

The AMR Exhibition Recovery Tracker



COVID-19 has devastated the global exhibitions industry. As the pandemic continues, the recovery of face-to-face exhibitions in 2021 will vary considerably by country and organiser.

Pinpointing recovery movements requires consistent monitoring and reliable data. AMR are leaders in strategy consulting to the global exhibitions Industry. Our annual Globex report is relied upon for its definitive dataset and market outlooks.

AMR's new Exhibition Recovery Tracker provides a monthly quantitative view of how face-to-face exhibition activity is recovering across 15 major exhibition markets¹, by comparing it to pre-COVID event activity.

How it works

Data coverage

Exhibition information will be organised by country (15 markets), by city (c.45), by venue (c.60) and by a selected list of the largest publicly-listed or PE-owned organisers (Informa Markets, Reed Exhibitions, Comexposium, Clarion, Emerald, Hyve, GL events, dmg events, Tarsus).

Rolling 12-month period

In each monthly update, the tracker will feature a backward-looking view on event activity completed since Jan 1st 2021 (including comparative volume of exhibitors and visitors where available) and a forward-looking view on the number of events scheduled for the next 12 months.

Cutting-edge online format

All data is accessed via an online, interactive dashboard. You will have the flexibility to toggle a vast range of data 'cuts', with the power to generate many different levels of analysis – all tailored to your specific needs.

Monthly updates

Exhibition activity will be continuously monitored and updated in the tracker to provide a view on latest trends, which will be shared in monthly instalments on the 15th of each month.

Regulatory changes

The tracker will include information on COVID-related event regulation in each country.

¹ Brazil, China, France, Germany, Gulf Cooperation Council, Hong Kong, India, Indonesia, Italy, Mexico, Malaysia, Russia, Singapore, UK and USA

What you can expect

The below table describes the different dynamic charts you will have access to, dependent on data availability.

Chart No.	Output description	Cuts available	X-axis	Y-axis	Insight
1	Event activity per month in 2021 as % of 2019	<ul style="list-style-type: none"> By geography By venue By organiser 	Months (Jan–Dec)	<ul style="list-style-type: none"> No. events No. exhibitors No. visitors 	View of event activity relative to historic norms
2a	Event activity by organiser in 2021 as % of 2019	Custom length of average time series	Organisers (all or custom selection)	<ul style="list-style-type: none"> No. events No. exhibitors No. visitors 	Comparative view of organiser's event activity
2b	Event activity by country in 2021 as % of 2019	Custom length of average time series	Countries (all or custom selection)	<ul style="list-style-type: none"> No. events No. exhibitors No. visitors 	Comparative view of country's event activity
2c	Event activity by city in 2021 as % of 2019	Custom length of average time series	Cities (all or custom selection)	<ul style="list-style-type: none"> No. events No. exhibitors No. visitors 	Comparative view of city's event activity
2d	Event activity by venue in 2021 as % of 2019	Custom length of average time series	Venues (all or custom selection)	<ul style="list-style-type: none"> No. events No. exhibitors No. visitors 	Comparative view of venue's event activity

Please note that Excel extract will include aggregated data, except for Chart 2a where event-level data will be provided for the main shows in each organiser's portfolio

Pricing options

Standard package

£3,000
per year

(UFI members)

£3,750
(non-UFI members)

Data-sharing package

£2,000
per year

If you share event-level data with AMR to feed into the tracker, you will benefit from an additional 33% discount, on top of the UFI members discount

Subscription



To subscribe please contact:

The AMR Exhibition Recovery
Tracker Team
tracker@amrinternational.com

About AMR International

For more than 30 years, AMR International has been the world leader in strategy consulting to the events and exhibitions industry. Each year AMR publishes Globex – the exhibition industry's definitive dataset and forecast. AMR supports all facets of strategy, event lifecycle, data and digital, operational and transaction support. AMR is also a regular advisor to financial investors in the events industry, providing strategic M&A support in emerging and mature markets. AMR has offices in London, New York, Paris and New Delhi, as well as on-the-ground experience in more than 40 countries.

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