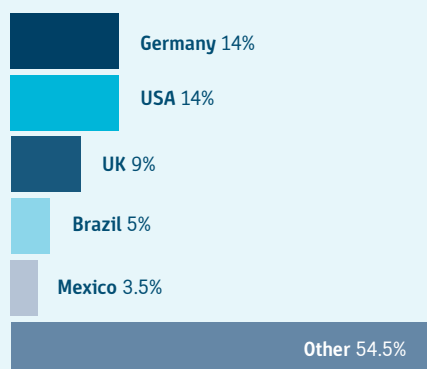


IMEX FRANKFURT 2023

23 to 25 May 2023 – Frankfurt, Germany

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.

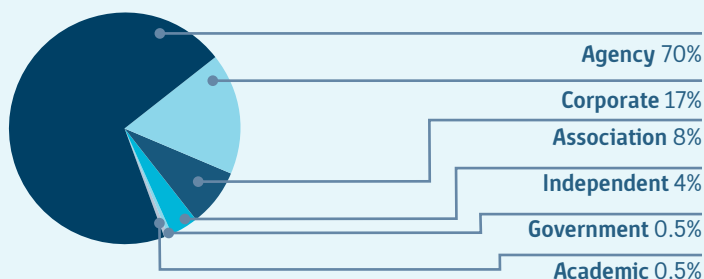
HOSTED BUYERS BY COUNTRY



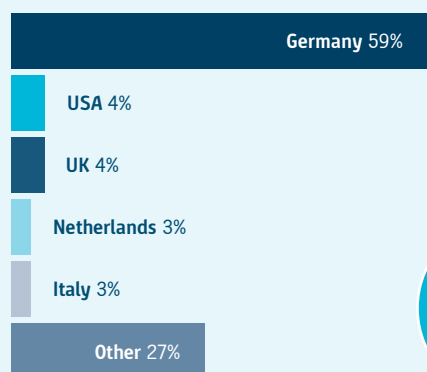
3,883
buyers from
94 countries

2,900
exhibiting
companies

HOSTED BUYERS BY NATURE OF BUSINESS



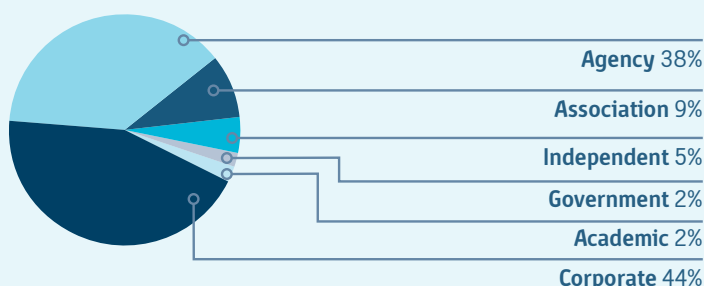
TRADE VISITORS BY COUNTRY



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