

# III. Dimensioning of Sector of Events in Brazil 2024/2025





## III Sizing of Sector of Events



Comparability with previous



Methodology replicable with use of tax base Federal and RAYS

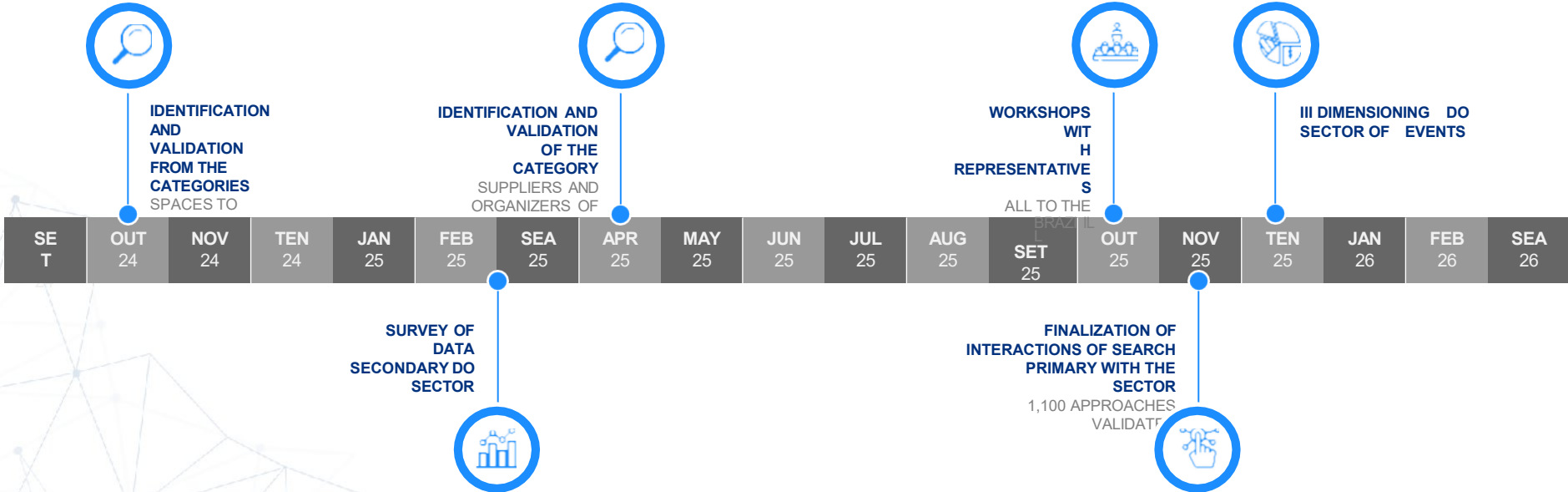


Search in scale national with adoption of reliable sampling parameters and regionalized data



Consultation the publications reference and support direct of the representative entities

# Chronology



**B I G  
N U M B  
S**

**AND R**

# 4 Responsible Institutions

Observatory from the Industry  
Ceará SENAI CE | ABEOC  
BRAZIL / SEBRAE

# 16 Entities Representatives Involved

ABEOC, ALAGEV, IFEA LATIN AMERICA, ANPPE, Academy Brazilian of Events and Tourism, ABRAPE, AMPRO, UNEDESTINOS, UBRAFE, ABRAFESTA, EMBRACE, ABEFORM, SINDIPROM, CETUR/CNC, FBHA and Embratur.

# B I G NUMBERS

 **18 Months Work**  
Development of 7  
large steps

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**+ 14k** Hours of Work and  
Development

## BIG NUMBERS

+1k

### Applications of questionnaires

Interactions with companies in the three categories of the dimensioning

+1.5k

### Hours of Interaction

Between meetings with Associations, Committee and Representatives of various areas of the sector

**Population universe** of approximately  
**300 thousand** companies in the events sector in Brazil



**R\$813,5  
billion**  
in revenue  
in 2024



**4,6% of  
Brazil's  
GDP**



**12,7  
million**  
jobs  
generated

# Inclusion of new categories of spaces for events

Inclusion of new categories and new concepts formats for implementation of events, as events Virtual, hybrid, in addition to in-person events .

THE delimitation of categories based in CNAE It represents an innovation. methodological of the dimensioning.



## New categories inserted node study current:

Coworking

Fairs AGRO

Shopping Center

## Categories already consolidated

Bar and Restaurant

Home and Salon of

Home Night

Centers of conventions

Club, Gym and Arena

Hotel and too much means of accommodation

Educational Institution

Marina

Museum and Center Cultural

Parks of fun and parks thematic

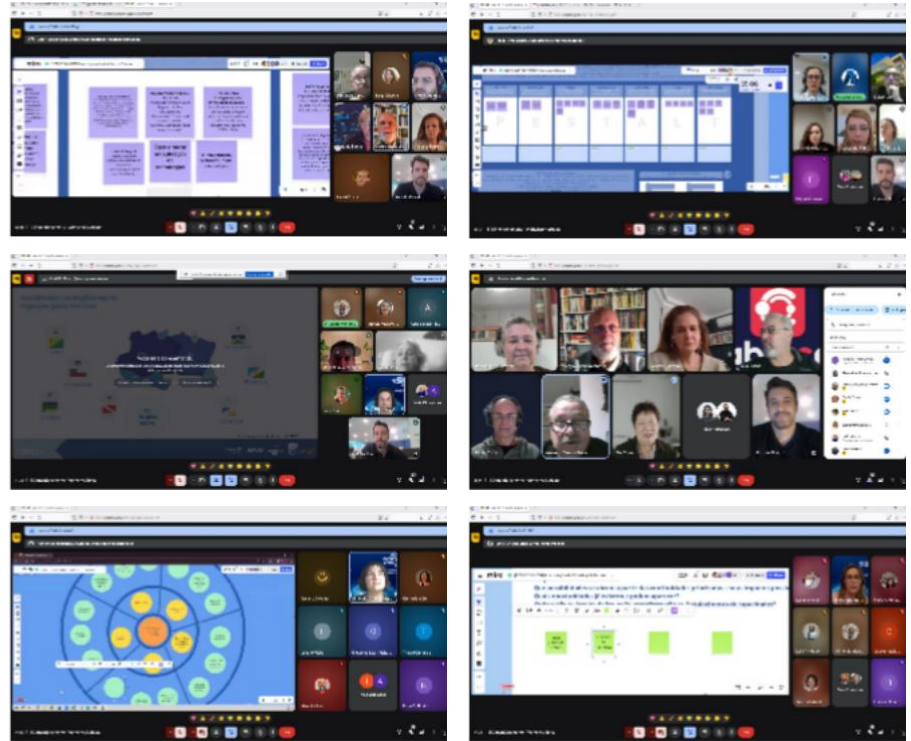
Park and Garden

Place and Farm

Theater and Auditorium

# Workshop of futures

They were performed **5 workshops** of the future, one in each Brazilian region, contemplating more **140 participants**, between businessmen of sector and public institutions.



# Strategies of communication

Posts of disclosure of project and numbers partials from the research



**+1000**  
entrevistados nas  
**5 regiões**  
do Brasil

Conheça o estudo que está atualizando o panorama do setor de eventos no país.

GOVERNADOR DO PIAUÍ  
SENAI  
SEBRAE  
CETUC/UFPI



**Por dentro do projeto**  
Levantamento robusto com coleta de dados primários nas 5 regiões do país

**600**  
espaços de eventos entrevistados

**+400**  
organizadores e fornecedores entrevistados

**+230**  
inscritos em 5 workshops regionais

Mapa do Brasil dividido em 5 regiões: Norte, Nordeste, Centro-Oeste, Sudeste, Sul.

SENAI  
SEBRAE  
CETUC/UFPI



**Atores de peso engajados**

**4** **Instituições envolvidas**  
Observatório da Indústria Ceará  
SENAI CE | SEBRAE | ABECC Brasil

**13** **Entidades representativas**  
ALAGEV, IELA LATINAMERICA, Academia Brasileira de Eventos e Turismo, ANPPE, ABRAPE, AMPRO, UNEDESTINOS, UBRAPE, ABRAFESTA, ABRACE, ABEFORM, SINDIPROM, CETUR/CNC

Imagem de pessoas aplaudindo.

SENAI  
SEBRAE  
CETUC/UFPI



**Um raio X completo do setor de eventos**

O III Dimensionamento do Setor de Eventos está construindo um retrato atualizado do segmento no Brasil.

Fique ligado nas nossas redes para ver os resultados do estudo.

SENAI  
SEBRAE  
CETUC/UFPI

# Strategies of communication

Development of content to WhatsApp and Instagram to mobilization of the businessmen of the sector

**SR (SRA) EMPRESÁRIO(A),**

O SENAI, em parceria com o SEBRAE, está realizando uma pesquisa nacional sobre o setor de eventos no Brasil –

**III DIMENSIONAMENTO ECONÔMICO DA INDÚSTRIA DE EVENTOS**

**Queremos contar com a sua participação!**  
A entrevista pode ser feita por telefone ou videochamada, no melhor horário pra você. Sua colaboração é muito importante para fortalecer o setor.

**Podemos agendar?**



GOV. DO RIO GRANDE DO SUL  
**SENAI** **SEBRAE** CONFEDERAÇÃO NACIONAL DA INDÚSTRIA

Participe da missão do  
**III DIMENSIONAMENTO DO SETOR DE EVENTOS**

**ESPAÇOS DE EVENTOS, ORGANIZADORES e FORNECEDORES** estão convocados a participar desta fase da pesquisa, respondendo o formulário no link da legenda.

A força do mercado de eventos está conosco!



GOV. DO RIO GRANDE DO SUL  
**SENAI** **SEBRAE** CONFEDERAÇÃO NACIONAL DA INDÚSTRIA

**Dimensionamento do Setor de Eventos**

Fornecedores e prestadores de serviços estão convidados para contribuir com dados fundamentais para a consolidação do setor.

**Prepare-se para se encontrar no mercado de eventos que evolui a cada dia.**



GOV. DO RIO GRANDE DO SUL  
**SENAI** **SEBRAE** @abrace

# Sizing

Vision General

OBSERVATORIO  
DA INDÚSTRIA  
CEARÁ

SENAI  
CEARÁ

ABECC BRASIL  
Associação Brasileira de Empresas de Comércio Exterior

SEBRAE

# Companies with Spaces for Events

Since 2021 the sector shows recovery post pandemic.

DIMENSIONING THE  
2024/2025

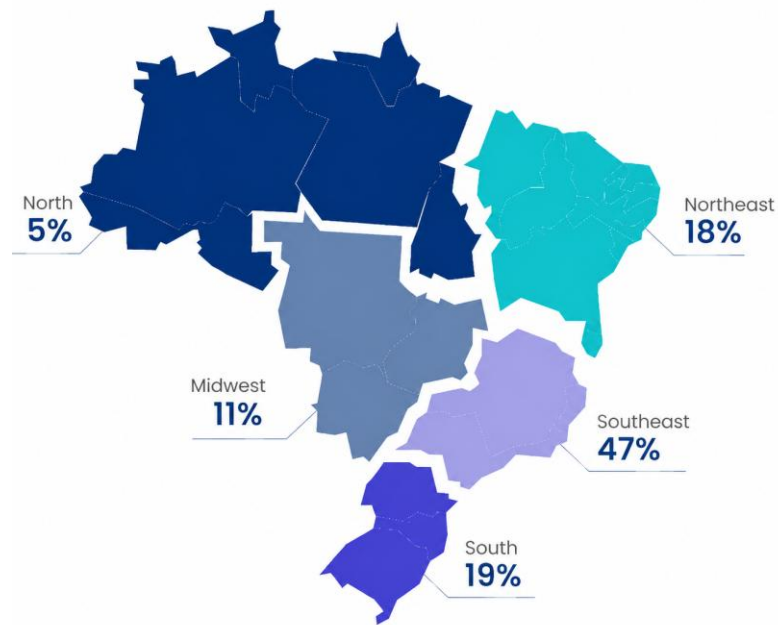
220.479

DIMENSIONING THE  
2012/2013

9.445

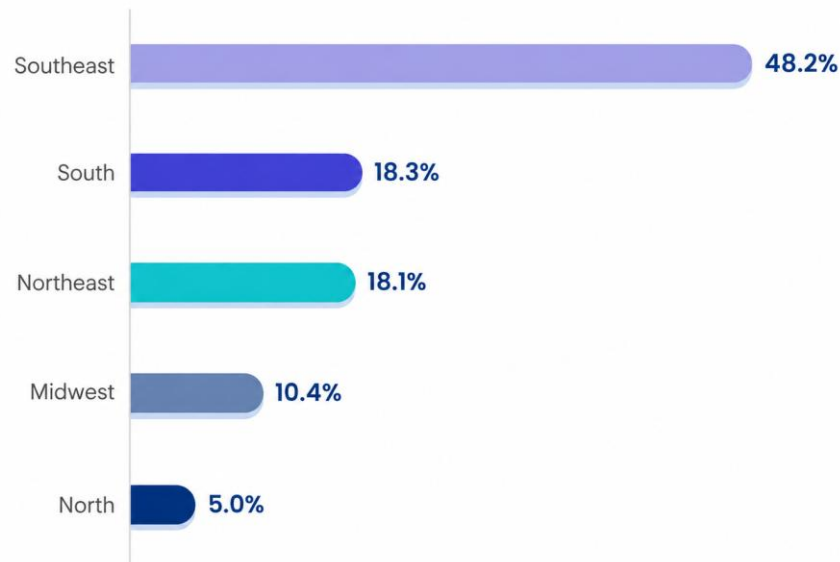
DIMENSIONING THE  
2001/2002

1.159



# Realization of Events

Since 2021 the sector shows recovery post pandemic.



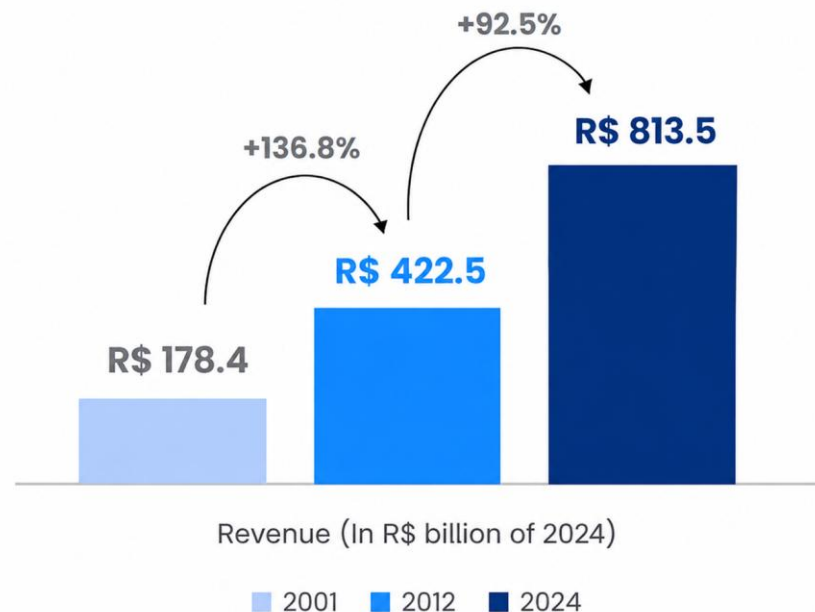
Source: Observatory from the Industry/SENAI with base in data of Ministry of Work and Job (MTE), from the Search Primary and data secondary.

# Invoicing of companies of events

Evolution of invoicing total of the sector of events – Brazil – 2024 - deflated values (Dimensions) previous)

**R\$133.9  
billions**

**TAXES  
GENERATED**



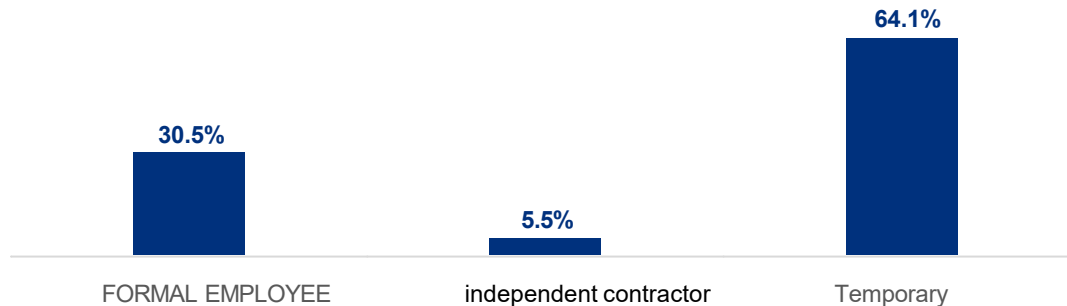
Values in R\$ deflated by the implicit GDP deflator.

# Jobs

## 12.7 millions

TOTAL JOBS

Jobs node sector of events put type of collaborator -  
Brazil - 2024



### Job direct and outsourced

I. Sizing 2001/2002

727,624

II Sizing 2012/2013

1,893,419

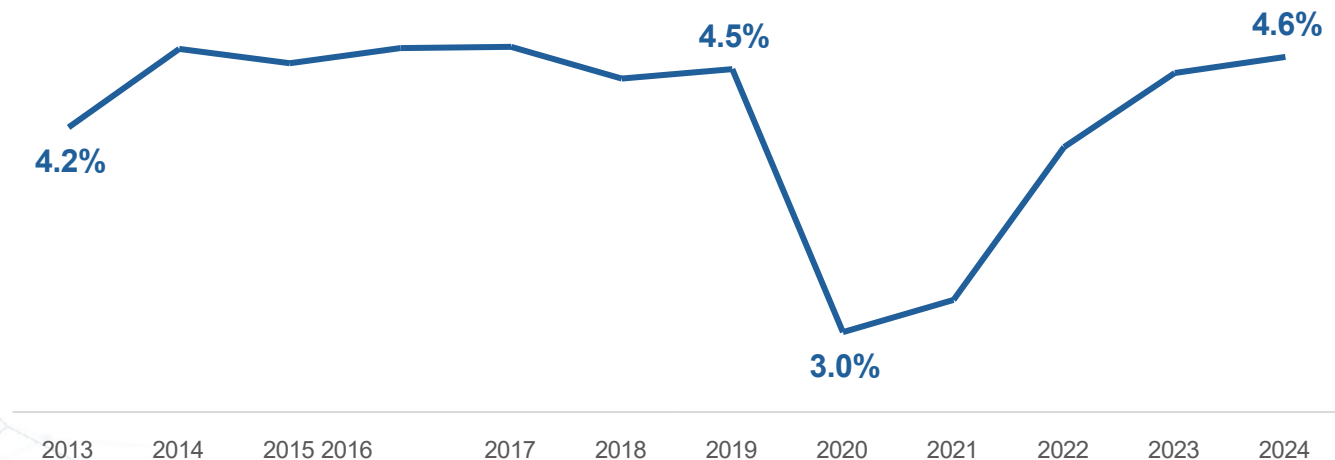
III Sizing 2024/2025

4,570,690

# Participation of sector node GDP Brazilian

Since 2021 the sector show recovery post pandemic.

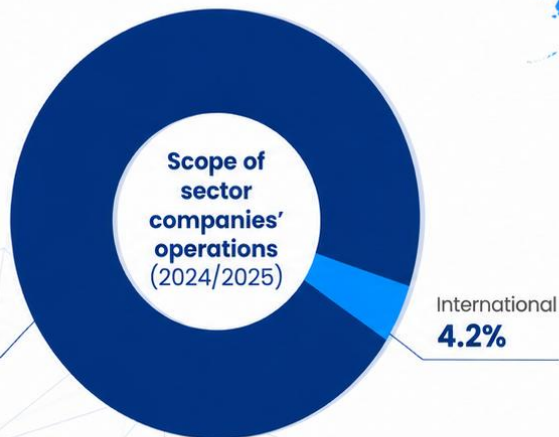
Participation of Events node GDP - Brazil - 2013 the 2024



Source: Observatory of Industry/SENAI with based on data IBGE.

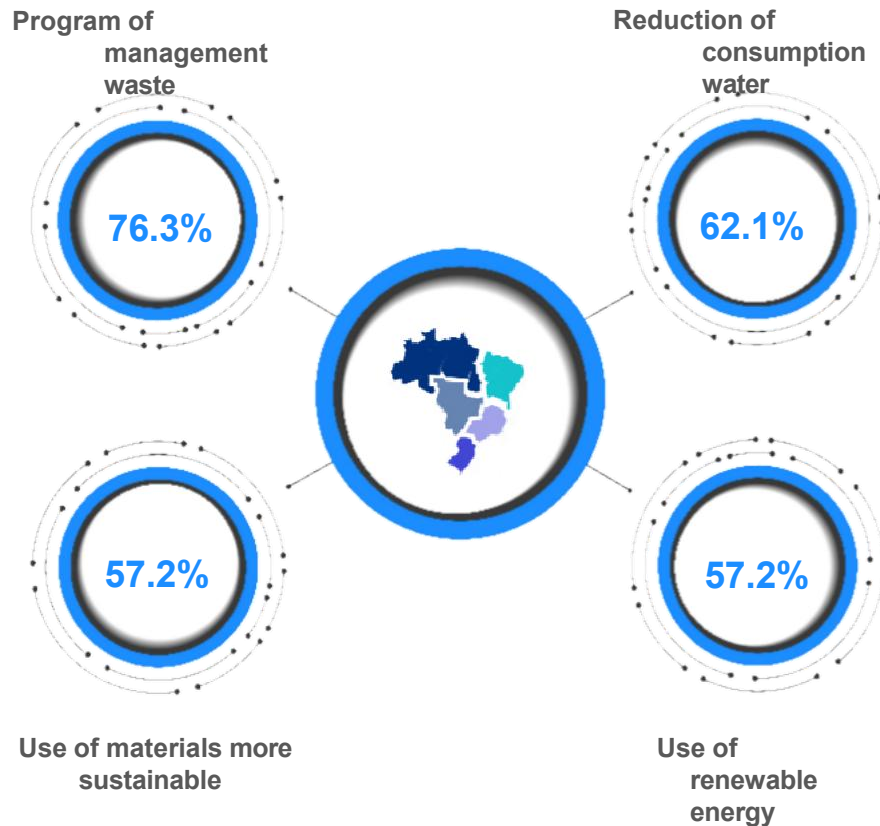
# Brazil's interaction with international markets

Highlight for companies headquartered in countries such as:



# Actions of Sustainability sector

Practices if highlighted in all the regions, being adopted for the most of spaces and presenting the best percentages of adoption level national.



OBSERVATÓRIO  
DA INDÚSTRIA  
SENAI

SENAI  
CEARA

ASUCERASIL

SEBRAE

# Workshops Futures

OBSERVATORIO  
DA INDÚSTRIA  
CERÁ

SENAI  
CEARÁ

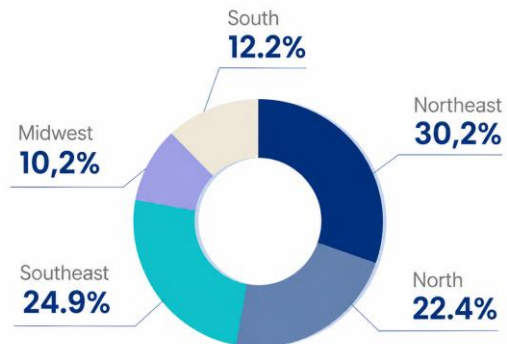
ABECC BRASIL  
Associação Brasileira de Empresas de Comércio Exterior

SEBRAE

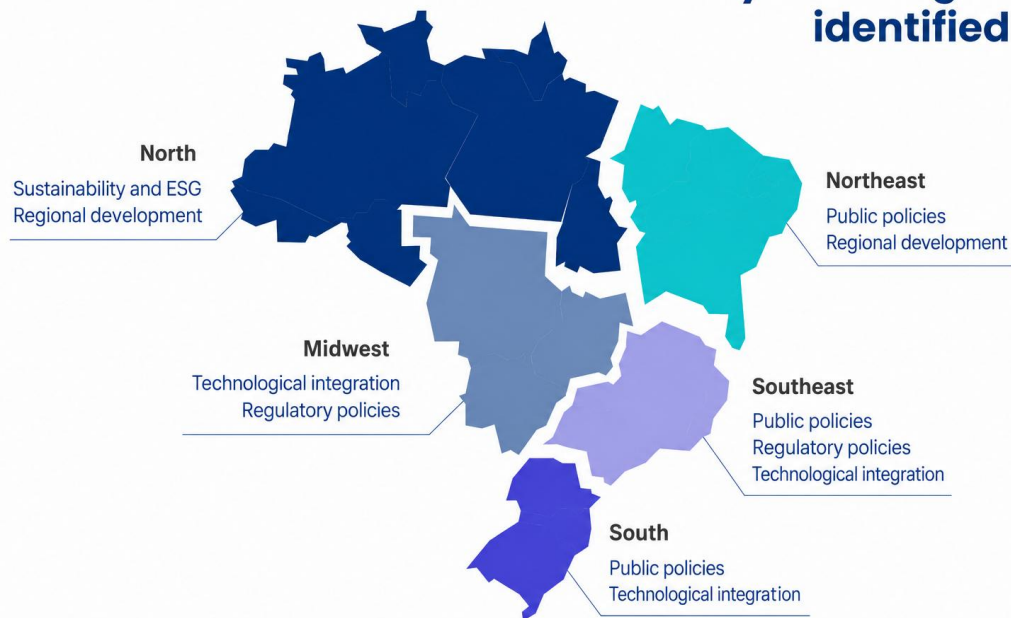
# THE vision of sector to you next 10 years

Challenges, opportunities and trends

## Attendees by region



## Key challenges identified



# THE vision of sector for next 10 years

Challenges, opportunities and trends

## Percentage of incidence of the 10 main challenges for companies organizers of events – Brazil - 2024



Source: Observatory of Industry/SENAI with based on data primary

# Opportunities



Improve customer and user service processes, based on the integration of new technologies and a human-centered approach.



Promote the expansion of the training market aimed at the events sector.



Create and strengthen spaces for dialogue and exchange of experiences among stakeholders in the events sector, both at the national and regional levels.



Promote the strengthening and expansion of tourism through experiences, guided by the cultural expressions and unique vocations of each territory.



Encourage the appreciation of event destinations through the implementation of ESG practices.



Promote the generation of new jobs through the implementation of ESG practices.



Facilitate the collaboration among different stakeholders in the sector as a pathway to address common challenges, such as regional development and the creation of specific public policies.

# Wheel of Futures

Developments in each trend



OBSEMIPTORIO DA INDUSTRIA S/A

SENAI  
CENRA

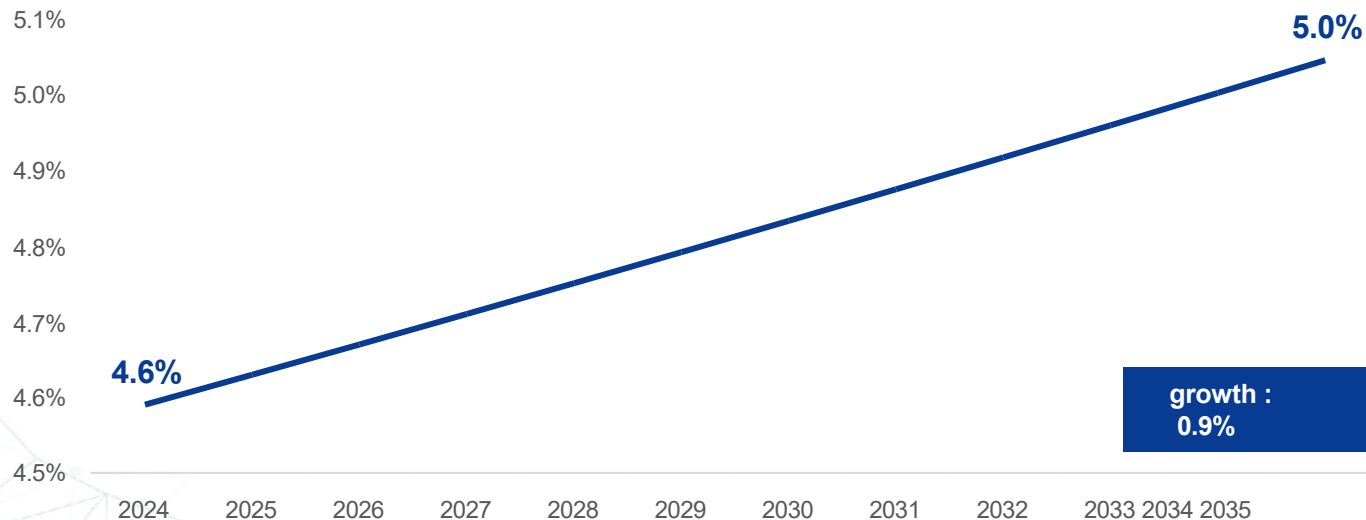
AMUCENAL

SEBRAE

# Projection growth of sector | 2025 - 2035

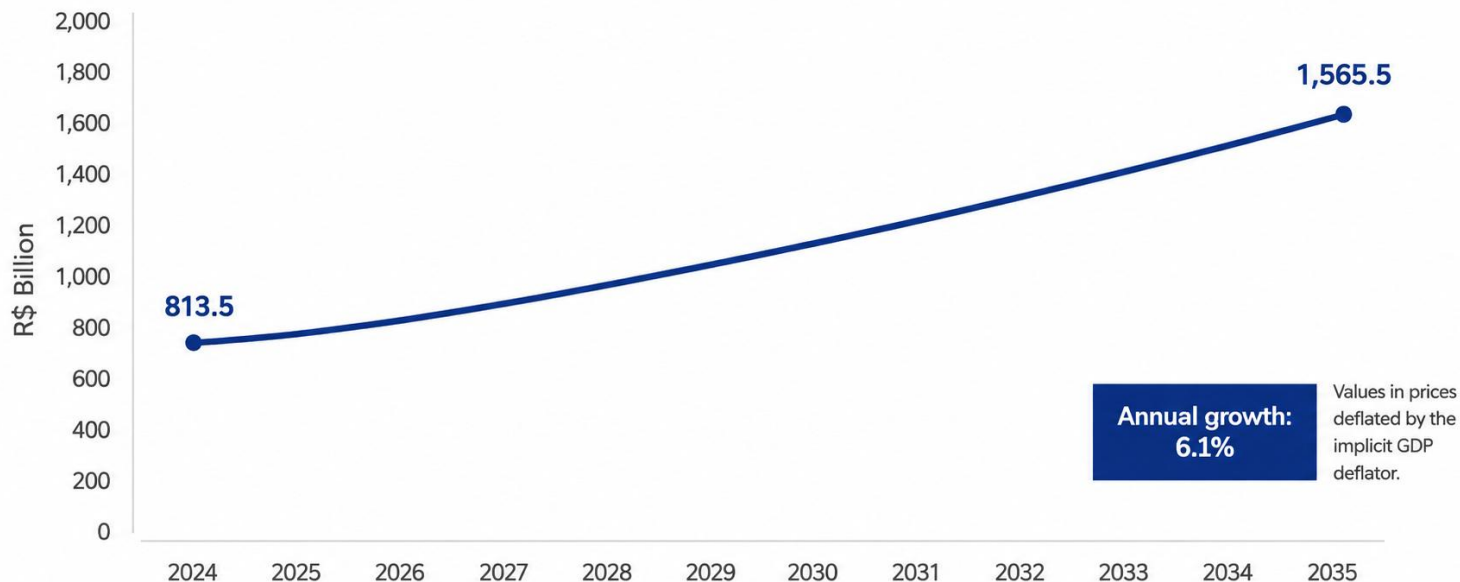
# Series historical (Projection from the participation node GDP)

Evolution from the participation of sector of Events node GDP national  
– Brazil - 2024 and projections to 2025 the 2035



# Series historical (Projection of invoicing)

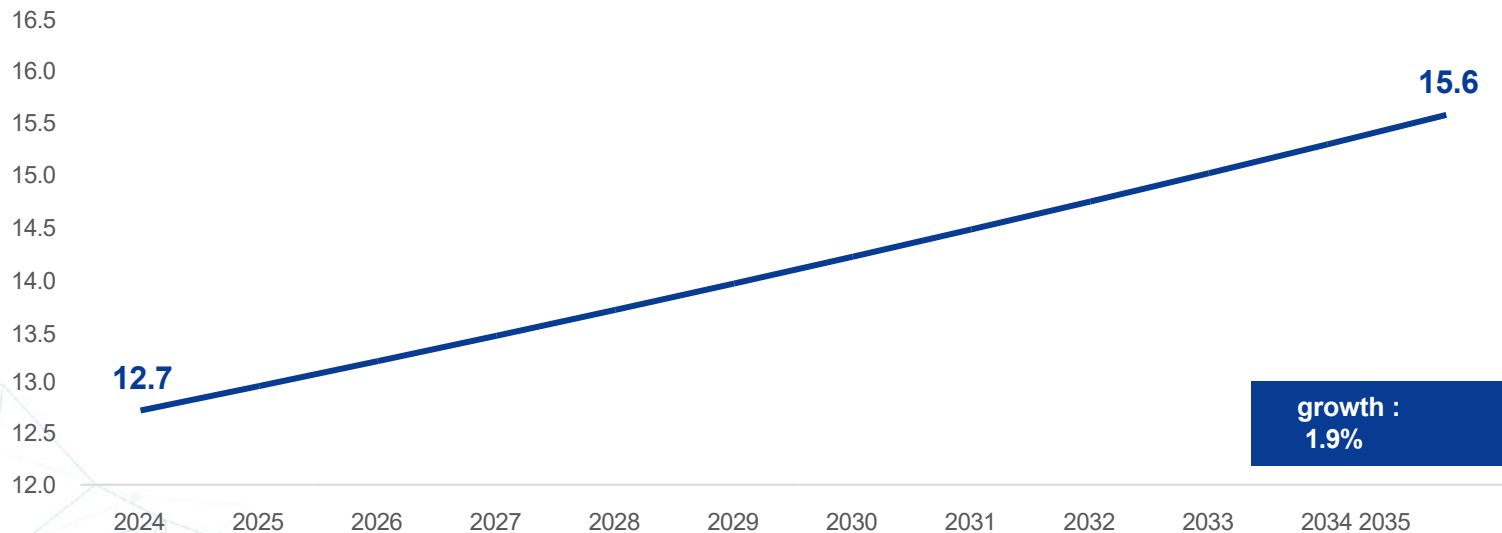
## Evolution of total revenue of companies in the Events sector – Brazil – 2024 and projections for 2025 to 2035 – R\$ Billion



Source: Observatory from Industry/SENAI with based on data of the Ministry of Work and Job (MTE) and from the Search Primary.

# Series historical (Projection to jobs)

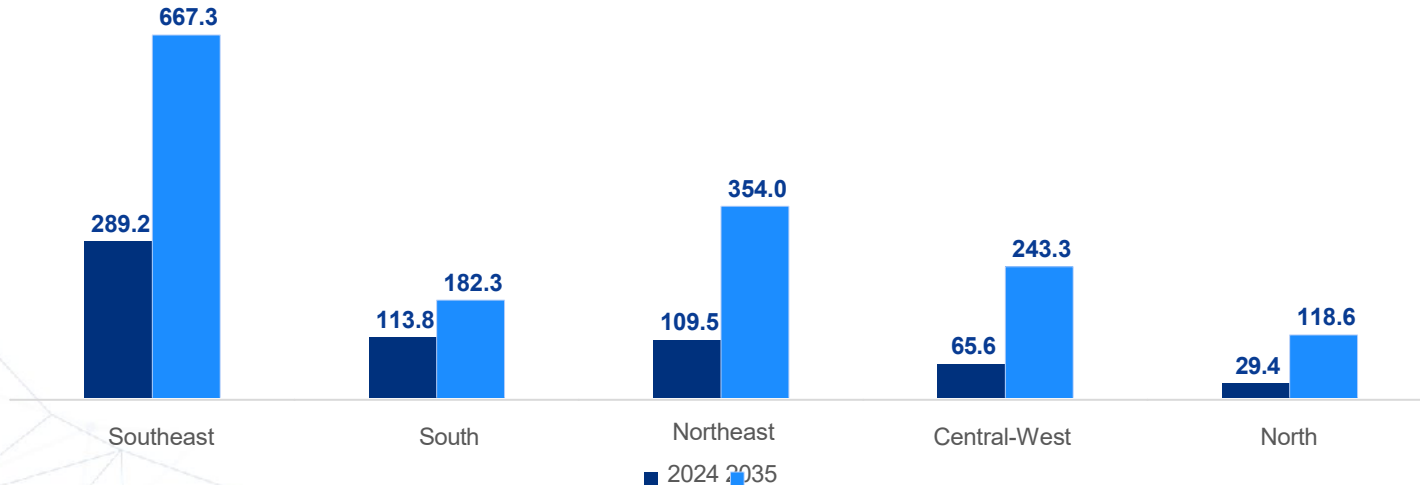
Evolution of total of jobs direct, outsourced and temporary node Events sector  
– Brazil - 2024 and projections to 2025 the 2035 – in millions



Source: Observatory from Industry/SENAI with based on data of the Ministry of Work and Job (MTE) and from the Search Primary.

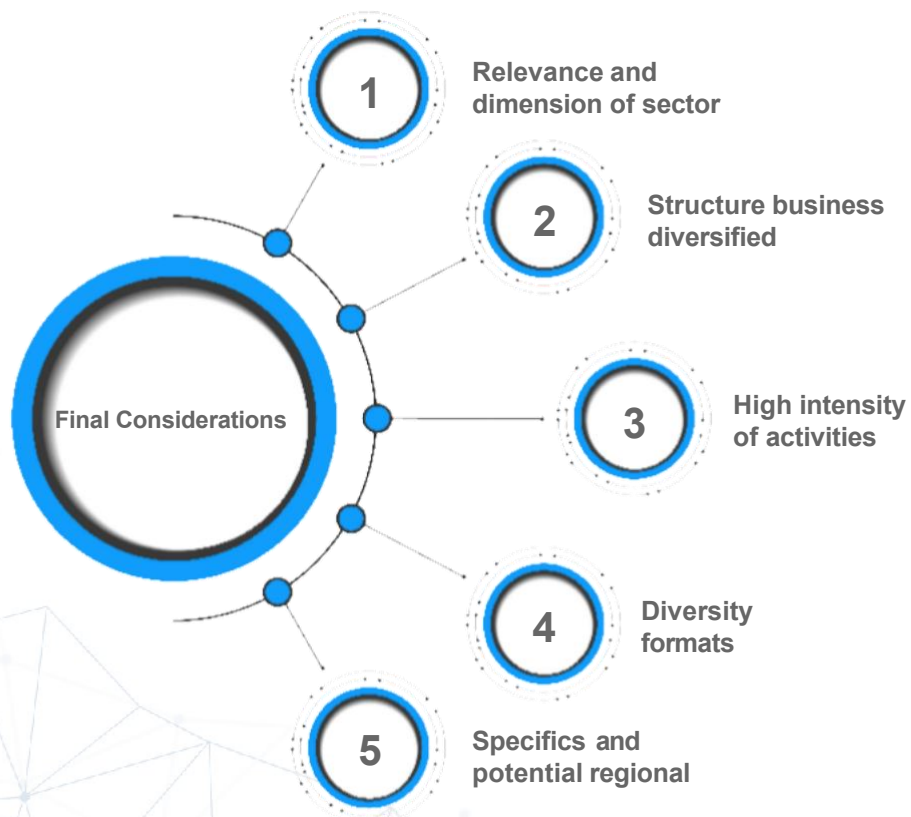
# Projection regionalized of invoicing

Evolution of invoicing total of companies of sector of Events – Major Regions of Brazil - 2024 and 2035 – Billions of Reais



Values the prices currents of 2024, deflated for the implicit deflator of GDP

# The Current Dimension of Sector of Events



1. THE sector of events it presents **economic impact** , **high organizational complexity** and presence widespread in all the territory national.

2. Approximately 299.7 thousand companies make up chain productive, with **performance relevant of Micro and Small Enterprises (MSEs)**.

3. Realization estimated of 10.1 millions of events in 2024, with about of **1.7 billion of participations of public** .

4. Events cover multiple segments: **corporate, social, cultural, sports and scientific**

5. There are **specifics regional in the sector** , with challenges and opportunities, allowing View targeted

# Acknowledgments





**Download of Study  
in Portuguese**





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