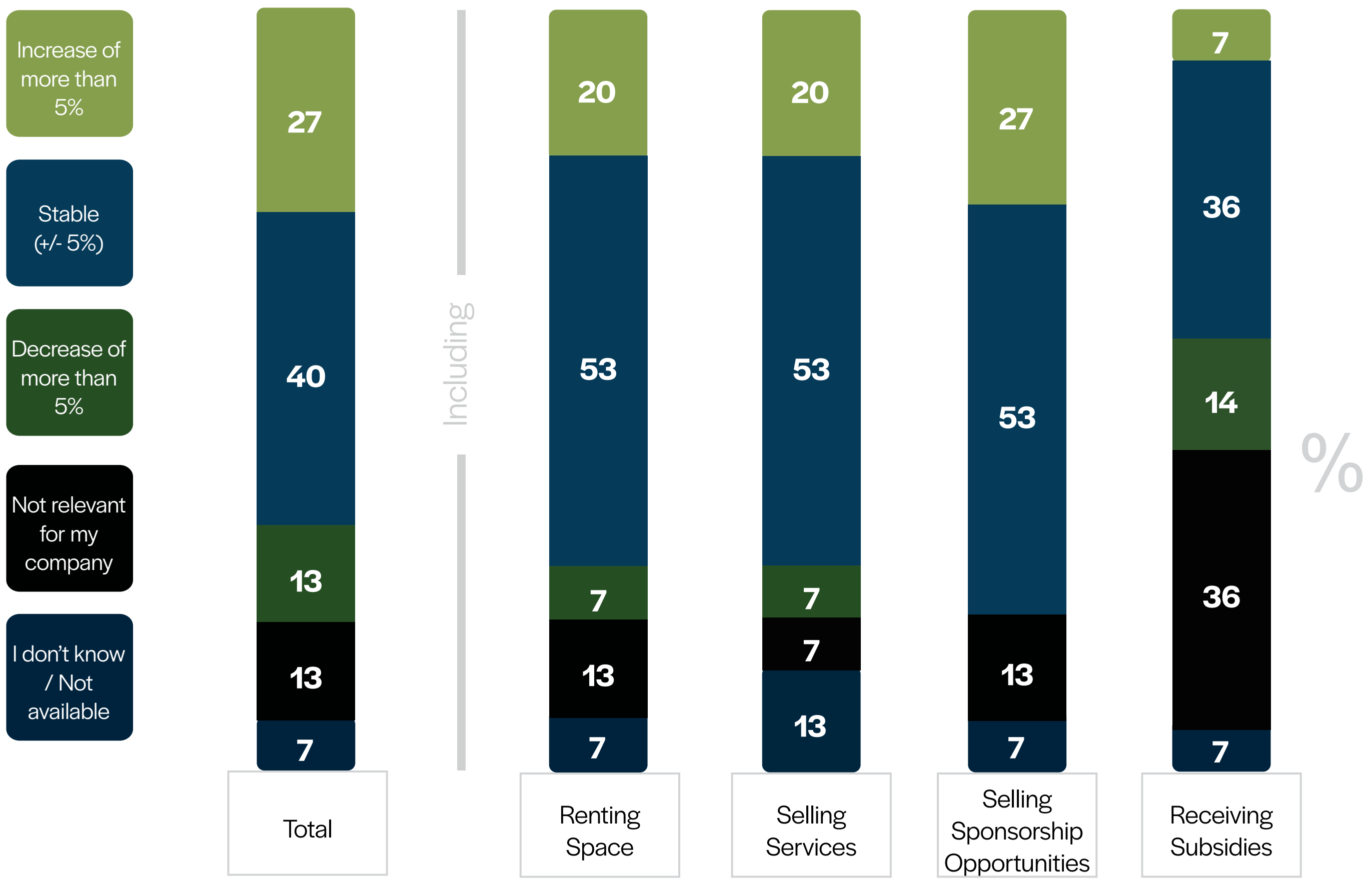


(29 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



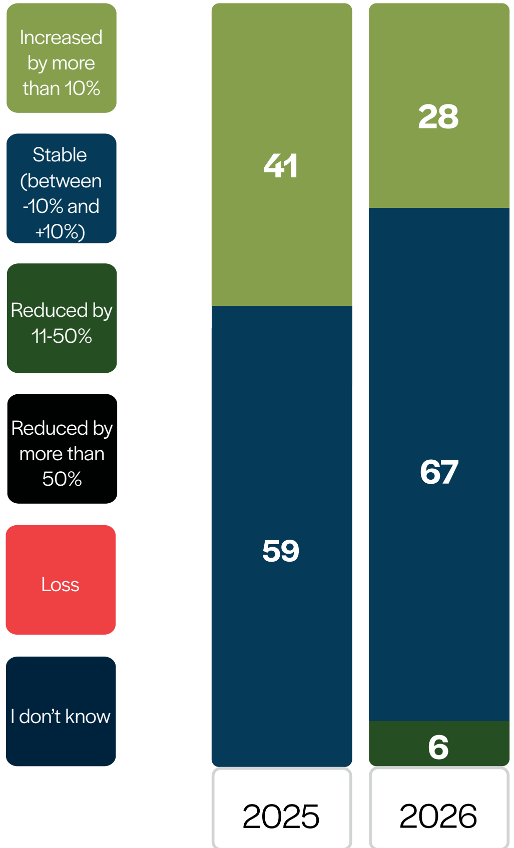
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(19 answers in total)

Operating Profits
compared to the previous year

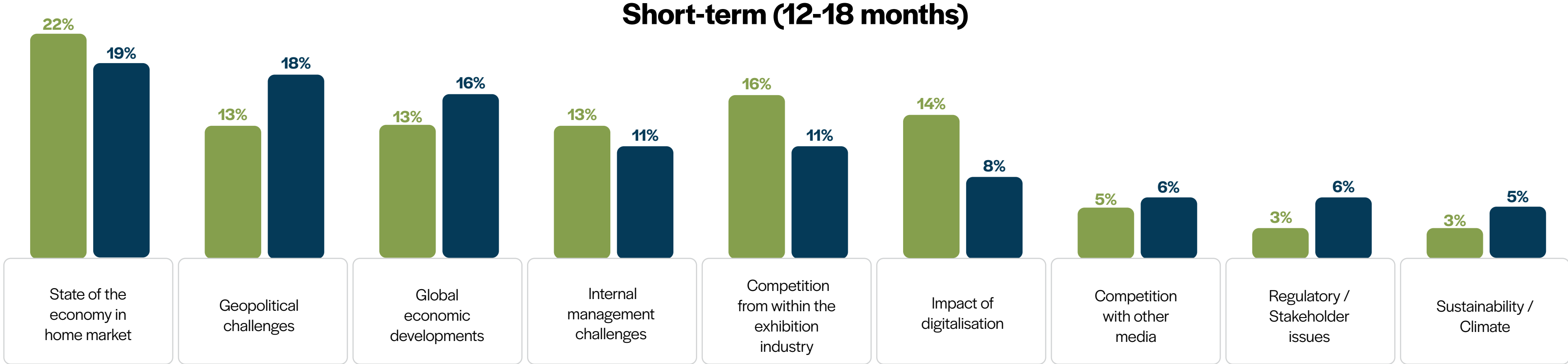


(19 answers in total)

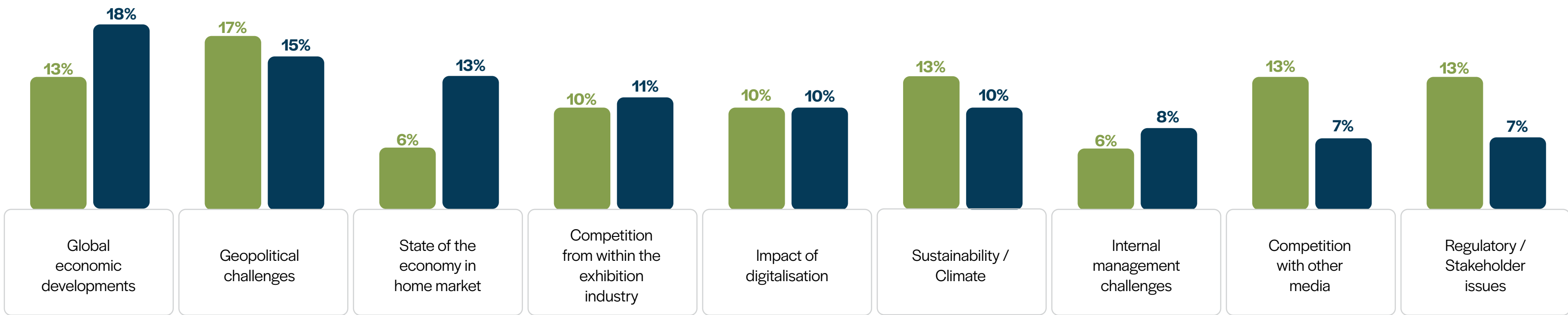
Most important business issues
in the exhibition industry right now

Spain Global

Short-term (12-18 months)



Mid-term (3-5 years)

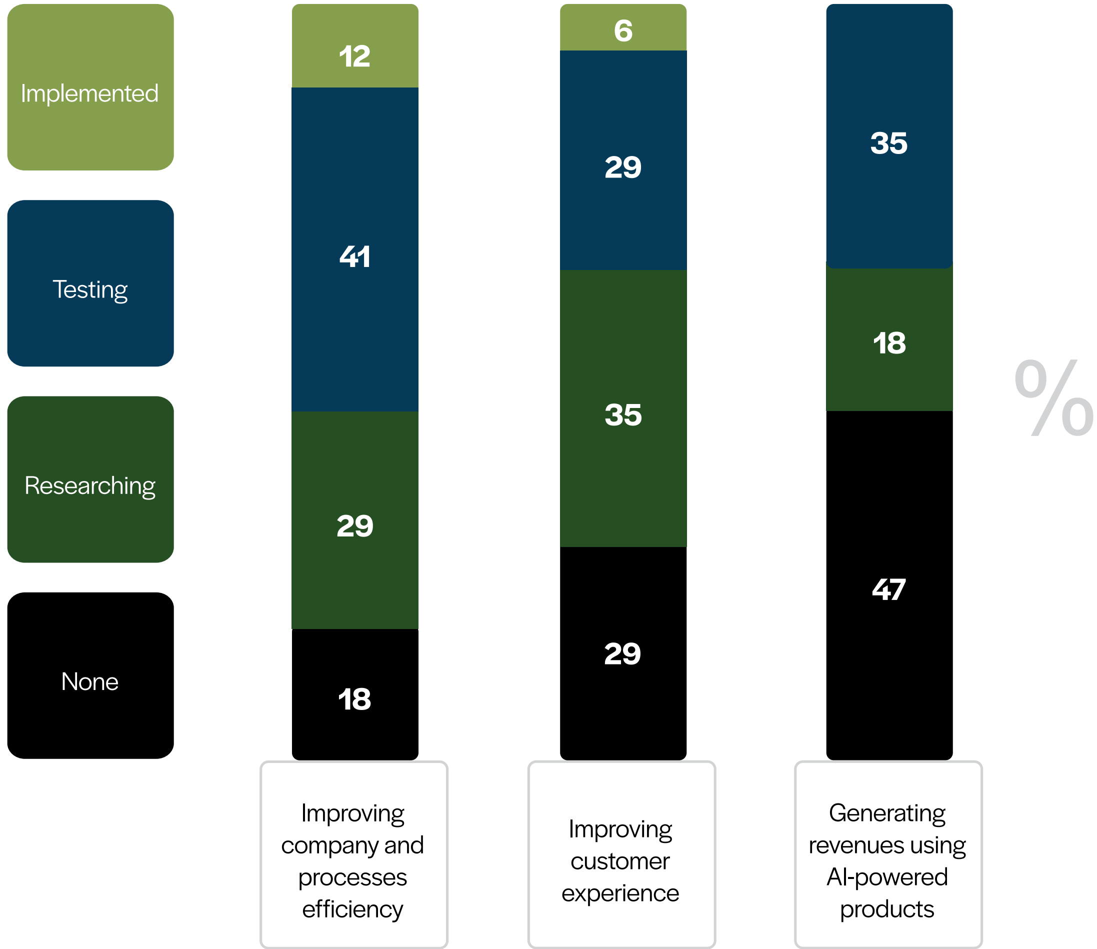


(19 answers in total)

Generative AI Applications

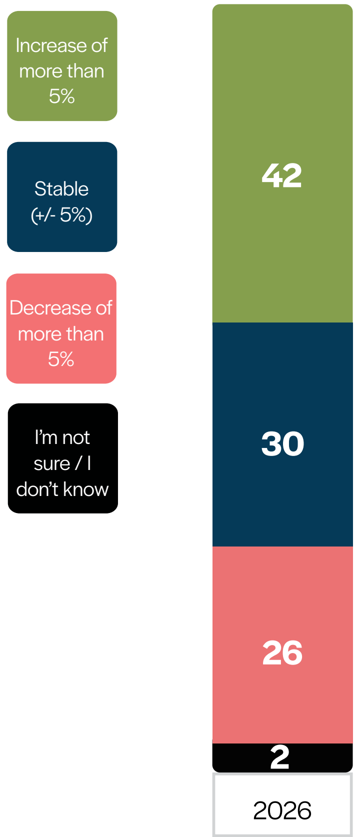
Level of Implementation

Level of Maturity

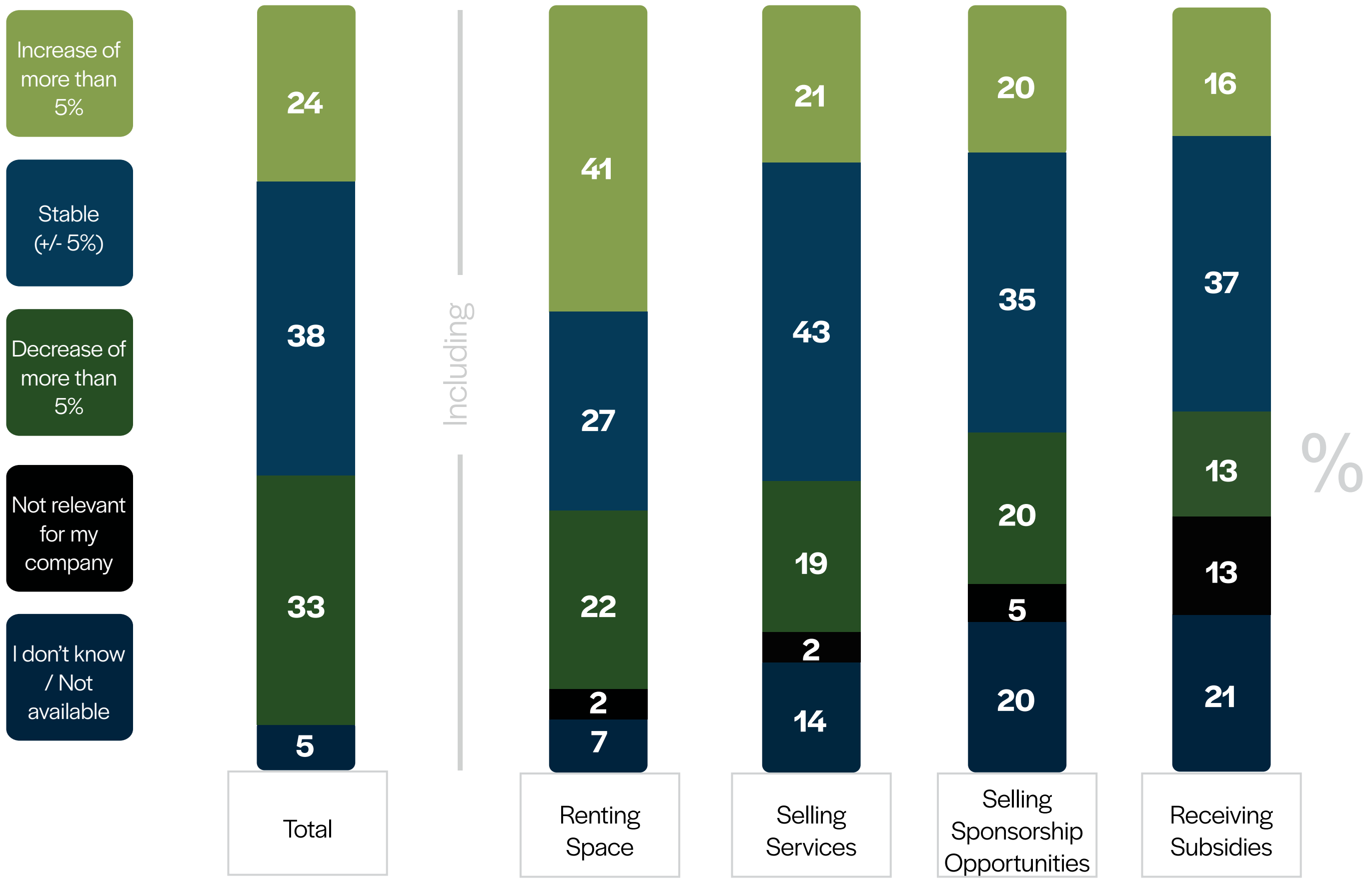


(19 answers in total)

Country-Level Aggregated Rented Space Forecast for 2026



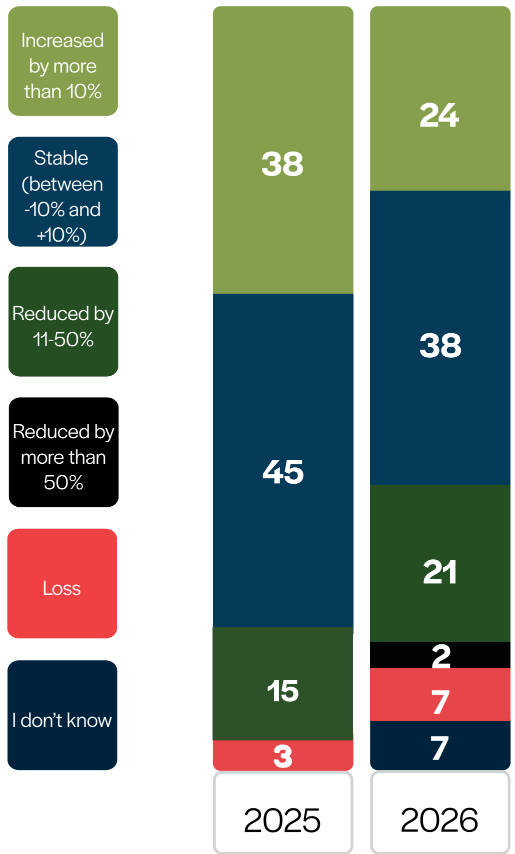
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(45 answers in total)

Operating Profits
compared to the previous year

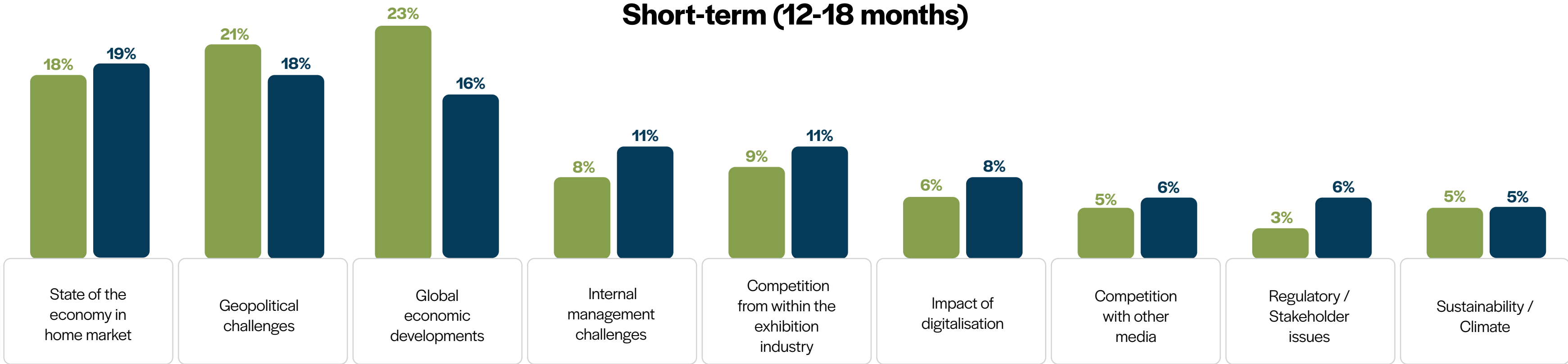


(45 answers in total)

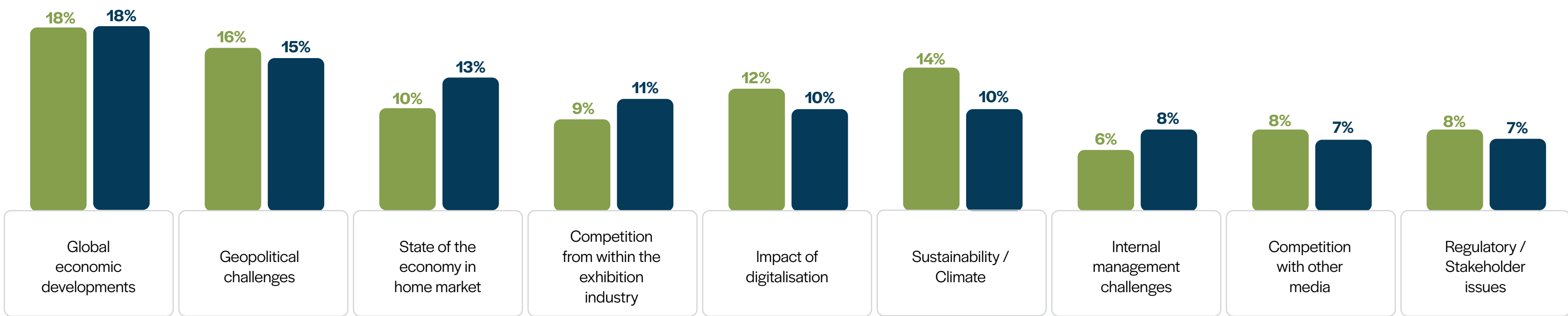
Most important business issues
in the exhibition industry right now

Türkiye Global

Short-term (12-18 months)



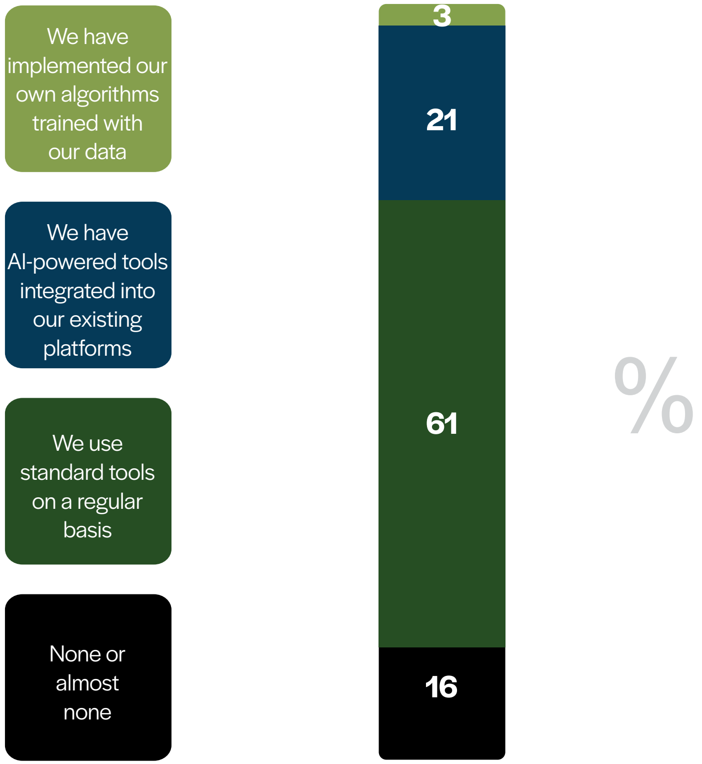
Mid-term (3-5 years)



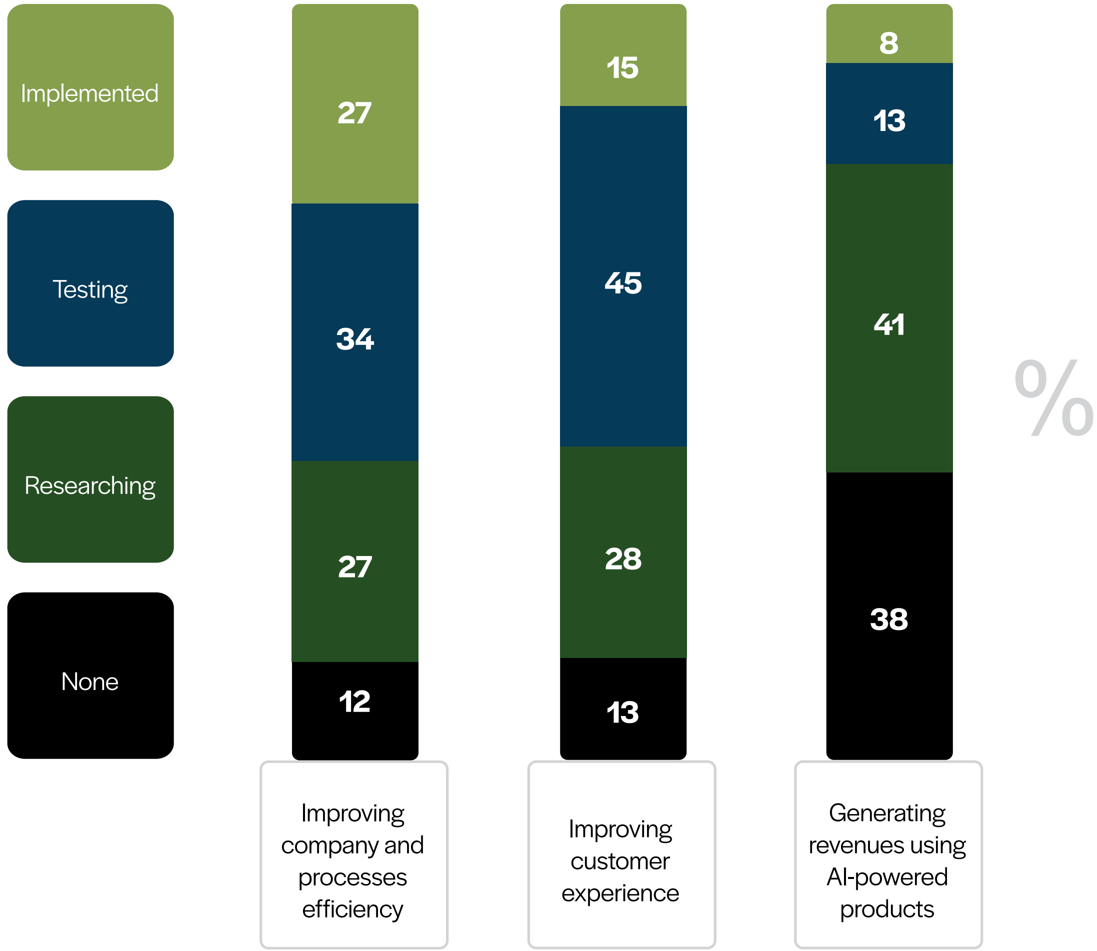
(45 answers in total)

Generative AI Applications

Level of Implementation

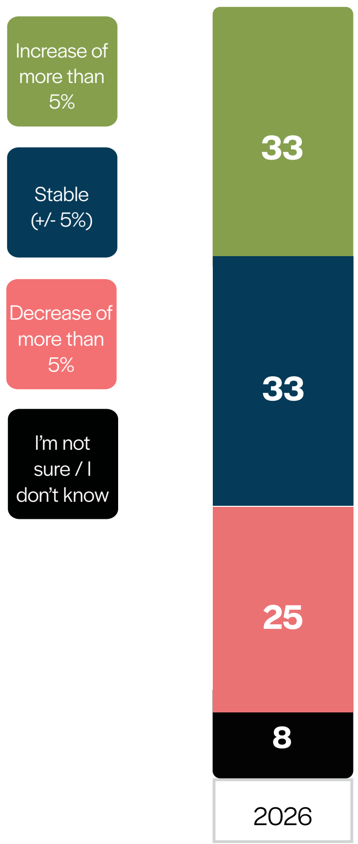


Level of Maturity

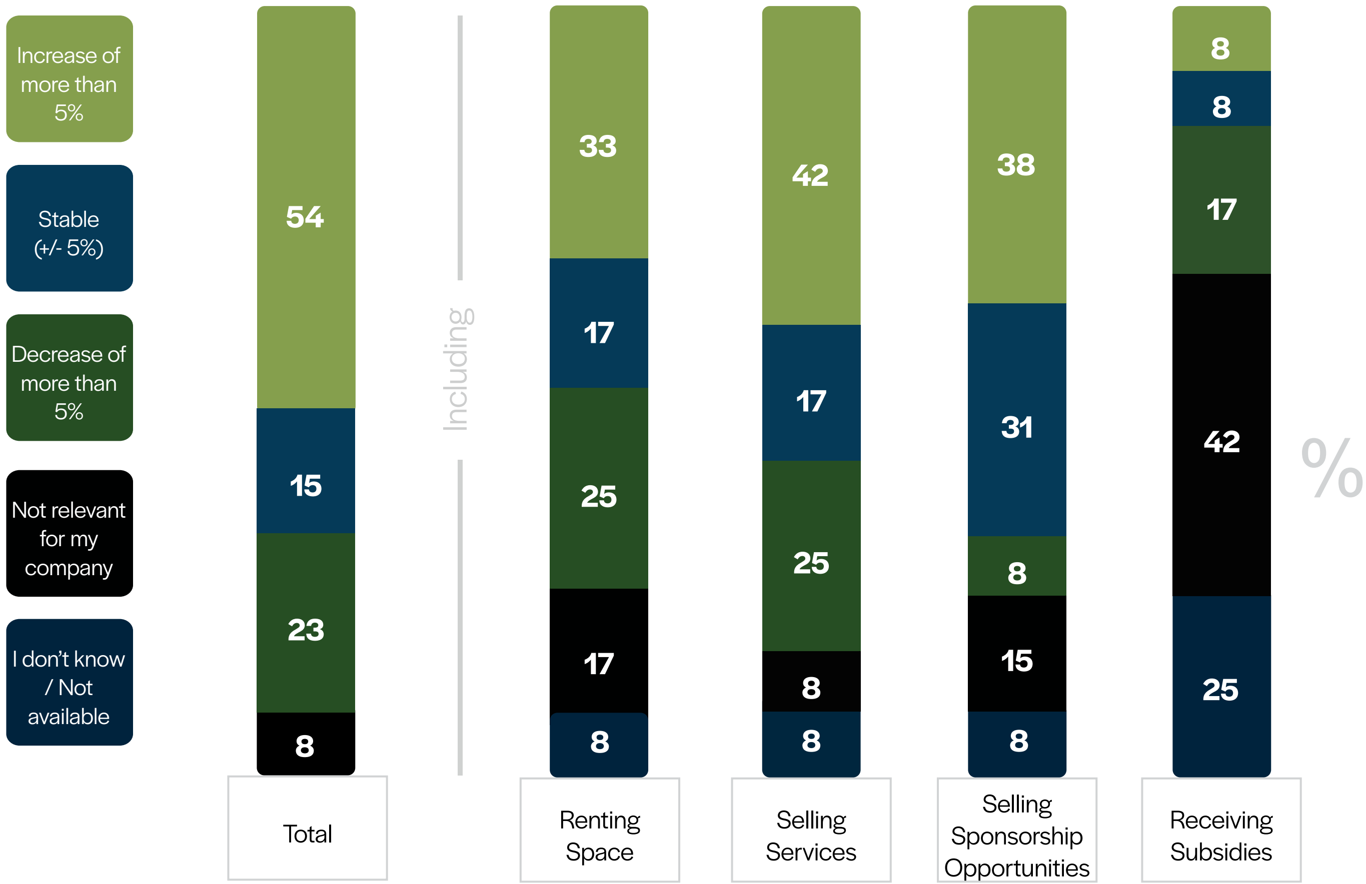


(45 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



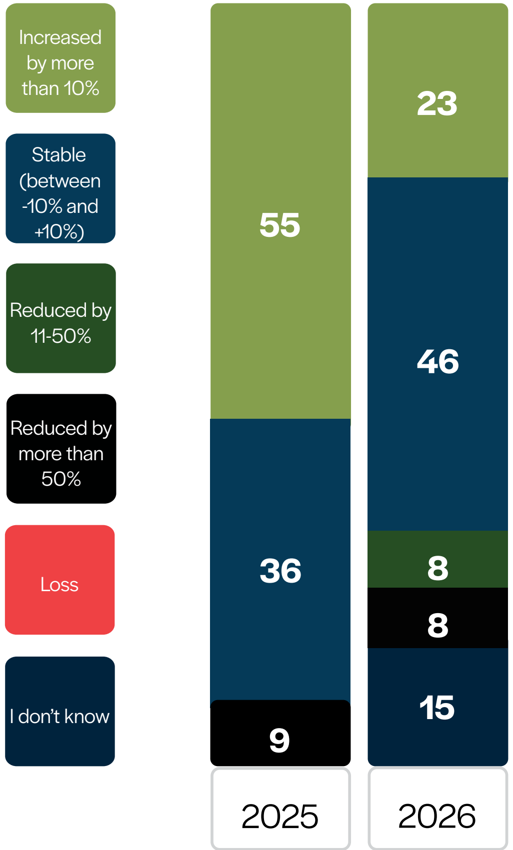
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

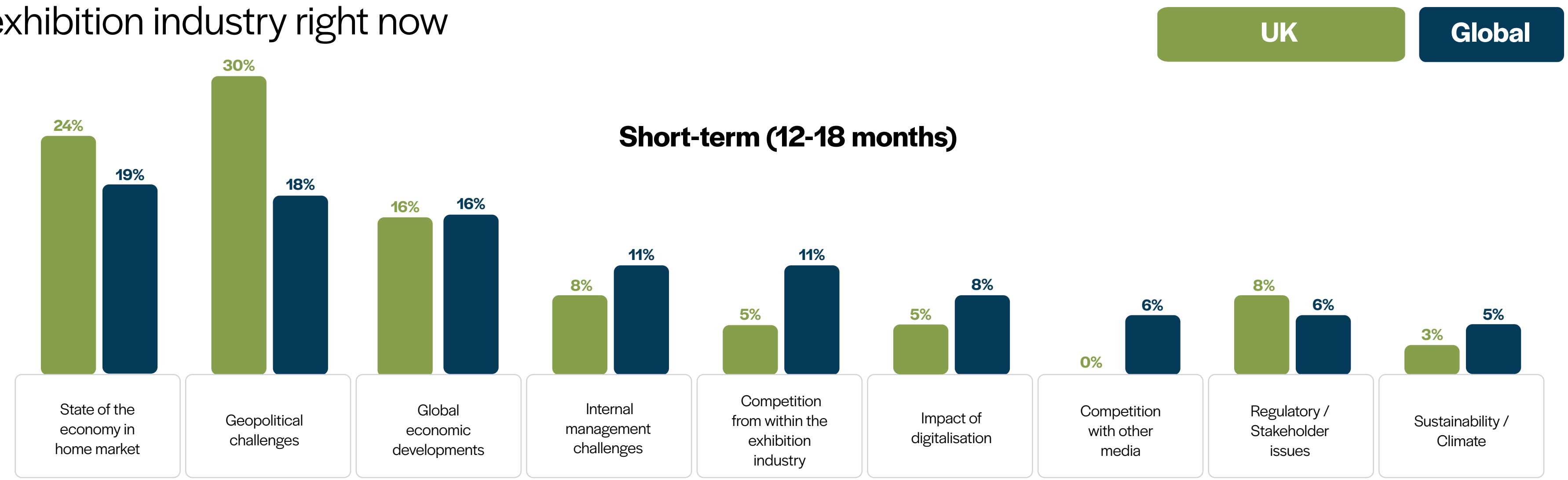
(16 answers in total)

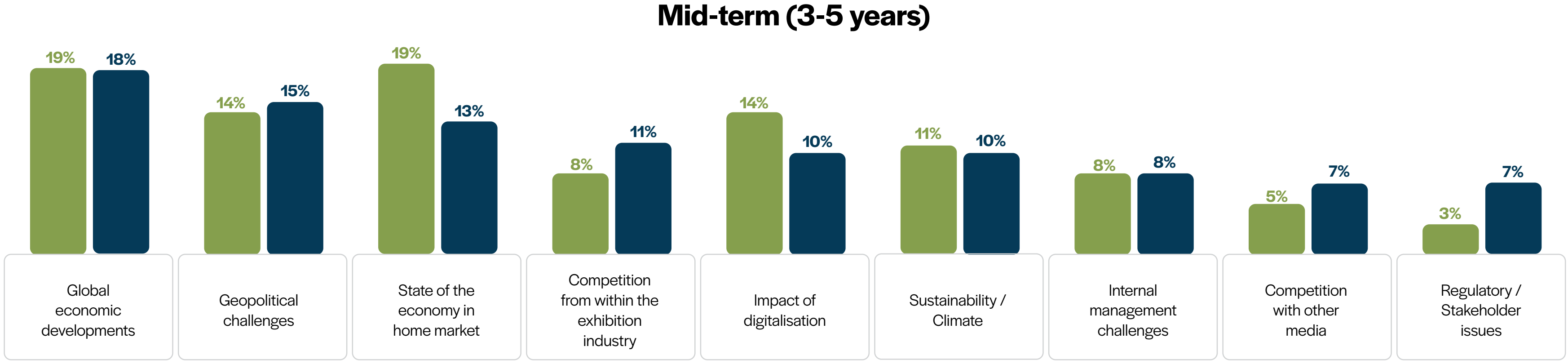
Operating Profits
compared to the previous year



(16 answers in total)

Most important business issues
in the exhibition industry right now

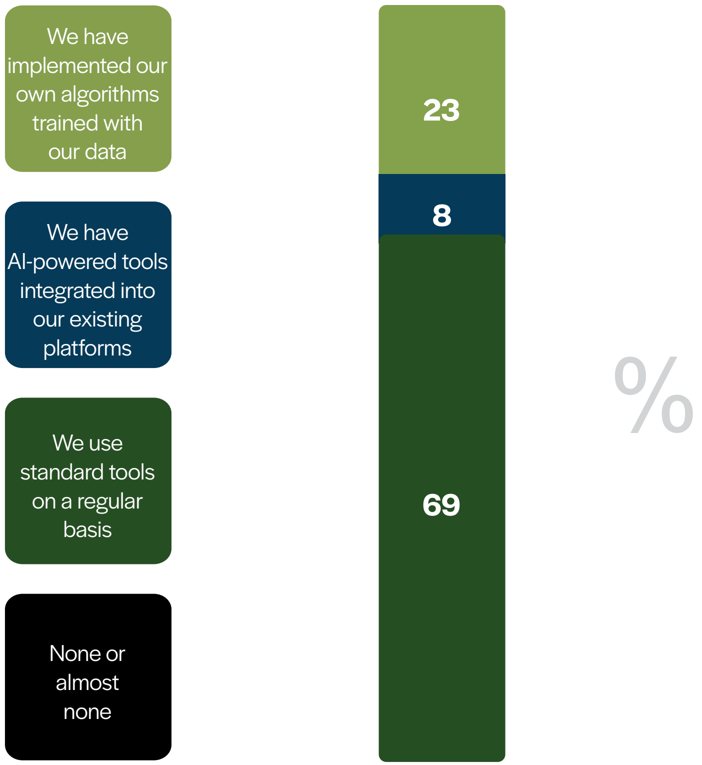




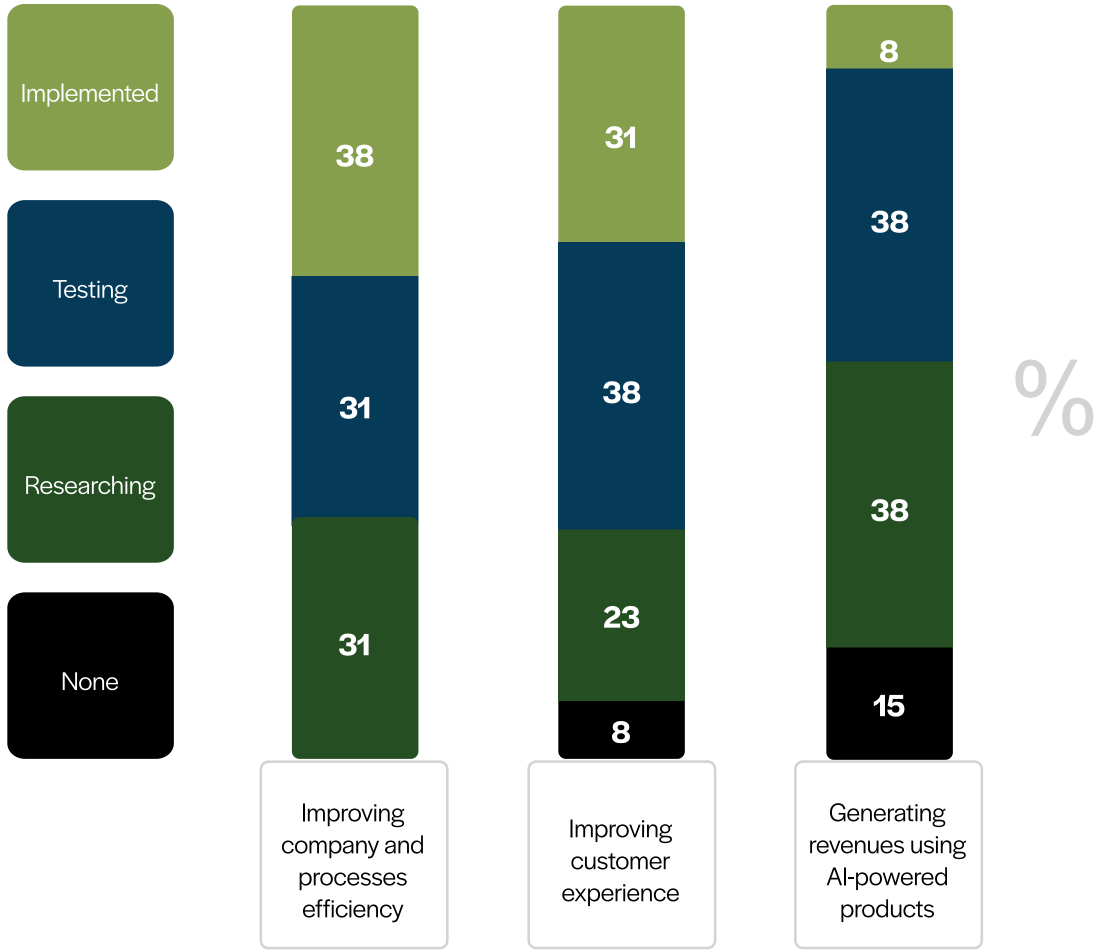
(16 answers in total)

Generative AI Applications

Level of Implementation



Level of Maturity

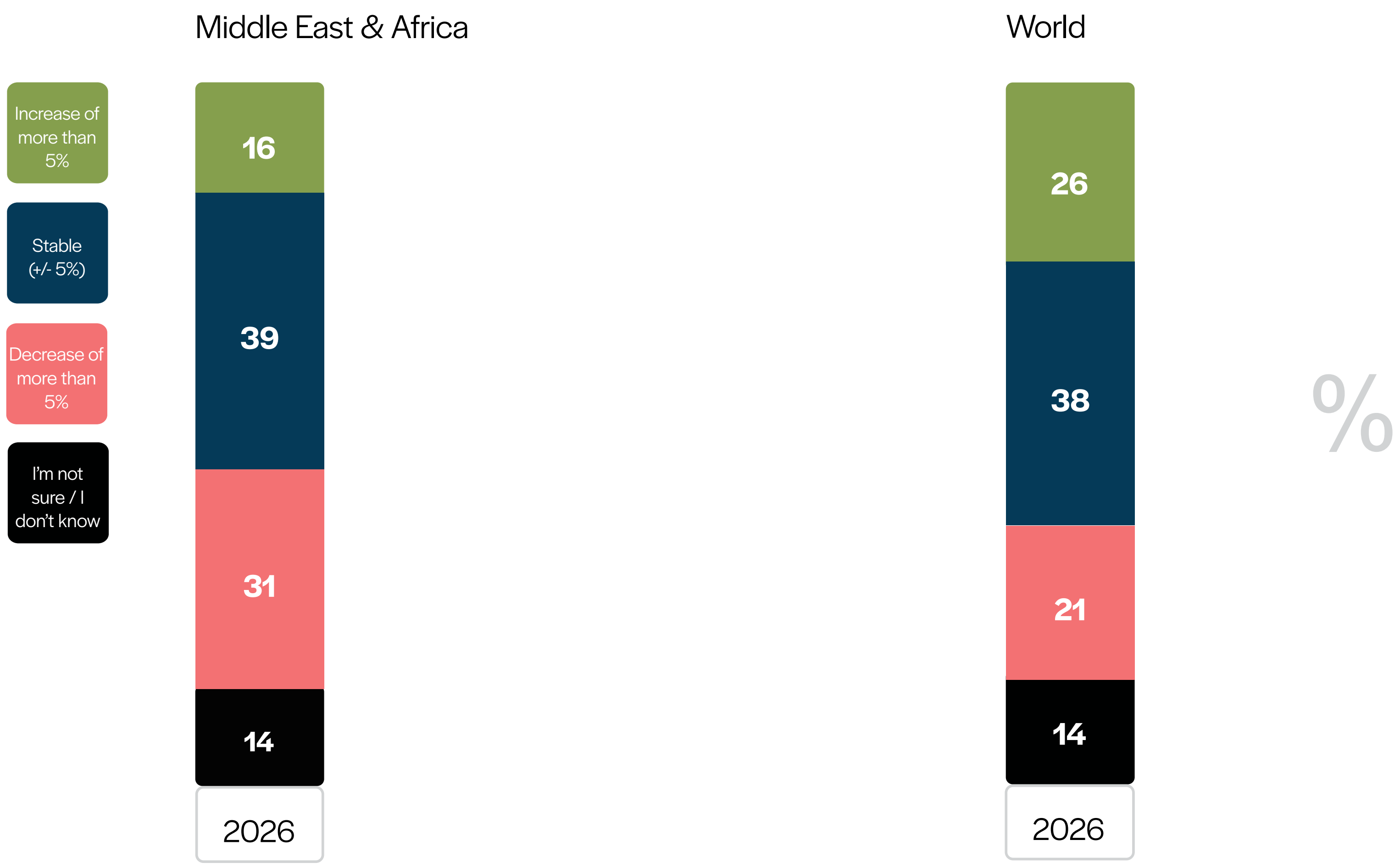


(16 answers in total)

Middle East & Africa

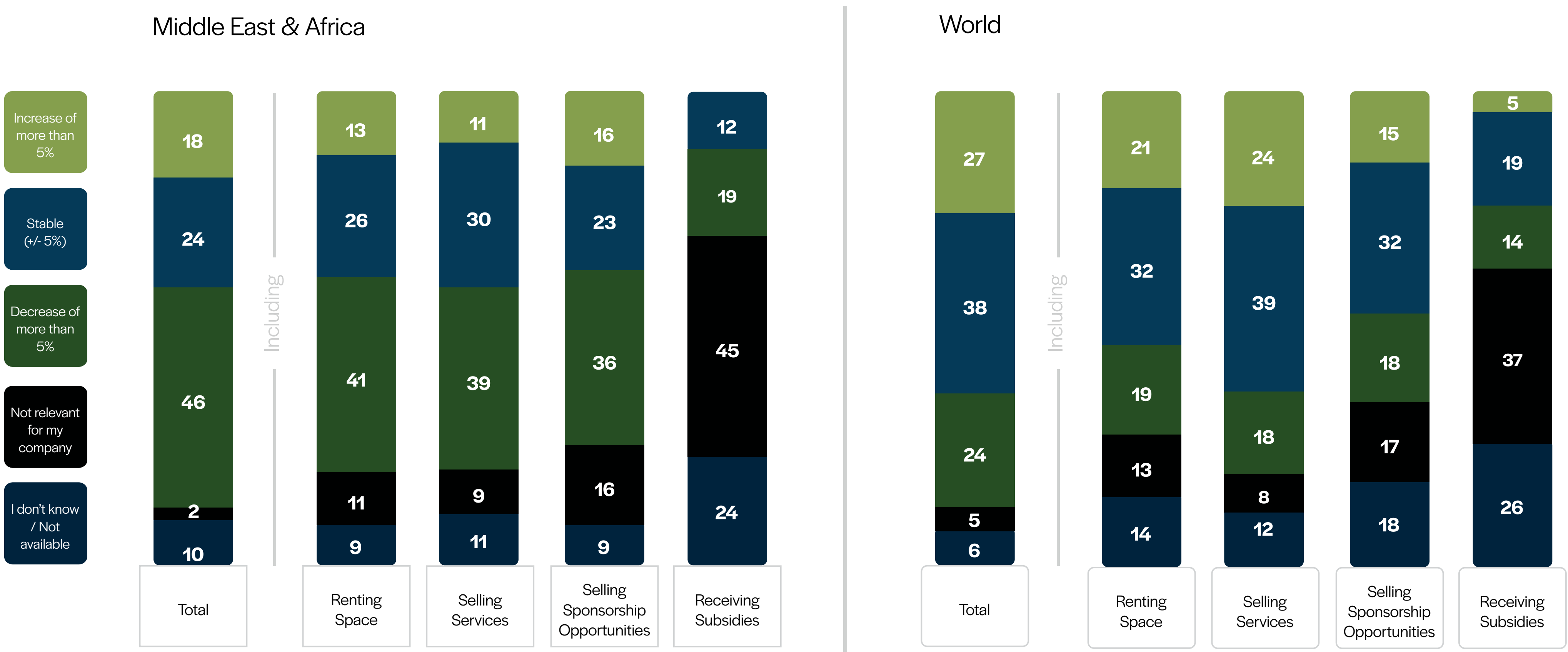
Aggregated Year-on-Year Country Forecast

2026 compared to 2025



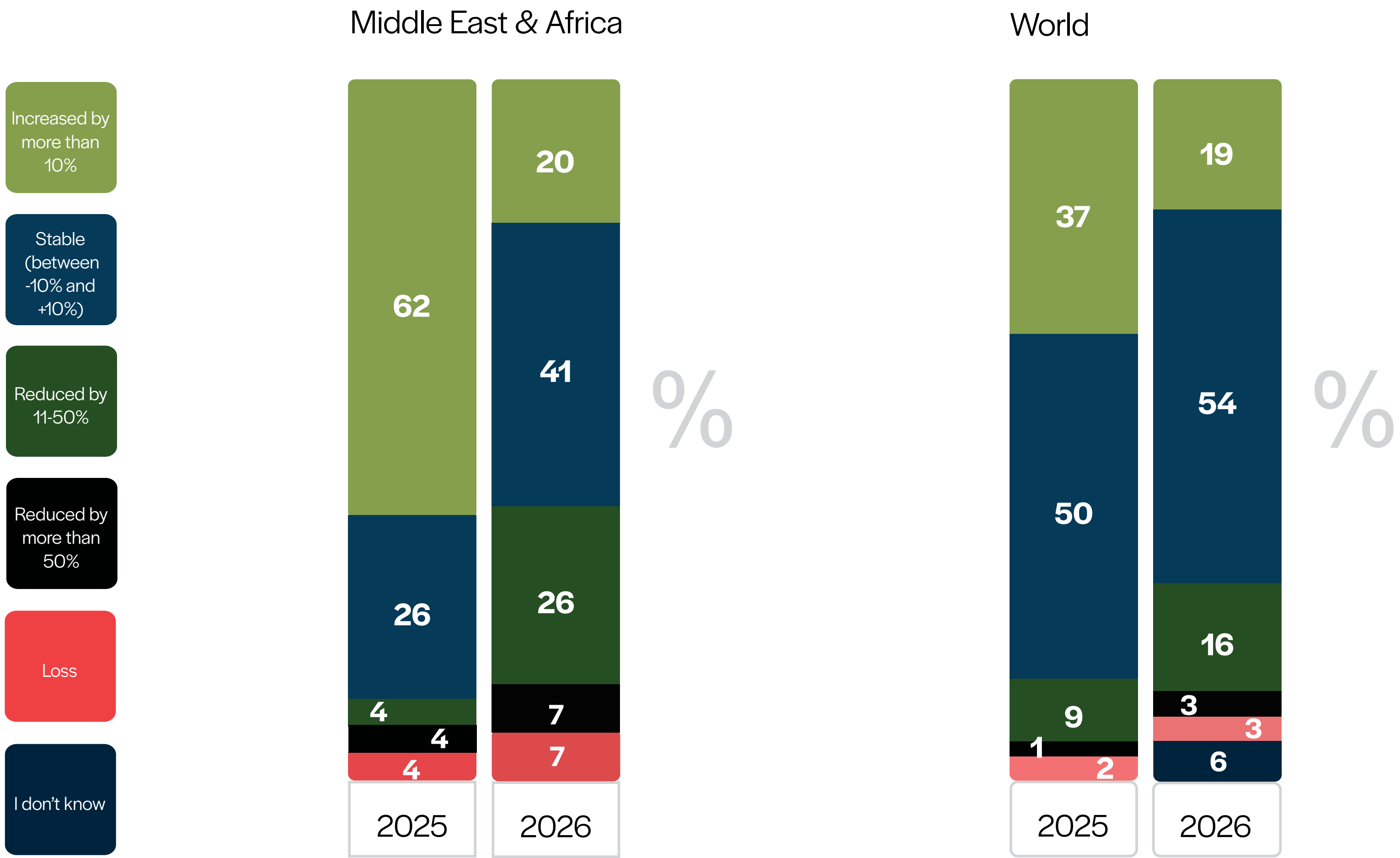
Company Exhibition-Related Revenues Forecast

2026 compared to 2025

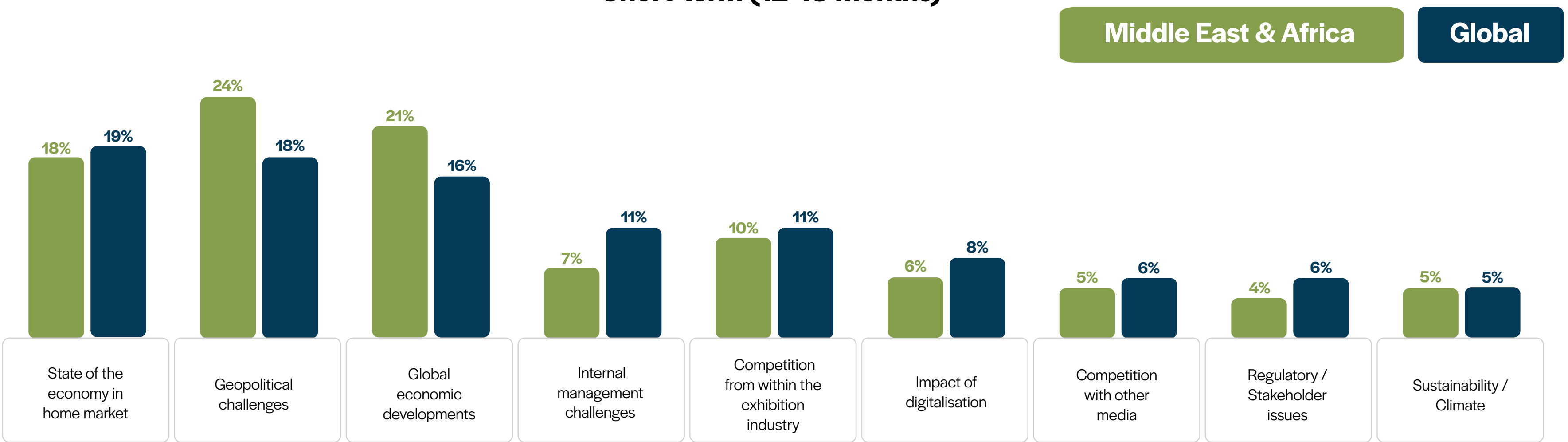


Note: the results by revenue stream and total revenue cannot always be compared.

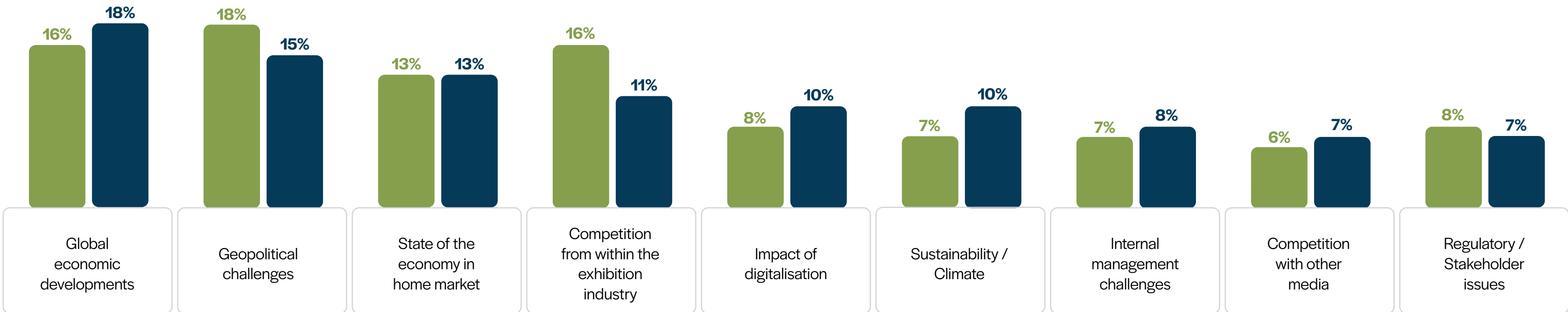
Operating Profits
compared to the previous year



Short-term (12-18 months)

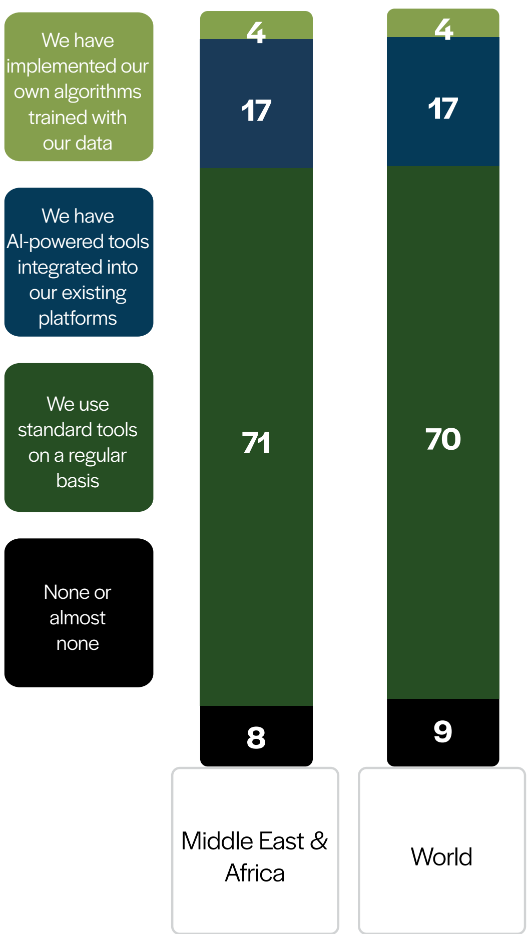


Mid-term (3-5 years)

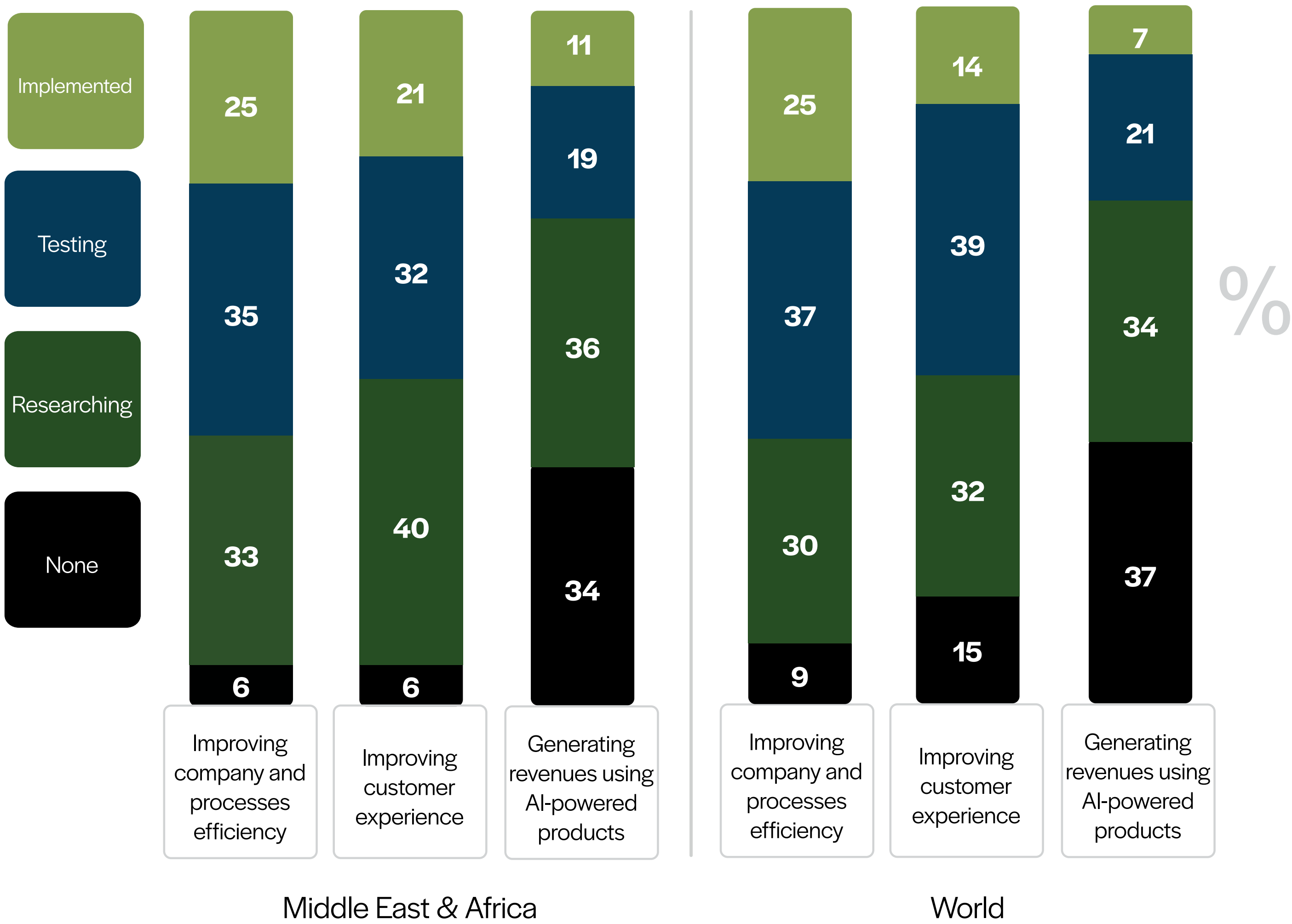


Generative AI Applications
Middle East & Africa

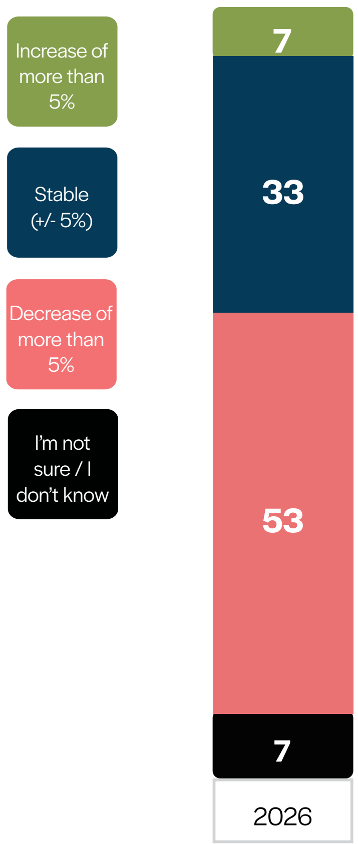
Level of Implementation



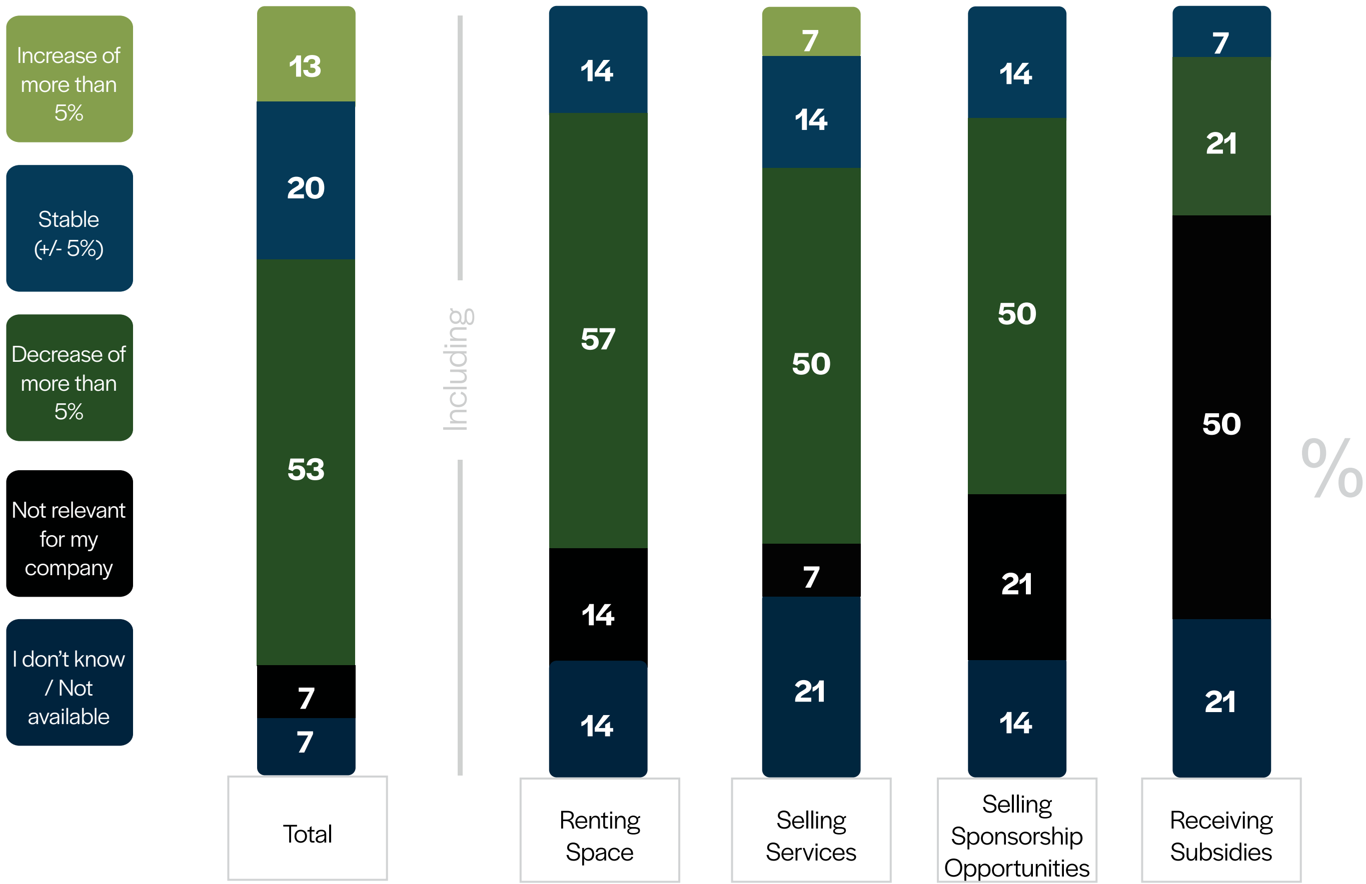
Level of Maturity



Country-Level Aggregated Rented Space Forecast
for 2026



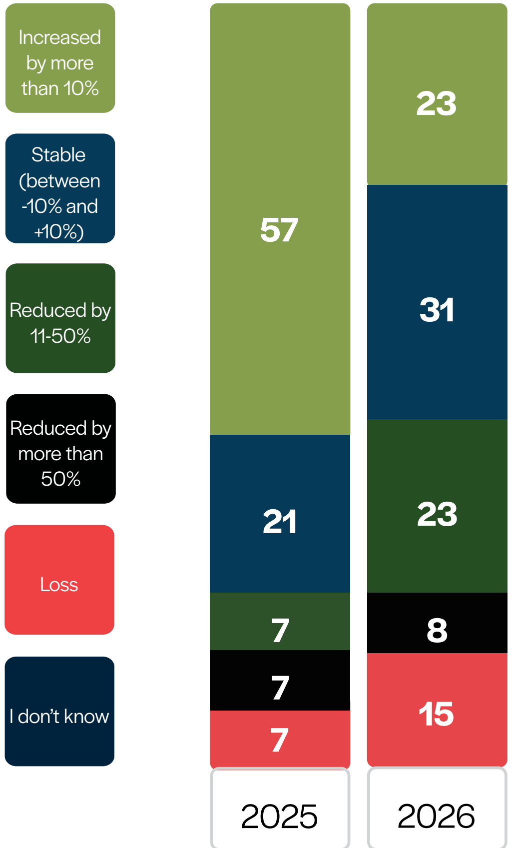
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

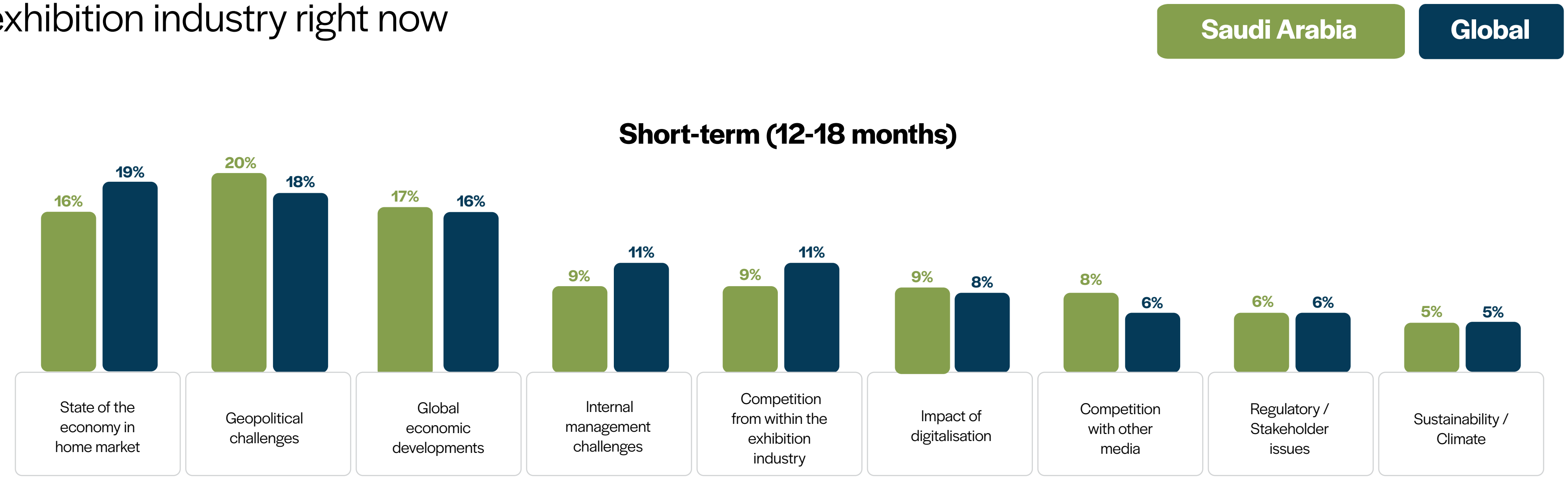
(15- answers in total)

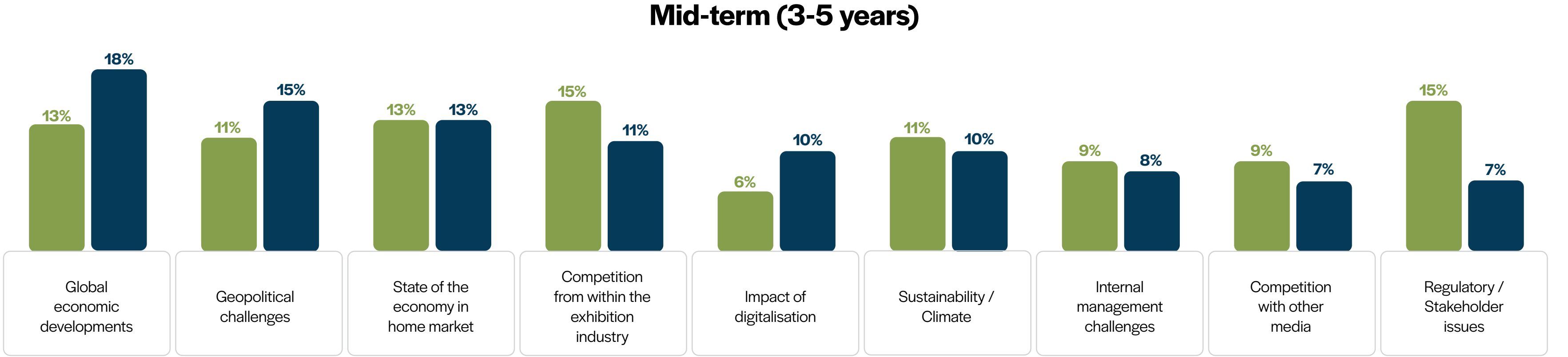
Operating Profits
compared to the previous year



(15 answers in total)

Most important business issues
in the exhibition industry right now

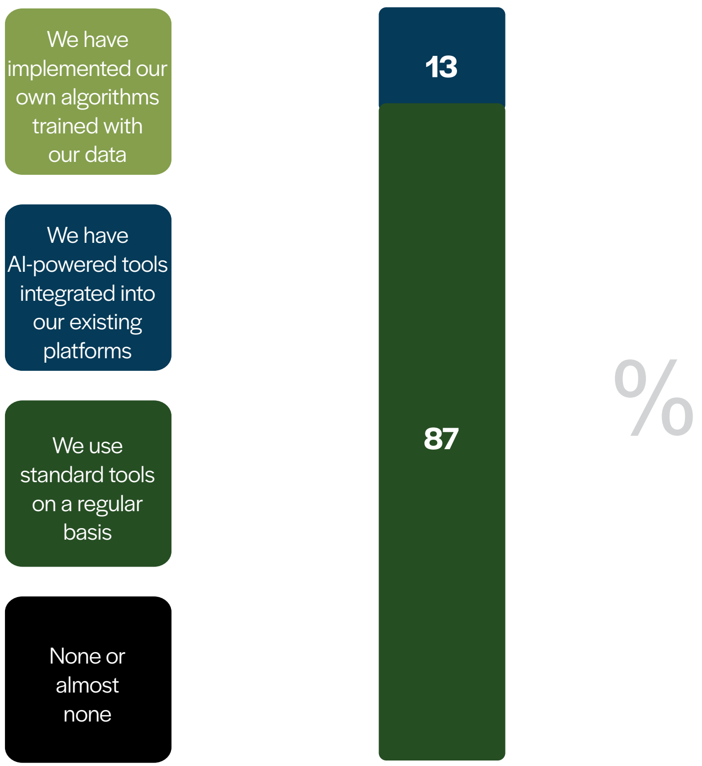




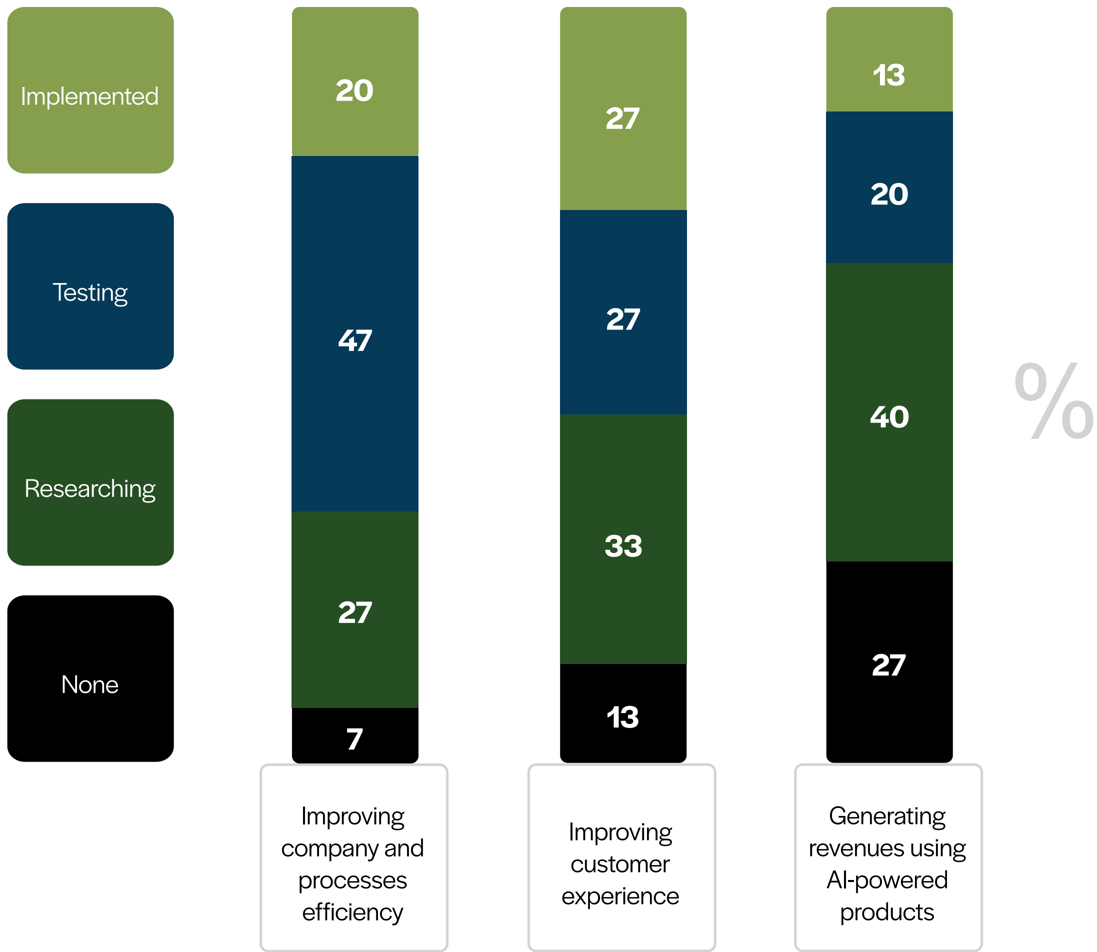
(15 answers in total)

Generative AI Applications

Level of Implementation

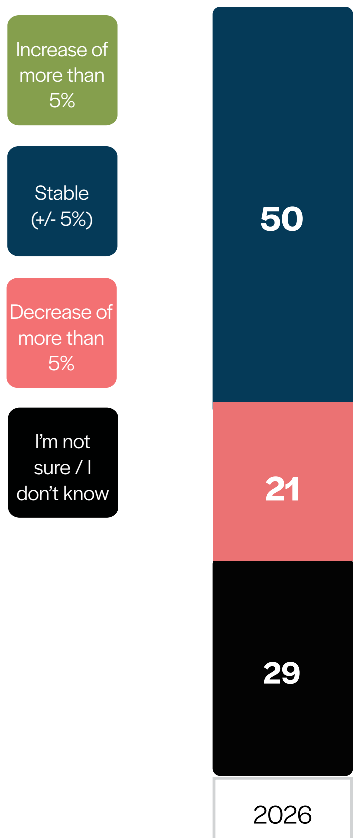


Level of Maturity

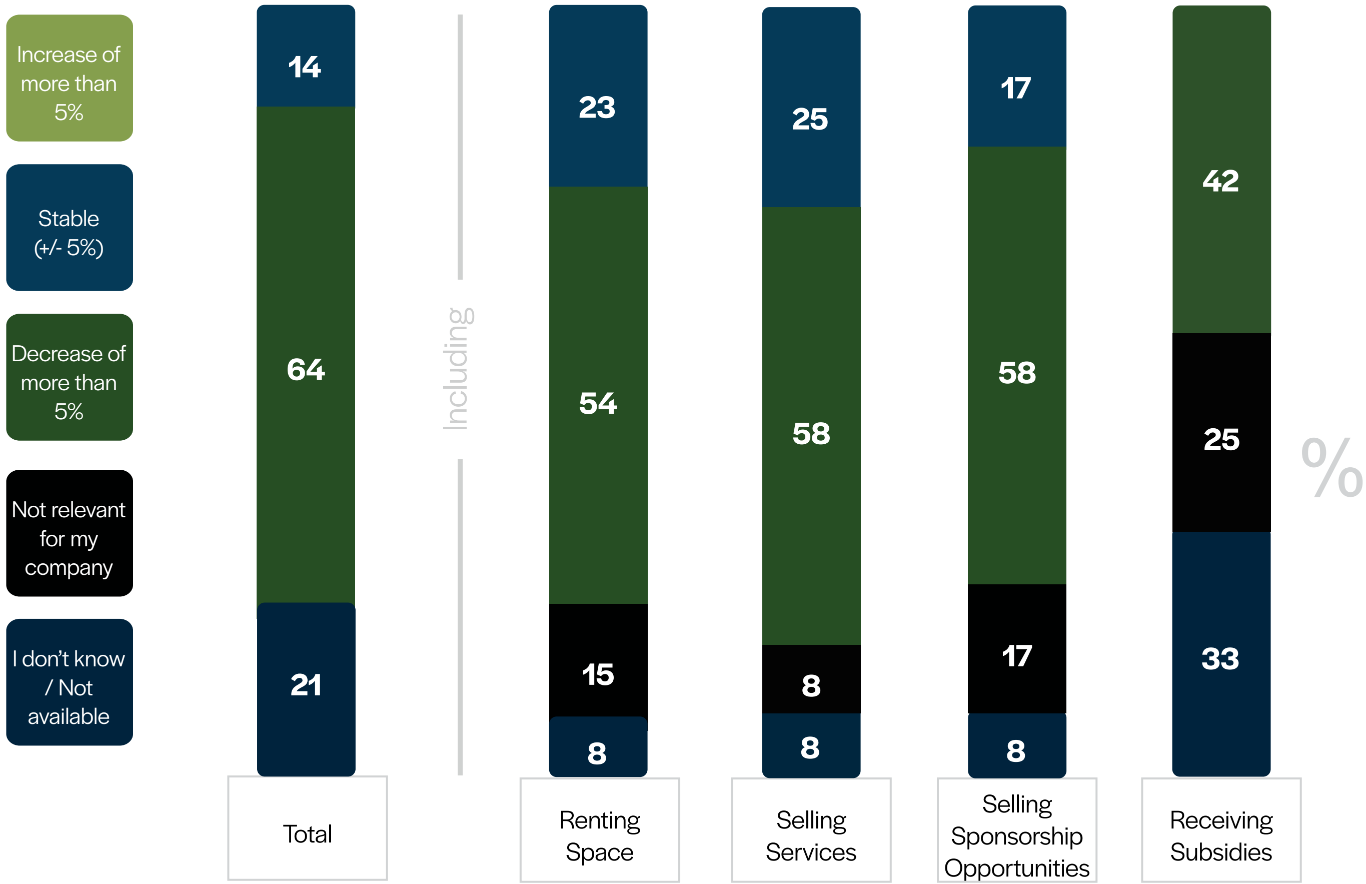


(15 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



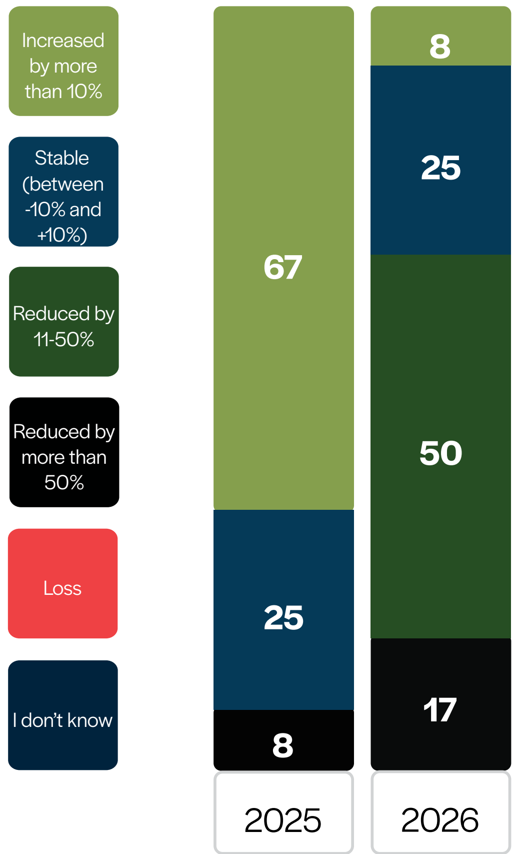
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(14 answers in total)

Operating Profits
compared to the previous year

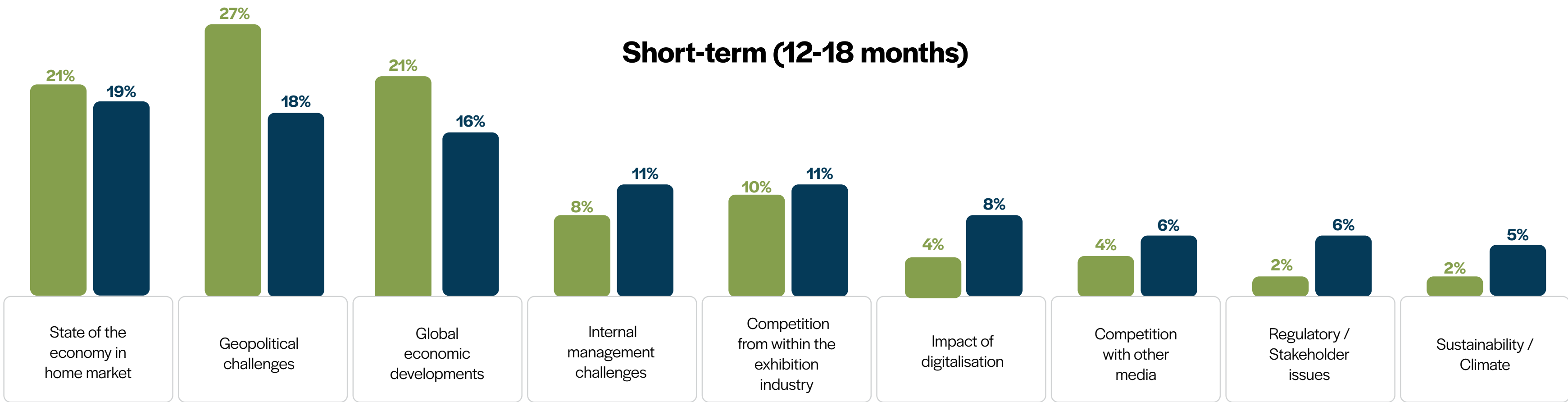


(14 answers in total)

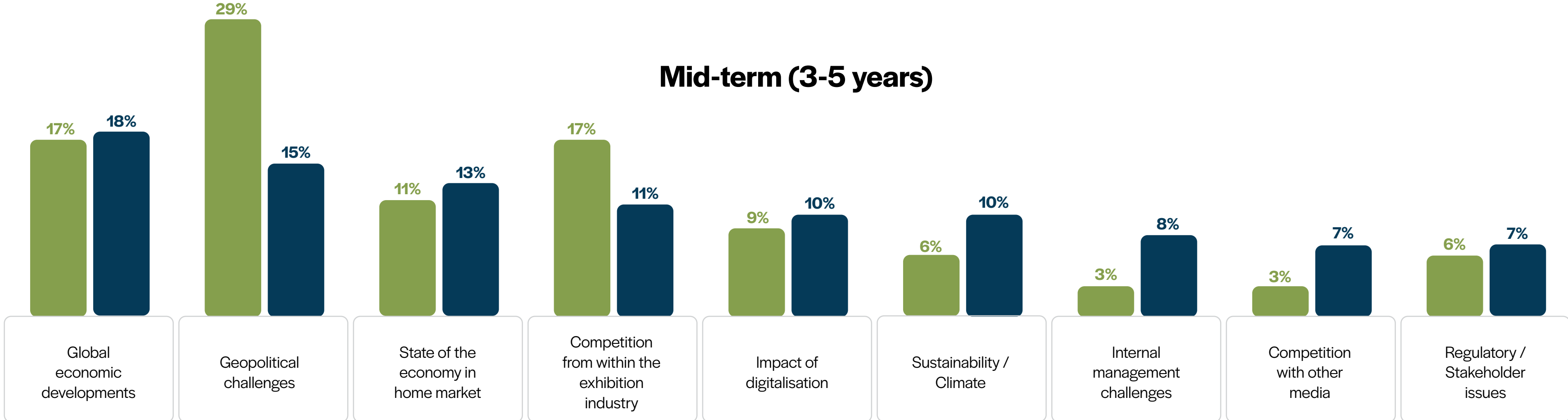
Most important business issues
in the exhibition industry right now

United Arab Emirates | Global

Short-term (12-18 months)



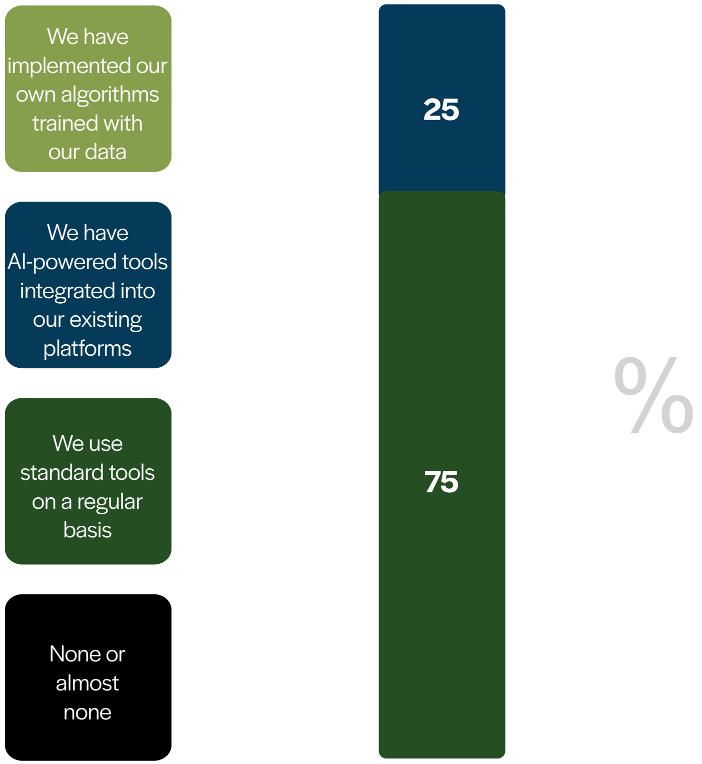
Mid-term (3-5 years)



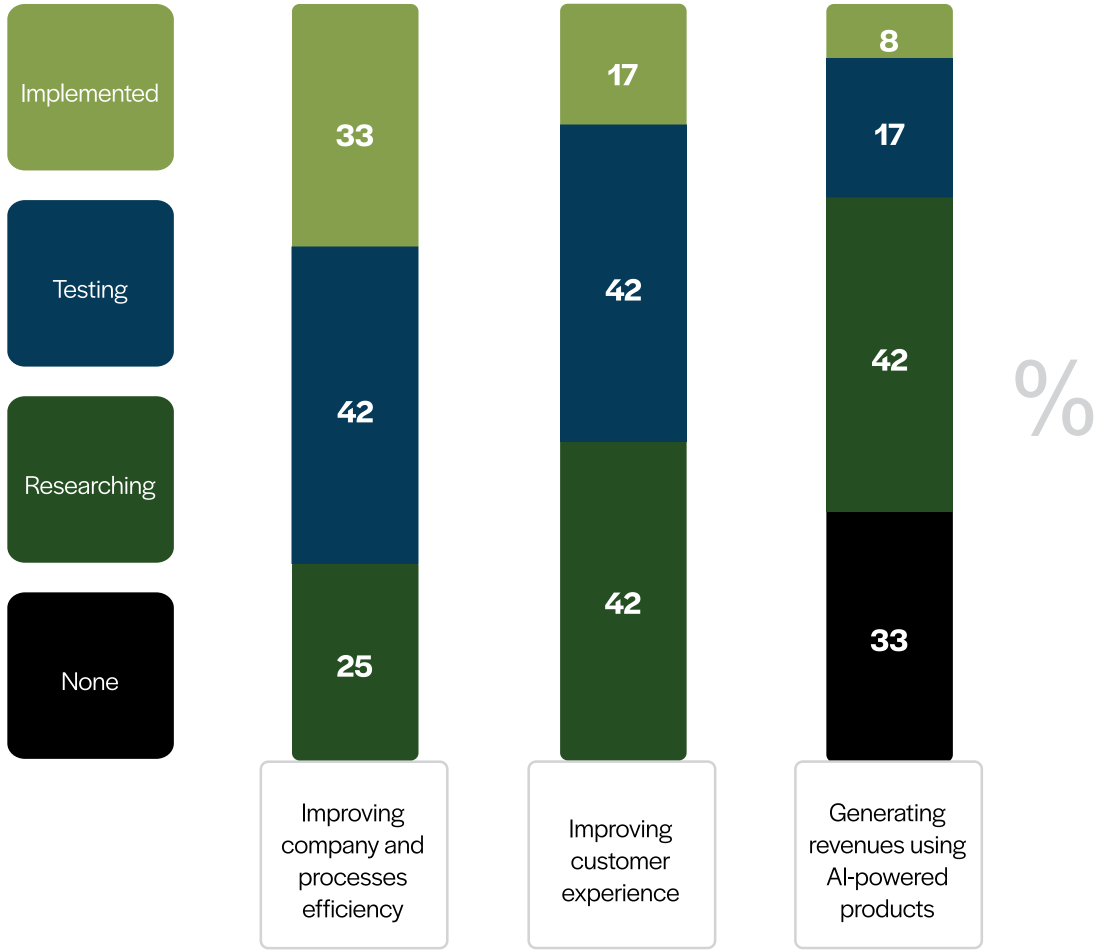
(14 answers in total)

Generative AI Applications

Level of Implementation

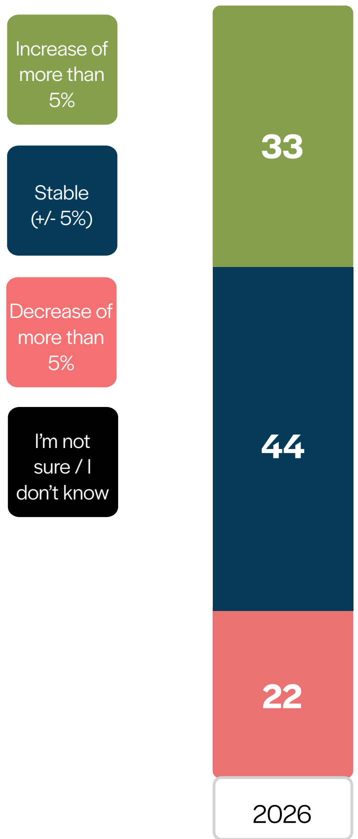


Level of Maturity

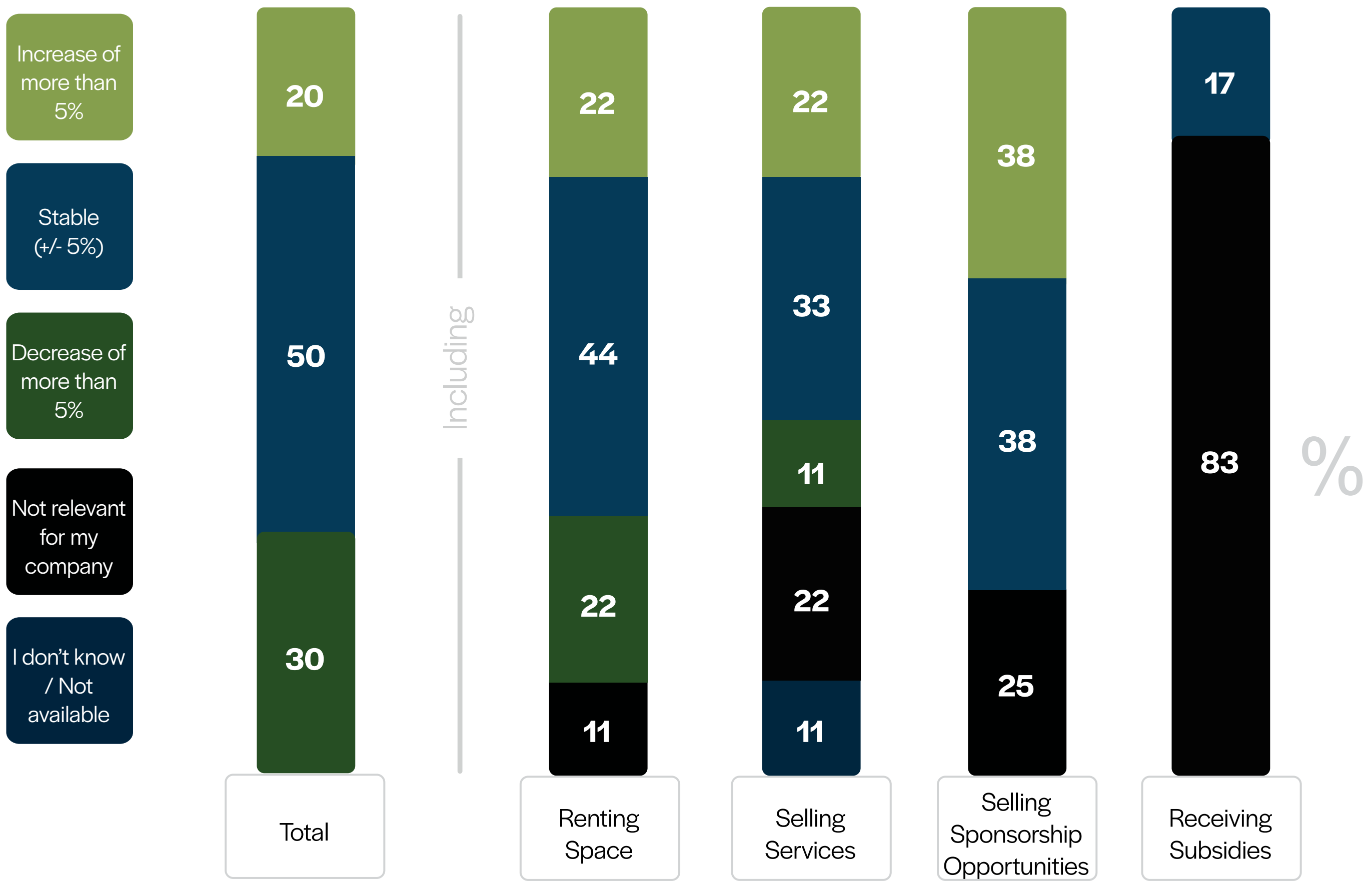


(14 answers in total)

Country-Level Aggregated Rented Space Forecast for 2026



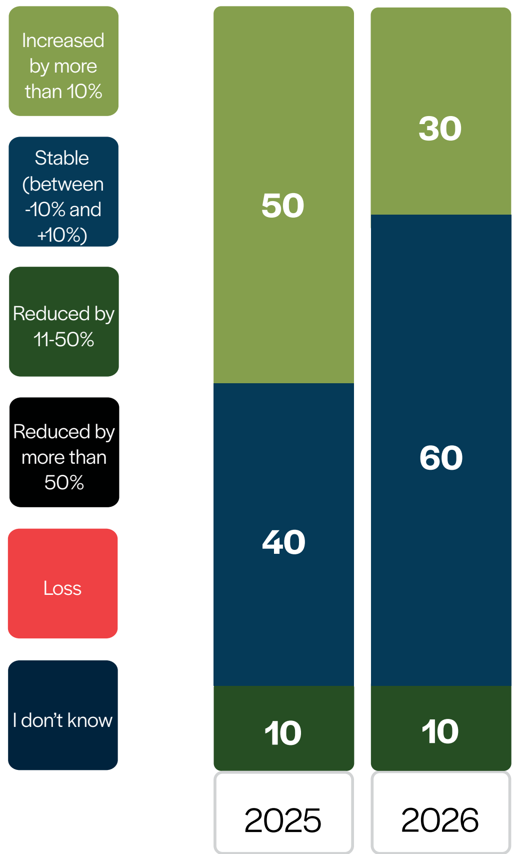
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(12 answers in total)

Operating Profits
compared to the previous year

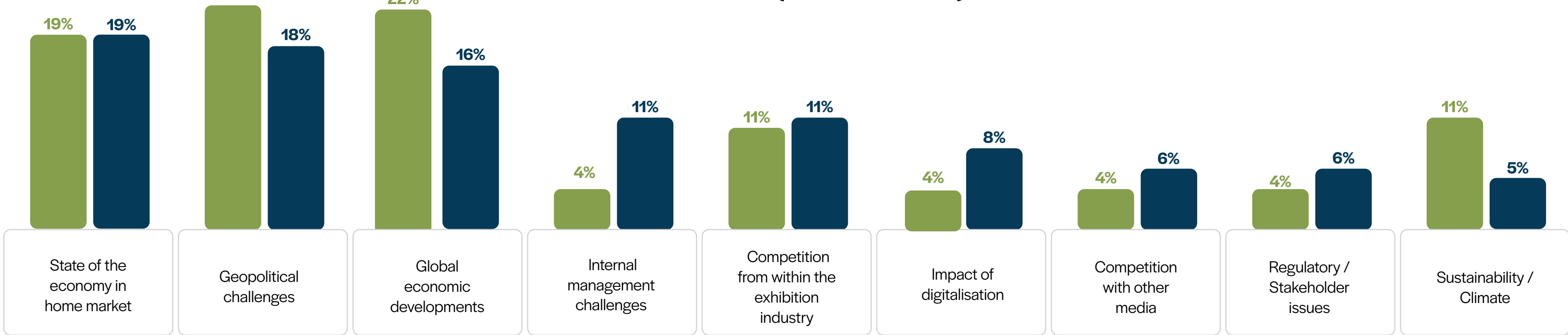


(12 answers in total)

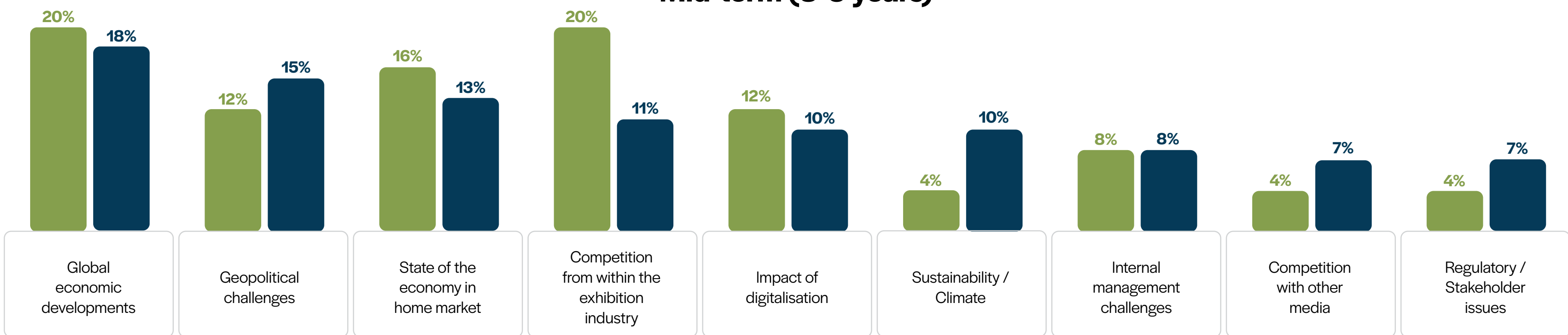
Most important business issues
in the exhibition industry right now

South Africa Global

Short-term (12-18 months)



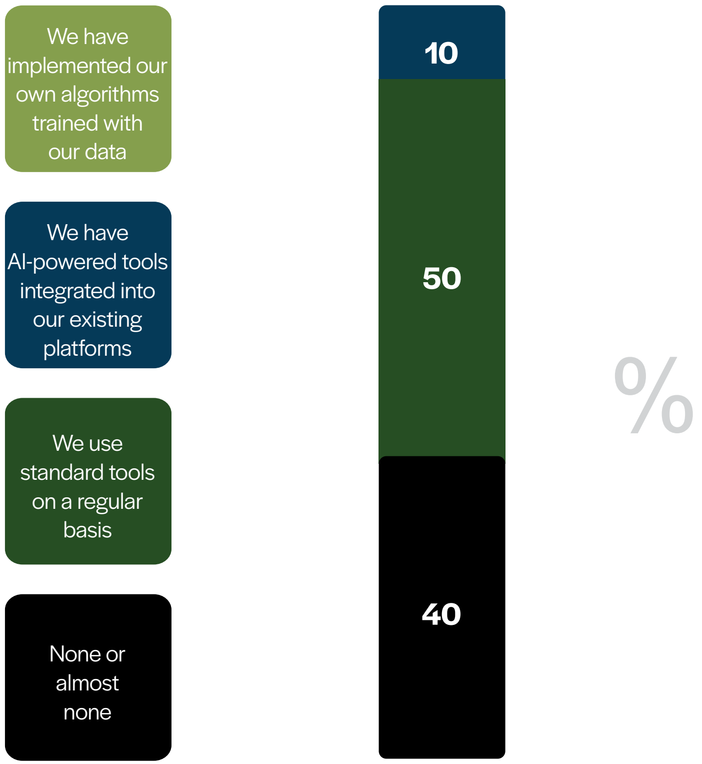
Mid-term (3-5 years)



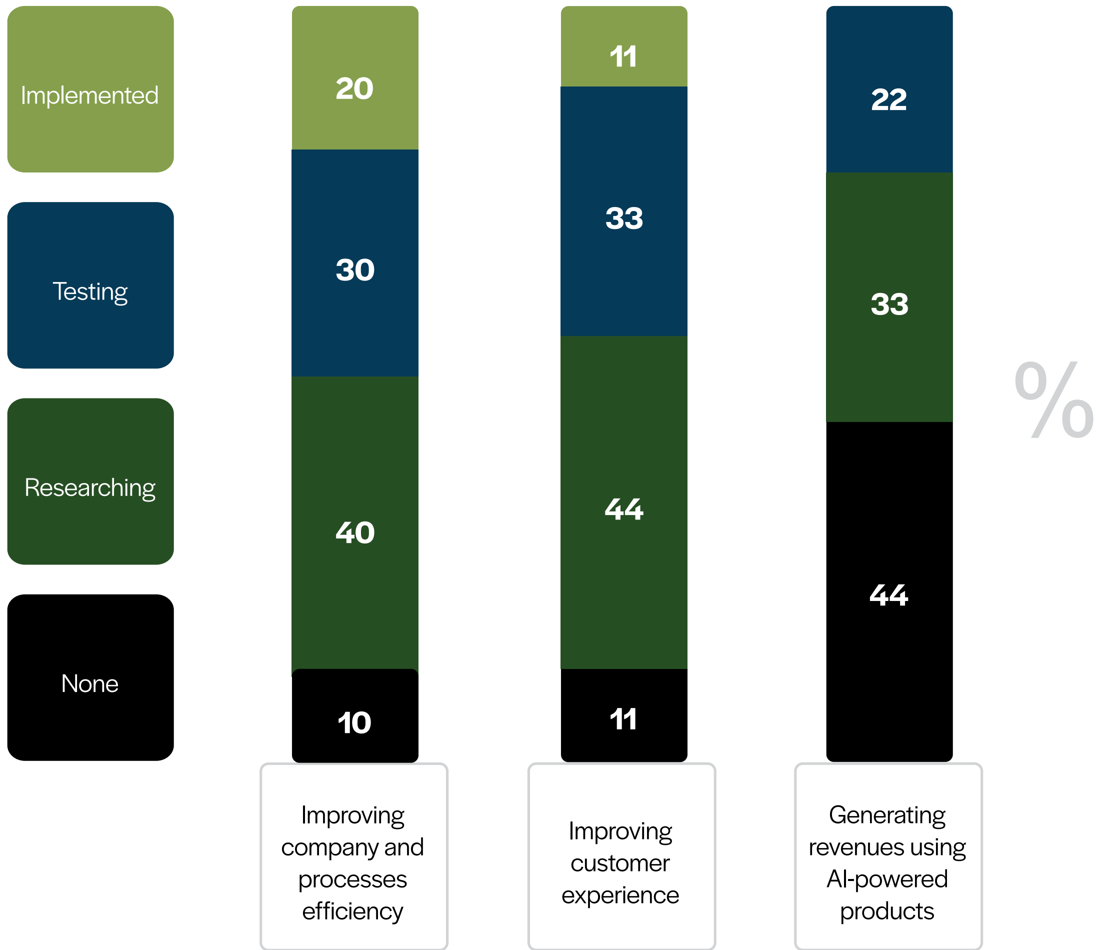
(12 answers in total)

Generative AI Applications

Level of Implementation



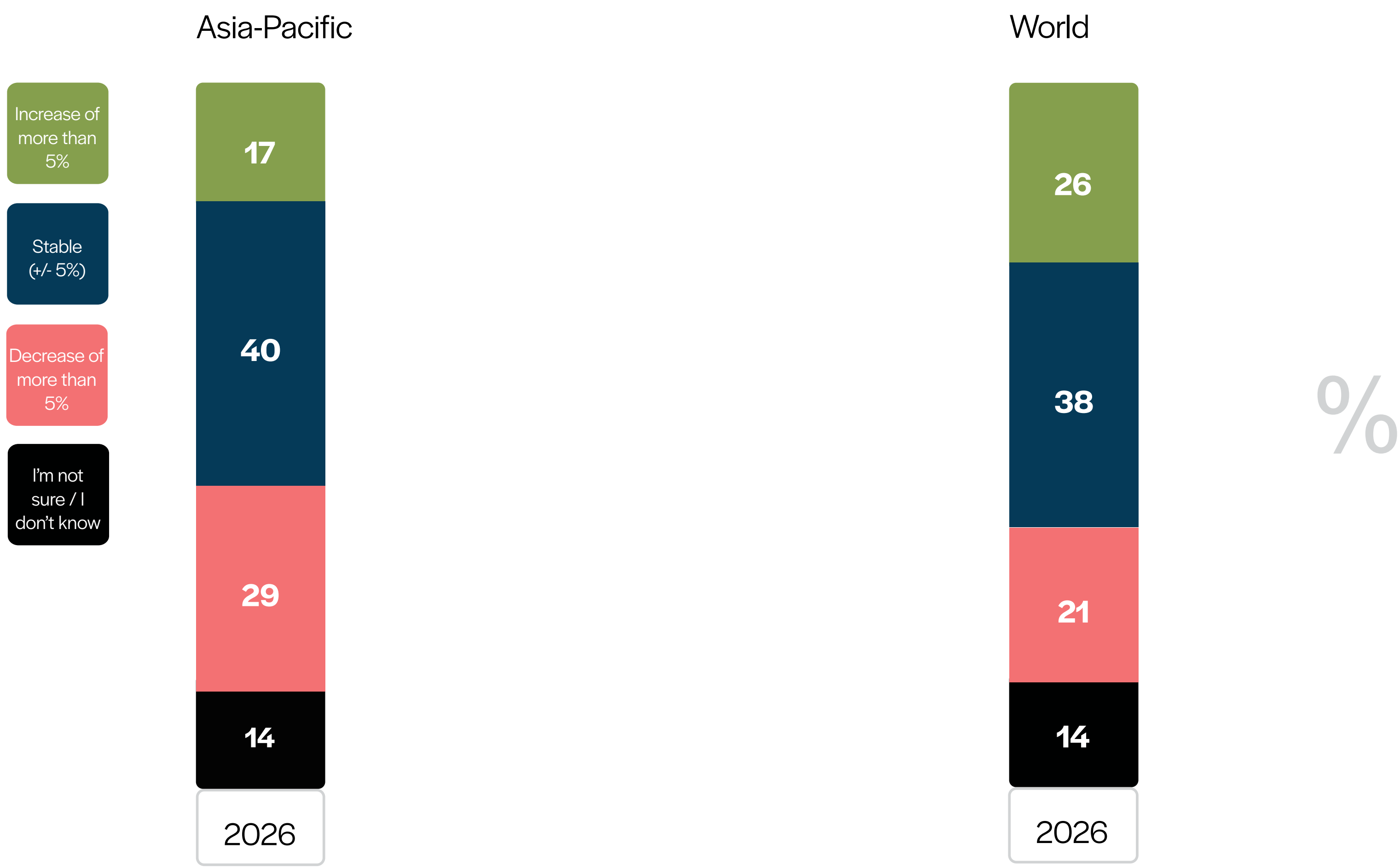
Level of Maturity



(12 answers in total)

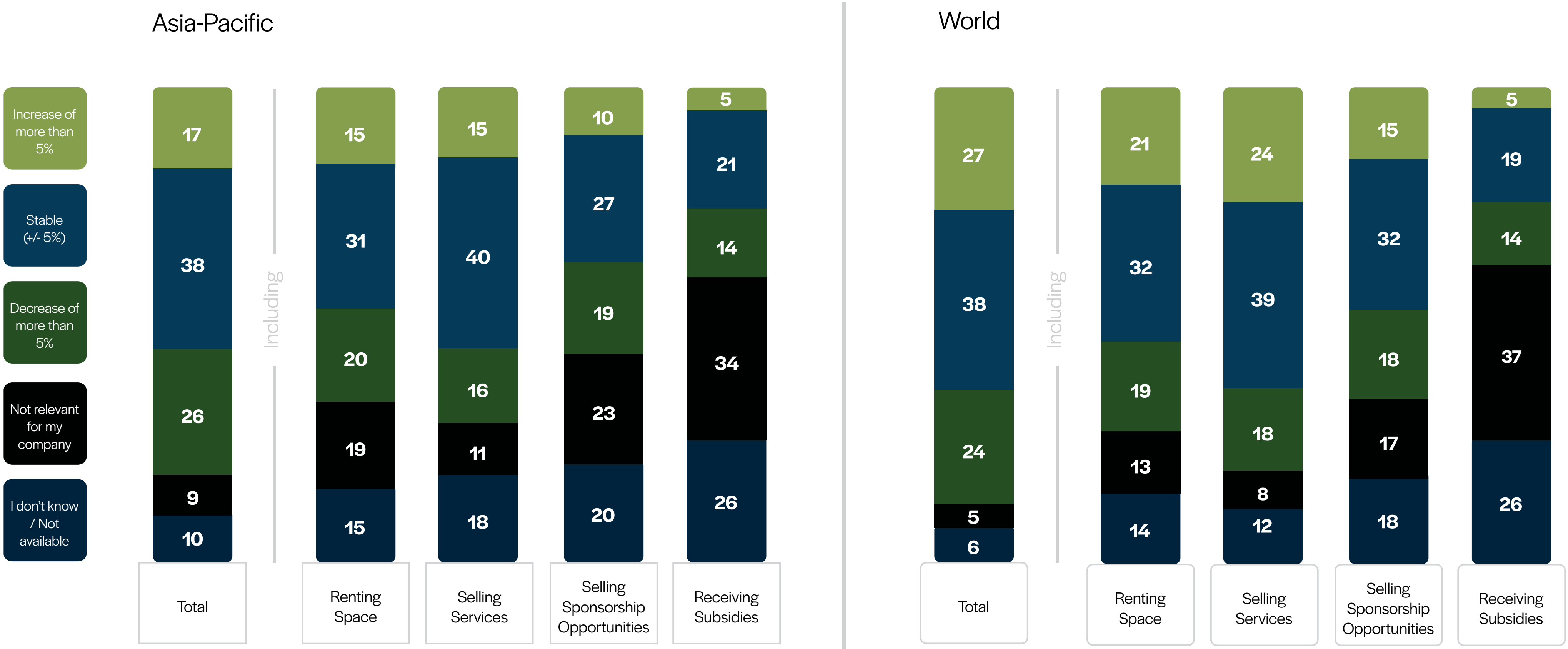
Asia-Pacific

Aggregated Year-on-Year Country Forecast
2026 compared to 2025



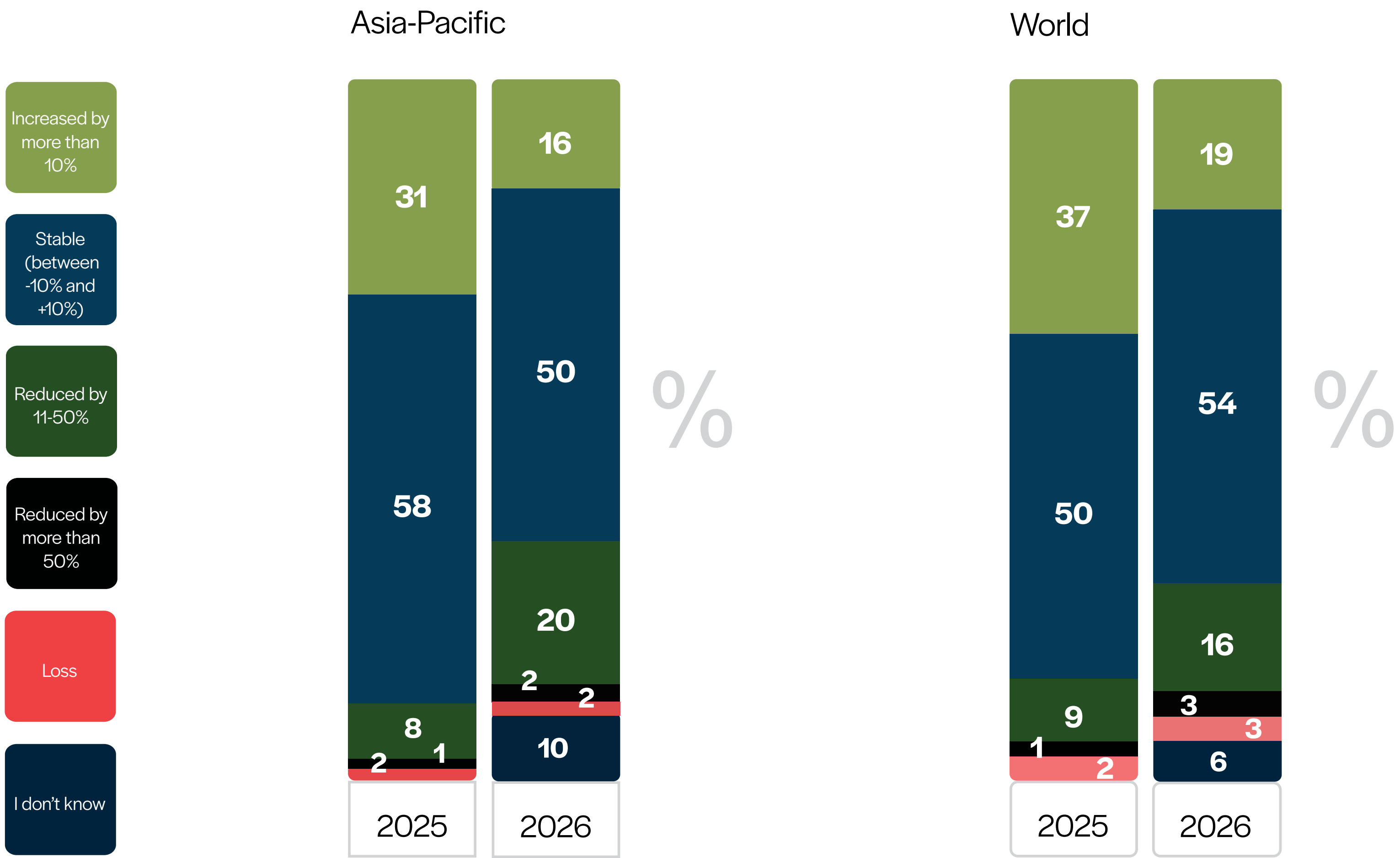
Company Exhibition-Related Revenues Forecast

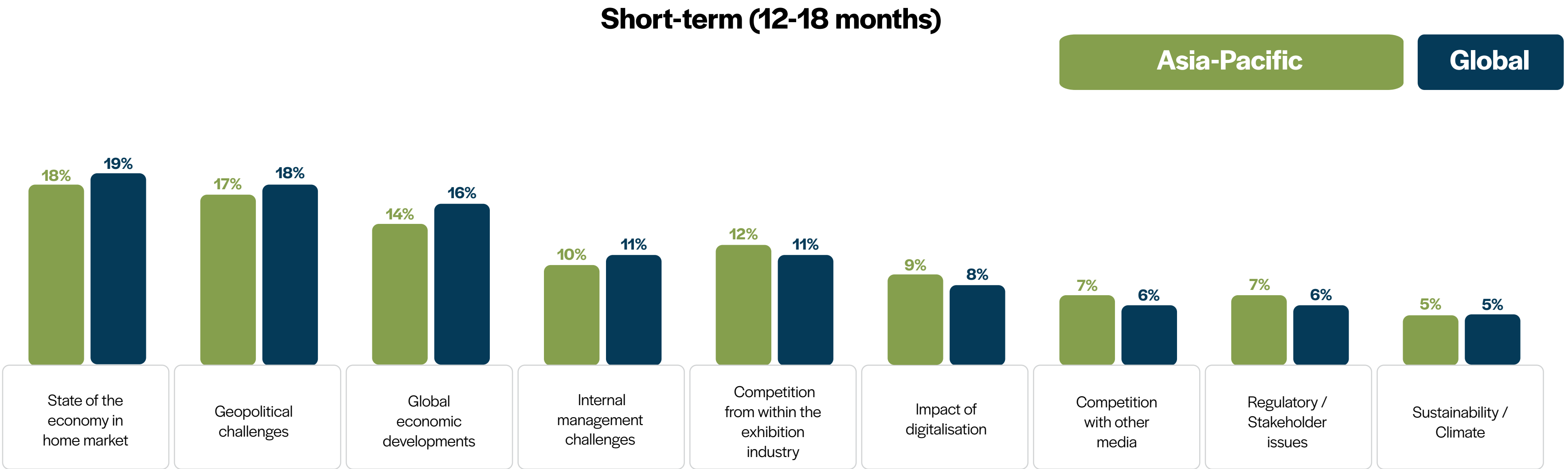
2026 compared to 2025

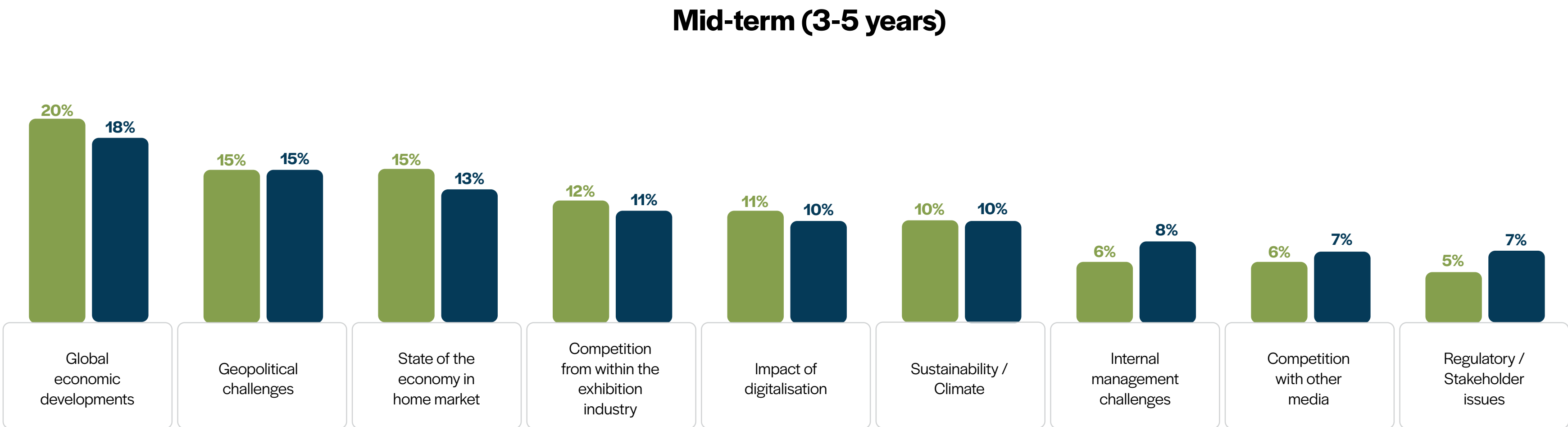


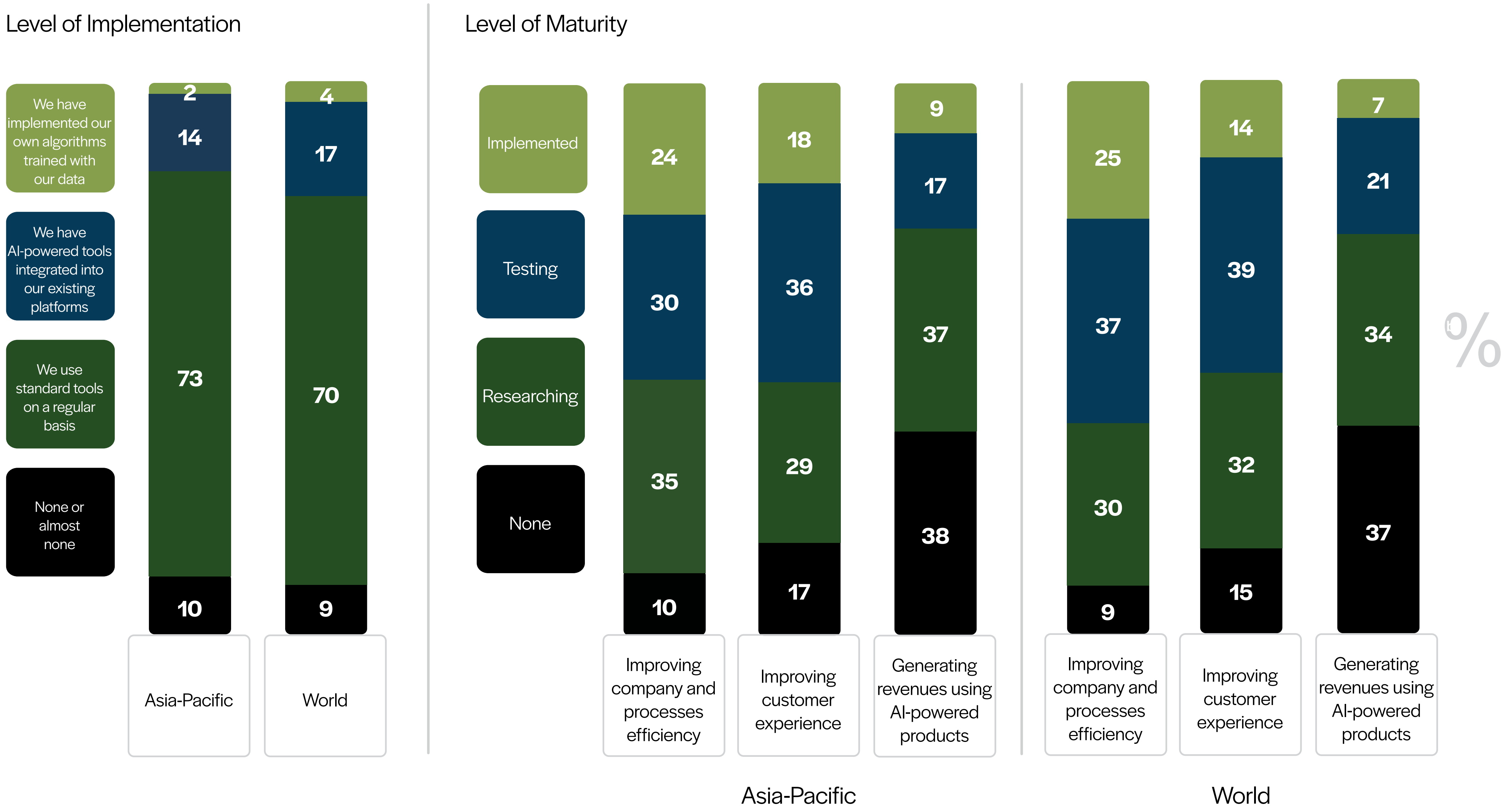
Note: the results by revenue stream and total revenue cannot always be compared.

Operating Profits
compared to the previous year

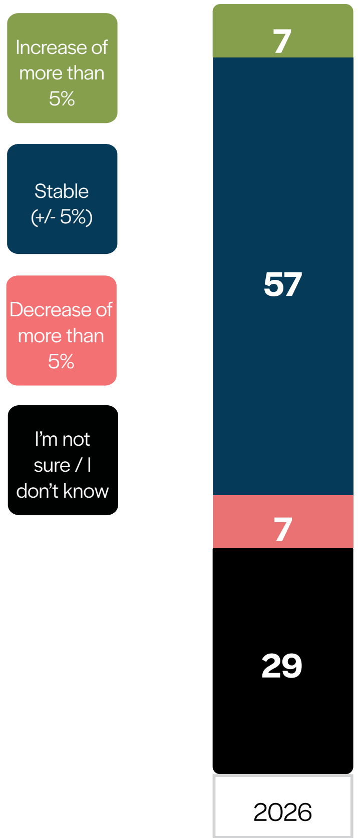



Short-term (12-18 months)
Asia-Pacific
Global
18%
19%
State of the economy in home market
17%
18%
Geopolitical challenges
14%
16%
Global economic developments
10%
11%
Internal management challenges
12%
11%
Competition from within the exhibition industry
9%
8%
Impact of digitalisation
7%
6%
Competition with other media
7%
6%
Regulatory / Stakeholder issues
5%
5%
Sustainability / Climate

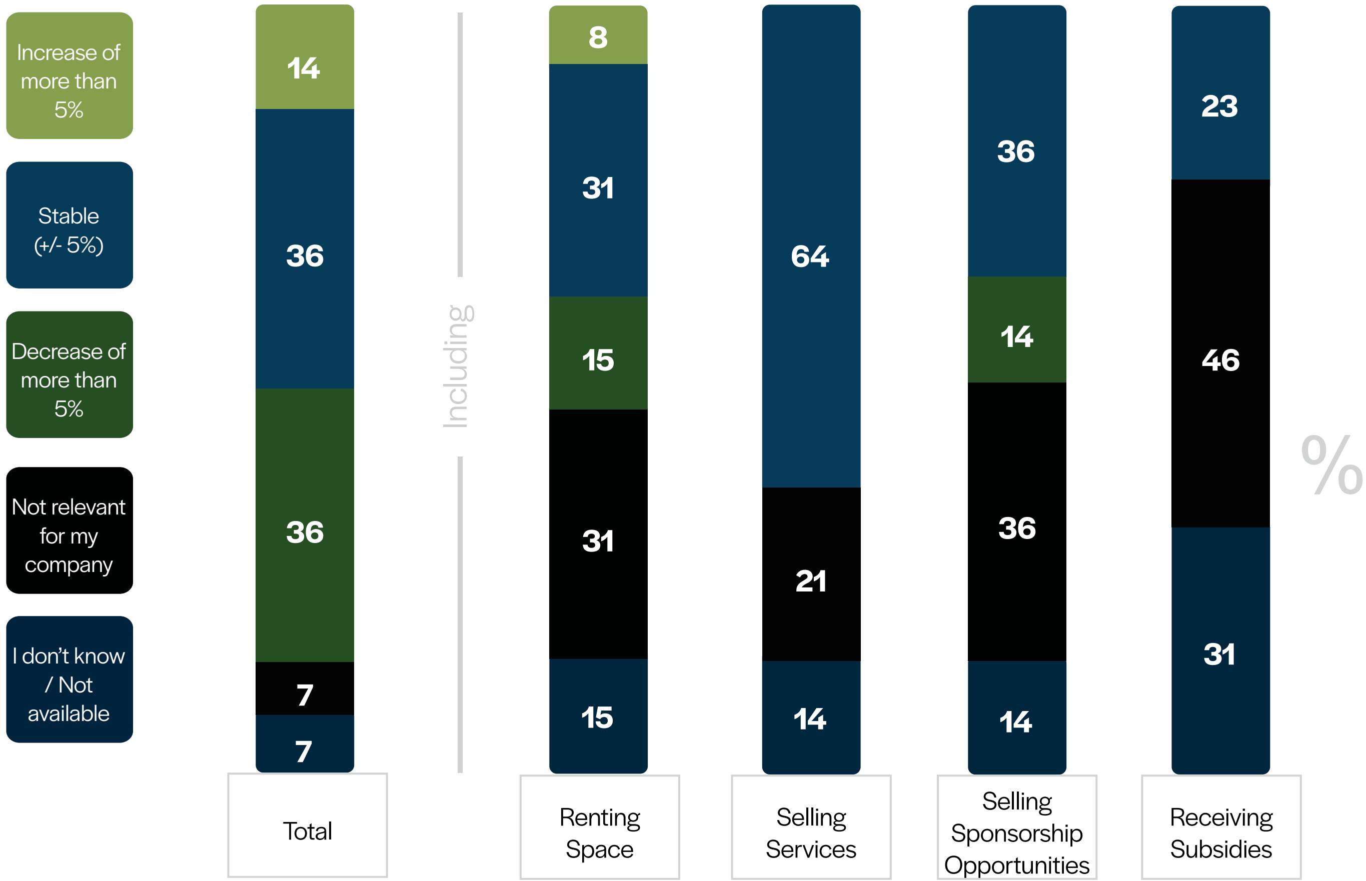

Mid-term (3-5 years)
20%
18%
Global economic developments
15%
15%
Geopolitical challenges
15%
13%
State of the economy in home market
12%
11%
Competition from within the exhibition industry
11%
10%
Impact of digitalisation
10%
10%
Sustainability / Climate
6%
8%
Internal management challenges
6%
7%
Competition with other media
5%
7%
Regulatory / Stakeholder issues


Level of Implementation
We have implemented our own algorithms trained with our data
We have AI-powered tools integrated into our existing platforms
We use standard tools on a regular basis
None or almost none
2
14
73
10
4
17
70
9
Asia-Pacific
World
Level of Maturity
Implemented
Testing
Researching
None
24
30
35
10
18
36
29
17
9
17
37
38
25
37
30
9
14
39
32
15
7
21
34
37
%
Improving company and processes efficiency
Improving customer experience
Generating revenues using AI-powered products
Improving company and processes efficiency
Improving customer experience
Generating revenues using AI-powered products
Asia-Pacific
World

Country-Level Aggregated Rented Space Forecast
for 2026



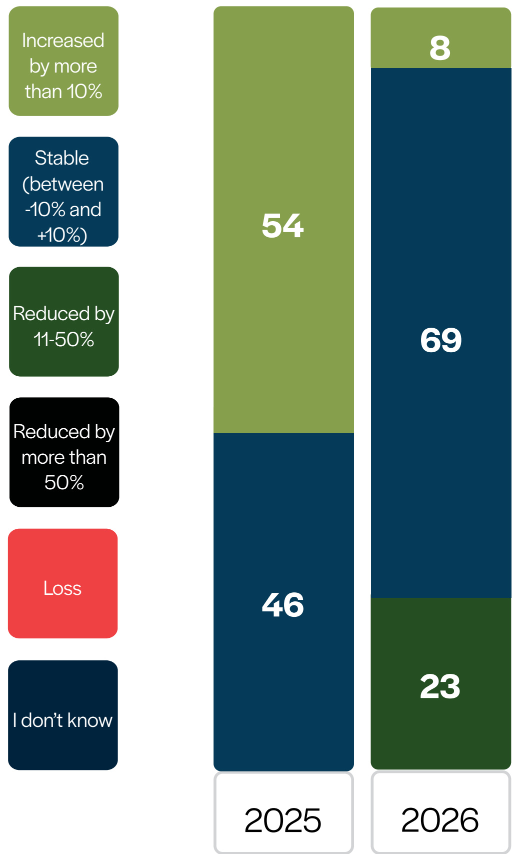
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(14 answers in total)

Operating Profits
compared to the previous year

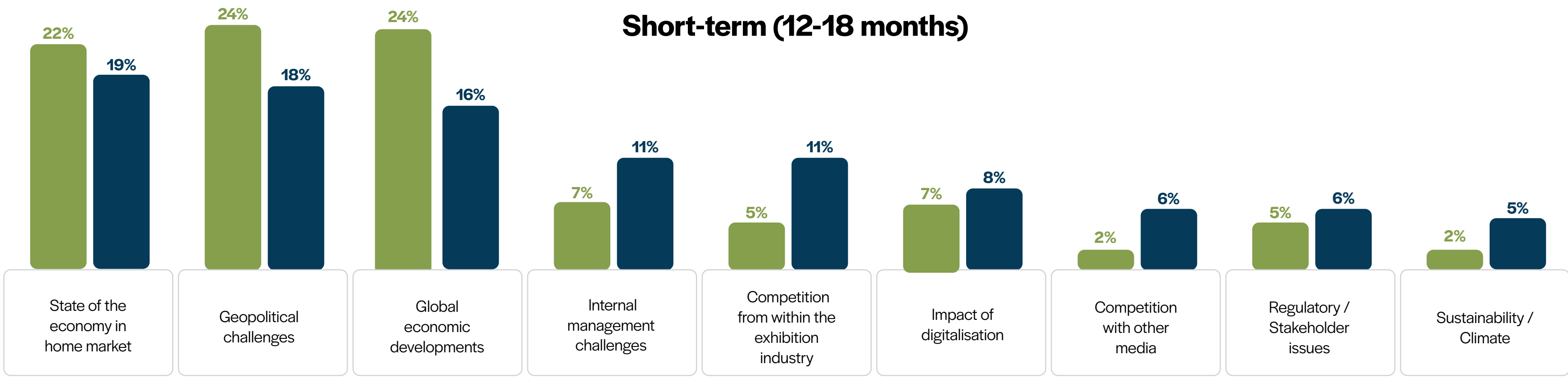


(14 answers in total)

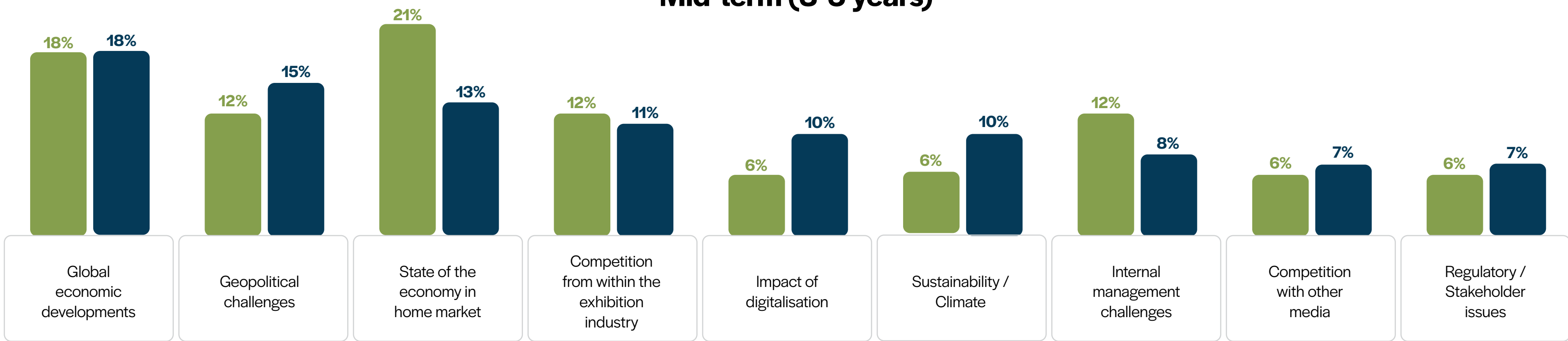
Most important business issues
in the exhibition industry right now

Australia Global

Short-term (12-18 months)



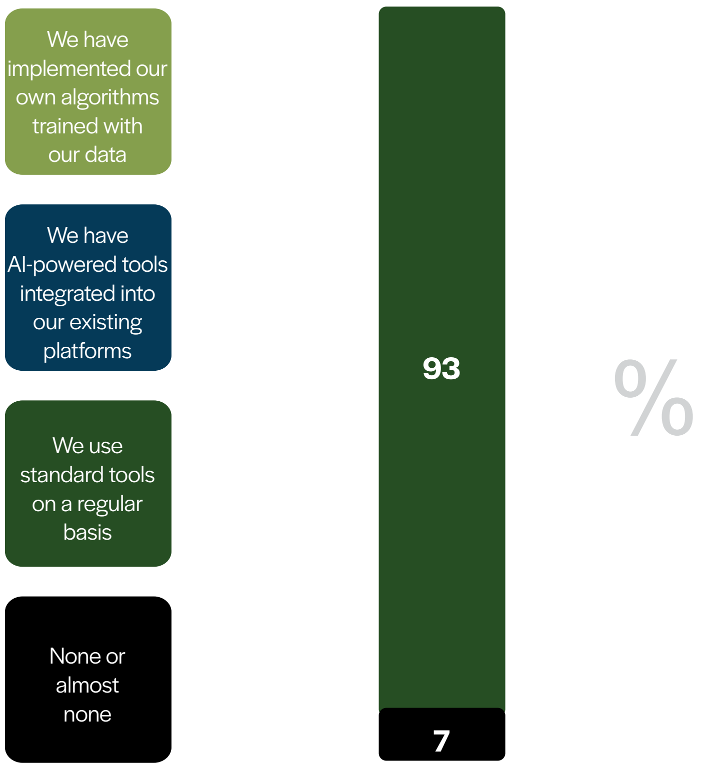
Mid-term (3-5 years)



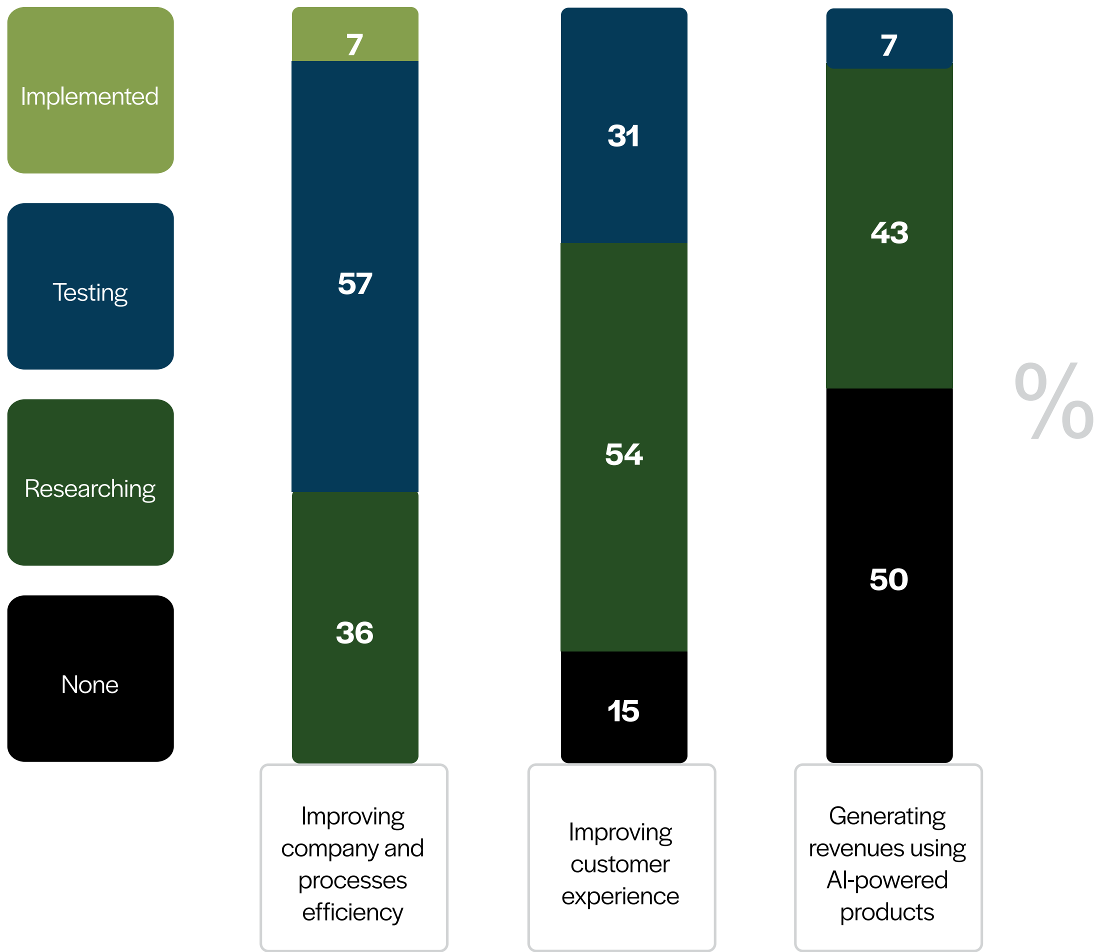
(14 answers in total)

Generative AI Applications

Level of Implementation

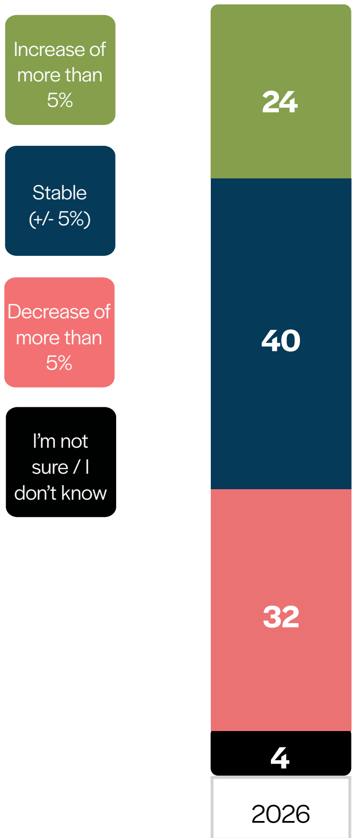


Level of Maturity

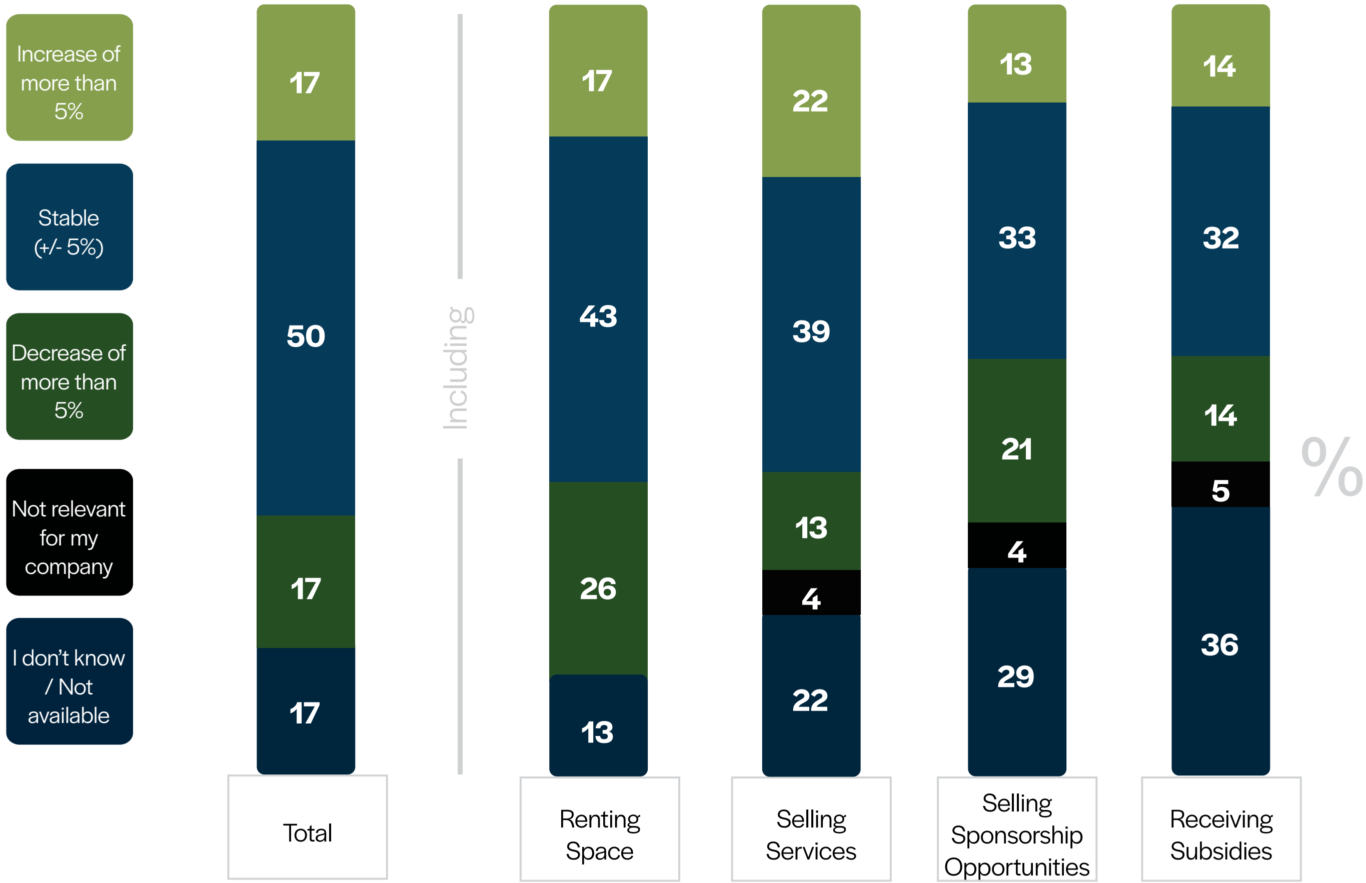


(14 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



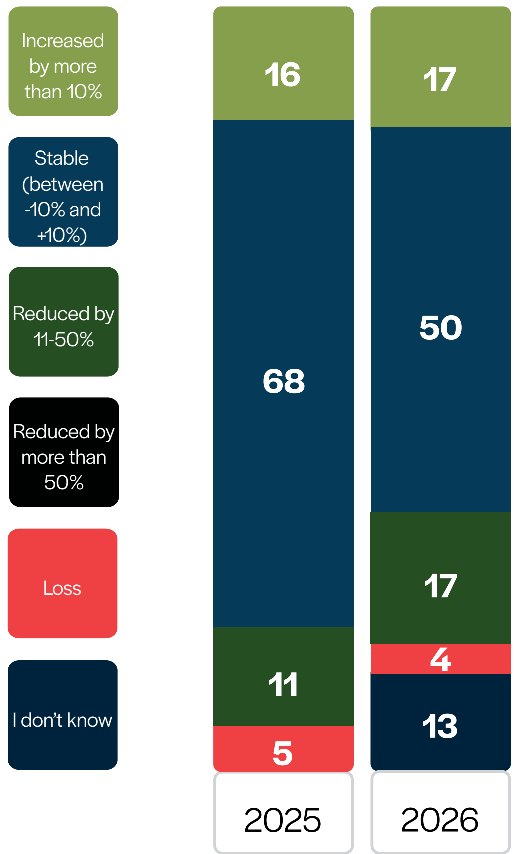
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(29 answers in total)

Operating Profits
compared to the previous year

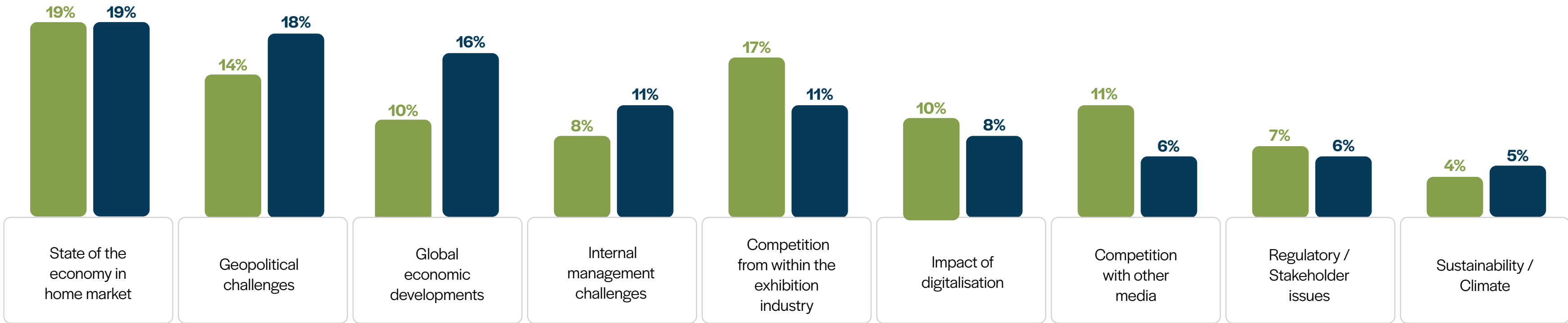


(29 answers in total)

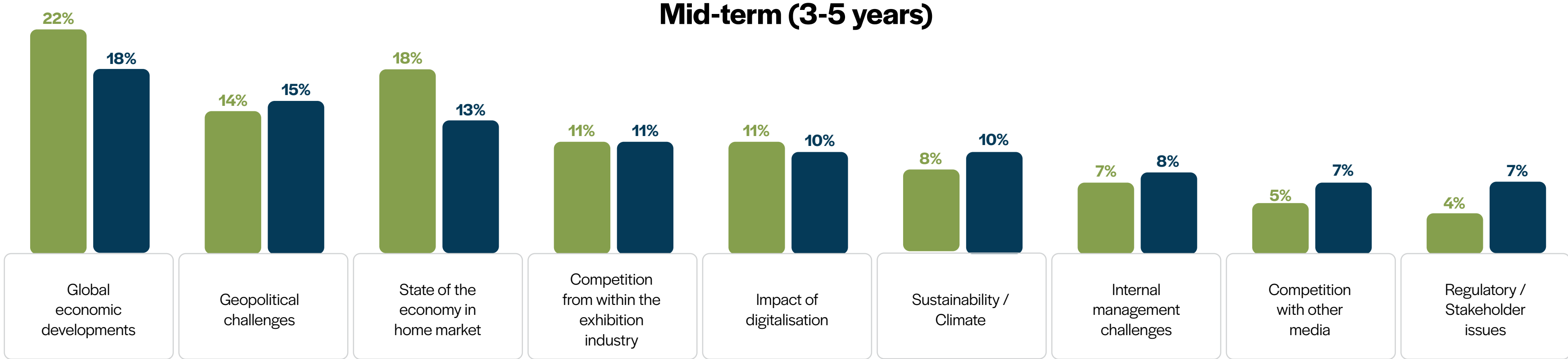
Most important business issues
in the exhibition industry right now

China Global

Short-term (12-18 months)



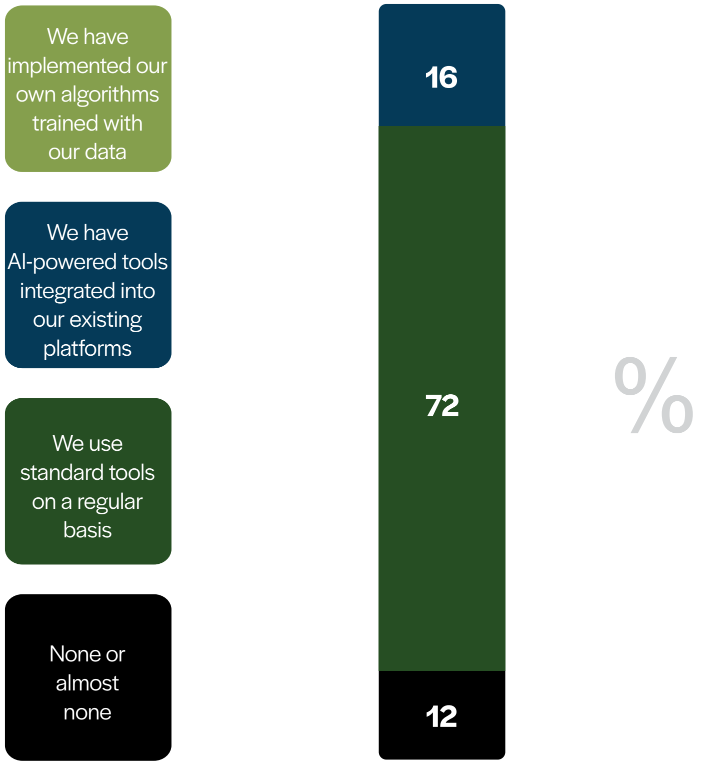
Mid-term (3-5 years)



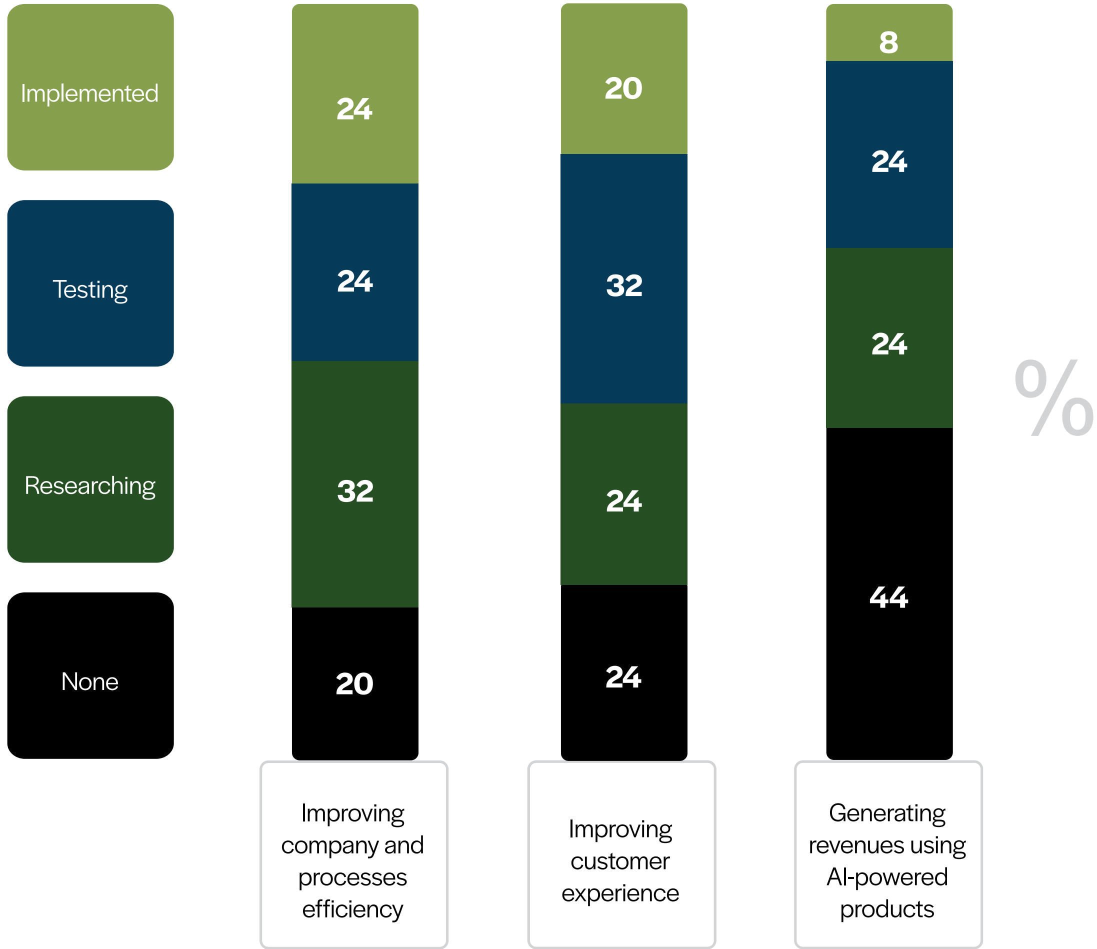
(29 answers in total)

Generative AI Applications

Level of Implementation

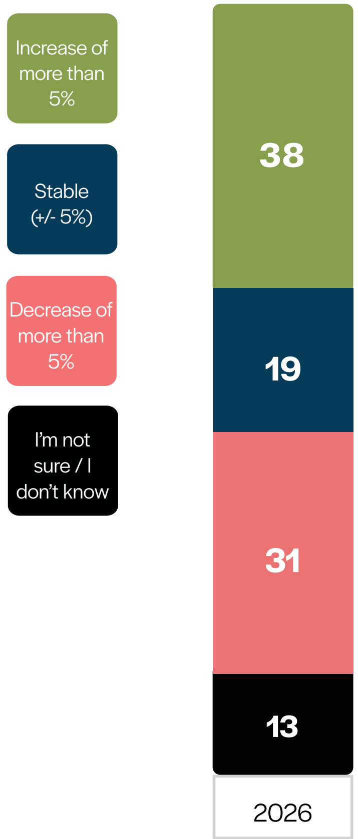


Level of Maturity

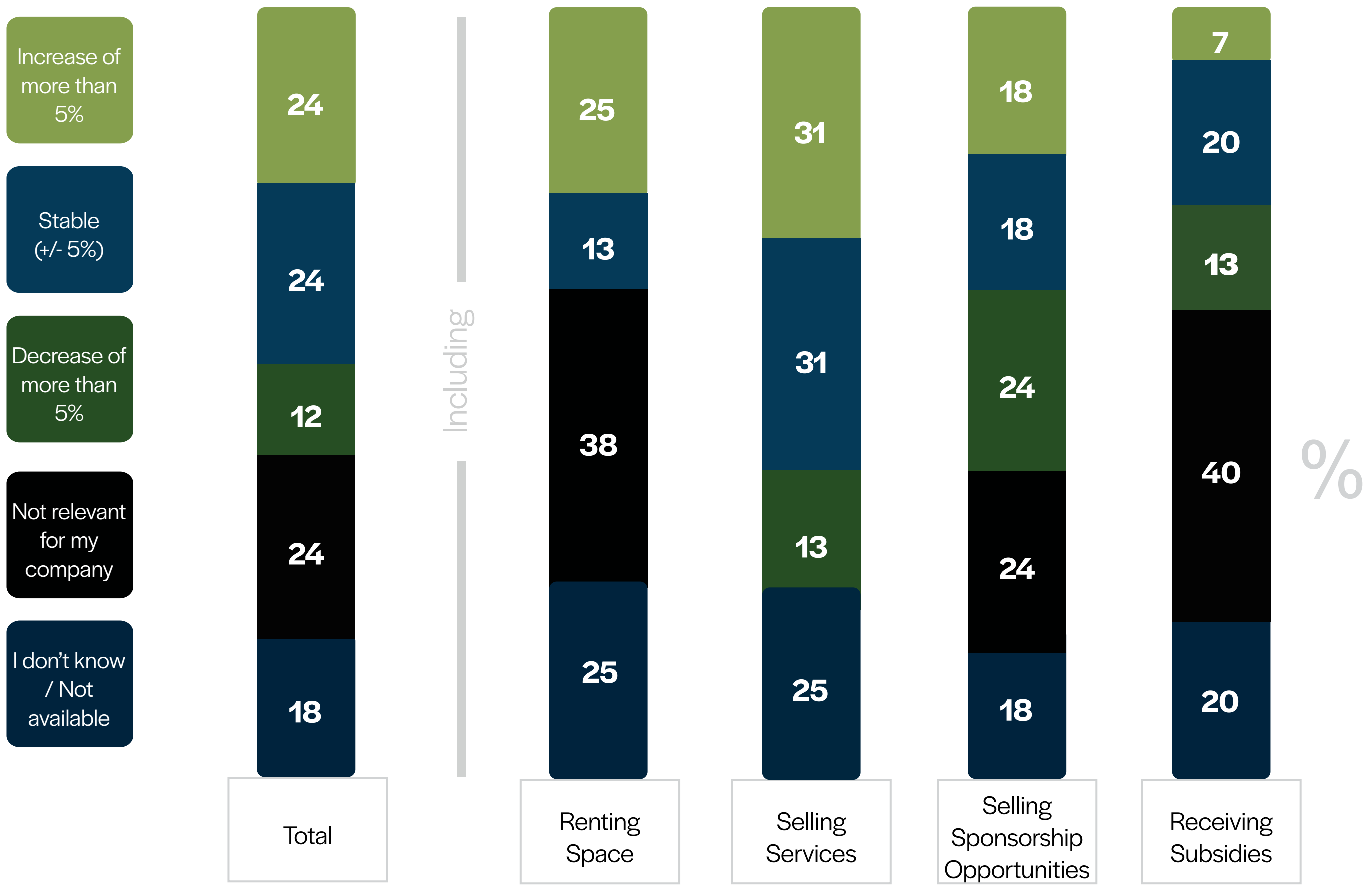


(29 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



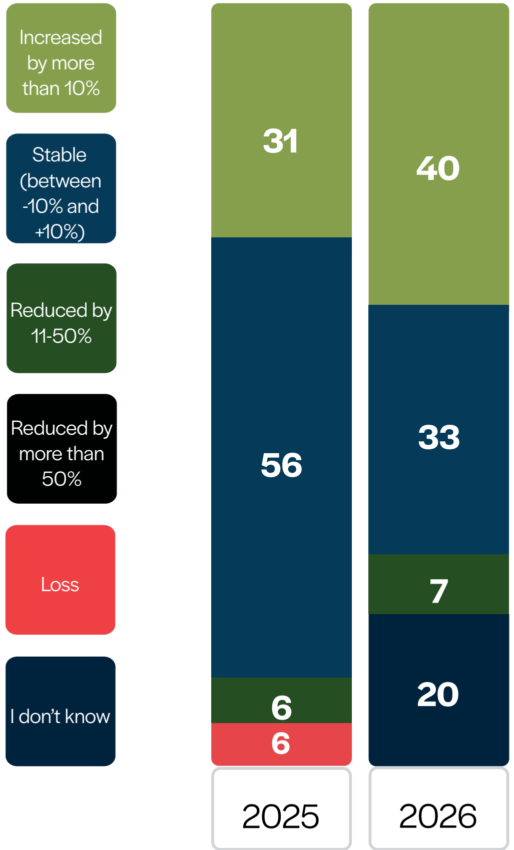
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

(18 answers in total)

Operating Profits
compared to the previous year

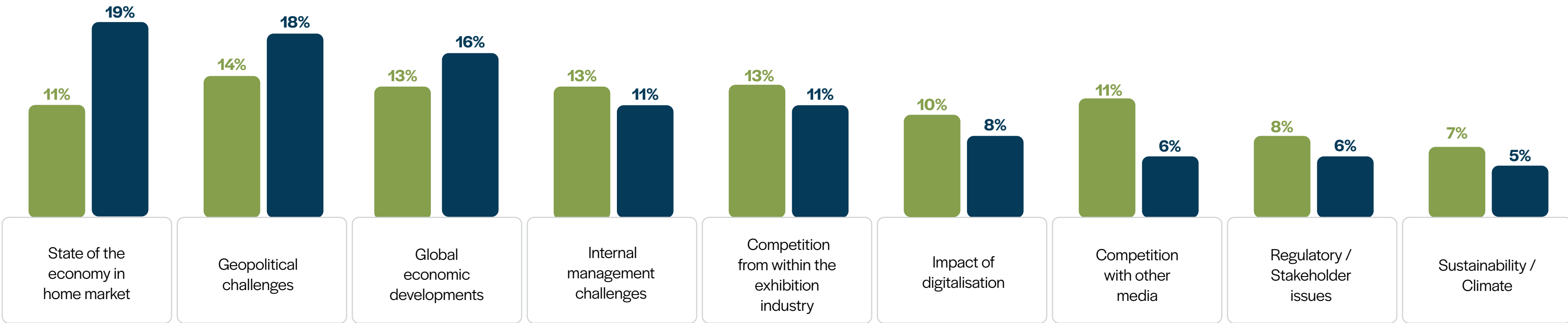


(18 answers in total)

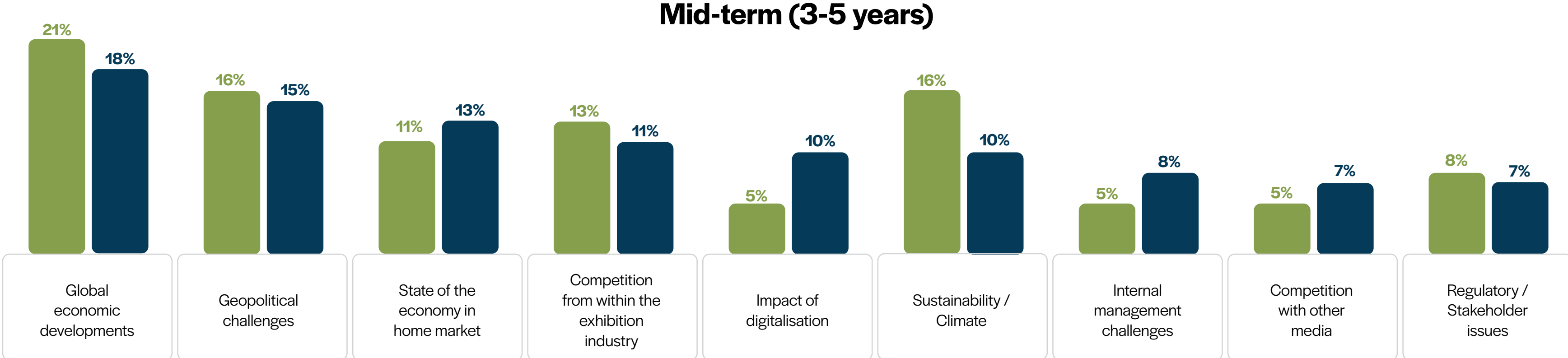
Most important business issues
in the exhibition industry right now

India Global

Short-term (12-18 months)



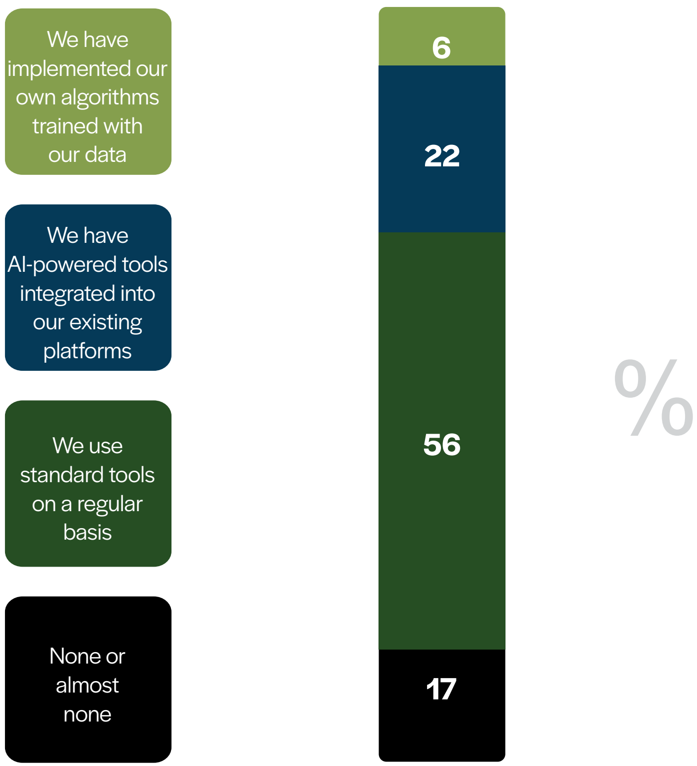
Mid-term (3-5 years)



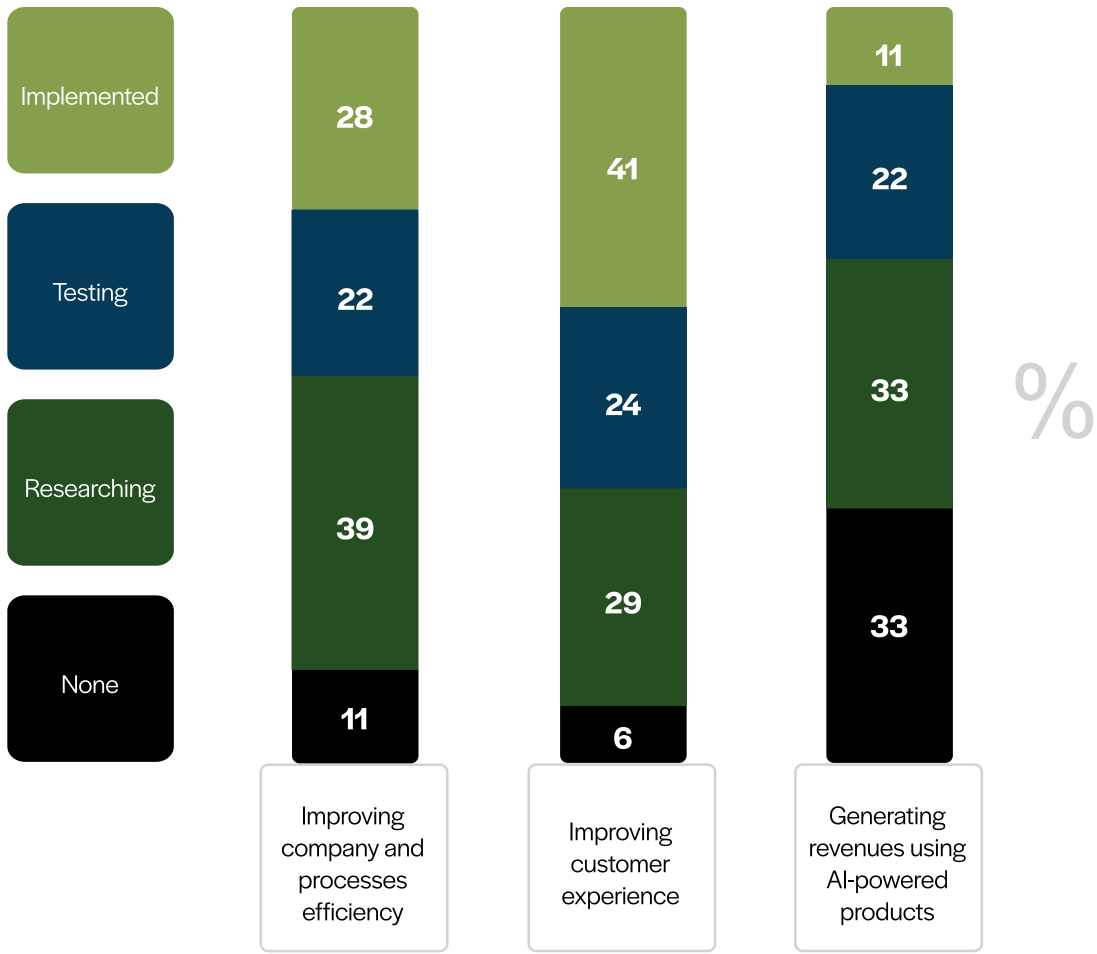
(18 answers in total)

Generative AI Applications

Level of Implementation

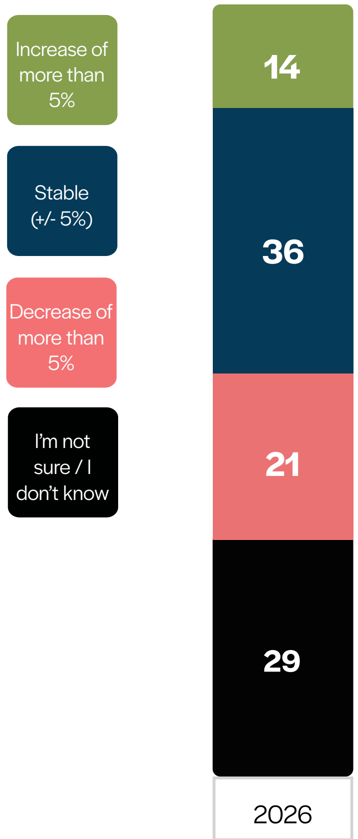


Level of Maturity

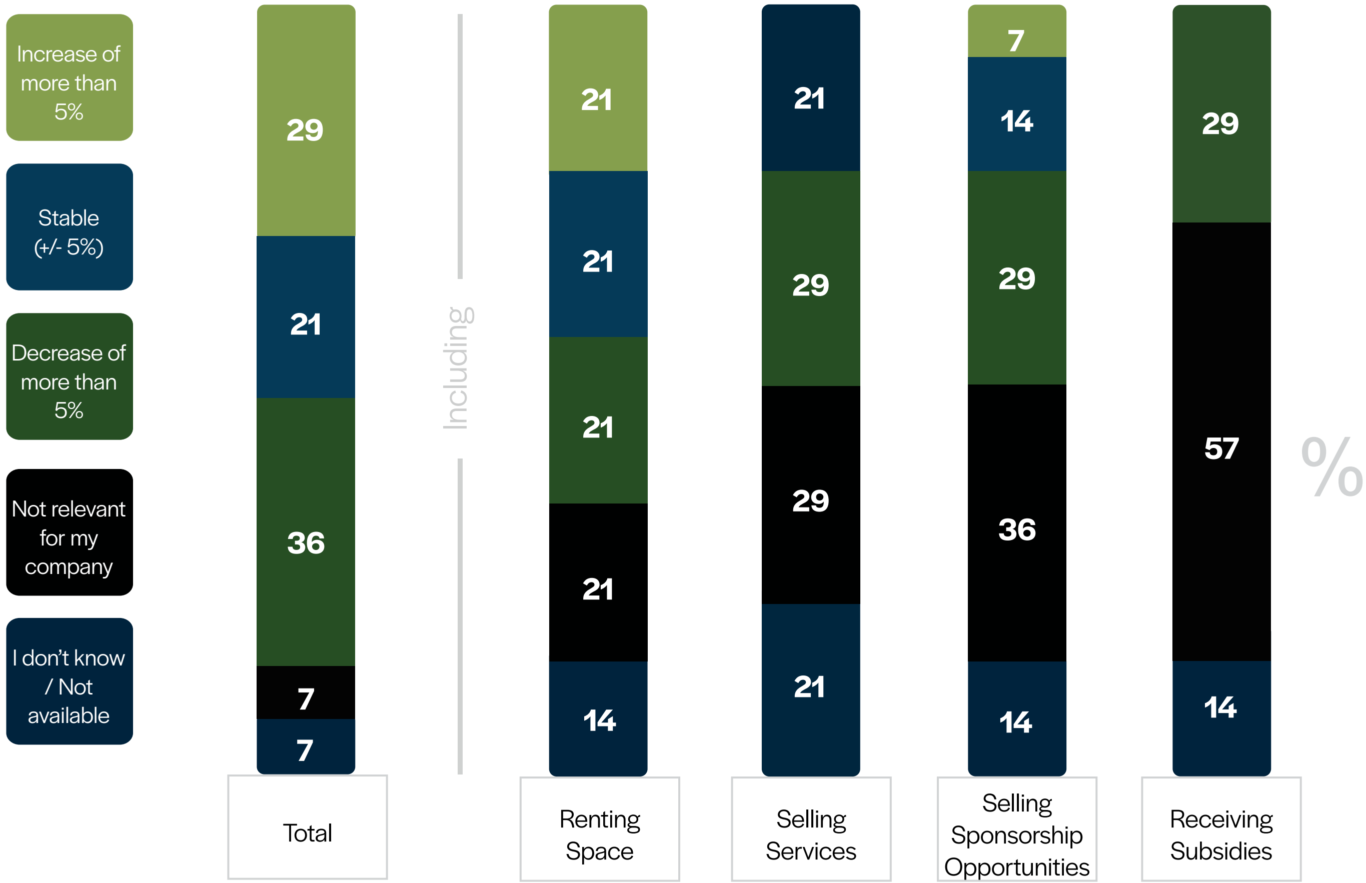


(18 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



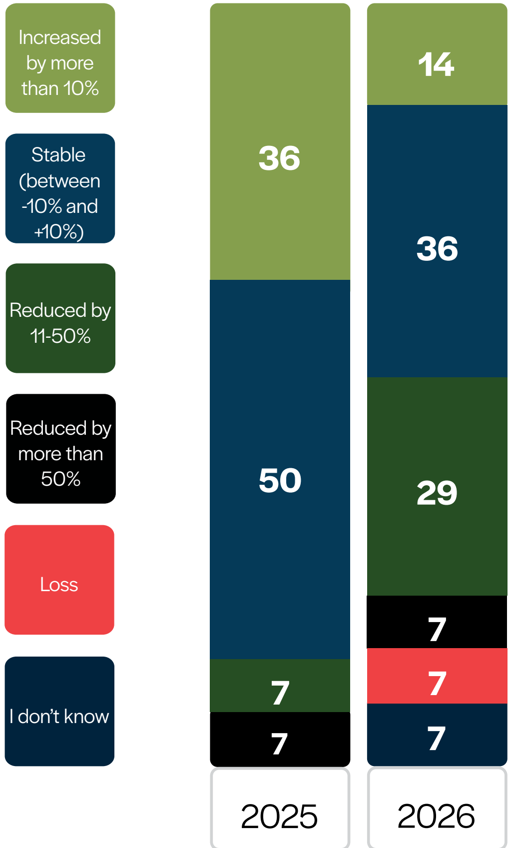
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

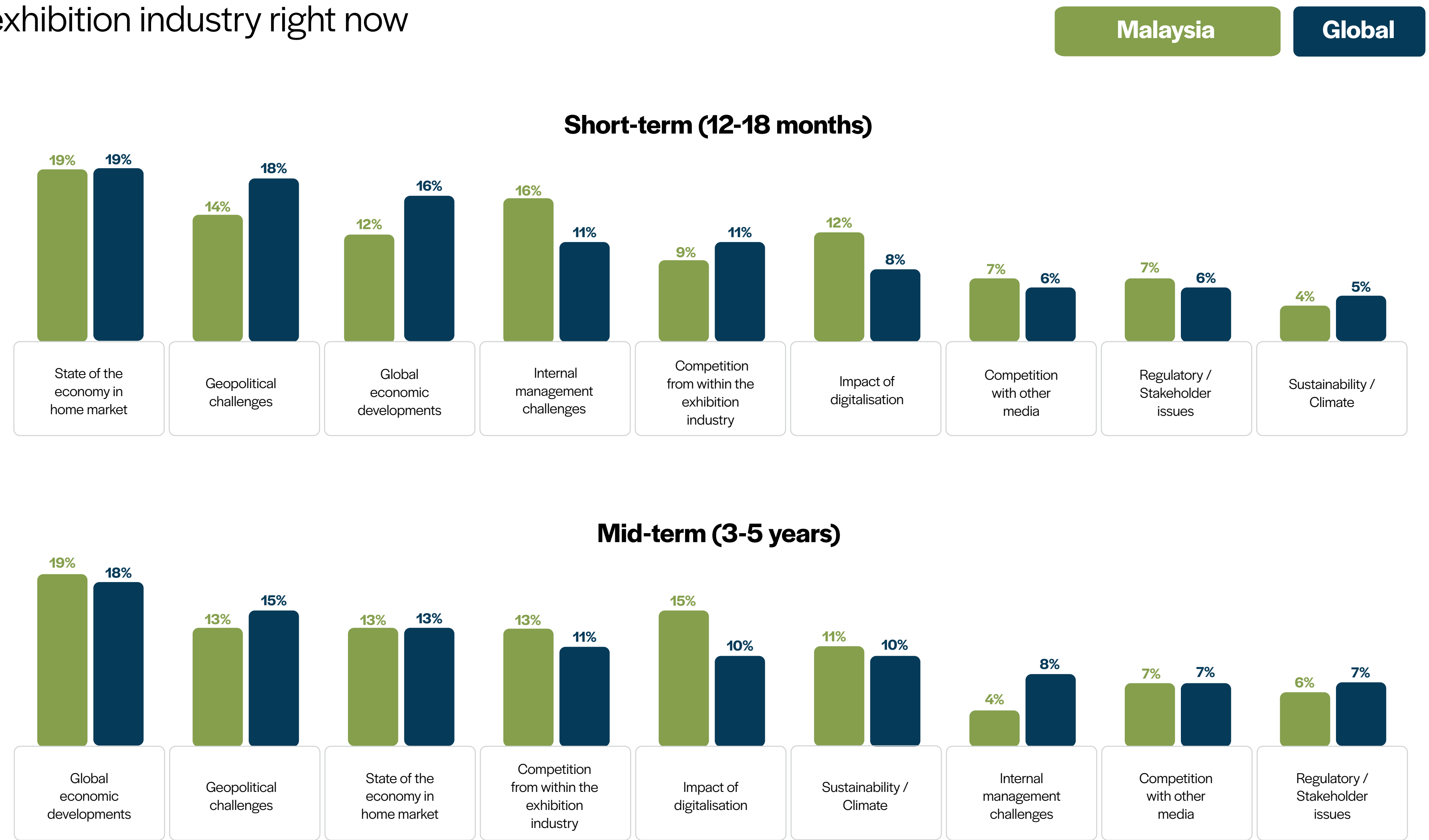
(15 answers in total)

Operating Profits
compared to the previous year



(15 answers in total)

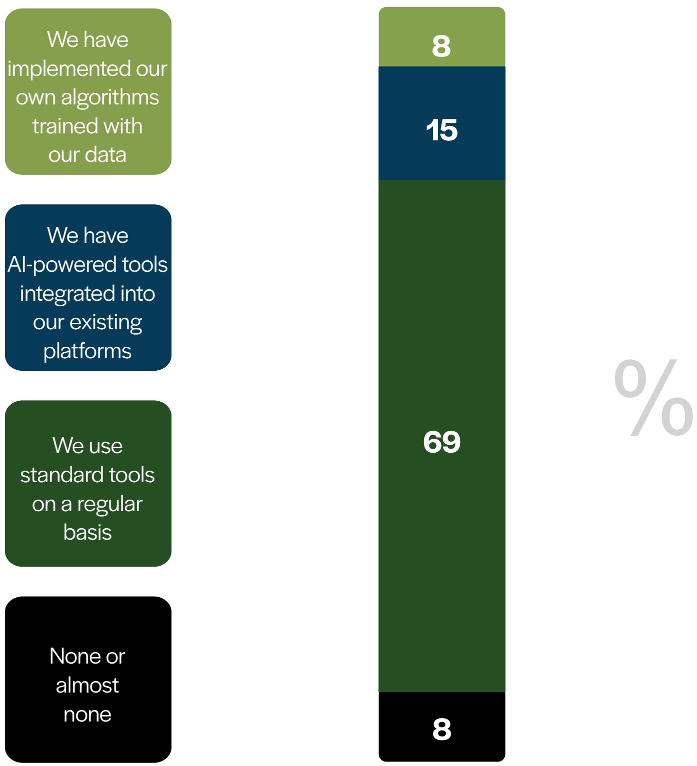
Most important business issues
in the exhibition industry right now



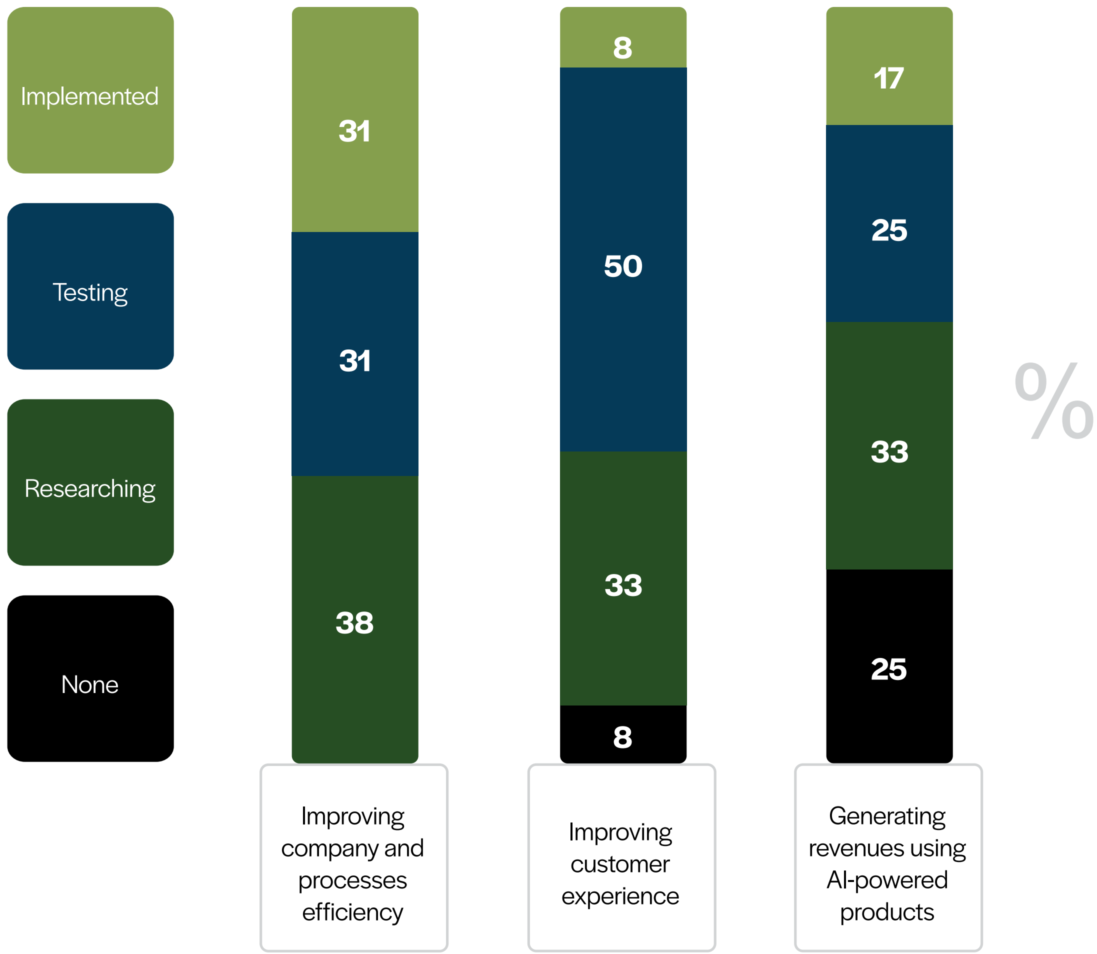
(15 answers in total)

Generative AI Applications

Level of Implementation

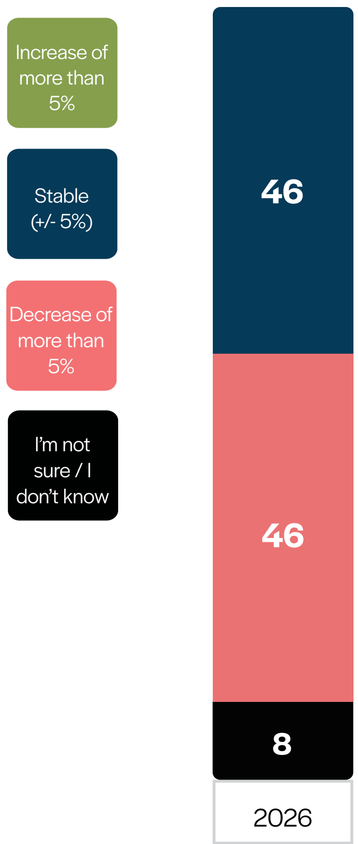


Level of Maturity

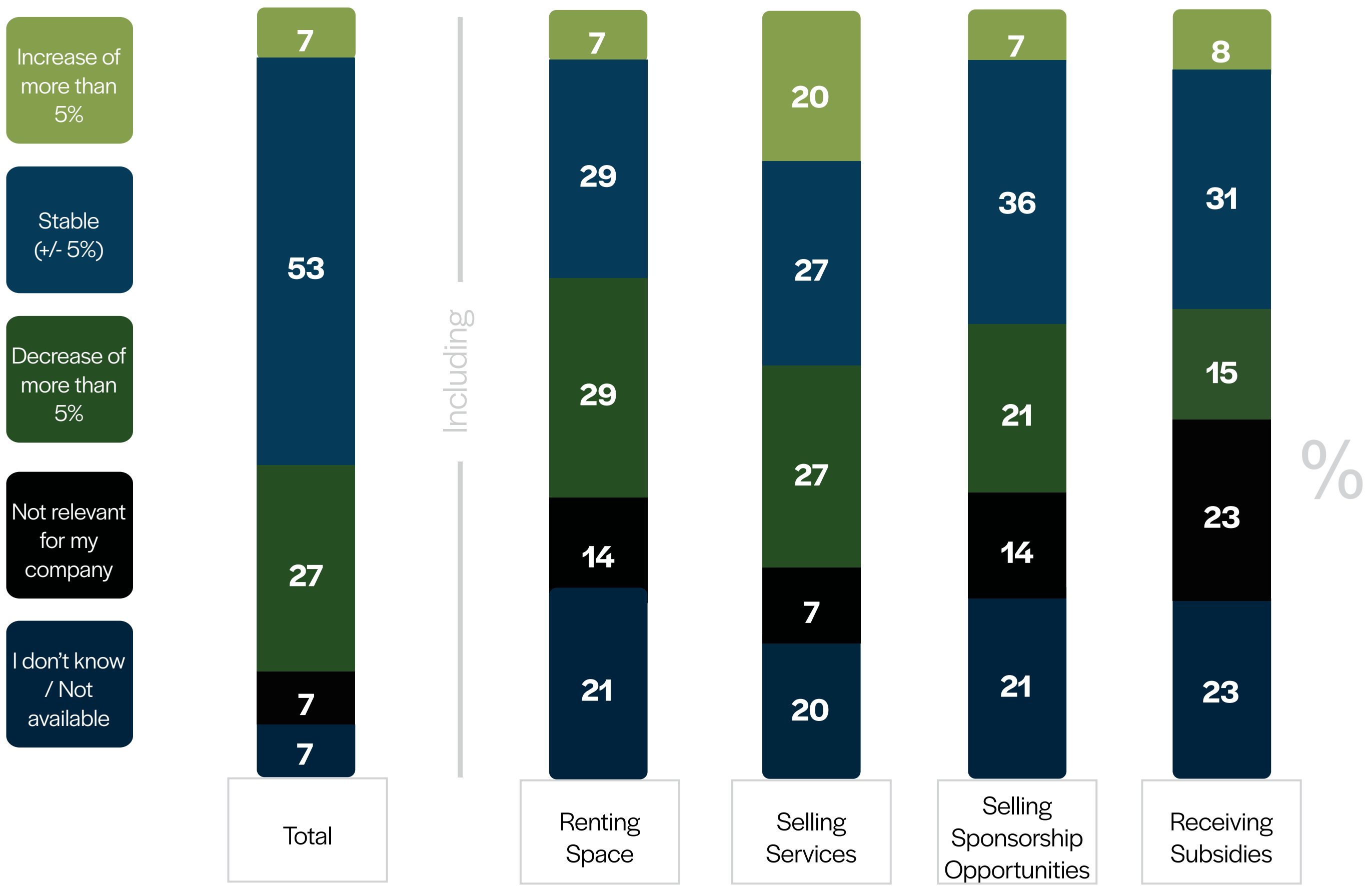


(15 answers in total)

Country-Level Aggregated Rented Space Forecast
for 2026



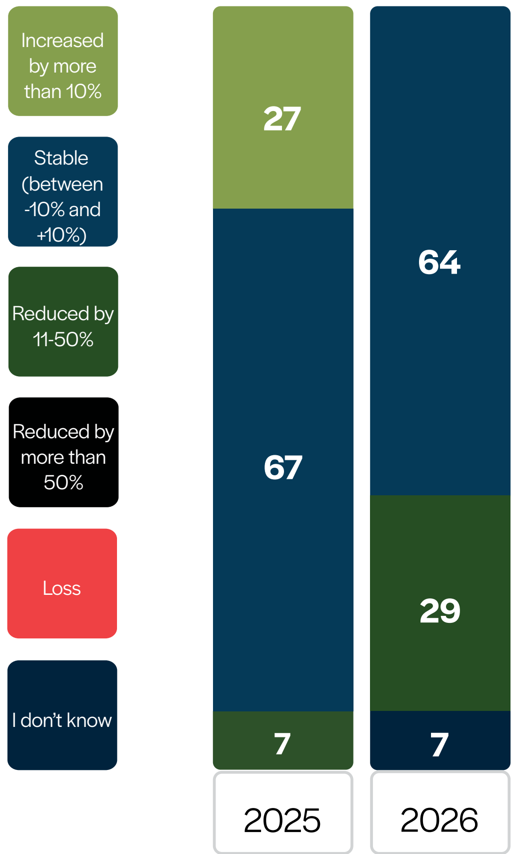
Company Exhibition-Related Revenues Forecast
2026 compared to 2025, by category



Note: the results by revenue stream and total revenue cannot always be compared.

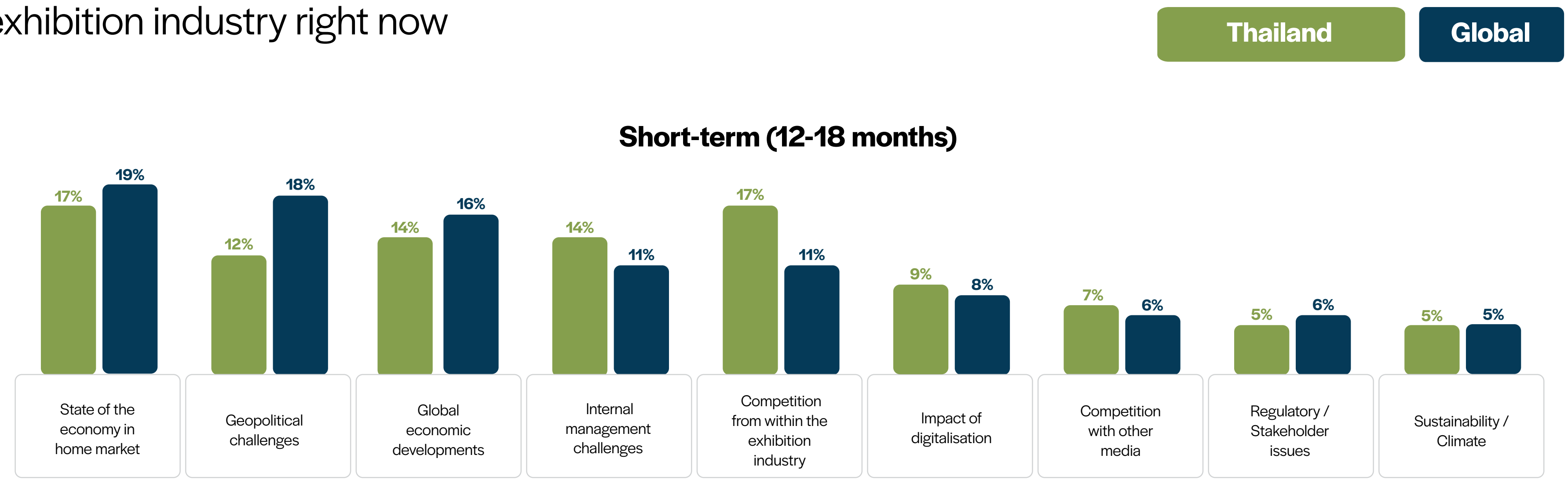
(15 answers in total)

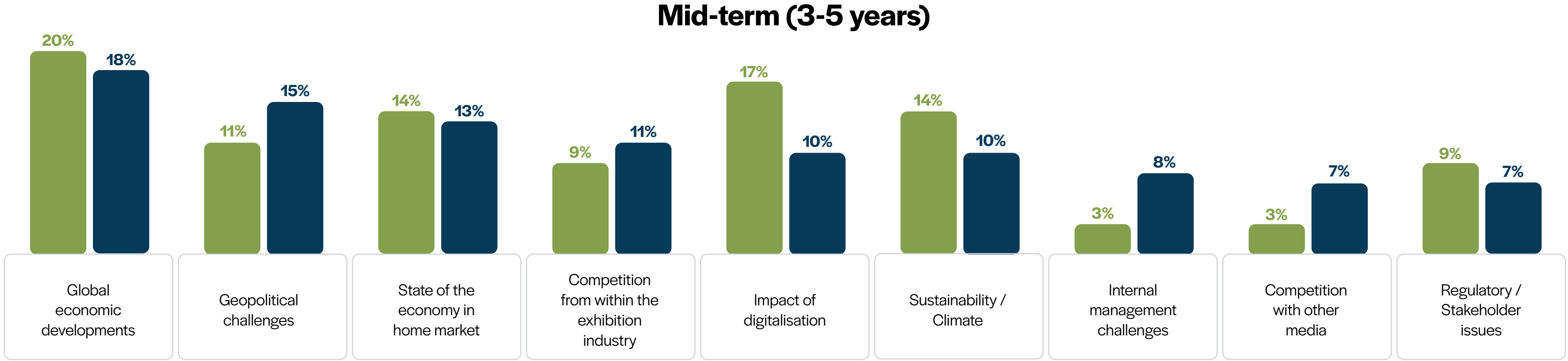
Operating Profits
compared to the previous year



(15 answers in total)

Most important business issues
in the exhibition industry right now

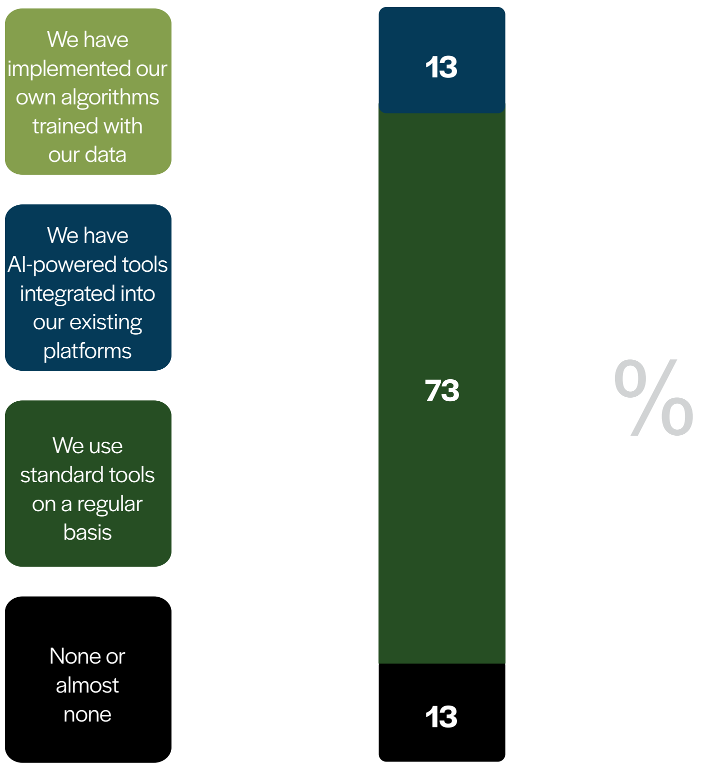




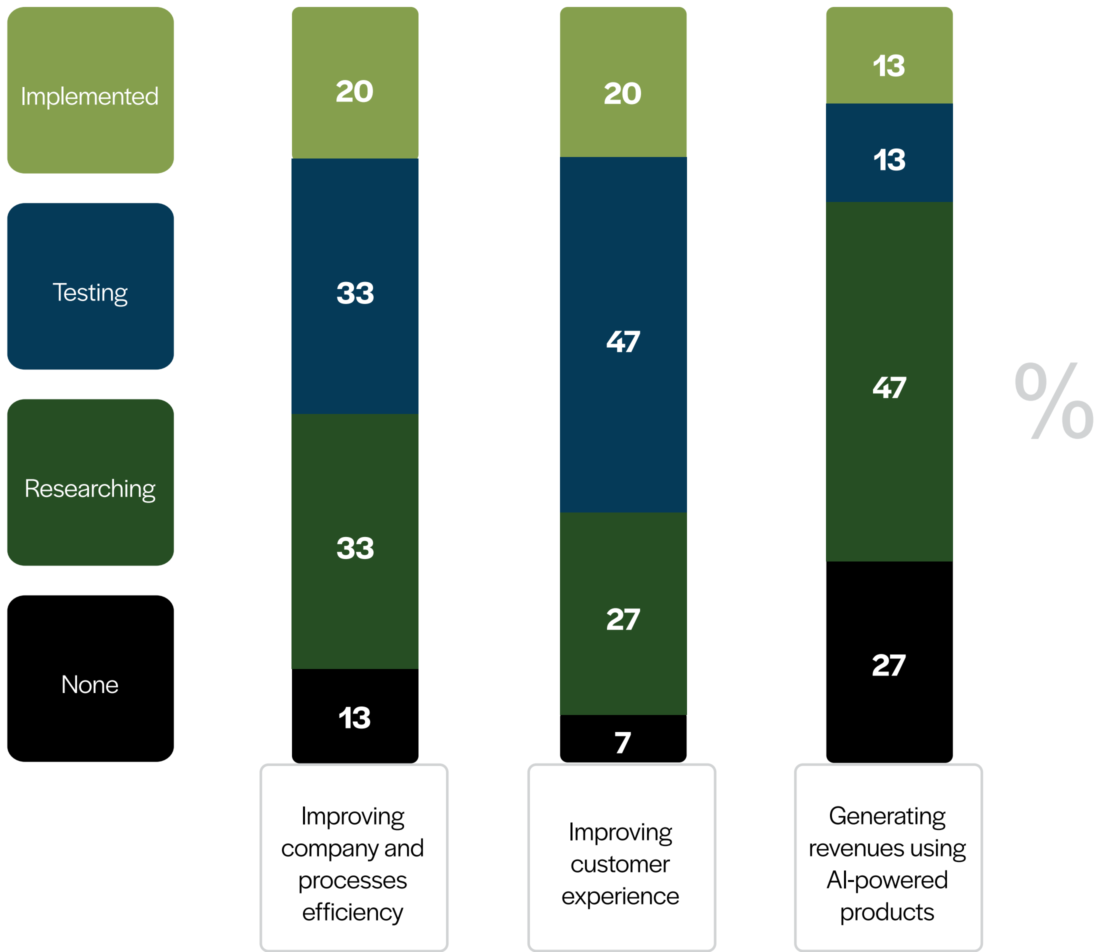
(15 answers in total)

Generative AI Applications

Level of Implementation



Level of Maturity



(15 answers in total)

Conclusion

The Global Barometer survey has been constantly measuring the pulse of the exhibition industry since 2009. This 37th survey was concluded in June 2026. It includes data from 466 companies in 59 countries and regions. The report delivers outlooks and analysis for 20 focus countries and regions. In addition, it analyses 5 aggregated regional zones, and it also includes an analysis of replies by type of activity (organiser, venue or service provider/supplier), when relevant.

The 37th Barometer surveyed participants' perception of **rented space** (net for organisers, gross for venues, and not considering biennial effect), for 2026 compared to the previous year, **for the country where they are based**. 26% of respondents globally expect an increase in activity in their home market of more than 5% year on year in 2026, while 38% expect activity to remain stable (+/- 5%). In contrast, 21% anticipate a decrease of more than 5%, and 14% remain uncertain.

As anticipated due to the situation in the Middle East, those results appear more cautious than those declared six months ago, when 44% of respondents were expecting an increase in activity of more than 5% (18% more), 41% stability (3% more), while 8% were anticipating a decrease (13% less) of more than 5%. Uncertainty has increased, with 7% of respondents unable to answer (7% less).

When asked for their **company's exhibition-related revenues** for 2026 compared to the previous year based on different revenue streams, global results indicate that 27% of the companies worldwide expect an annual increase in revenue of more than 5%, and 38% expect a stable evolution (+/-5%) of total revenue. Detailed results by revenue stream show that most companies forecast stable revenues for "renting space" (32% of answers), "selling services" (39%), and "selling sponsorship opportunities" (32%). In parallel, 37% of respondents do not consider "receiving subsidies" relevant to their business

In terms of company's **operating profits f**or 2025 and their expectations for 2026 compared to the previous year, results show a generally positive performance in 2025, with 37% of companies reporting an increase in operating profit of more than 10% and a further 50% indicating stable profits.

At the time of the survey, companies appeared more cautious about their profit expectations for 2026. While 19% expected operating profits to increase by more than 10%, a majority (54%) anticipated stable profits.

The 37th Barometer also asked companies to select the **three most important issues** for their business in the short term (12-18 months) and mid-term (3-5 years) from a pre-defined list of ten issues.

For the short term:

- The most pressing business issue remains "State of the economy in home market" (19% of responses globally, unchanged from six months ago). It is the leading issue across all regions except the Middle East & Africa and Europe.
- "Geopolitical challenges" (18%, +2% compared to six months ago) ranks as the second most important business issue globally and is the top concern in both the Middle East & Africa (24%) and Europe (22%).
- "Global economic developments" (16% of responses, unchanged compared to six months ago) ranks third globally.

The analysis of the trends around top business issues over the 2016 - 2026 period, when combining the previous list into six categories, shows the same positions as six months ago for the top 3:

- "Global economic developments" and "State of the economy in the home market" combined is the main issue, with an aggregated 35% of answers (same as six months ago).
- "Geopolitical challenges" remains second, with 18% of answers (+2% compared to six months ago).
- "Impact of digitalisation" and "Competition with other media" combined ranks 3rd, with 14% of answers (same as six months ago).

There are notable differences in the ranking of the most important issues in the short term versus mid-term. The top three issues remain the same, but in a different order. “Global economic developments” becomes the top mid-term issue with 18% of responses (compared to third place in the short term with 16%). It is followed by “Geopolitical challenges” with 15% (second in the short term with 18%) and “State of the economy in the home market” in third place with 13% (first in the short term with 19%).

The 37th Barometer also invited the participants to evaluate both their **current level of AI implementation** and their **maturity in using AI-powered solutions** to improve company and process efficiency, improve customer experience, and generate revenue.

Globally, 70% of companies indicate that they currently use standard AI tools in at least some of their business functions. In addition, 17% have AI-powered tools integrated into their existing systems, and 4% have already developed proprietary algorithms trained on internal data. Overall, 91% of companies are now using AI (+4% compared to six months ago). In parallel, 9% of respondents declare having no or almost no use of AI at this stage.

In terms of maturity, most companies are still researching or testing solutions across the three domains surveyed: 67% for “improving company and process efficiency”, 71% for “improving customer experience”, 55% for “generating revenue using AI-powered products”.

Lastly, the 37th Barometer asked participants to assess the extent to which **the situation in the Middle East** is affecting their business, and for those who were impacted to select **the nature of the impact** from a predefined list.

While the impact is unsurprisingly “strong negative” for more than half of the responses (55%) in the GCC, 90% of companies outside the GCC do not see a negative impact or only a moderate one.

For those impacted in the GCC, 82% of companies face postponements of events, 48% reduced participation (at confirmed events) and 39% cancellations of events. In all other regions, a large majority of companies– ranging from 63% to 76% – also face reduced participation at their events, while postponements and cancellations of events are the second and third most impacted (ranging from 17% to 37% depending on the region).

In parallel, 14% also mention other (or parallel) impacts (increased costs, travel disruption, cautious approaches, etc.).

THANK YOU TO ALL SURVEY PARTICIPANTS FOR YOUR CONTRIBUTION! THE NEXT GLOBAL BAROMETER SURVEY WILL BE CONDUCTED IN DECEMBER 2026 – PLEASE PARTICIPATE!

# Appendix: Number of survey replies per country
Total = 466 (in 59 countries/regions)

North America	62
Canada	6
Mexico	38
USA	18

Central & South America	57
Argentina	16
Bolivia	1
Brazil	17
Chile	2
Colombia	17
Costa Rica	1
Ecuador	1
Guatemala	1
Panama	1

Europe	178
Belgium	3
Bulgaria	1
Cyprus	1
Finland	1
France	12
Germany	20
Greece	12
Italy	29
Netherlands	5
Poland	3
Portugal	3
Romania	1
Slovenia	1
Spain	19
Sweden	3
Switzerland	2
Türkiye	45
Ukraine	1
United Kingdom	16

Middle East & Africa	56
Bahrain	1
Egypt	5
Iraq	1
Jordan	1
Kenya	1
Kuwait	1
Lebanon	1
Morocco	1
Oman	1
Qatar	2
Saudi Arabia	15
South Africa	12
United Arab Emirates	14

Asia-Pacific	113
Australia	14
China	29
Hong Kong	5
India	18
Indonesia	2
Japan	2
Macau	1
Malaysia	15
Pakistan	2
Philippines	1
Singapore	3
South Korea	4
Taipei	1
Thailand	15
Vietnam	1

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