


FARNBOROUGH
INTERNATIONAL

AIRSHOW

22-26 JULY 2024

**SHOW IN
NUMBERS**



WELCOME TO THE APEX OF AVIATION

SUMMARY

US\$105.8_{BN}

IN COMMERCIAL AIRCRAFT AND ENGINE ORDERS

1,427

EXHIBITING
COMPANIES

423

OFFICIAL
DELEGATIONS

100,358

VISITORS
ATTENDED

41

COUNTRIES
REPRESENTED

1,716

ACCREDITED
MEDIA

126

SPONSORS &
ADVERTISERS

21

COUNTRY
PAVILIONS

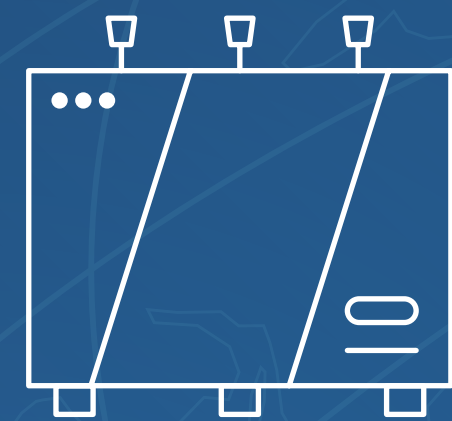


FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024

EXHIBITORS



FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024



1,427

EXHIBITING
COMPANIES



21

COUNTRY
PAVILIONS



41

COUNTRIES
REPRESENTED
BY EXHIBITORS



5

EXHIBITION
HALLS



53,446.26

EXHIBITION SPACE (SQM)



190

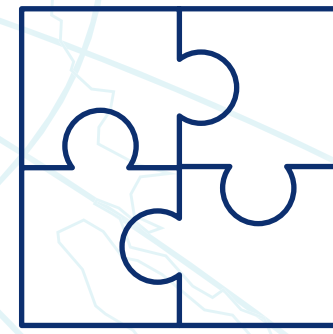
NEW EXHIBITING
COMPANIES

SPONSORSHIP



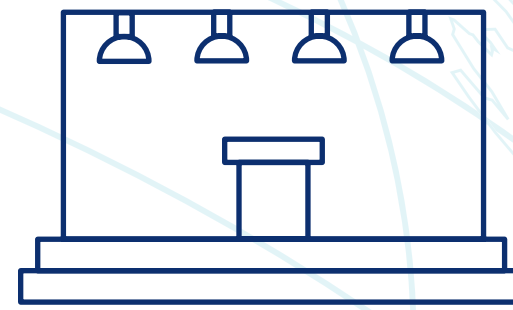
126

**SPONSORS &
ADVERTISERS**



12

**SPONSORED
EVENTS**



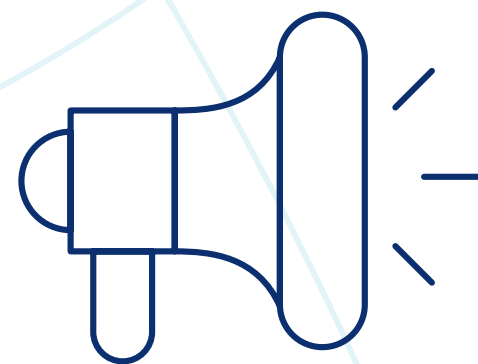
5

**THEATRE
SPONSORS**



8

**NEW OPPORTUNITIES
FOR 2024**



82

**NEW SPONSORS &
ADVERTISERS FOR 2024**



MEDIA

FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024



1,716

ACCREDITED MEDIA



65%

UK



35%

INTERNATIONAL



630%

INCREASE IN
MEDIA REACH

VERSUS FIA2022



80%

SHOW-ON-SHOW
INCREASE IN GENERATED
PRESS COVERAGE

VERSUS FIA2022



56

COUNTRIES
REPRESENTED



COVERAGE
GENERATED IN

106

COUNTRIES

BRAND REACH



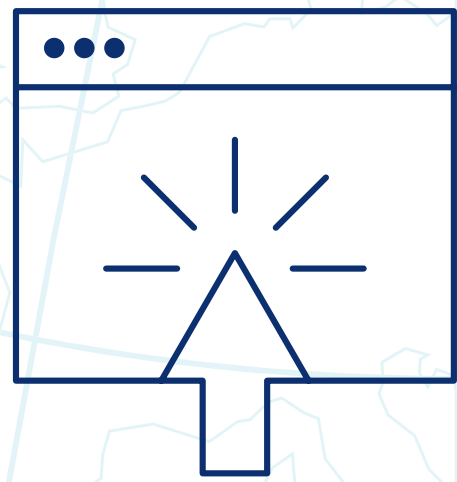
808,363

PAGE VIEWS (SHOW WEEK)



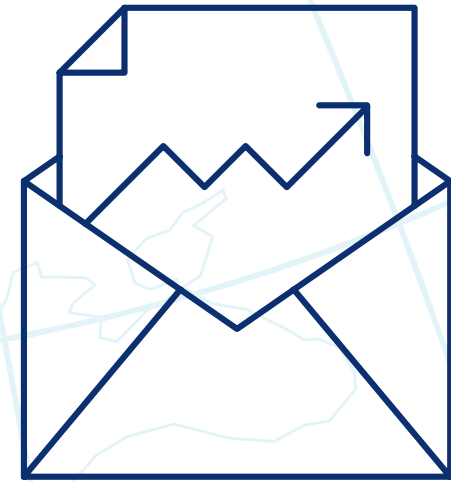
2,069,392

PAGE VIEWS (JULY)



39.1%

EMAIL OPEN RATE (JULY)



8.1%

EMAIL CLICK RATE (JULY)



136,300

SOCIAL MEDIA REACH

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FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024

ATTENDANCE



FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024



100,358
VISITORS



114
COUNTRIES
REPRESENTED
THROUGH
TRADE VISITORS



28%
C-LEVEL &
GOVERNMENT
OFFICIALS



65%
TRADE VISITORS UK

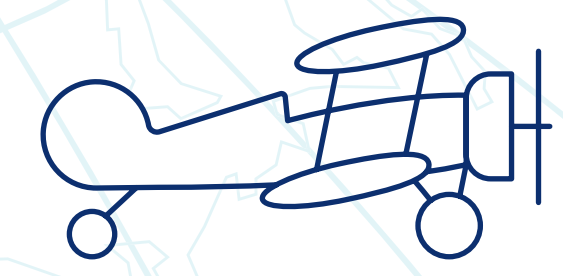


35%
REST OF THE WORLD

AIRCRAFT



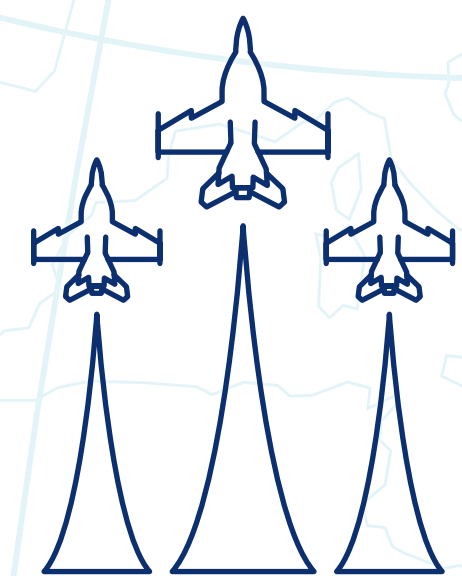
103
AIRCRAFT
AT THE SHOW



73
AIRCRAFT
STATIC DISPLAY



46
AIRCRAFT
FLYING DISPLAY



8
FARNBOROUGH
FIRSTS

- A321XLR
- E195-E2 (WAS STATIC ONLY IN 2022)
- TURKISH AEROSPACE GÖKBAY
- HYBRID UAS PW.ORCA

- GREENJETS DRONE 'SENTINEL'
- NEBOAIR PIPISTREL
- BRITISH AIRWAYS A320NEO
- AIRBUS A330-900NEO (VIRGIN ATLANTIC)



DELEGATIONS PROGRAMME



423

**TOTAL DELEGATIONS
INCLUDING COMMERCIAL,
MILITARY, AND MINISTERIAL**



59

**COUNTRIES
REPRESENTED**

AGF

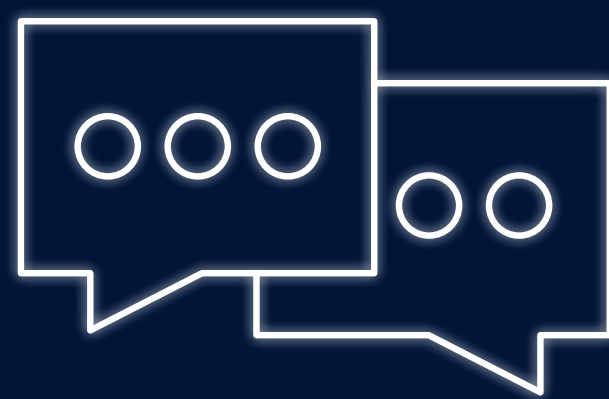
AGF
AEROSPACE GLOBAL FORUM



64
SPEAKERS



59
INDUSTRY
LEADERS



16
SESSIONS

AGF

AEROSPACE GLOBAL FORUM

DEFENCE FORUM



ADS

Proud owner of
FARNBOROUGH
INTERNATIONAL

FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024

AGF

LLEGO
CEO, IAG

GÜLİZ ÖZTÜRK
CEO, PEGASUS AIRLINES



FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024



80

ATTENDEES

59

COMPANIES IN ATTENDANCE



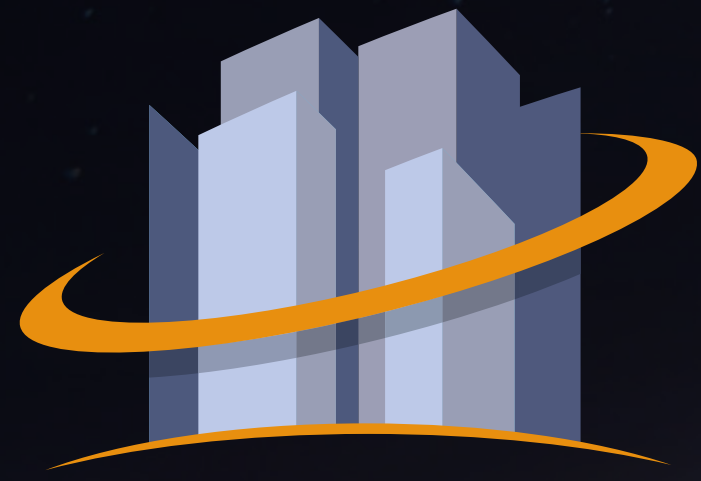
SPEAKERS

**MARK
PILLING**
INDUSTRY
JOURNALIST

**CAMPBELL
WILSON**
CEO
AIR INDIA

**LUIS
GALLEGO**
CEO
IAG

**GÜLİZ
ÖZTÜRK**
CEO
PEGASUS AIRLINES



**Global
Urban &
Advanced Air
Summit**

9

SESSIONS

22

SPEAKERS

428

AUDIENCE MEMBERS

15

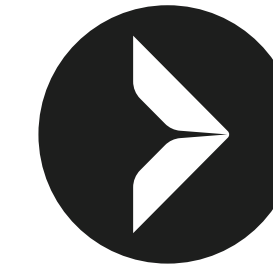
PARTNERS

GUAAS



FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024

AEROSPACE GLOBAL NEWS



**Aerospace
Global News**

(Official FIA2024 News Partner)

126

CONTENT PIECES
(EDITORIAL & VIDEO)

402,300

SENDS OF EMAIL WRAPS
INCLUDING PREVIEW

22.83%

AVG. OPEN RATE
FOR EMAILS

4.30%

AVERAGE CTR
FOR EMAILS

VIEWS ACROSS YOUTUBE

294,528

FIA CONTENT VIEWS
(JULY - AUGUST 2024)

LIVE STREAM VIEWS

192,081

(JULY - AUGUST 2024)

FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024





Aerospace
Global News
Theatre

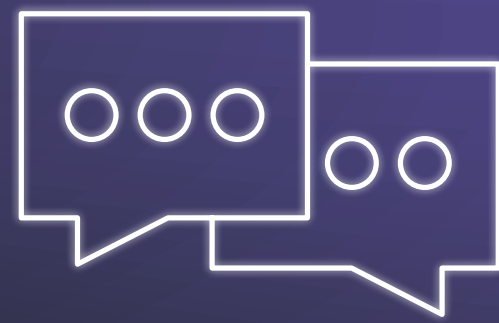
AEROSPACE GLOBAL NEWS



14
KEYNOTES



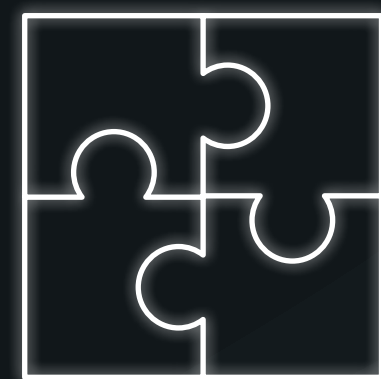
64
PANELLISTS



29
SESSIONS



1
F-16 SIGNING



5
SPONSORS

Aerospace
Global News
Theatre



FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024

SPACE ZONE THEATRE

SPACE ZONE



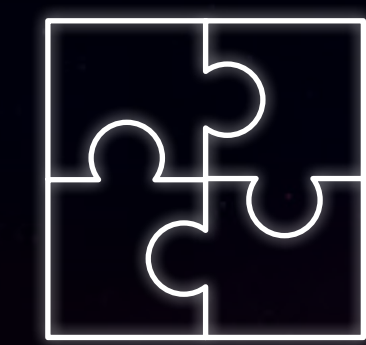
36
SESSIONS



99
SPEAKERS



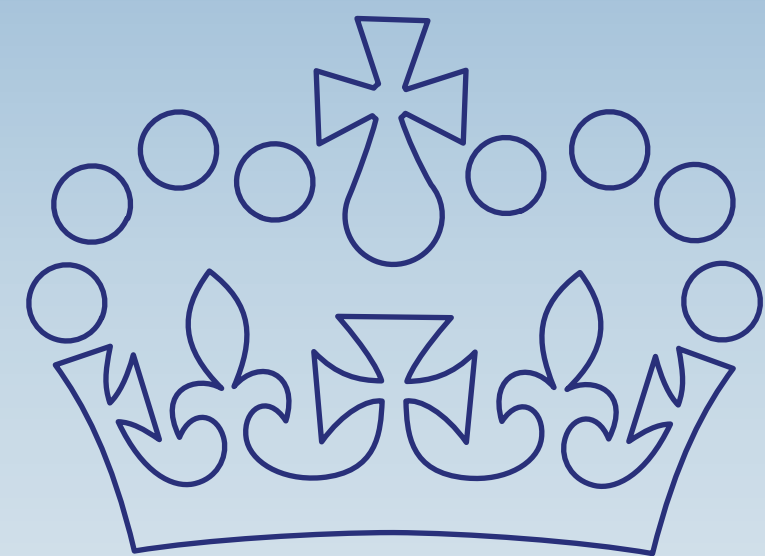
4
PARTNERS



2
SPONSORS

FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024

Join the
Conversation



9 **GOVERNMENT
DEPARTMENTS
REPRESENTED**

- DEPARTMENT FOR TRANSPORT
- DEPARTMENT FOR BUSINESS & TRADE
- DEPARTMENT FOR SCIENCE, INNOVATION AND TECHNOLOGY
- DEFENCE EQUIPMENT & SUPPORT (MOD)
- FREEPORTS / INVESTMENT ZONE (DBT)
- INVEST NI
- MOD TSEP (TRADE AND STRATEGIC EXPORTS POLICY)
- SPACE COMMAND
- UK DEFENCE AND SECURITY EXPORTS
- WELSH GOVERNMENT



PIONEERS OF TOMORROW



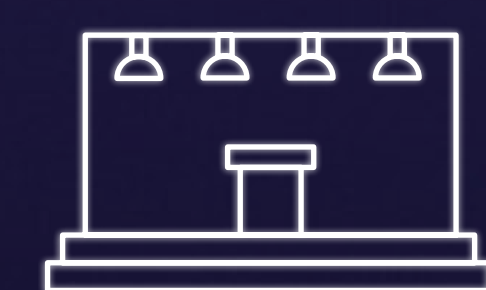
FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024



21,333
VISITORS



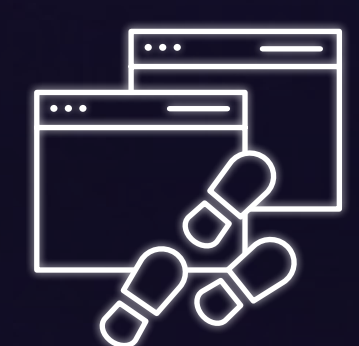
9,164
FUTURE PIONEERS



10
MAIN STAGE
SESSIONS



16
INSPIRATIONAL
SPEAKERS



6
DIGITAL STEM
TRAIL SPONSORS
(NEW FOR 2024)



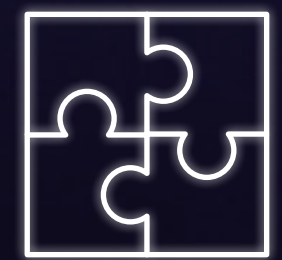
27
COMPANIES
REPRESENTED
IN CAREERS HUB



12
CAREERS HUB
WORKSHOPS



18
STEM ZONE
PARTNERS



45
PARTNERS AND
SPONSORS

BUSINESS CONNECTIONS EXCHANGE



business
connections
exchange



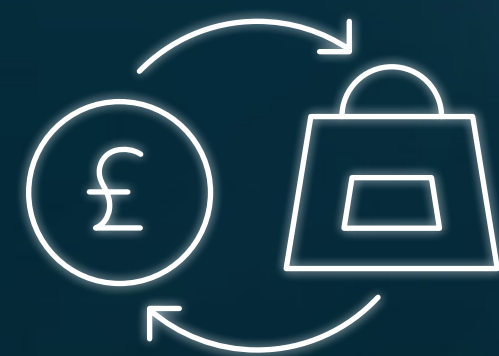
778
ACCEPTED
MEETINGS



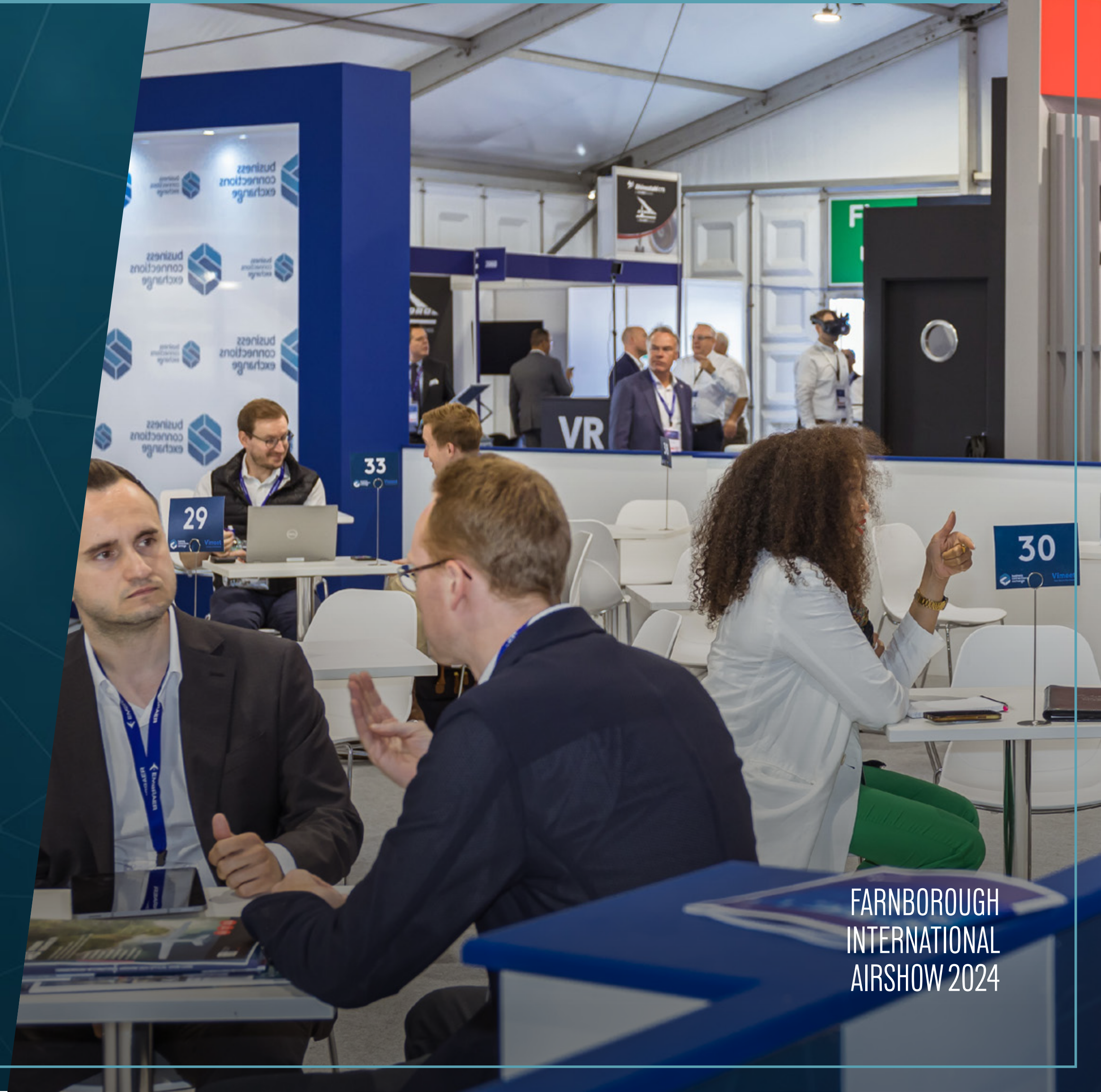
30
INVESTORS
(NEW FOR 2024)



35
BUYERS



257
SUPPLIERS



FARNBOROUGH
INTERNATIONAL
AIRSHOW 2024

The logo for Farnborough International Airshow. It features a stylized graphic of five horizontal, curved lines above the text 'FARNBOROUGH INTERNATIONAL' in a bold, sans-serif font. To the right, separated by a diagonal line, is the word 'AIRSHOW' in a larger, bold, sans-serif font, with the dates '22-26 JULY 2024' in a smaller font below it, all enclosed in a thin white rectangular border.


FARNBOROUGH
INTERNATIONAL

AIRSHOW
22-26 JULY 2024

For more information about the Farnborough International Airshow
or to find out how you can get involved, please contact us:

 <https://www.farnboroughairshow.com/>

 enquiries@farnborough.com

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