

## THE ADF 2024 EXHIBITION FIGURES

### Global Counts

	2023	2024	Variation
<b>Visits (unique visitors)</b>	28 640	29 747	+3.86 %
<b>Repeat visits</b> (deduplicated each day)	26 027	27 083	+4%
<b>Total visits + repeat visits</b>	54 667	56 830	+3.95%

### Breakdown by day/visits per day

Year	Wednesday			Thursday			Friday			Saturday		
	visits	%	total	visits	%	total	visits	%	total	visits	%	total
2023	12 870		12 870	18 752		31 622	17 532		49 154	5 513		54 667
2024	13 101	+1.8	13 101	19 463	+3.8	32 564	18 889	+7.8	51 463	5 367	-2.6	56 830

### Breakdown by professional category

	2023	2024
Practising dentists	15 070	15 086
Retired dentists	209	28
Dental students	1 702	2 111
Dental assistants	2 592	2 912
Dental technicians	872	806
Other professions / Accompanying persons / Members of the Press	1 329	1 549
Industry (non-exhibitors)	1 855	2 142
Exhibitors	5 011	5 113
<b>Total</b>	<b>28 640</b>	<b>29 747</b>

▪ In 2024, **16.9% of all unique visitors were registered as Conference attendees (5 033)**  
i.e. registered to attend the sessions of the Scientific Programme.

▪ **Ratio of French to international visitors**

In 2023, the ratio of French to international visitors was 85.27 % / 14.73

In 2024, the ratio of French to international visitors was 88.49 % / 11.51 %