

IMEX FRANKFURT 2025

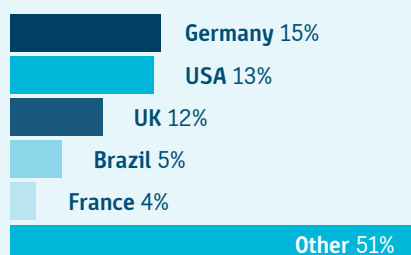
20 TO 22 MAY 2025 – FRANKFURT, GERMANY

BUSINESS EVENTS AUSTRALIA



IMEX Frankfurt is Europe's key exhibition for incentive travel, meetings and events. International planners from the conference, convention and corporate events industries gather annually to do business. Business Events Australia exhibited at the 2025 event with 20 Australian industry organisations.

HOSTED BUYERS BY COUNTRY



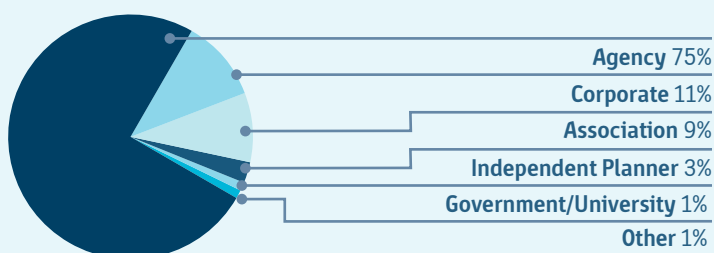
4,466

buyers from
97 countries

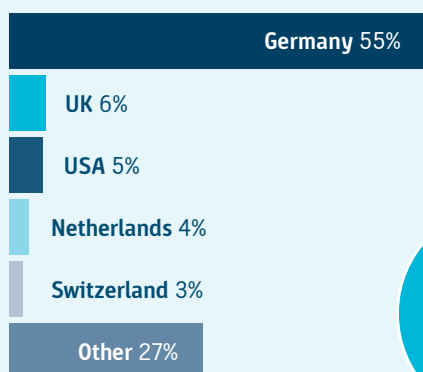
2,900

exhibiting
companies

HOSTED BUYERS BY NATURE OF BUSINESS



BUYER ATTENDEES BY COUNTRY



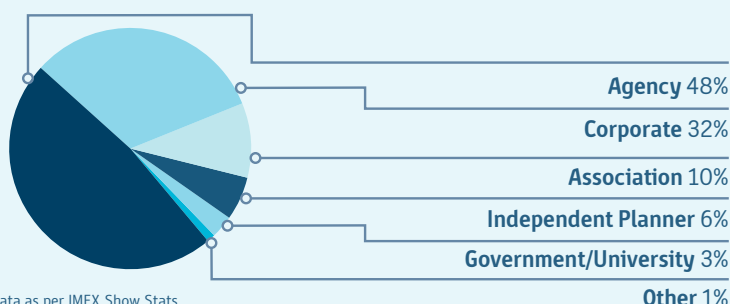
13,335

total show
participants

177

media from
24 countries

BUYER ATTENDEES BY NATURE OF BUSINESS



Data as per IMEX Show Stats.



AUSTRALIA STAND

20

stand
partners

15

destination
presentations

POST EVENT SURVEY RESULTS

100%

stand partners were
satisfied with the event

95%

stand partners rated their
return on investment as
good, very good or excellent
directly after the show

100%

stand partners would
recommend that their
organisation attend again
next year

174

leads generated from
IMEX Frankfurt

SAVE THE DATE

IMEX Frankfurt 2026
19 to 21 May 2026