Beat: Lifestyle

Meeting-&Event Statistic Development 2016

Exhibition IMEX in Frankfurt

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USPA NEWS - Under the influence of the just closing exhibition IMEX in Frankfurt you can say, that German meetings industry is still growing with a total of 393 million participants attending held in the country last year- an increase of 2.6% from the previous year.

Germany`s popularity as a meeting and events destination is increasing, particularly on an international level. The numbers of international visitors rose significantly last year by 8.3% to 27.7 million and the number of international visitors travelling to events has almost doubled in ten years (2006:14.3 million).
These are the results of the only study of its kind examining both the conference and event sector in Germany. The initiations European Association of Event Centres (EVVC), the German Convention Bureau (GCB) and the German National Tourist Board (GNTB).

Petra Hedorfer, CEO of the German National Tourist Board (GNTB) mentioned, “žThe importance of the international trade events and conferences is increasing. As the most significant location for meetings and conferences in Europe and the most important location for trade events, Germany is well placed to meet this development. In 2015 European journeys to meetings and conferences in Germany rose by 8%. This is a clear confirmation of the high quality service offered by the German meetings industry“.
In response to the significant increase in international visitors, the CBS has developed an internationalization strategy, which includes co-operation with the GNTB last year to open a representative office in Beijing in addition to its established office in New York.

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