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Frankfurt Congress Statistics **2018**

Summary – Official Statistical Evaluation for the City of Frankfurt am Main

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Tourismus+Congress GmbH
Frankfurt am Main

Summary

Frankfurt is one of the world's most preferred congress and conference destinations. An evaluation of the figures for 2018 confirms the return of even more record results. The total number of congresses and conferences held in Frankfurt, the number of overnight stays generated by these events and total revenue gained all increased in comparison to the year prior. Considering these results, Frankfurt's event industry has every reason to look to the future with great optimism.

Total no. of congresses/ conferences

2017 = 75,532
2018 = 79,874



Total number of business events

With 79,874 business events held in Frankfurt in 2018, the local congress and conference industry returned an overall increase of 5.7 %, a very satisfactory result. On average, some 219 business meetings of diverse sizes took place in Frankfurt every day. Smaller conferences with a maximum of 50 participants continued to represent the largest category (approx. 76 %). A total of 60,926 events of this segment were held in Frankfurt in 2018. Excellent results were also achieved in the categories of events with 51 to 100 participants (9,940 events/+ 21.3 %) and events with more than 1,000 participants (318 events/+ 15.2 %).

Participants

2017 = 4,603,162
2018 = 5,088,972



Total number of participants

A total of 5,088,972 participants took part in business meetings in Frankfurt in 2018, an increase of 10.6 % in comparison to 2017. On average, approximately 13,940 persons were in Frankfurt for a business meeting, conference or congress every day. If only weekdays were calculated, the number would increase to 20,275.

Overnight stays

2017 = 1,850,450
2018 = 1,957,375



Overnight stays generated by business events

The 79,874 congresses and conferences held in Frankfurt in 2018 resulted in a total of 1,957,375 overnight stays. Compared to 2017, this is an increase of 106,925 (+ 5.8 %). The congress and conference industry is thus responsible for approximately 20 % of all overnight stays in Frankfurt (totalling 10,149,671 in 2018). The Frankfurt Rhine-Main region benefited from these positive results as well, no doubt thanks to its excellent infrastructure and well-developed public transport network. Regional businesses are said to have recorded very satisfactory overall sales figures.

Turnover in millions of €

2017 = 870.0
2018 = 987.3



Total turnover generated by business events

With € 987.3 million of turnover generated in 2018, Frankfurt's congress and conference industry has once again achieved a new record result. Compared to the year prior, turnover increased by € 117.3 million, an improvement of 13.5 %. Individually, guests spent an average of € 194 per day during their stays in Frankfurt.

Branches of industry

Event organisers are increasingly looking for locations that feature not only excellent conference infrastructures, but also representations of relevant branches of industry, thereby enabling them to take advantage of business-relevant local networks. As such, economic and scientific competencies are becoming increasingly important decision-making factors.

Banks and financial service providers remain in first place among the key branches of industry meeting in Frankfurt, followed by consulting services and the chemical/pharmaceutical industry, which also includes medical congresses. The IT sector moved into fourth place in 2017, where it has remained.

1. Banks/ Financial service providers
2. Consulting services
3. Chemical/Pharmaceutical companies
4. Telecommunications/IT
5. Communications/Media
6. Culture/Entertainment
7. Public sector
8. Automotive
9. Science
10. Energy/Environment

Countries of origin of event organisers

In 2018, approximately 80 % of all conference organisers came from Germany, with 20 % hailing from foreign destinations. Great Britain remains at the top of the list, followed by the USA and Switzerland. China has moved into fifth place and remains an important future market.

Frankfurt's central location, its excellent hotel infrastructure, convenient traffic and transport connections and unique event venues are just some of the reasons why event organisers choose Frankfurt as their preferred congress and conference destination.

1. Great Britain
2. USA
3. Switzerland
4. Austria
5. China
6. Netherlands
7. France
8. Spain
9. Korea
10. Canada

Prognosis

Some 37 % of the surveyed establishments expect business development to improve in the near future, while 57 % anticipate it to remain stable. Only 6 % of the establishments surveyed expect negative business growth. Considering these expectations, Frankfurt's congress and conference industry are right to have generally positive expectations for the future.

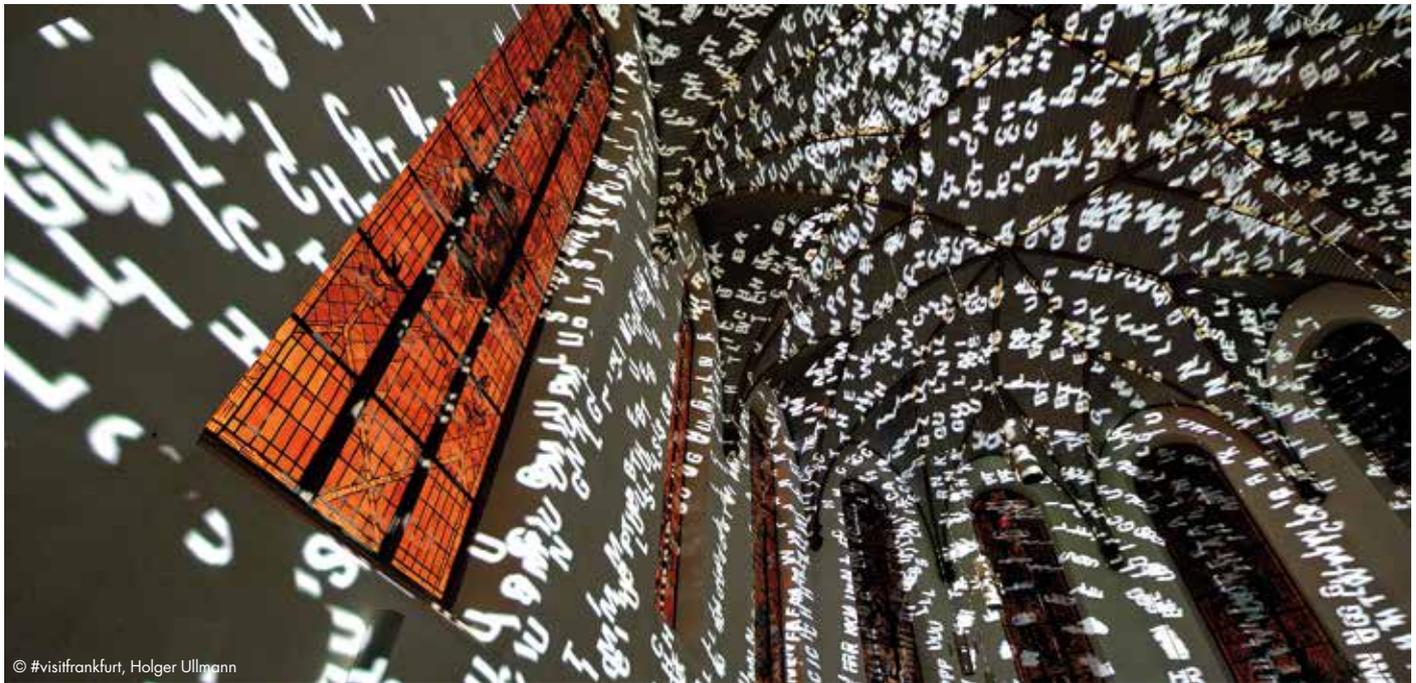
Business establishments with positive expectations

37.0%



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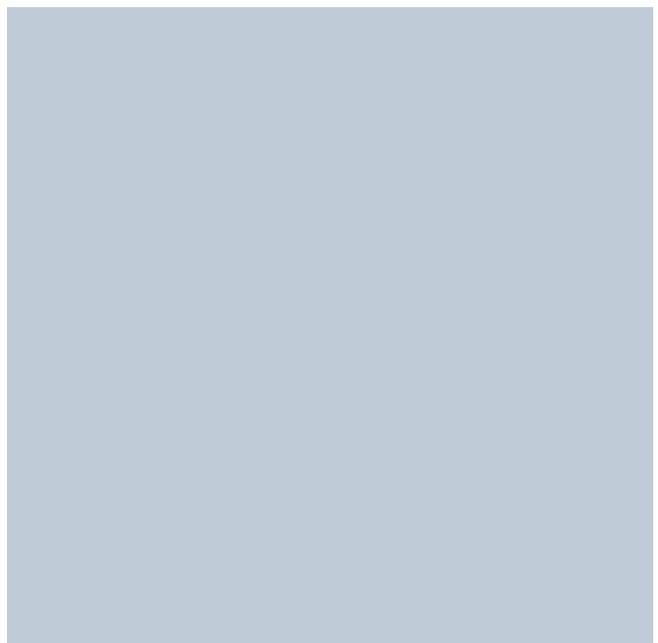
SITE INSPECTIONS
INCENTIVES
BID BOOKS
CONGRESS TICKETS
MEETINGS
CONGRESSES, EVENTS



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Frankfurt Convention Bureau (FCB)



The Frankfurt Convention Bureau is a business unit belonging to the Frankfurt Tourist+Congress Board. Its staff are specialised in offering comprehensive advice and a wide variety of services for planning and realising congresses, conferences, seminars, incentives and other types of special events in Frankfurt and the Rhine-Main region. An experienced team of industry experts is ready to support event organisers from beginning to end, whether the task at hand is promoting a congress, finding a suitable location for an evening event or securing reduced-price public transport tickets for conference and congress participants. The team of the Frankfurt Convention Bureau is always on the road, representing the City of Frankfurt at trade shows and workshops all over the world and strengthening its image as a superb destination for meetings and events.

Services of the Frankfurt Convention Bureau

- Arrangement of event venues for conferences, congresses, presentations, banquets etc.
- Free enquiry and management of hotel room allotments for events of every size and variety
- Special booking link to your event's hotel room allotment
- Social programmes and incentives for delegates as well as spouse programmes
- Individual organisation of site inspections
- Congress Ticket for use of Frankfurt's public transport system
- Congress+Museum Ticket
- Frankfurt Ambassador Programme
- Frankfurt congress statistics

Frankfurt Convention Bureau

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In compiling these statistics, the Frankfurt Tourist+Congress Board has used its own figures as well as data gathered by various institutions and establishments involved in Frankfurt's congress and conference industry. A total of 105 institutions and establishments provided information on their congress and conference business. All details provided were given to the best of their knowledge yet without any guarantee of correctness or completeness.

Many thanks to our partner companies for helping us to compile this statistical evaluation.



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