

PRESS RELEASE

Meeting- & EventBarometer Frankfurt 2025

Frankfurt continues to see growth in events and attendee numbers

Frankfurt am Main – 21 July 2026 – A total of 74,862 events with 7.92 million in-person attendees took place in Frankfurt am Main last year. These are the latest findings of the Meeting & EventBarometer (MeBa) Frankfurt 2025, the official congress and event statistics. While the total number of events rose slightly by 1.5% compared with the previous year, in-person attendance reached a new record high, increasing by 12.4%.

Three quarters of all events held in Frankfurt in 2025 were business-related. Congresses, conferences and seminars were particularly prominent, accounting for 63.9% of all events – putting Frankfurt above the German average. The majority of events were smaller formats with up to 100 attendees (63.6%). Large-scale events with more than 1,000 visitors accounted for 2.7%. These included the Sibos financial congress, which brought around 12,500 guests from across the globe to Frankfurt. The 29th European Congress of Obstetrics and Gynaecology (EBCOG) and 'This is Marketing' also attracted thousands of attendees to the city.

"This development underlines Frankfurt's importance as an international meetings and conference destination," says Jutta Heinrich, Director of the Frankfurt Convention Bureau, a department at Tourismus- und Congress GmbH Frankfurt am Main (TCF). "Our excellent accessibility, the companies and associations based here and the wide range of hotel accommodation are strong points in favour of our city." This is also reflected in the high proportion of international attendees at business events: in Frankfurt, they accounted for 20.3%, compared with a nationwide average of 13.5%.

Both in Frankfurt am Main and across Germany, the organisers were predominantly companies. In Frankfurt, the share of corporate organisers rose significantly compared with previous years (+12.6%) and, at 69.6%, was once again well above the German average (52.5%) in 2025. The most important sectors organising events in Frankfurt in 2025 included financial services, chemicals and pharmaceuticals, IT and telecommunications, and consultancy. This mirrors the region's key industries and demonstrates Frankfurt's strong position as a business hub.

According to the MeBa, topics such as digitalisation and artificial intelligence are also becoming increasingly important within the events industry. This trend is particularly evident in Frankfurt in the use of AI-powered applications: 84% of the surveyed event suppliers already use general-purpose AI applications – a significantly higher proportion than across Germany as a whole.

The outlook for the current year is also positive. In Frankfurt am Main, 71% of event suppliers expect bookings to be good or very good in 2026. Among event organisers, 89% rate the current event situation as good or very good. Overall, industry stakeholders anticipate more events and attendees than in the previous year, with particularly strong growth expected among international attendees from Europe.

This positive assessment confirms the city's strategic direction and provides momentum for the long-term development of Frankfurt as a congress and conference destination. "With the Frankfurt am Main 2030 Tourism Master Plan, we are pursuing a clear vision," says Thomas Feda, Managing Director of TCF. "We want to further strengthen Frankfurt's position as Germany's leading conference and congress destination and to join the top 10 congress cities in Europe. The latest figures confirm that we are on the right track. They show that we are continuously enhancing Frankfurt's international profile – not least thanks to the close cooperation with our most important partners in the city, including Messe Frankfurt, the hotel industry and our event venues and service providers."

The full Meeting & EventBarometer is available to download at
<http://www.meetfrankfurt.de/en/statistics>

About the Meeting & EventBarometer

The Meeting & EventBarometer is the only study to examine Germany's entire events market – covering both conferences and other events – and provides a meaningful overview of the industry. It was initiated by the EVVC European Association of Event Centres, the GCB German Convention Bureau and the German National Tourist Board (GNTB). The survey is conducted by the European Institute for the Meetings Industry (EITW). Separate data for Frankfurt has been collected since 2019 and compared with the findings of the nationwide survey.

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