Beat: Business

IFEMA Madrid closes 2022 with an all-time billing record

An exceptional year

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USPA NEWS - In an exceptional year, Madrid Fair Institution (IFEMA) records its best results, with revenues of 187.7 million euros, increasing its turnover by 90.3% compared to 2021. EBITDA reached 20.4 million - the results are market recognition of the global leadership exercised by IFEMA Madrid in the recovery of trade fair and congress activity during the years 2021 and 2022 -. The decision to hold FITUR in the midst of a pandemic had a tractor effect, achieving in 2022 holding a total of 105 fairs and congresses, nearly 400 events and conventions and 21 leisure and music events. In total, throughout the year, IFEMA Madrid brought together 21,360 companies and 3.7 million visitors.

The president of the Executive Committee of IFEMA Madrid, José Vicente de los Mozos, presented on Monday the economic and activity results of IFEMA Madrid during 2022, after their approval by the Governing Board of the institution. An exceptional year that, despite its complexity, has represented the best in its history for IFEMA Madrid, thanks to the boost and reestablishment of its activity, which has led it to close the year with the best results in its history. A total turnover of 187.7 million euros, the highest ever achieved, an EBITDA of 20.4 million.

The decision adopted by IFEMA Madrid as the only international organization that maintained its full fair calendar, despite the strong rebound of the Ómicron variant at the beginning of 2022, compared to other fairs in Europe and the world, which kept their activity paralyzed until the second or third quarter of the year, was the decisive factor in achieving such an exceptional balance sheet. These results represent the market's recognition of the global leadership exercised by IFEMA Madrid in the recovery of trade fair and congress activity during the years 2021 and 2022.

In this sense, if we take 2021 as a reference, the year in which the institution also made a significant effort to maintain some of the key fairs on its calendar, as was the case with FITUR, the results for 2022 are even more striking, shooting the increase in income up to 90.3%. In terms of activity, the organizational effort to recover the fair calendar has resulted in the holding of a total of 105 fairs and congresses, of which 28 were also held in digital format through the LIVE Connect platform; nearly 400 events and conventions and 21 leisure events and music festivals. An activity that has attracted the presence of 21,360 companies and 3.7 million visitors, confirming the driving effect of holding FITUR in the midst of a pandemic and the call to the economic sectors to return to normality.

In fact, in 2022 almost all the own fairs scheduled in the calendar were held, some with results higher than those estimated, such as Fruit Attraction, which, together with FITUR, are at the forefront in generating income.

Boost to activity

Likewise, and despite the circumstances, during 2022 new fair projects were created such as Global Mobility Call, the great congress with an exhibition supported by the Government of Spain, as well as by the Community and the Madrid City Council, which aims to lead the transformation process towards sustainable mobility; Helixa Summit, focused on investigating the opportunities of the metaverse for the growth of the business sector, and Accountex Spain , the new event specialized in the digitization of the administrative and accounting processes of consultancies, law firms and SMEs.

Also, the use of IFEMA Madrid infrastructures at off-peak times, such as the month of December, for holding leisure events, company celebrations and other events aimed at the general public, have represented a contribution to the results and to the general recovery. of leisure activities.

To this is added an exceptional event, such as the production of the NATO Summit commissioned by the Government of Spain, held at the Fairgrounds last June, and which represented an injection both economically, contributing to the improvement of the 2022 results, as in the reputational one, confirming IFEMA Madrid, once again, as a world reference space to host major global events, as also happened with COP 25.

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