

# IMEX FRANKFURT 2023

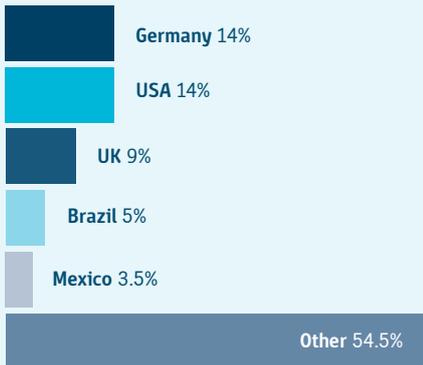
23 to 25 May 2023 – Frankfurt, Germany

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 2023 event with 35 Australian industry partners from 20 organisations.

## HOSTED BUYERS BY COUNTRY



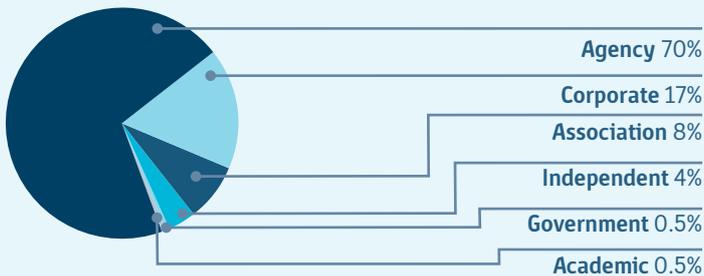
3,883

buyers from  
94 countries

2,900

exhibiting  
companies

## HOSTED BUYERS BY NATURE OF BUSINESS



## TRADE VISITORS BY COUNTRY



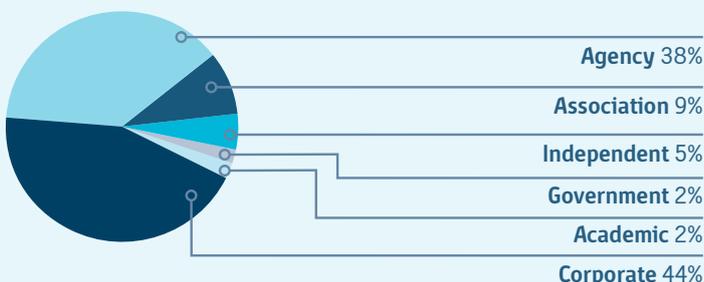
11,764

total show  
participants  
(including  
exhibitors)

178

media from  
20 countries

## TRADE VISITOR BY NATURE OF BUSINESS



## AUSTRALIA STAND

20

stand  
partners

4

group  
appointments

6

destination  
presentations

## POST EVENT SURVEY RESULTS

100%

Australian stand partners  
were **satisfied with the event**.

94%

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

72%

indicated they **would  
attend next year**

98

**leads generated** from  
IMEX Frankfurt

*"A terrific opportunity for Australia's premier business events venues to come together and showcase Australia."*

*"IMEX Frankfurt remains the most important international trade show for the conventions industry. The Tourism Australia Stand is outstanding and the team are highly professional allowing all of those on the stand to maximise the opportunity presented by the show."*

*"Excellent trade show to develop new & existing contacts within multiple markets. A great opportunity to generate leads and develop key relationships for a sustainable MICE pipeline into the years ahead."*

## SAVE THE DATE

IMEX Frankfurt 2024  
13 – 16 May 2024