

Meeting- & EventBarometer Germany 2024/2025

Analysis of the German Congress and Event Market



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Key Findings



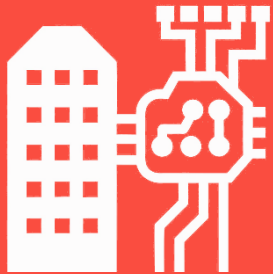
**Attendee figures significantly
on the up**



**Events in Germany become
more international**



**Trend towards larger events
continues**



AI integration is advancing



**Awareness of geopolitical
situation**



**Forecasts for 2025 largely
positive**

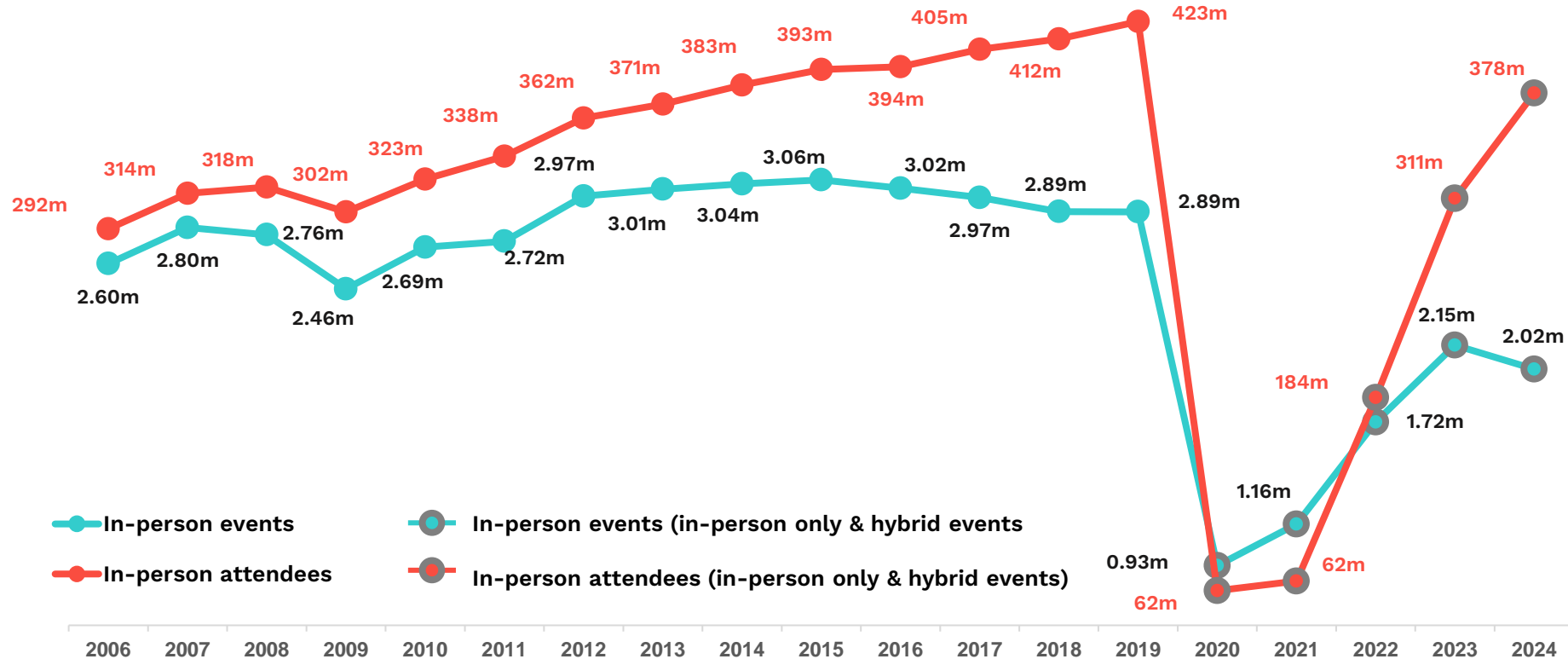


02

Demand-side Trends

Upward trend in the German event market continues: bigger and more international events as well as growing in-person attendance

Development: in-person attendees and events from 2006 to 2024



Compared to 2023, the number of in-person events fell slightly, while the number of in-person attendees continued to grow in 2024.

Please note: Hybrid events were not analysed separately until 2019.

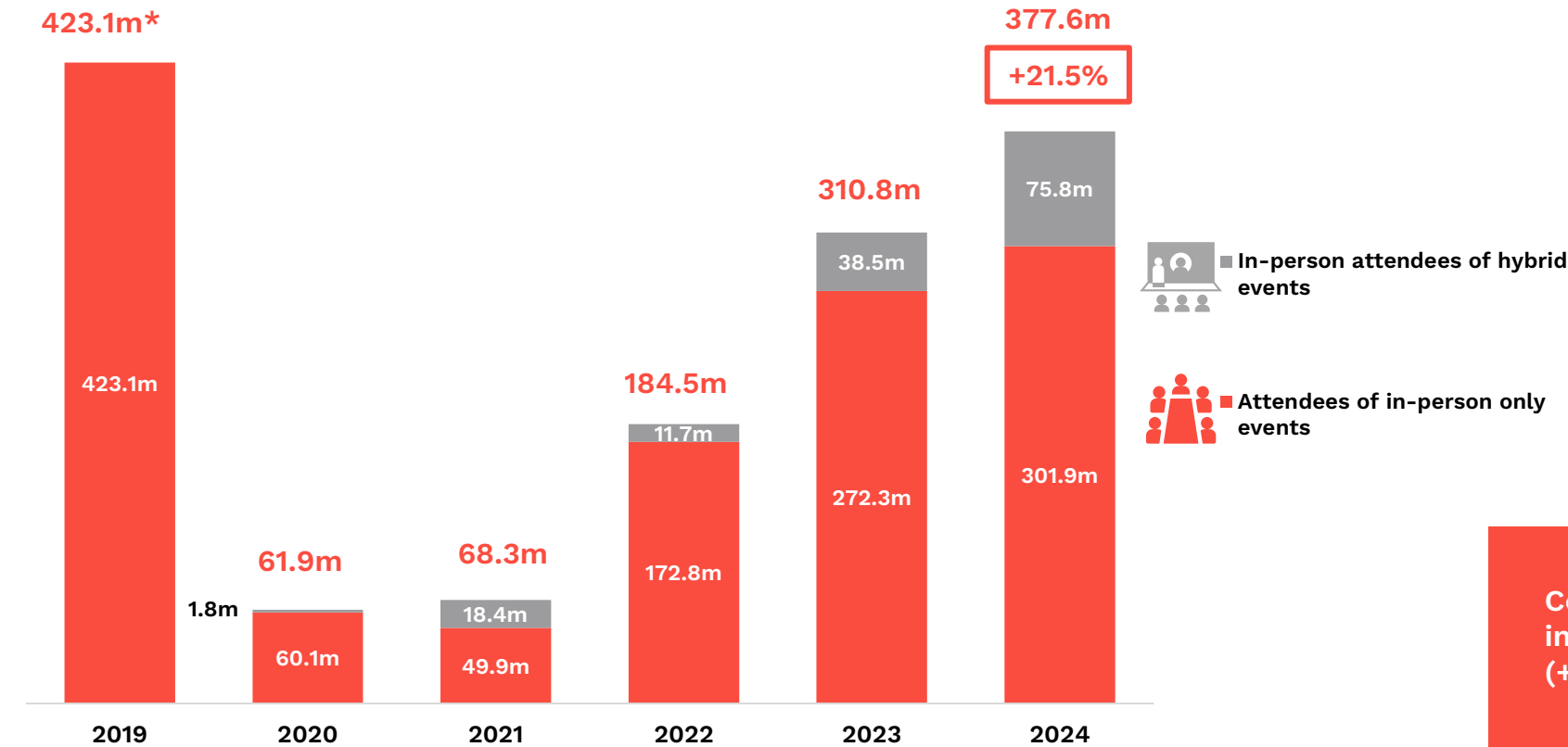
Basis for in-person events: EITW, supplier surveys 2007 to 2025: total number of events, total number of attendees

Basis for hybrid events: EITW, organiser surveys 2020 to 2025: How many events (with at least 20 attendees) did you organise in 2024? Hybrid events: number of events. How many people attended your events (with at least 20 attendees) in 2024? Hybrid events: in-person attendees - number of attendees.



In-person attendance continues to grow

Development from 2019 to 2024



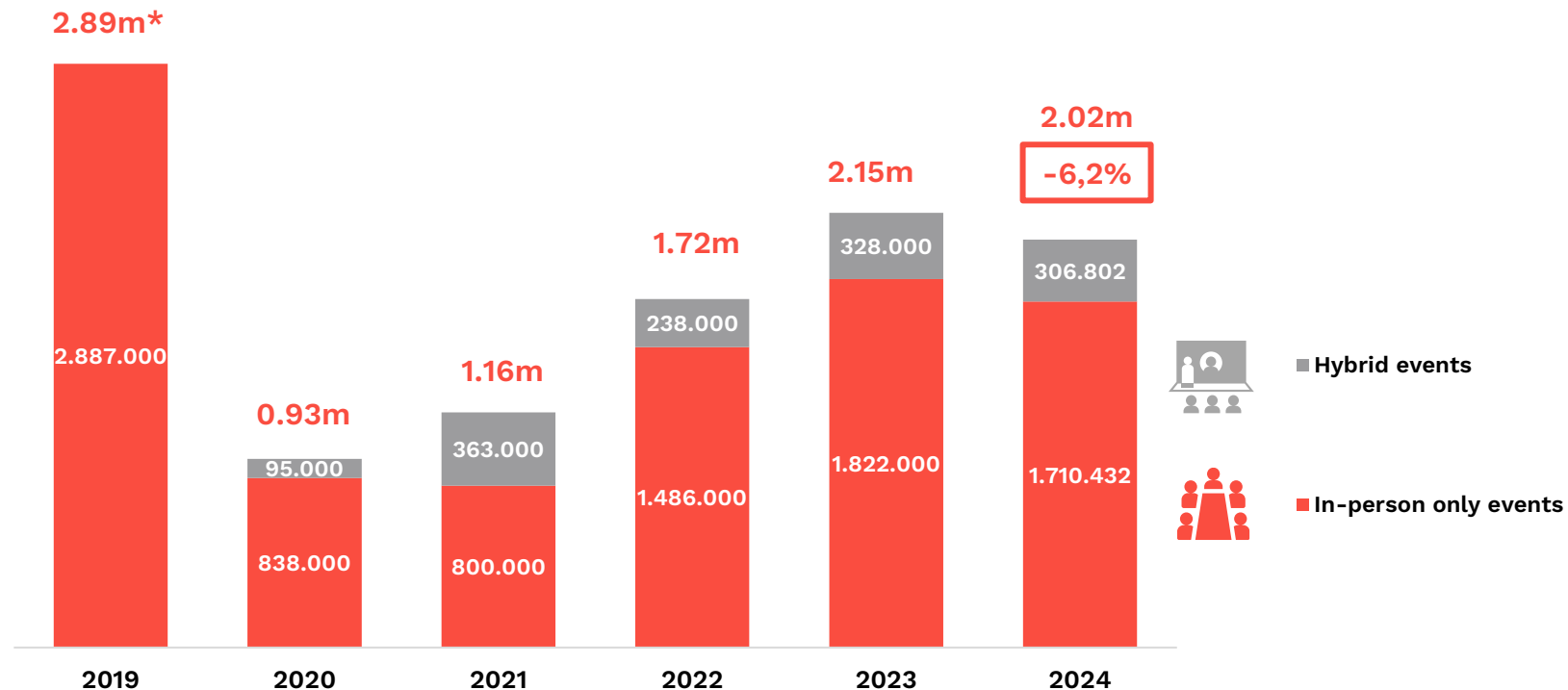
Compared to 2023, the number of in-person attendees increased further (+21.5%).

Basis for in-person events: EITW, supplier surveys 2007 to 2025: total number of attendees
Basis for hybrid events: EITW, organiser surveys 2020 to 2025: How many people attended your events (with at least 20 attendees) in 2024? Hybrid events: in-person attendees - number of attendees.

*Different event formats (in-person, hybrid, online) were not recorded before 2020.

Tendency towards larger in-person events

Development of in-person events from 2019 bis 2024



Compared to 2023, both the number of in-person only events and the number of hybrid events fell slightly.

At 2.02 million events, 2024 saw 6.2 per cent fewer in-person events (in-person only plus hybrid events) than 2023.

Basis for in-person events: EITW, supplier surveys 2007 to 2025: total number of events

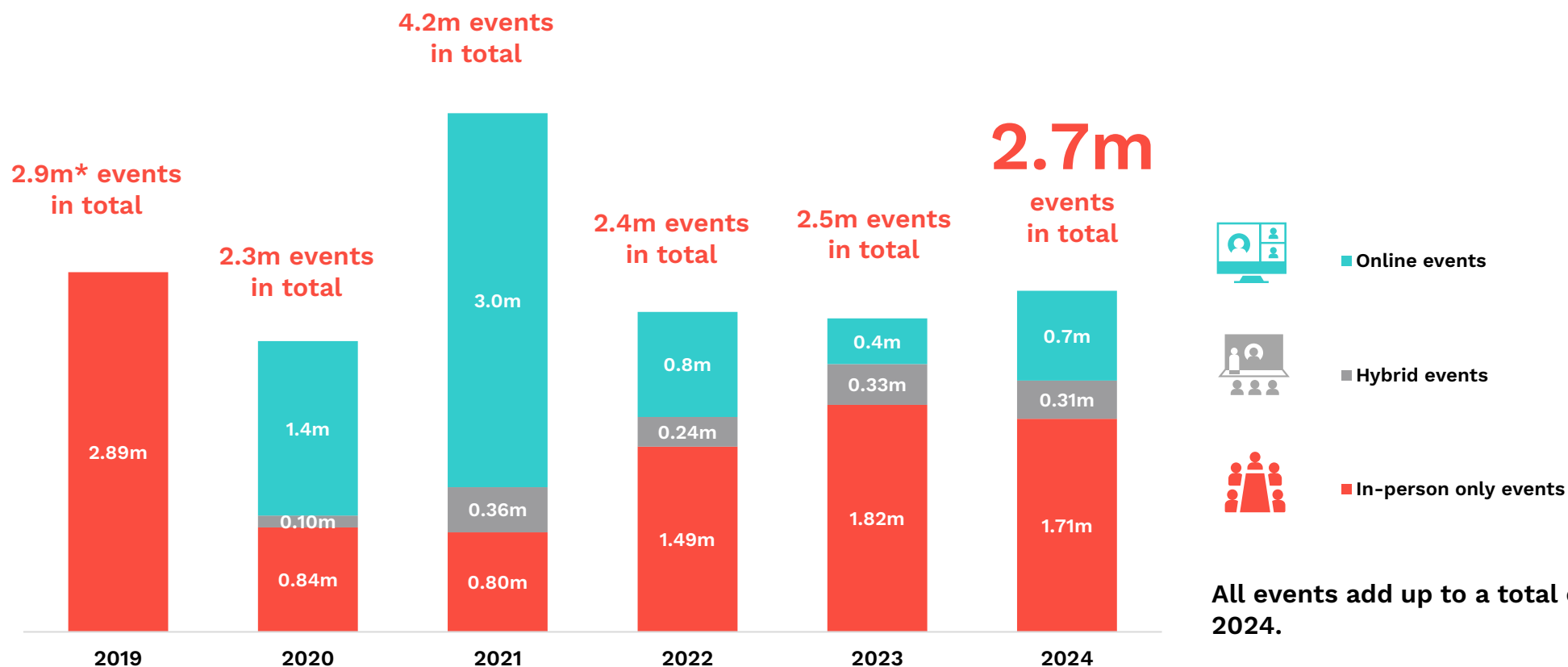
Basis for hybrid events: EITW, organiser surveys 2020 to 2025: How many events (with at least 20 attendees) did you organise in 2024? Hybrid events: number of events

*Different event formats (in-person, hybrid, online) were not recorded before 2020.



Total number of events on the rise

Development of all event formats from 2019 to 2024



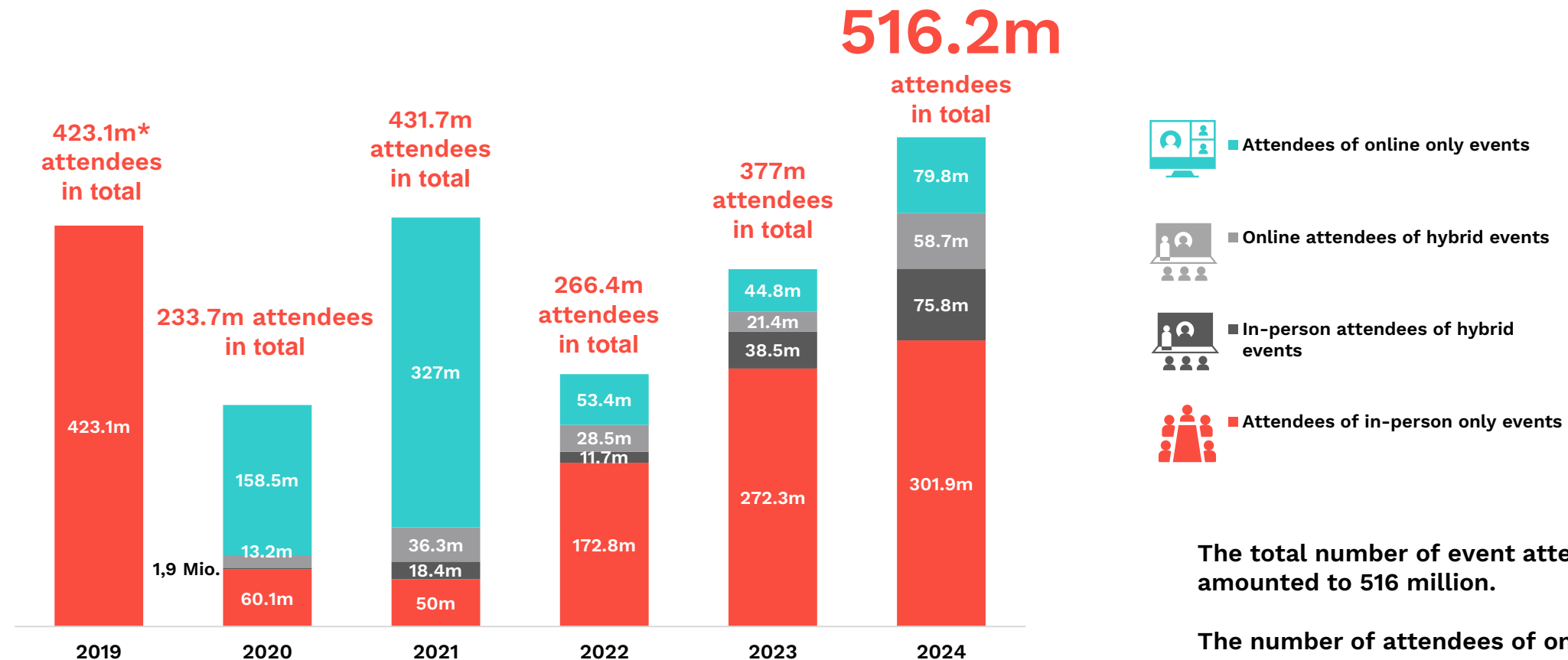
All events add up to a total of 2.7 million in 2024.

The number of online events increased and in-person events (in-person only and hybrid) account for 73.7% of the total volume.

Basis for in-person events: EITW, supplier surveys 2007 to 2025: total number of events
 Basis for hybrid events: EITW, organiser surveys 2020 to 2025: How many events (with at least 20 attendees) did you organise in 2024? Hybrid events: number of events. Online events: number of events
 *Different event formats (in-person, hybrid, online) were not recorded before 2020.

Attendees grow across the board

Development for all event formats from 2019 to 2024



The total number of event attendees in 2024 amounted to 516 million.

The number of attendees of online only events has gone up. In-person attendees (in-person only and hybrid) account for 73.2% of the total volume.

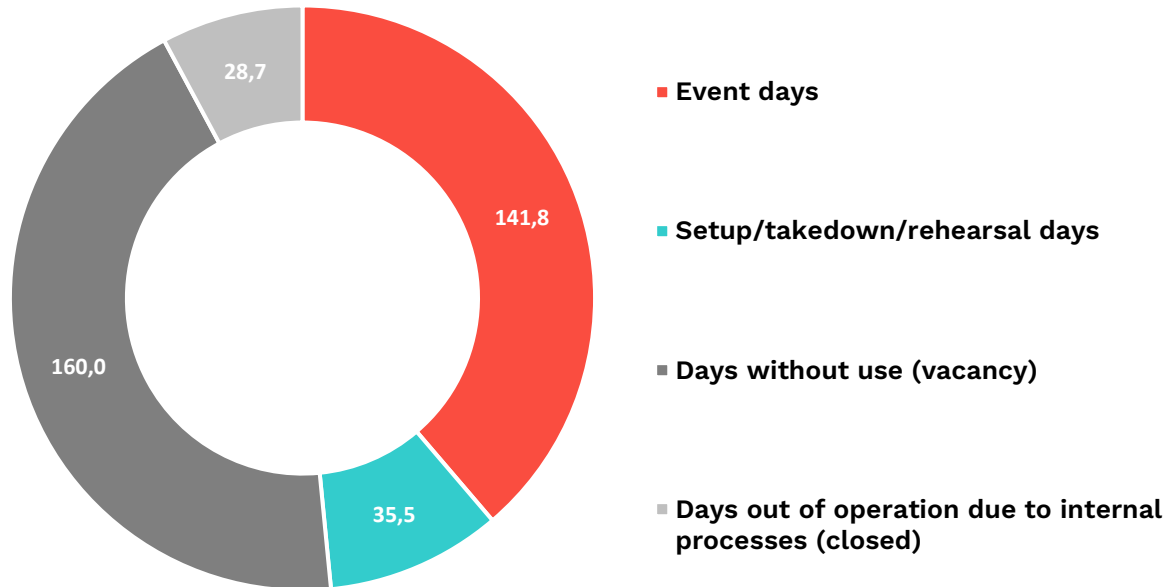
Basis for in-person events: EITW, supplier surveys 2007 to 2025: Number of attendees in total
 Basis for hybrid events: EITW, organiser surveys 2020 to 2025: How many people attend your events (with at least 20 attendees) in 2024? Hybrid events: in-person attendees – number of attendees. Online events: number of attendees

*Different event formats (in-person, hybrid, online) were not recorded before 2020.



OCCUPANCY

Occupancy of largest event space



In 2024, **occupancy** (event days + setup/takedown) was at 141,8 days.

Broken down by type of venue, **event centres** were slightly below average with 138.8 occupied days in their largest space. The largest spaces in **conference hotels** had the highest occupancy rate with an average of 155.1 days per year. **Event venues** recorded the lowest occupancy rate in their largest spaces with 124.7 days.

Note: Hiring out event spaces plays a secondary role for many event venues such as museums, zoos, etc.

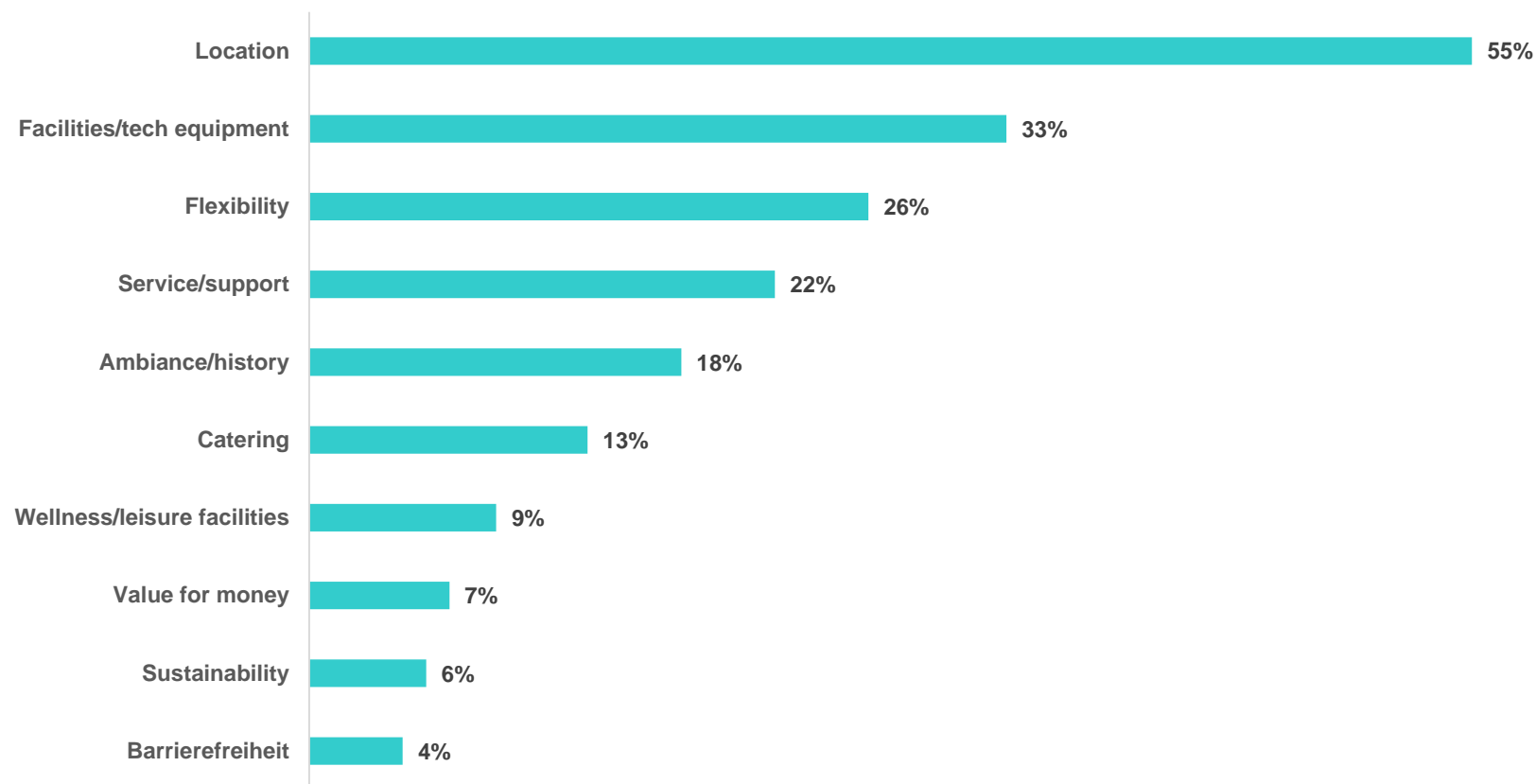
Basis: EITW, supplier survey 2025: Please provide the occupancy split of your largest event space in 2024 for a total of 366 days.
Suppliers n=337



USPs of venues from the perspective of suppliers

AI-supported quantitative analysis of the individual responses

Top 10 USP categories (venues)



Germany

Basis: EITW, supplier survey 2025: Which features of your venue do you consider to be the USPs that make customers choose your venue?
Suppliers n=457



Events slightly longer overall

All suppliers and by type of venue



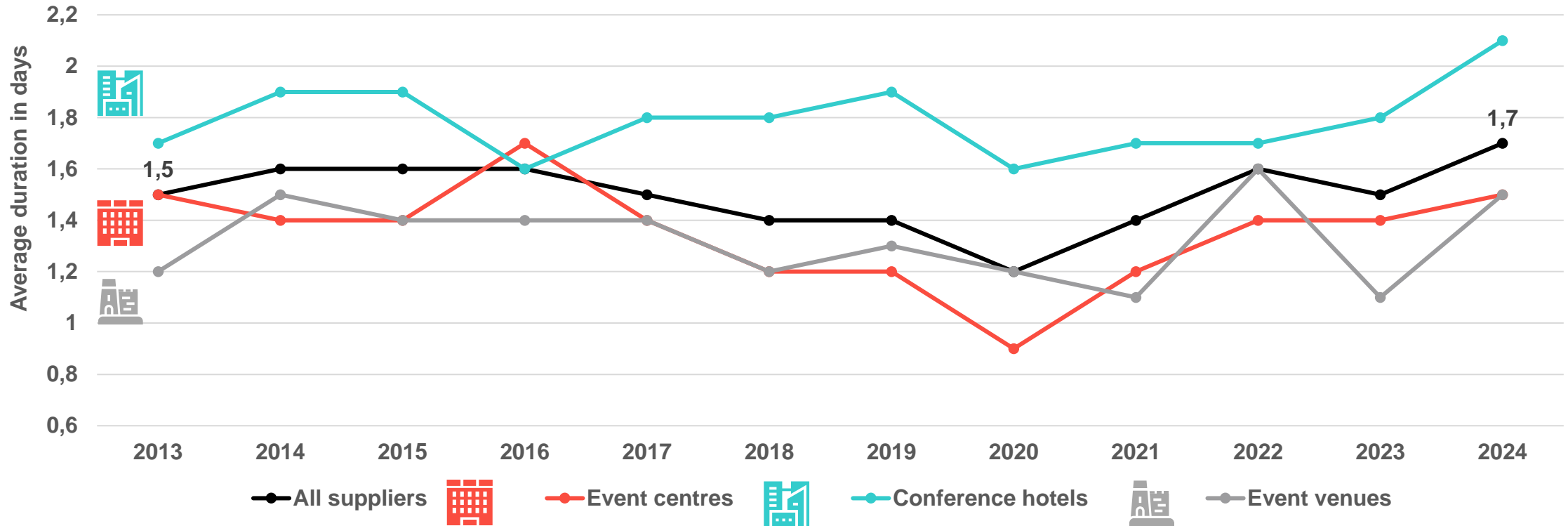
In-person events lasted 1.7 days on average. Compared to 2023 (1.5 days), the duration increased in 2024, which can be attributed to longer events within all types of venues and especially in event venues (2023 = 1.1 days).

Basis: EITW, supplier survey 2025: total number of events in 2024 and their duration
Suppliers n=247



Duration of events: long-term view

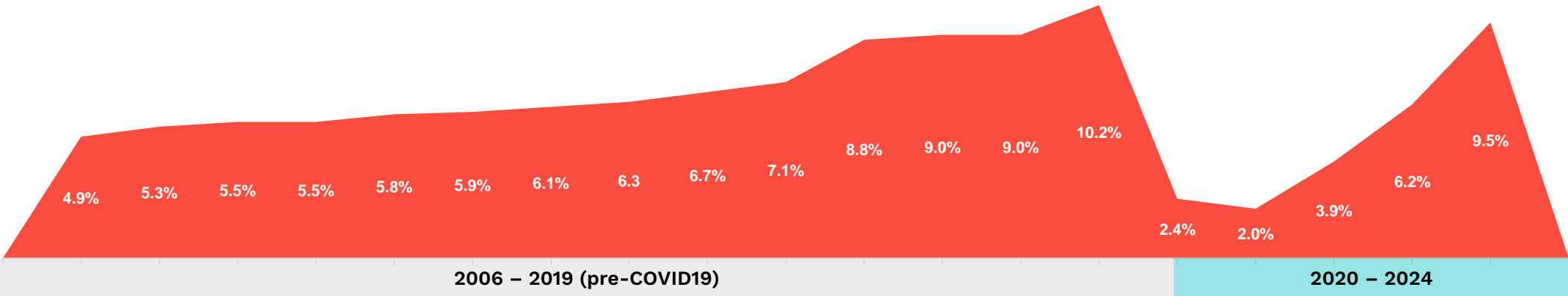
All suppliers and by type of venue



Between 2013 and 2019, the duration of **in-person events** ranged between 1.4 and 1.6 days on average. After the COVID19-related decline, event duration increased again. Events in conference hotels generally last longer than those in event centres and event venues.

Basis: EITW, supplier surveys 2014-2025: total number of events and their duration

More international attendees at in-person events

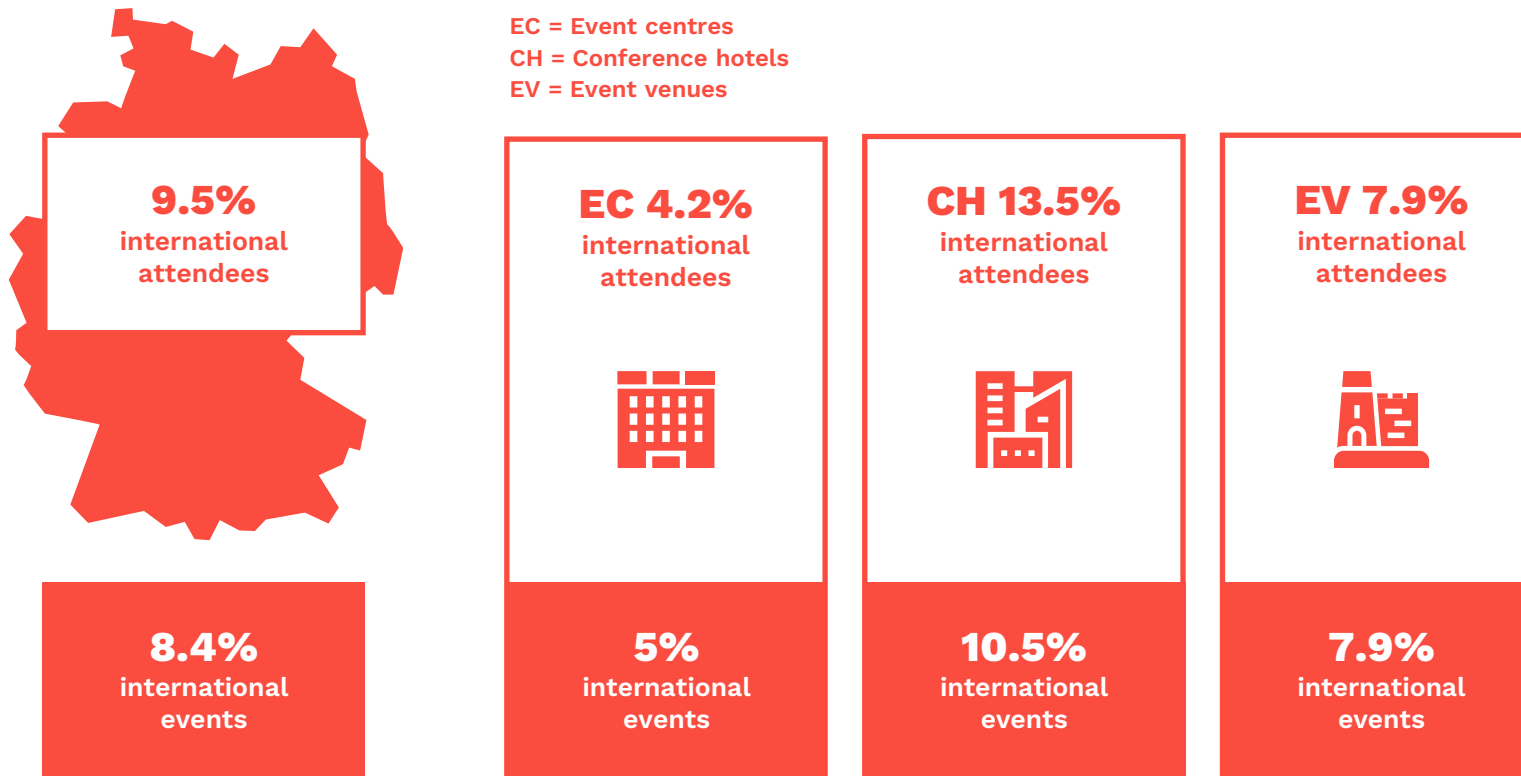


The **share of attendees from abroad** at all types of events (business and non-business events) continued to rise in 2024, now standing at 9.5%.

Basis: EITW, extrapolation of values from the 2025 supplier survey: share of in-person attendees from abroad in % for 2024 – their share at all types of events

Events in conference hotels have largest share of international attendees

Share of international attendees at in-person events in Germany



The share of **international attendees at all events** averaged 9.5% in 2024.

The share of international attendees varied depending on the type of venue and was highest at events organised in conference hotels.

The share of **international events** (defined as having at least 10% of attendees from abroad) was 8.4% in 2024 (2023 = 4.7%). Most international events took place in event venues and conference hotels.

Basis: EITW, extrapolation of values from the 2025 supplier survey: share of in-person attendees from abroad in % for 2024 – their share at all types of events
EITW, supplier survey: number of international events n=307

Business events have highest share of international attendees

Share of international attendees at in-person business events



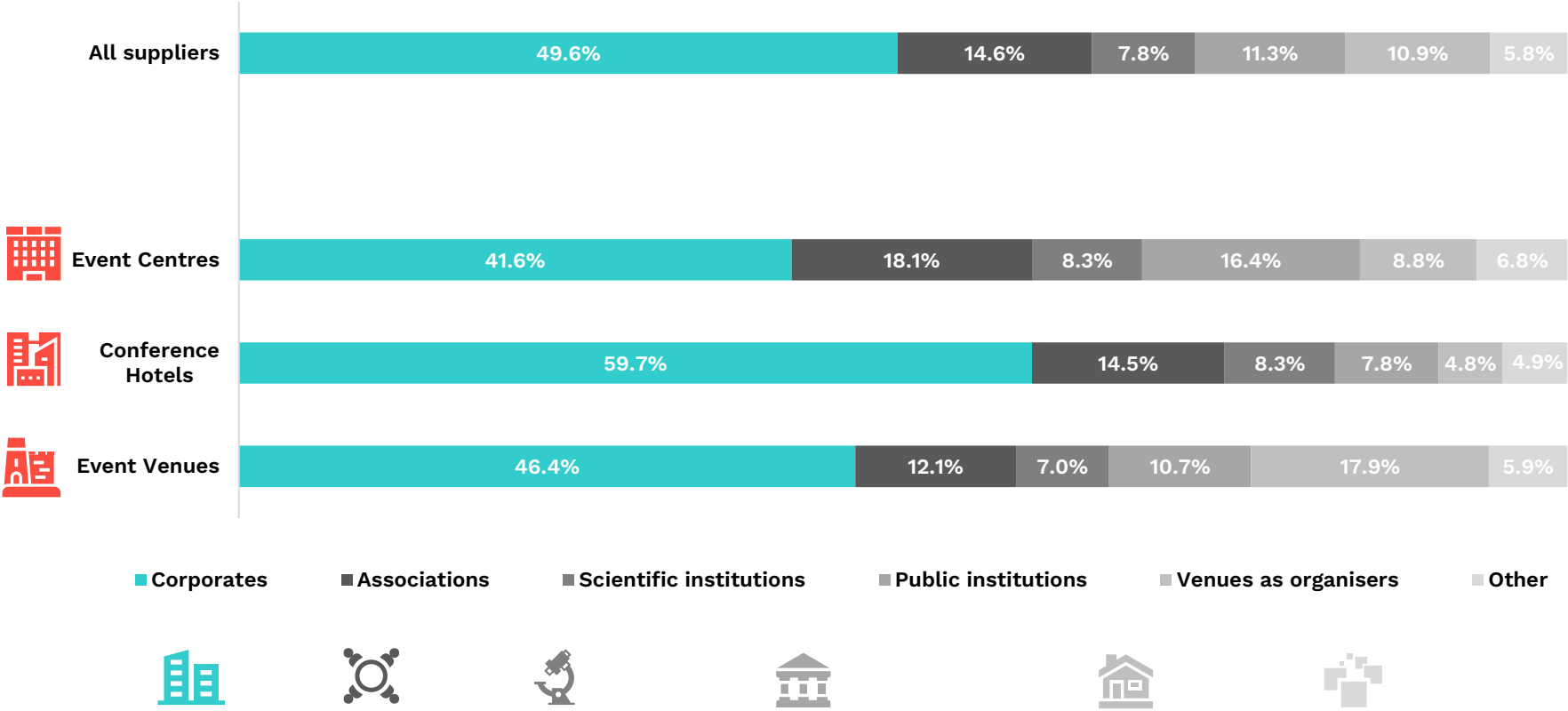
EC = Event centres
CH = Conference hotels
EV = Event venues



The share of international attendees at business events (seminars, meetings, congresses) averaged 11.1% in 2024 (2023 =9.1%), with the highest share of international business event attendees in conference hotels.

Basis: EITW, extrapolation of values from the 2025 supplier survey: share of in-person attendees from abroad in % for 2024 – their share at business events (seminars, meetings, congresses)

Corporates most important customer segment



Corporates were the by far proportionally largest group of organisers in 2024. Associations followed as the second most important customer group.

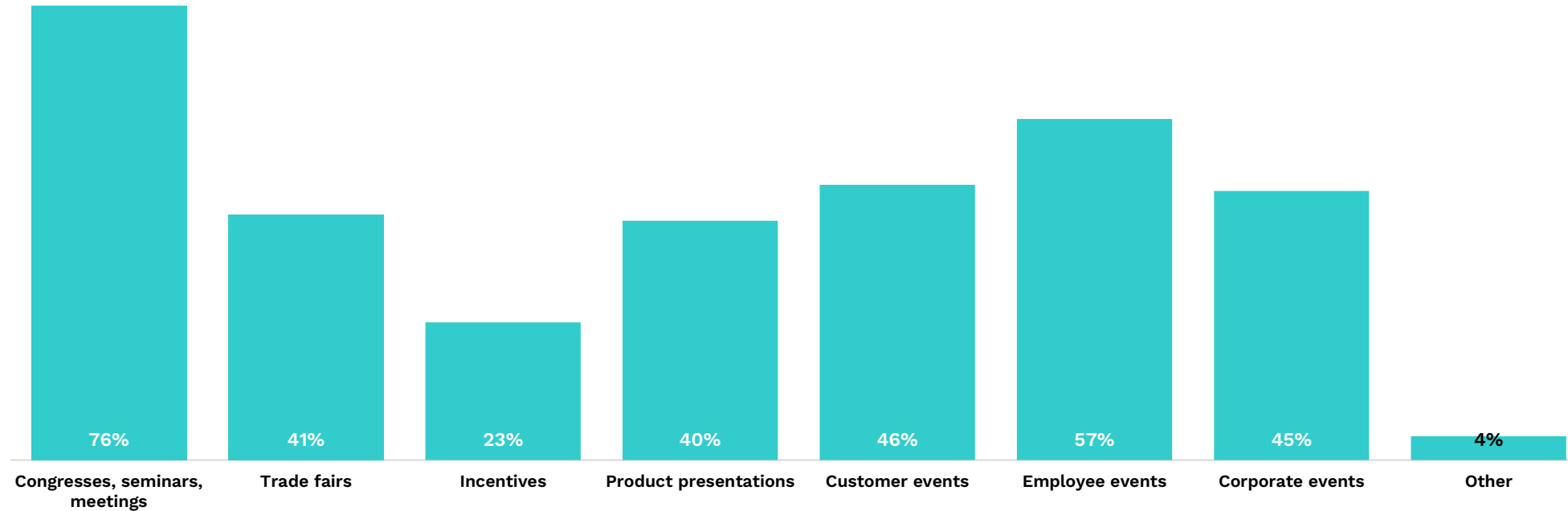
Compared to the previous year, the share of companies as organisers (all suppliers) is identical and there were only marginal changes with respect to the shares of the other types of organisers.

Basis: EITW, supplier survey 2025: Please indicate (percentage) the types of organisers that organise the events taking place in your venue
Suppliers n=264

Types of business events: organisers

Breakdown (percentage) of different types of business events

Congresses, meetings and seminars account for the majority of business events organised, followed by employee events.



Basis: EITW, organiser survey 2025: Which types of events do you organise? (Multiple answers possible)
Suppliers n=691



03

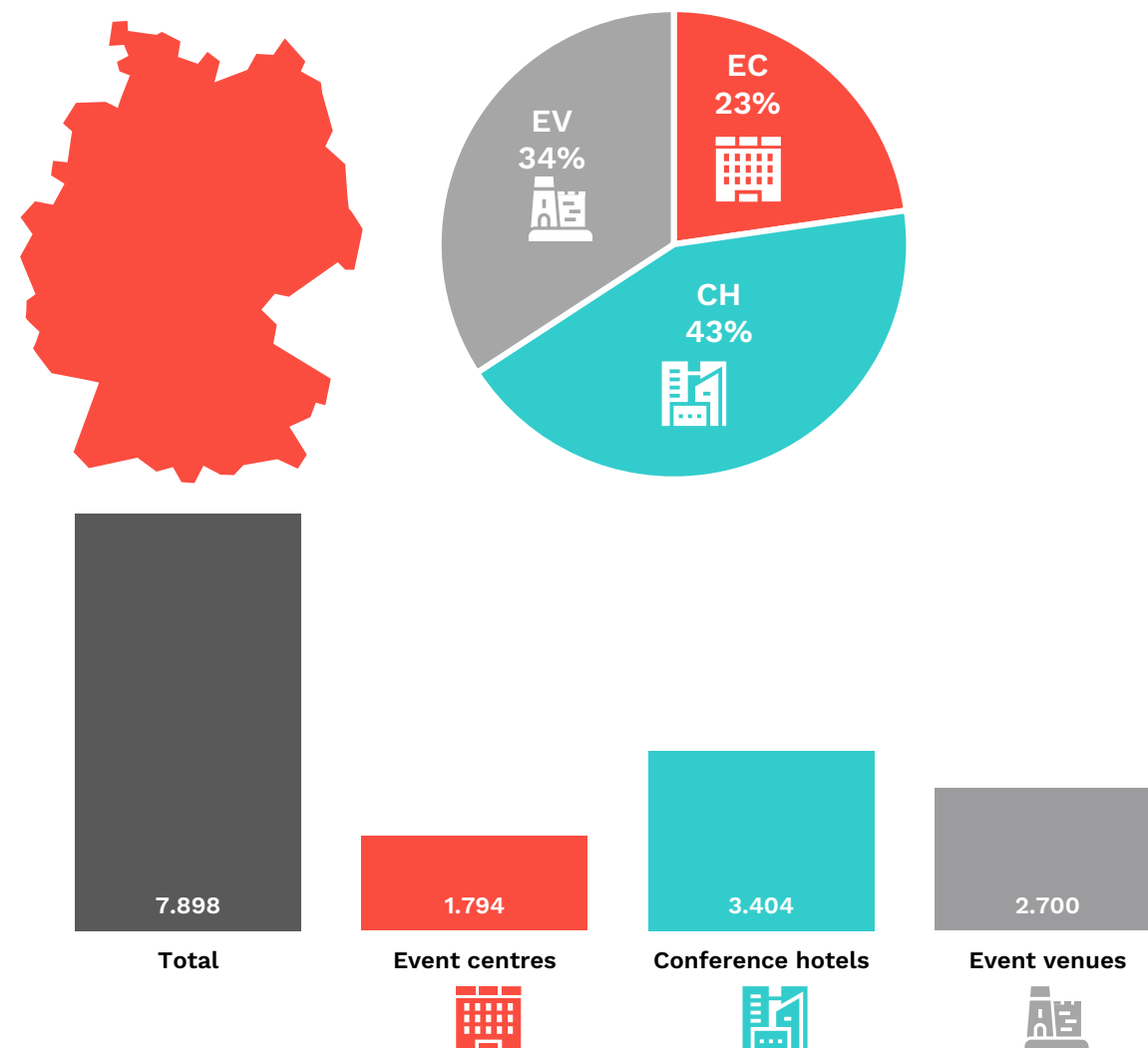
Market Development

Venues in Germany

Breakdown of venues by type

In 2024, around 7,900 businesses supplied conference and event venues.

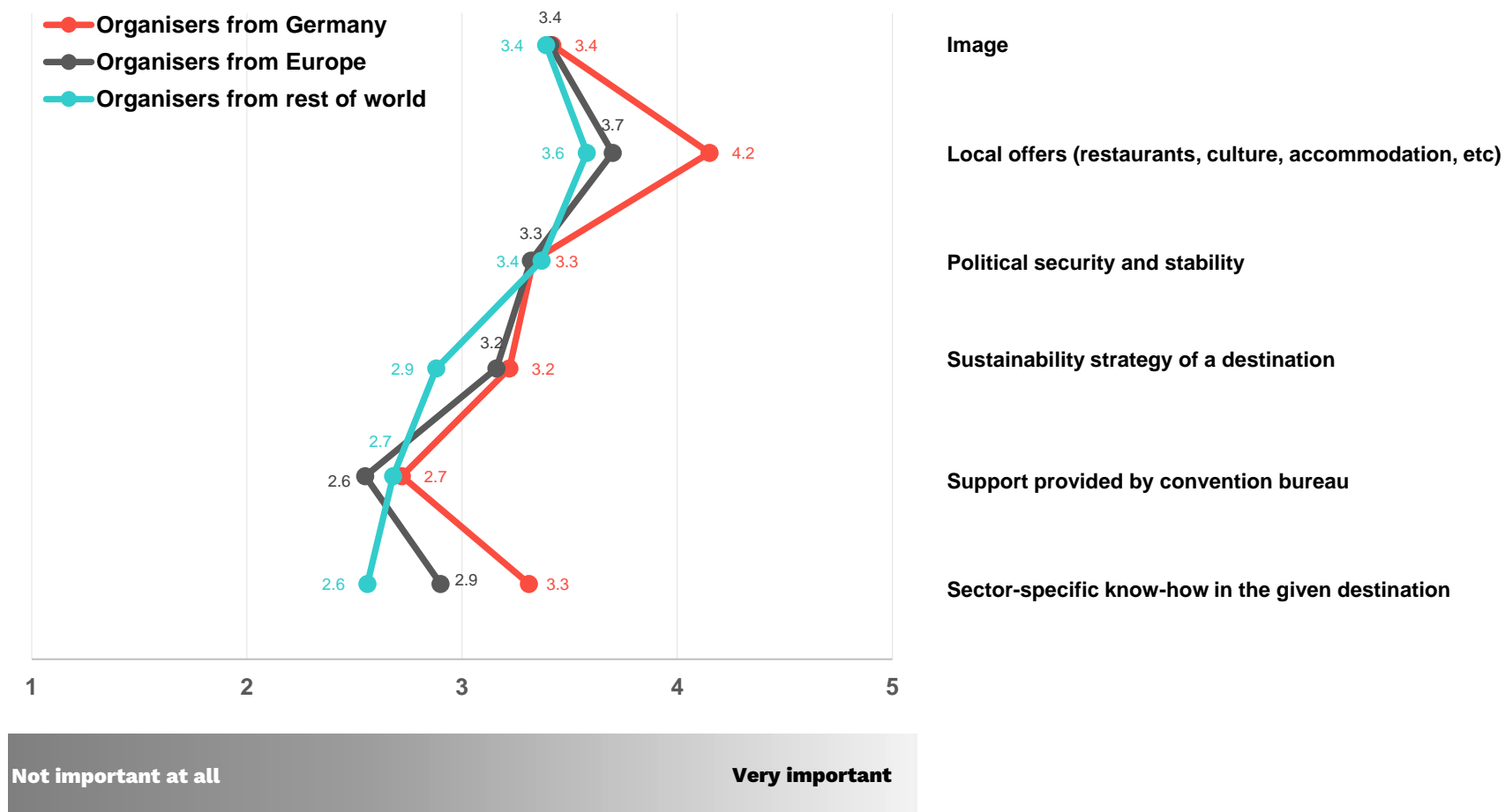
The percentage share of the different venue types shows that **conference hotels** make up the largest share, followed by **event venues**. Around a quarter of the venues are **event centres**.



Basis: EITW, own surveys 2025

How organisers choose destinations for their events

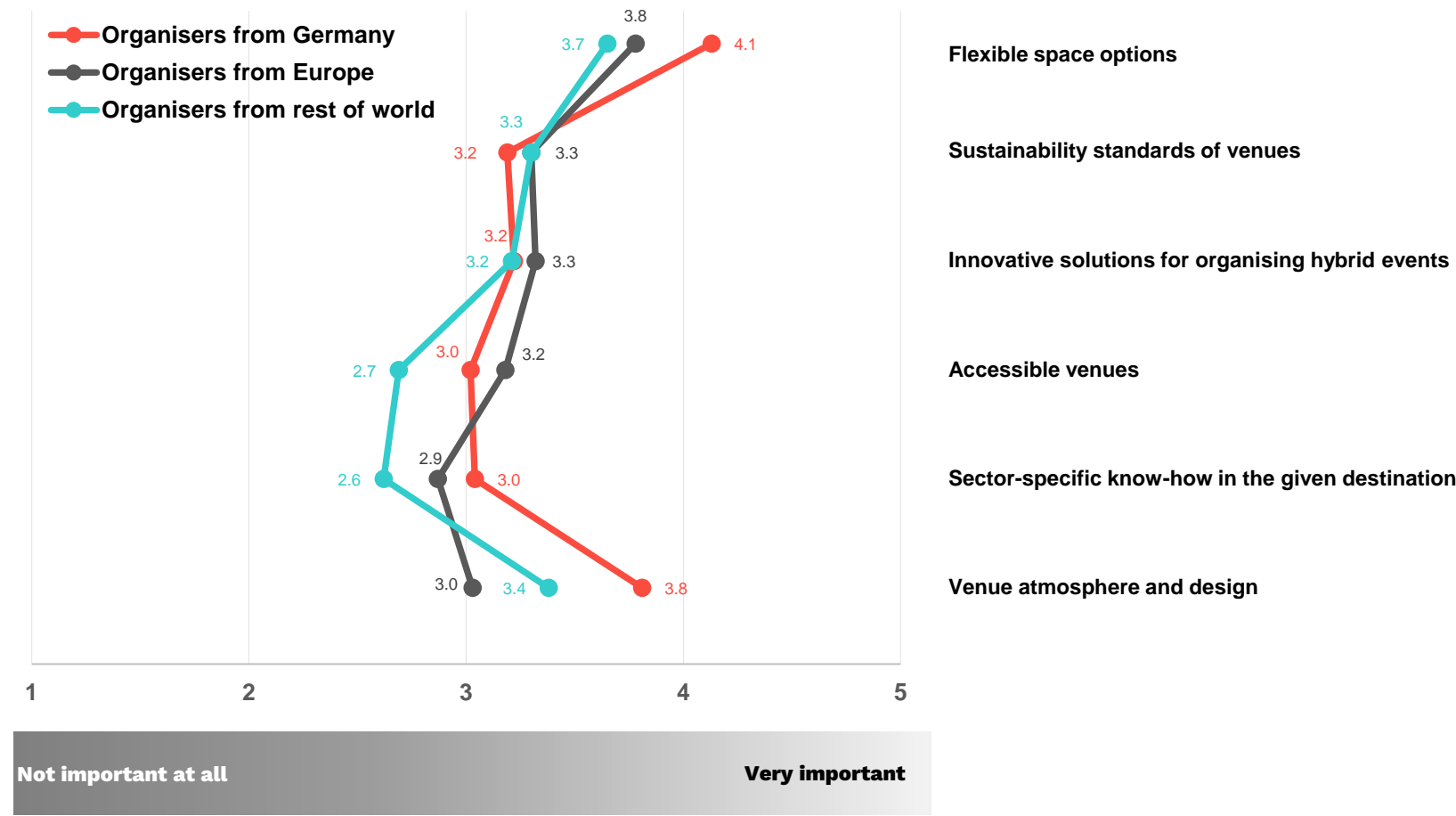
Criteria by origin of organisers



Basis: EITW, organiser survey 2025: Assuming that the location factors such as ease of getting there, climate, capacity and price were the same, what other factors play a role for you when choosing a destination?
Suppliers n=691

How organisers select venues

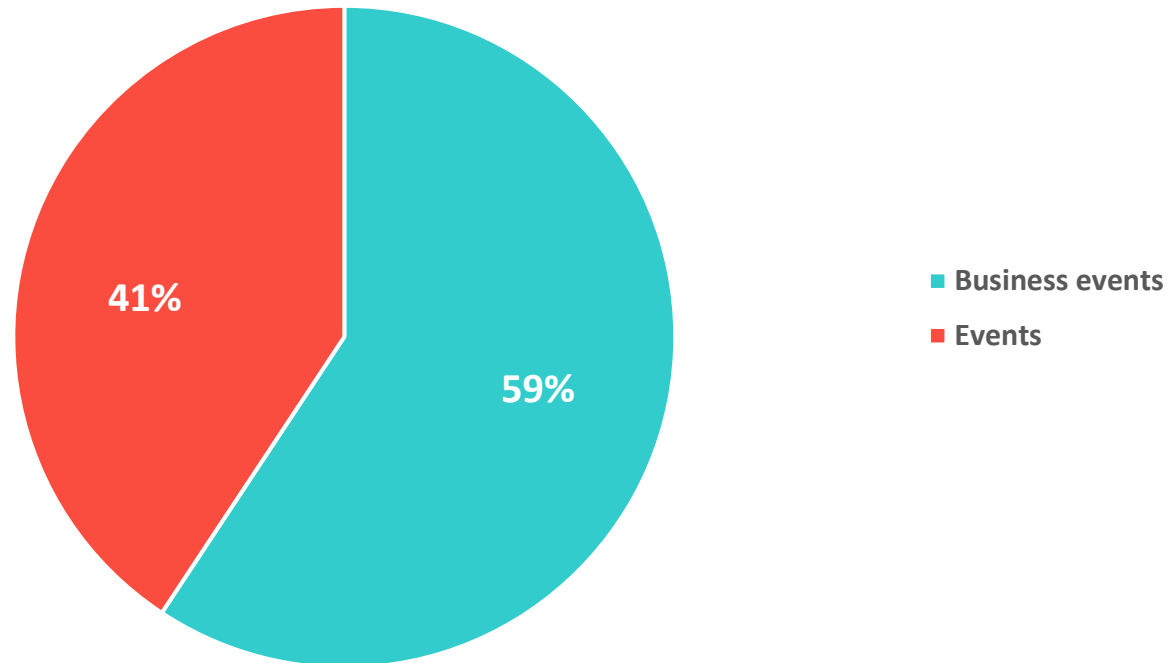
Criteria by origin of organisers



Basis: EITW, organiser survey 2025: Assuming that basic characteristics such as ease of getting there, price and quality were the same, what are the most important criteria for you when choosing a venue?
Organiser n=691

Business events prevail

Breakdown of business events und other events



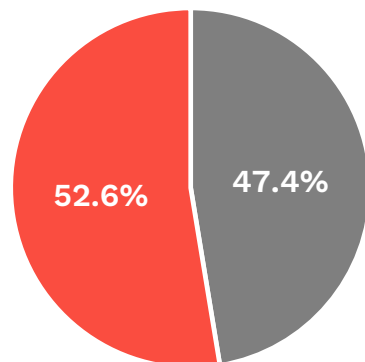
Business events include congresses, meetings and seminars as well as exhibitions and presentations. The remaining event types are grouped under the term **events**.

With this simplified classification, the division between business events and those with a leisure character can be clearly presented across the market overall.

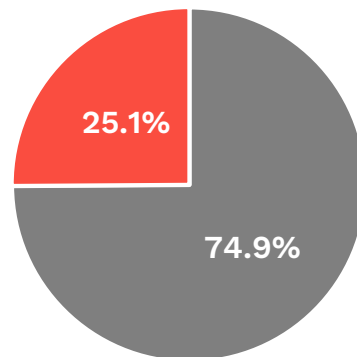
Please note: The Meeting- & EventBarometer survey does not cover the entire conference market as venues are only surveyed if they have a capacity of at least 100 seats (row seating) in their largest space.

Basis: EITW, supplier survey 2025: What is the split of events in your venue? (please provide figures by event type)
Suppliers n=312

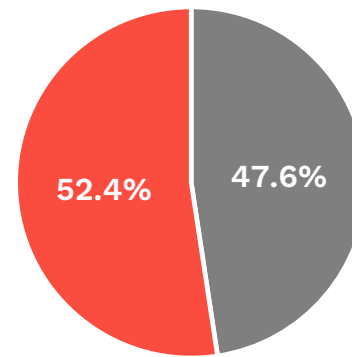
Breakdown business events vs. events



Event centres



Conference hotels



Event venues

BUSINESS EVENTS
EVENTS

Business events dominate in **conference hotels** (74.9%) while in **event centres** (52.6%) and **event venues** (52.4%) the share of events is higher.

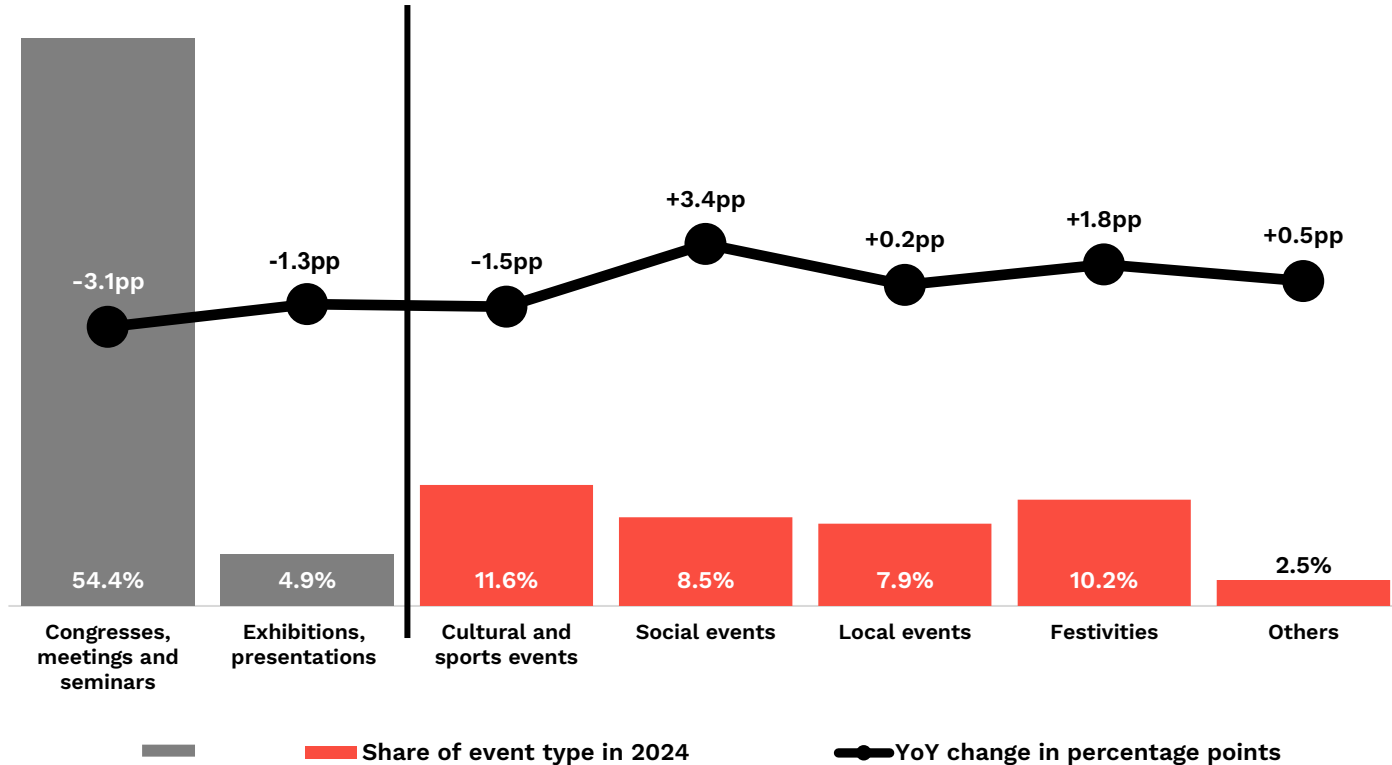
Basis: EITW, supplier survey 2025: What is the split of events in your venue? (please provide figures by event type)
Suppliers n=312

Congresses, meetings and seminars most important type of event

Breakdown of event types in percentage, YoY comparison in percentage points

BUSINESS EVENTS

EVENTS



The category “congresses, meetings and seminars“ was the by far most important event type in German venues in 2024.

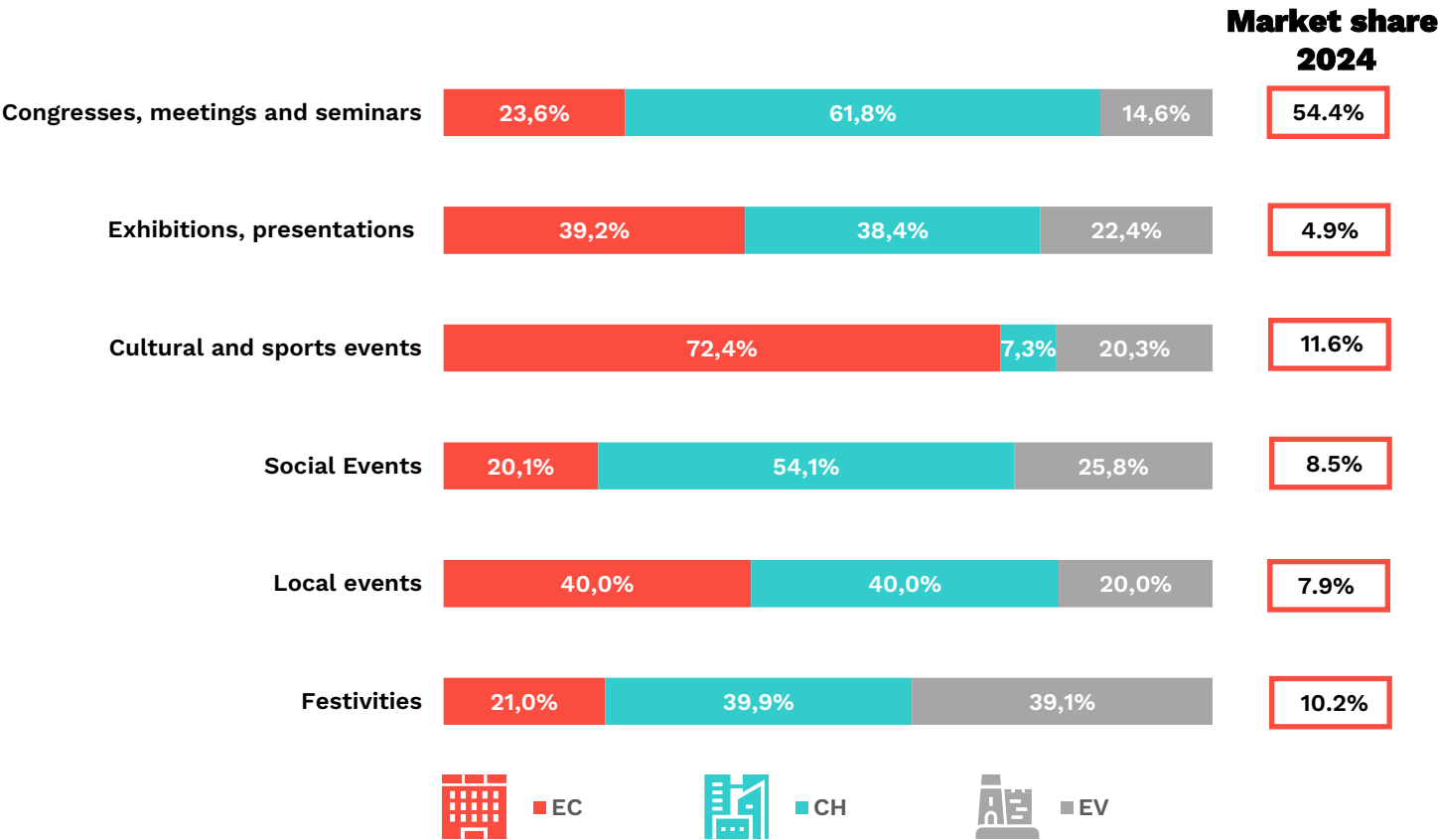
Social events in particular saw their share going up.

Please note: This chart only shows the percentage distribution of events among the different types of events and the corresponding year-on-year changes. However, it says nothing about the volume of events and their sizes.

Basis: EITW, supplier survey 2024 & 2025: What is the breakdown of in-person only events and hybrid events in your venue according to the following event types?
Suppliers n=312

Event types in the different types of venues

Breakdown of event types in %



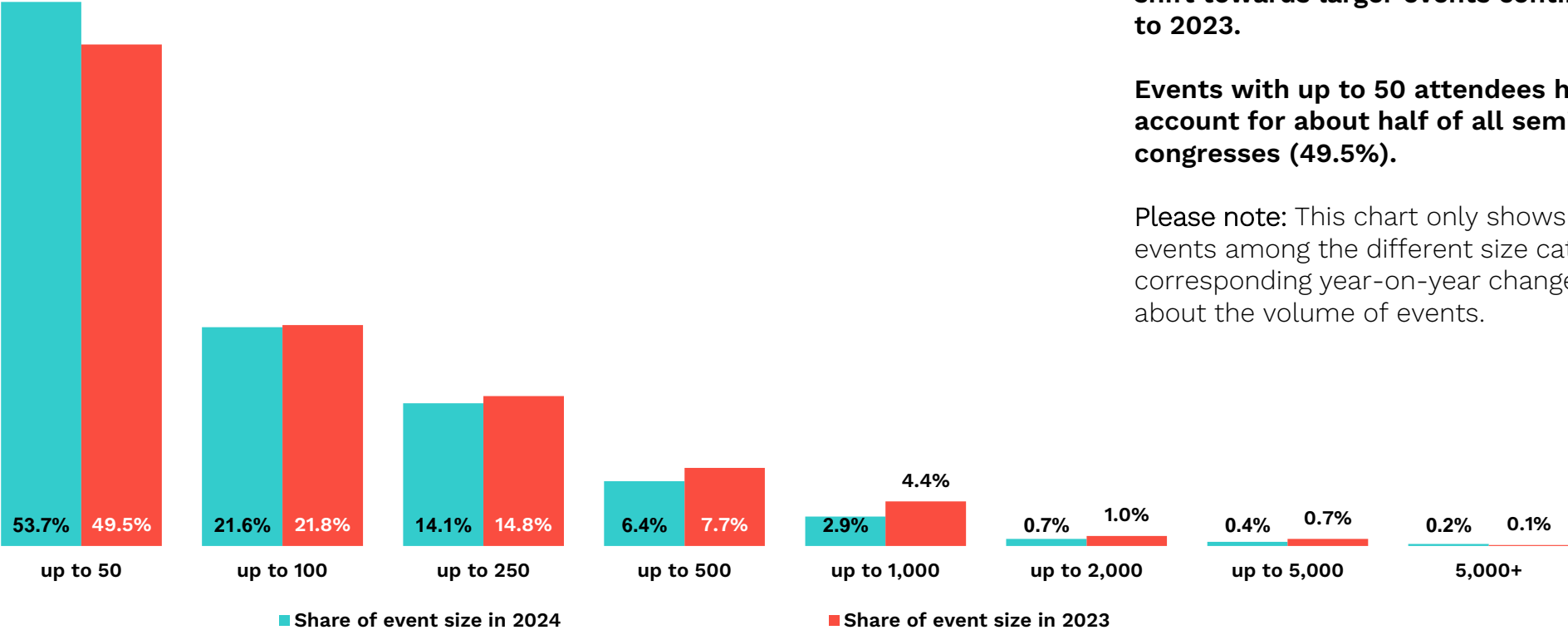
Looking at the different event types regardless of their market share and according to their distribution among the different types of venues reveals the profiles of the respective venue types.

Conference hotels were most strongly represented in the seminars, meetings and congresses segment. Cultural and sports events were mainly organised in event centres. Festivities mainly take place in event venues.

Basis: EITW, supplier survey 2025: own chart – distribution of the different event types across venue types
Suppliers n=312

Larger events on the rise

Size of seminars, meetings and congresses



Regarding the **sizes of congresss, meetings and seminar**, the shift towards larger events continued in 2024 in comparison to 2023.

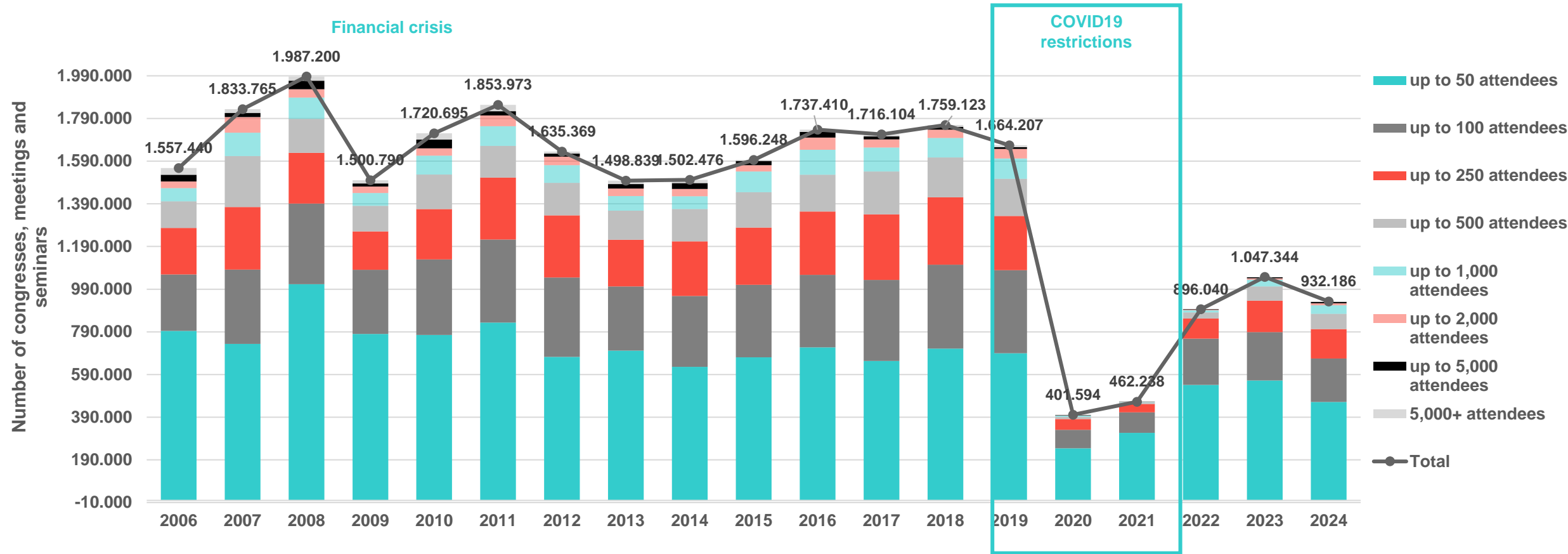
Events with up to 50 attendees have decreased but still account for about half of all seminars, meetings and congresses (49.5%).

Please note: This chart only shows the percentage distribution of events among the different size categories and the corresponding year-on-year changes. However, it says nothing about the volume of events.

Basis: EITW, extrapolation of values from the supplier surveys 2024 & 2025: Please indicate the size categories for the event type of in-person "seminars, meetings and congresses" in your venue.

Size categories over the long term (absolute figures): all suppliers

Size of seminars, meetings and congresses



The sizes of **congresses, meetings and seminars** readjust after the pandemic, with the number of seminars, conferences and congresses with up to 50 attendees decreasing again after restrictions ended in 2022.

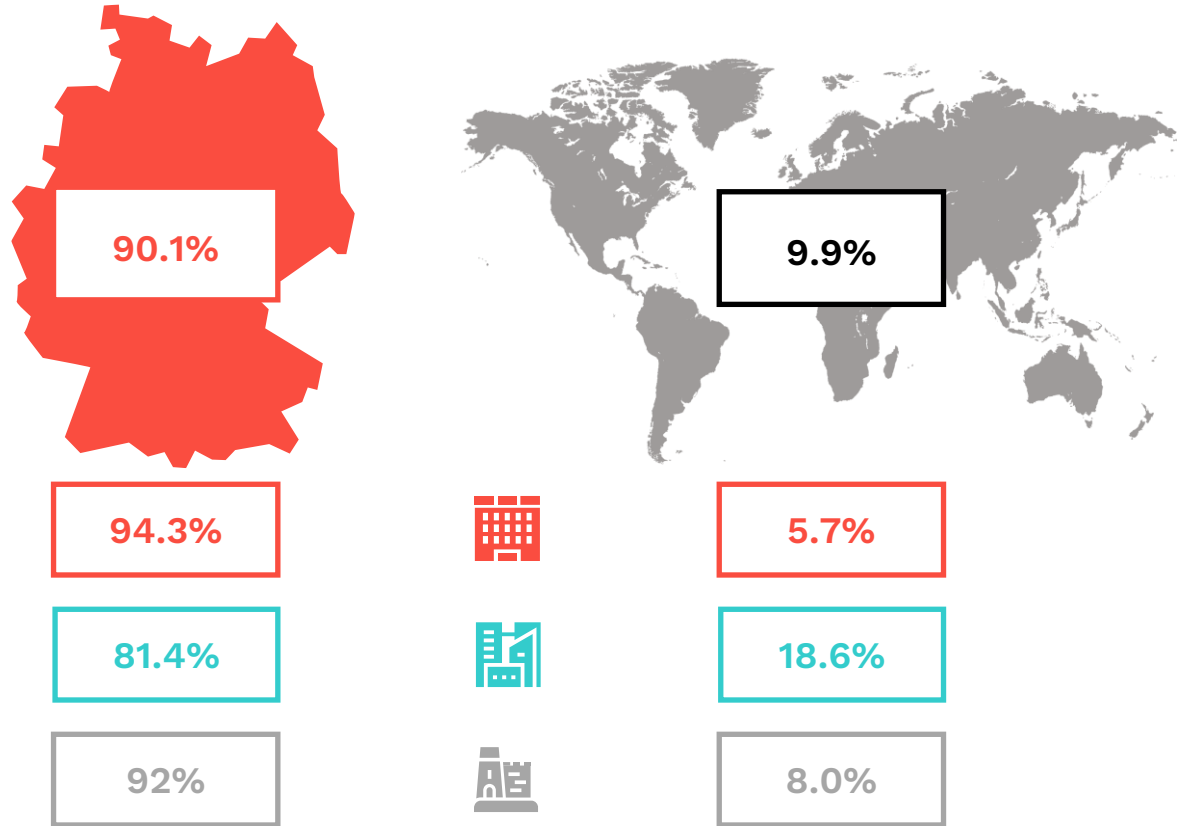
Basis: EITW, supplier surveys 2007-2025: Please indicate the size categories for the event type of in-person "seminars, meetings and congresses" in your venue
Presented in absolute figures



Origin of Organisers

German organisers solid basis for events business in the country

Breakdown of organisers by origin



The vast majority of event organisers in Germany are domestic. However, with 9.9% the share of international customers has increased in 2024 compared to the previous year (6.3%).

The share of international organisers varies depending on the type of venue.

Basis: EITW, supplier survey 2025: Please indicate the breakdown (percentage) of event organisers in your venue by their origin for 2024.
Suppliers n=306

Neighbouring countries and USA among the most important source markets

International source markets of venue providers



The ranking of the **most important international source markets** in 2024 was dominated by neighbouring European countries. However, overseas markets such as the USA and China also played a role.

The top 3 source markets are Austria, the UK and the Netherlands.

Basis: EITW, supplier survey 2025: Which international source markets did the event organisers at your venue come from in 2024?
Suppliers n=327

Continued focus on European source markets

Potential future source markets for venue providers



For future marketing activities in international source markets, it is important to identify potential new markets.

The ranking of potential source markets lists the countries from which event enquiries were received, regardless of whether the events actually took place in the end.

The top three potential source markets are Austria, Switzerland and the UK.

Basis: EITW, supplier survey 2025: From which international source markets do you receive enquiries for future events? This also includes enquiries that are not yet confirmed or were not confirmed.
Suppliers n=327



Turnover & Budgets

Suppliers: changes in turnover in 2024 compared to 2023

Changes in turnover in 2024 compared to 2023 (averages)



+4.7%



+10.4%



+2.0%



+3.7%

Turnovers continued to grow in 2024, with an overall average increase of 4.7%.

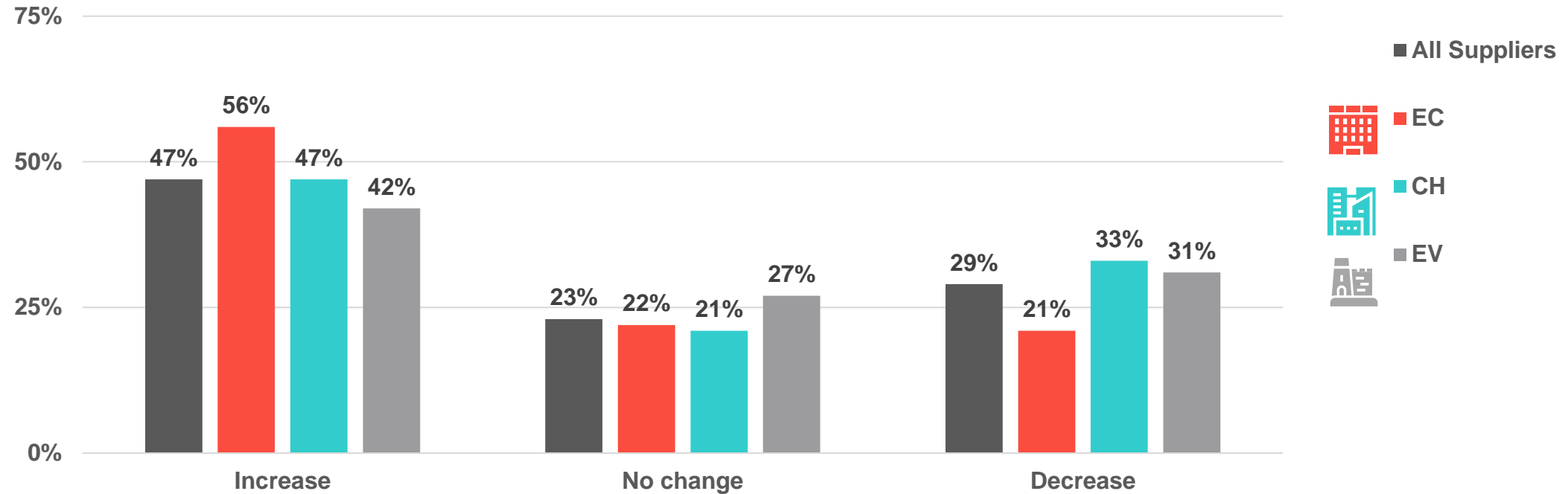
In terms of the individual venue types, the highest increases in turnover in 2024 were recorded in **event centres**, followed by **event venues**.

Basis: EITW, supplier 2025: To what extent did the turnover generated with events change in 2024 compared to 2023? Please select the type of change in the drop-down menu and enter the value in % in the column next to it (if turnover remained the same, please enter 0).

Suppliers n=242



Suppliers: changes in 2025 turnover compared to 2024

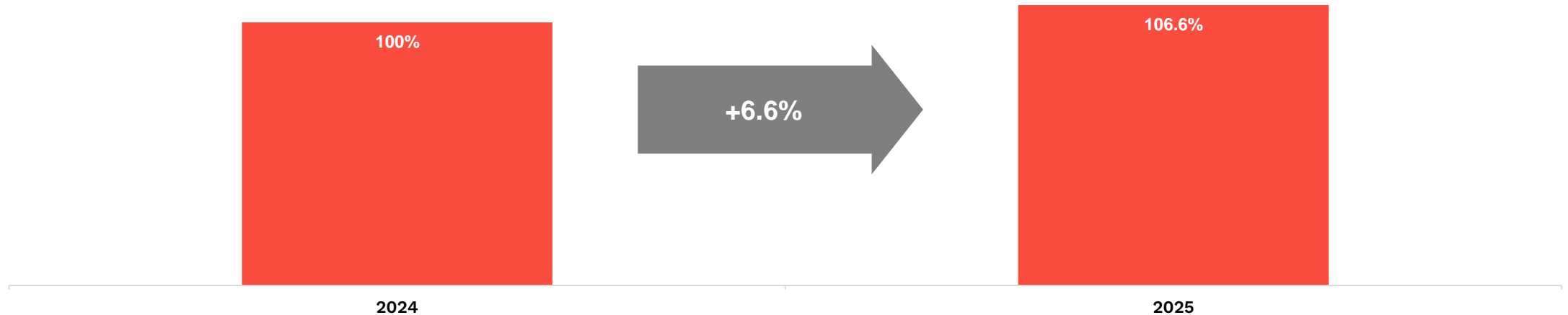


This chart shows the expected turnover for 2025 based on sales from 2024.

Event centres in particular are expecting an increase in turnover. Conference hotels and event venues are, in general, also optimistic about their turnover in 2025 (around 2/3 expect turnover to increase or remain the same), but not quite as optimistic.

Basis: EITW, supplier survey 2025: What are your estimates for 2025? Please indicate by what percentage turnover will change compared to 2024.
Suppliers n=341

Suppliers expect turnover to trend upwards in 2025



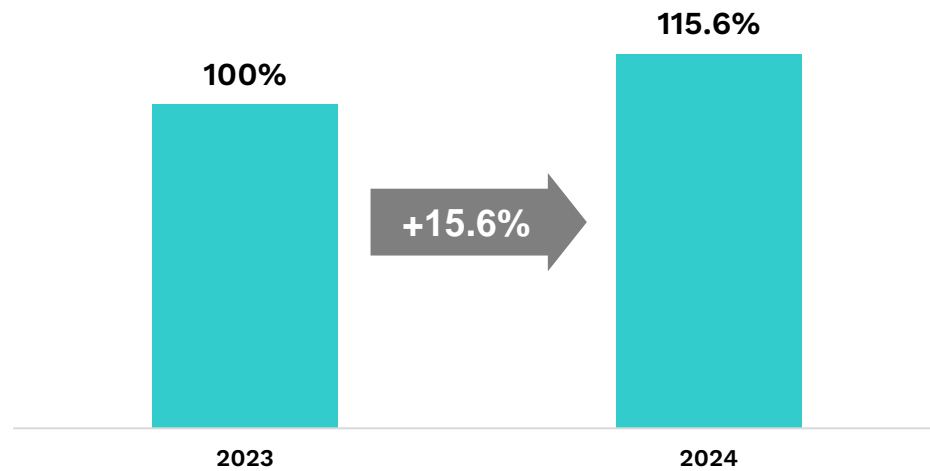
This chart shows the expected turnover for 2025 based on sales from 2024.
The **suppliers**/different types of businesses expect a positive turnover trend for the current year.

Basis: EITW, supplier survey 2025: What are your estimates for 2025? Please indicate by what percentage turnover will change compared to 2024.
Suppliers n=336

Organiser budgets continue to rise

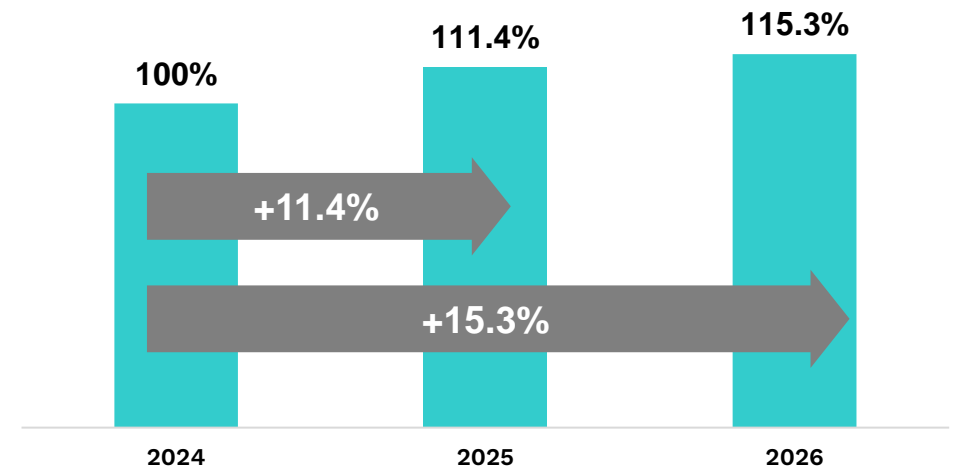
Budget trends

2023/2024



Organisers' budgets in 2024 were 15.6% higher than in 2022.

Future outlook

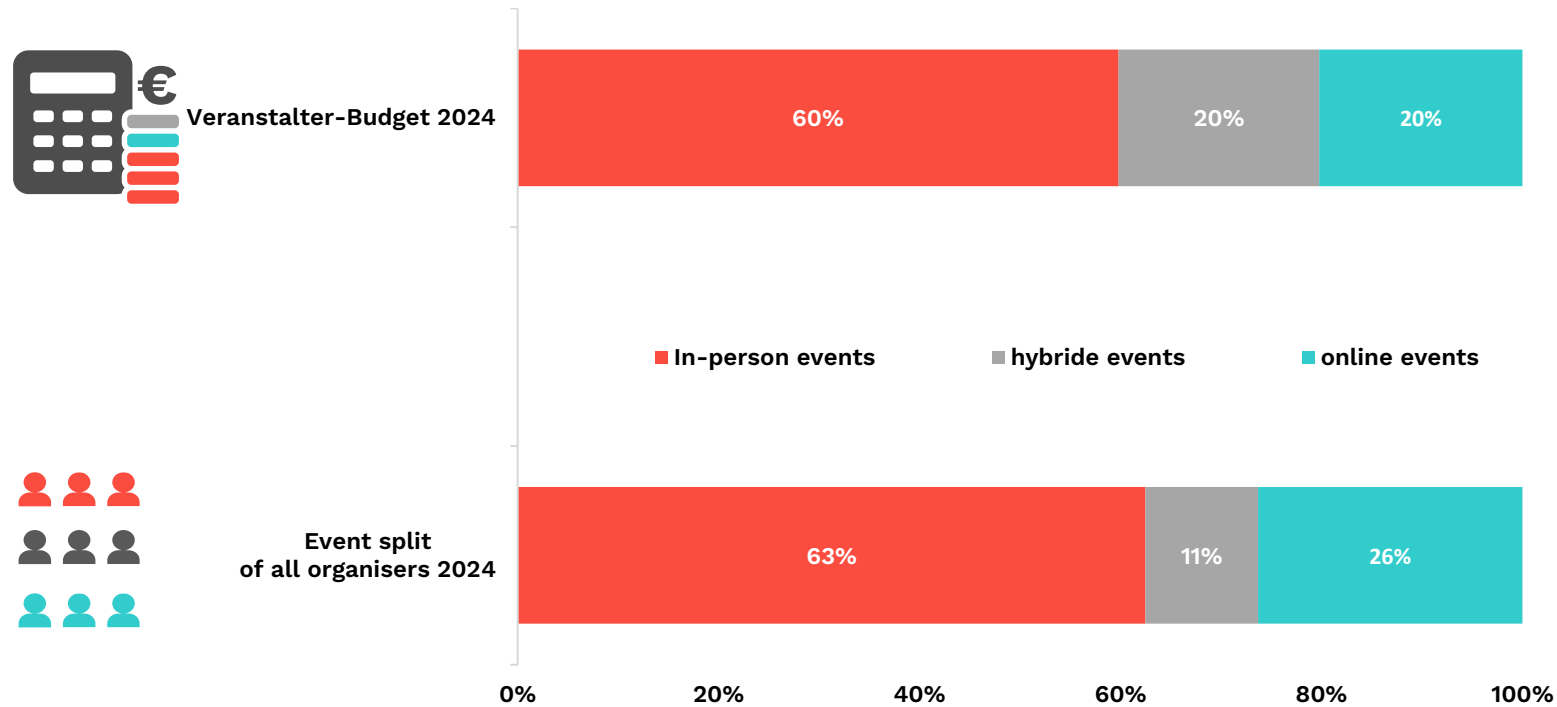


Budget increases are also expected for the current year 2025 and for 2026.

Basis: EITW, organiser survey 2025: How did your event budget develop? Change from 2023 to 2024/change from 2024 to 2025 and 2024 to 2026. Please select the type of change in the drop-down menu and enter the value in % in the column next to it.
Organisers n=367

Share of budget and volume by type of event

Budget trends



In-person events accounted for more than half of organisers' budgets in 2024 at 60 per cent. In the distribution of event volumes, 63% of organisers' budgets were for face-to-face events.

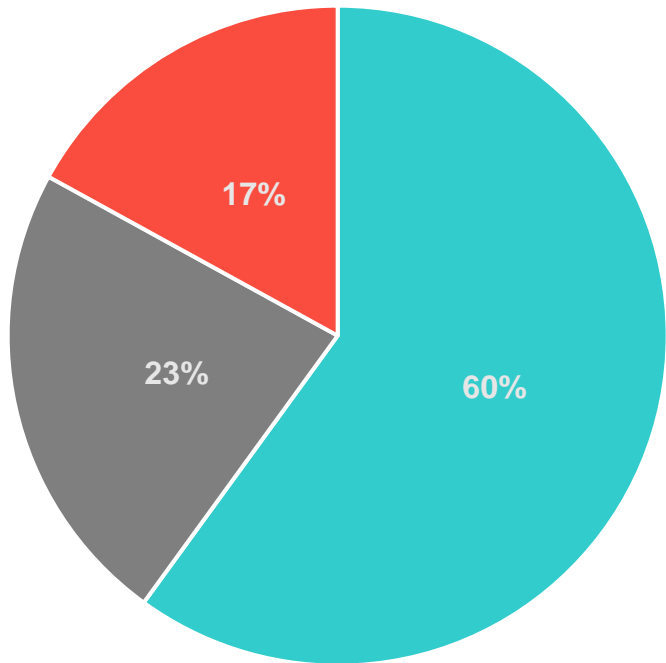
Basis: EITW, organiser survey 2025: What was your event budget made up of in relation to the different types of event in 2024? Organiser n=646 Extrapolation: How many events (with at least 20 participants) did you hold in 2024? Organiser n=659



06

SUSTAINABILITY

Suppliers: Do you use a sustainability standard?

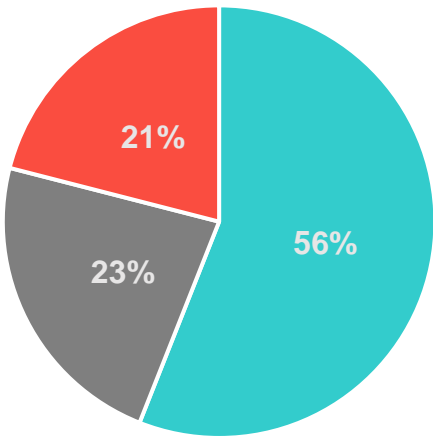


- Yes
- Not yet, but we're planning to
- No and we're not planning to

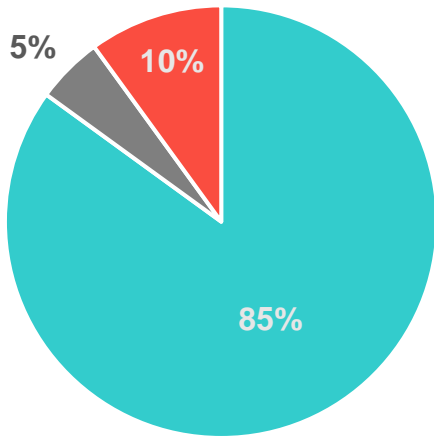
At 60%, more than half of suppliers had a sustainability standard in place in 2024 and around a quarter are planning to implement one in the future.

Basis: EITW, supplier survey 2025: Has your company already a sustainability standard in place?
Supplier n=335

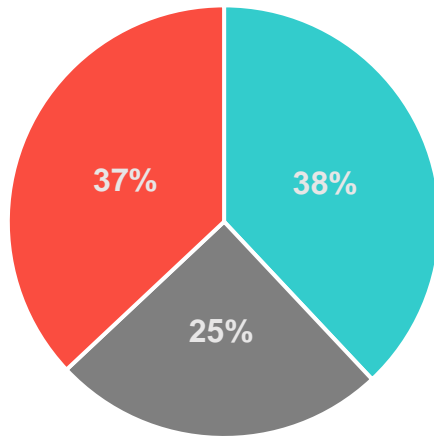
Suppliers: Do you use a sustainability standard?



Event centres



Conference hotels



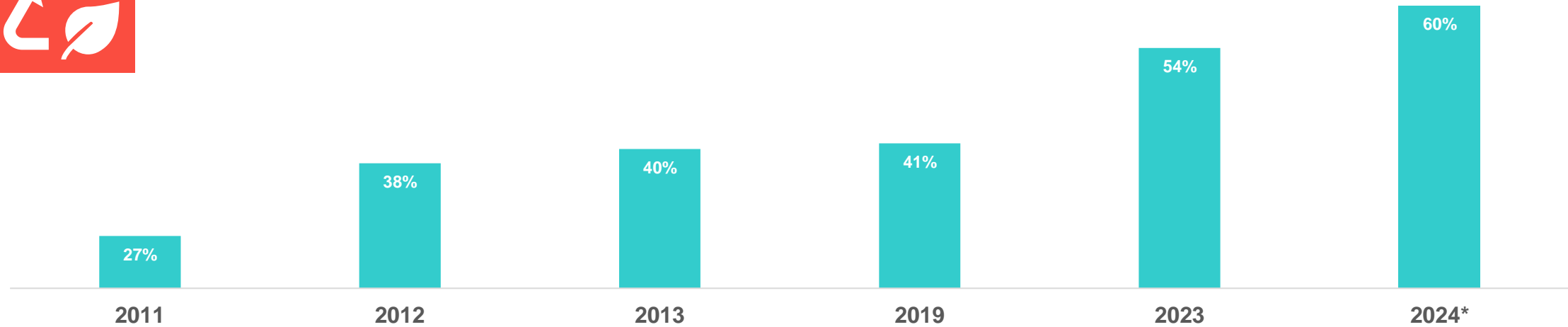
Event venues

YES
NOT YET, BUT WE'RE PLANNING TO
NO AND WE'RE NOT PLANNING TO

Sustainability standards are most widespread among conference hotels, followed by event centres. Event venues have the highest share of those who are not planning to implement sustainability standards, even in the long term.

Basis: EITW, , supplier survey 2025: Has your company already a sustainability standard in place?
Supplier n=335

Venues increasingly operate with sustainability standards

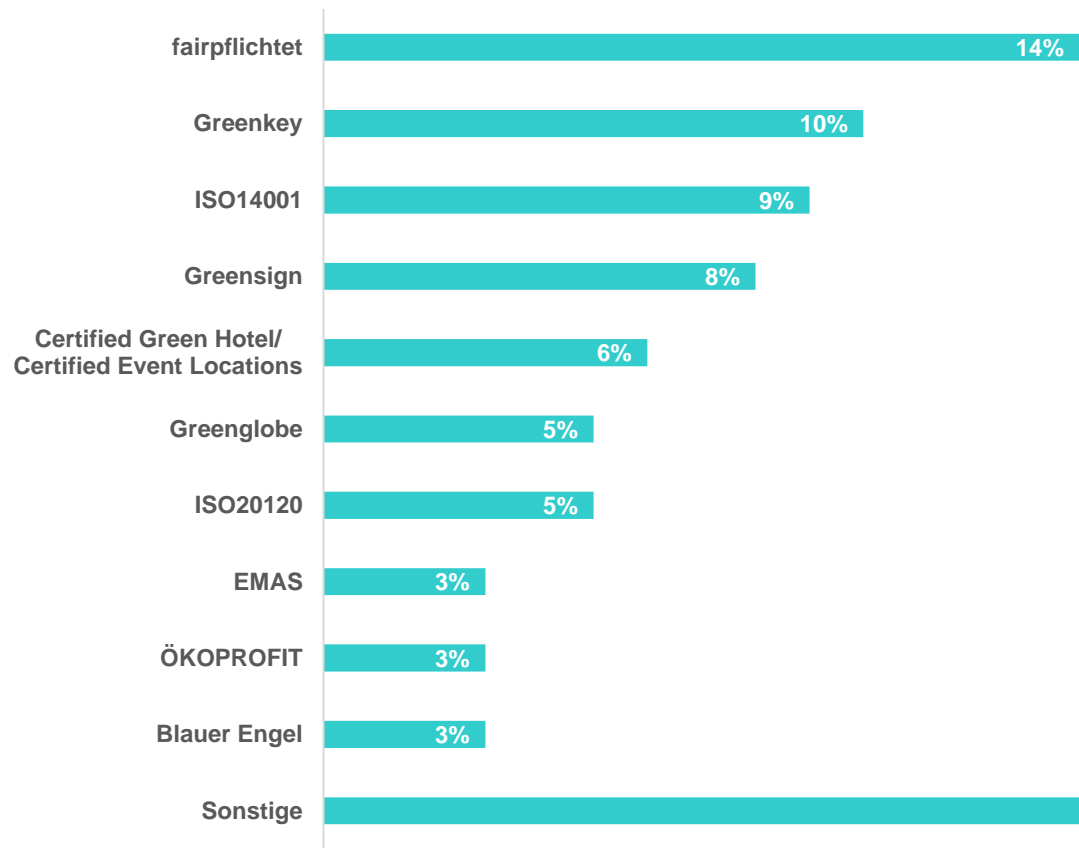


*Change in survey wording: The term "sustainability standard" was used for the first time for the current "Meeting- &EventBarometer 2024/2025". Prior to that, the term "sustainability management system" was used.

The proportion of businesses with sustainability standards in place has increased steadily over the last few years.

Basis: EITW, supplier surveys 2011-2025: Has your company already a sustainability management system/sustainability standard in place?

Sustainability without uniformity: a colourful mix of standards in the event industry

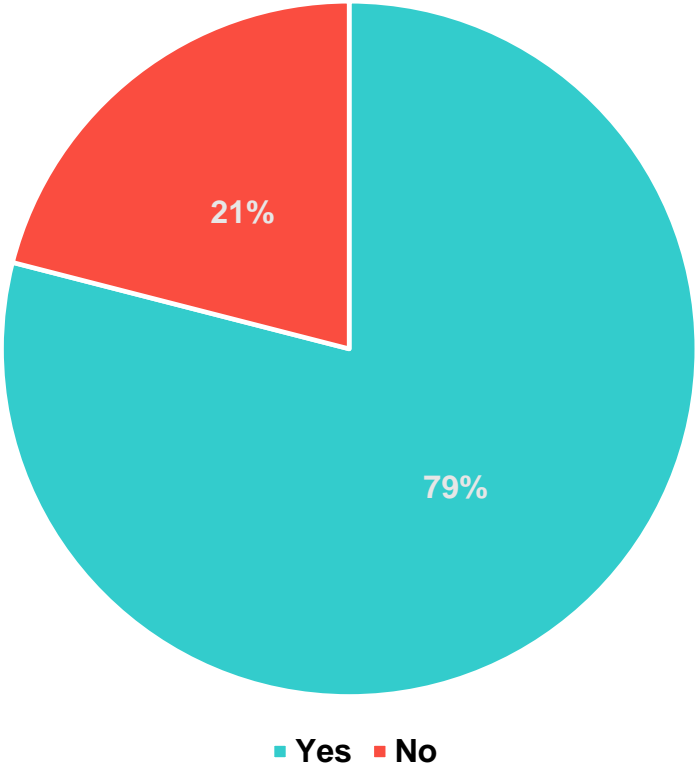


There are differences depending on the type of event venue: While fairpflichtet was mentioned most frequently among event centres (38% with standard), GreenKey is the most widespread in the hotel industry (29% of conference hotels with standard). With a share of 10 per cent, fairpflichtet also accounted for the most mentions among event locations.

The proportion of others shows how many different standards there are. The most frequent mentions were: DEHOGA environmental check, ISO 50001, as well as hotel chains' own systems or local systems (Sustainable Bonn/Berlin etc.).

Basis: EITW, supplier survey 2025: If yes, which standards are involved? Multiple answers possible Providers n=343

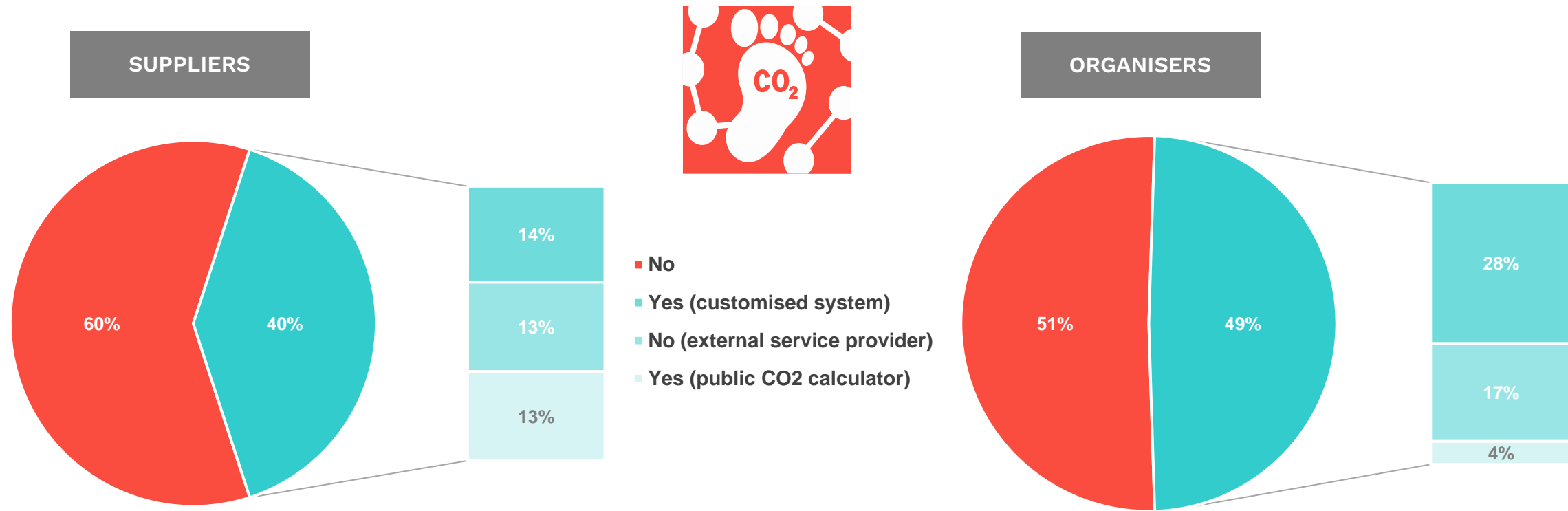
Organisers prefer companies and providers with sustainability standards



Close to 80% of organisers overall prefer suppliers that have a sustainable standard in place.

Basis: EITW, organiser survey 2025: Do you prefer suppliers that have a sustainability standard in place?
Organisers n=651

Suppliers and organisers: measuring CO₂ emissions



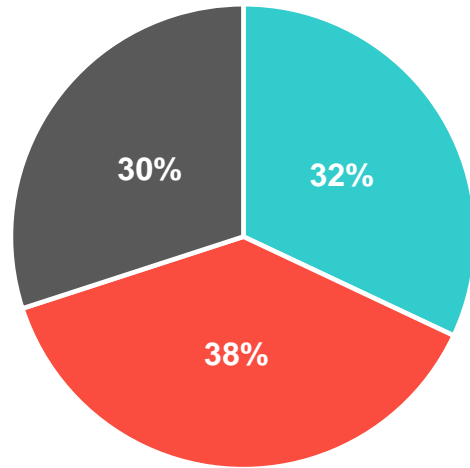
40% of the suppliers surveyed measure their CO2 emissions. Among those, one third each uses a customised system, an external service provider or a public CO2 calculator respectively.

Half of the organisers surveyed measure their CO2 emissions, primarily using a customisd system.

Basis: EITW, supplier and organiser surveys 2025: Do you measure your CO2 emissions?
Suppliers n=331 , organisers n=655
If so, which standards do you use?
Suppliers n=100 , organisers n=312

Organisers: handprint

70% of the organisers surveyed are familiar with the term “handprint“, however, more than half of those are only vaguely familiar with it.



- Yes
- Yes, but I only have a vague idea about it
- No, never heard of it



The handprint is a measure of actions that are directed at reducing the human footprint and make the world more sustainable.

It symbolises and measures our positive sustainability impact and symbolises how we care for and work together for a sustainable future.

While the footprint measures our negative impact on the earth's resources, the handprint shows what we can do to restore the balance between our consumption and the capacity of our planet.

The handprint stands for measures and projects, calculation tools, commitment, a caring attitude as well as networking and collaboration.

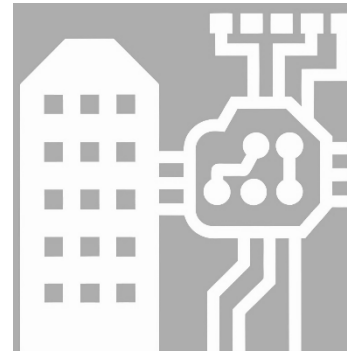
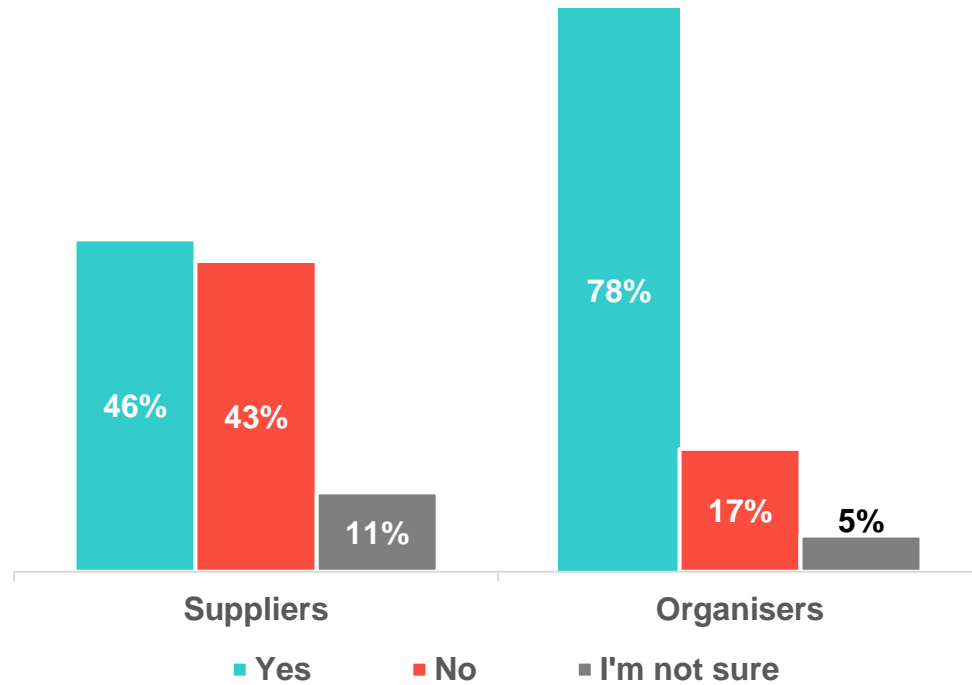
Basis: EITW, organiser survey 2025: Apart from the concept of the CO₂ footprint that of a handprint is used. Are you familiar with the term "handprint"? Organisers n=614



07

ARTIFICIAL INTELLIGENCE

Suppliers and organisers: use of AI

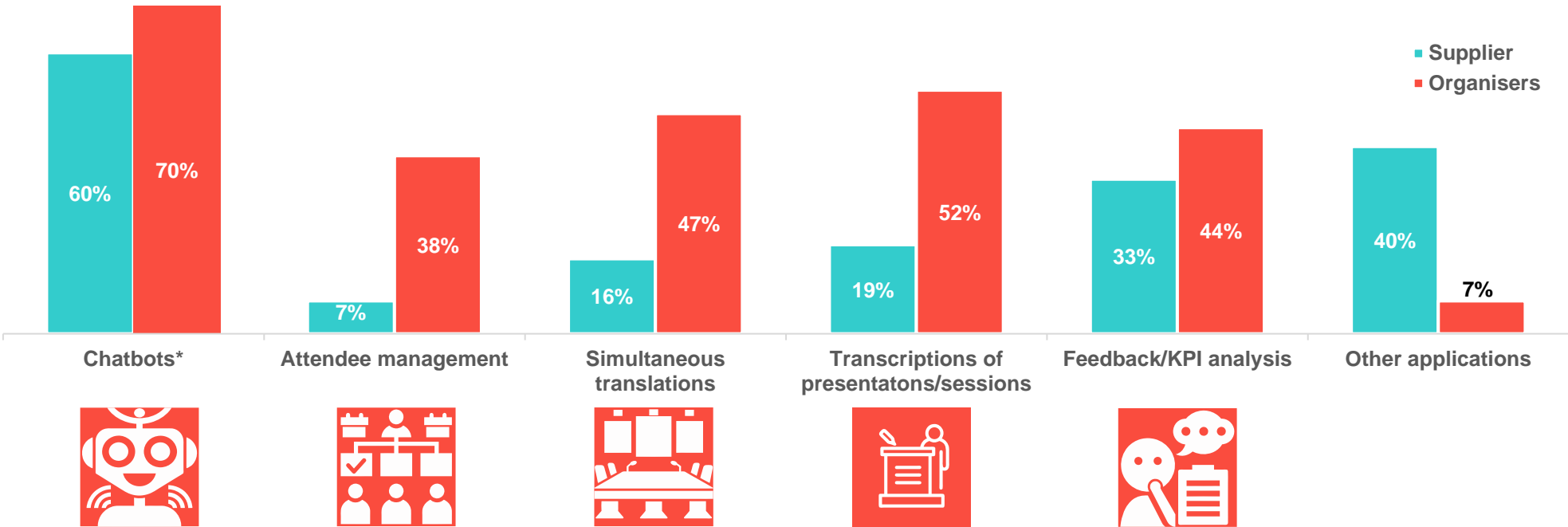


Almost half of the suppliers surveyed use AI.

Almost 80% of the organisers surveyed use AI.

Basis: EITW, supplier and organiser surveys 2025: Do you use AI in your company?
Suppliers n=340 , organisers n=653

Suppliers and organisers: chatbots as most important AI application

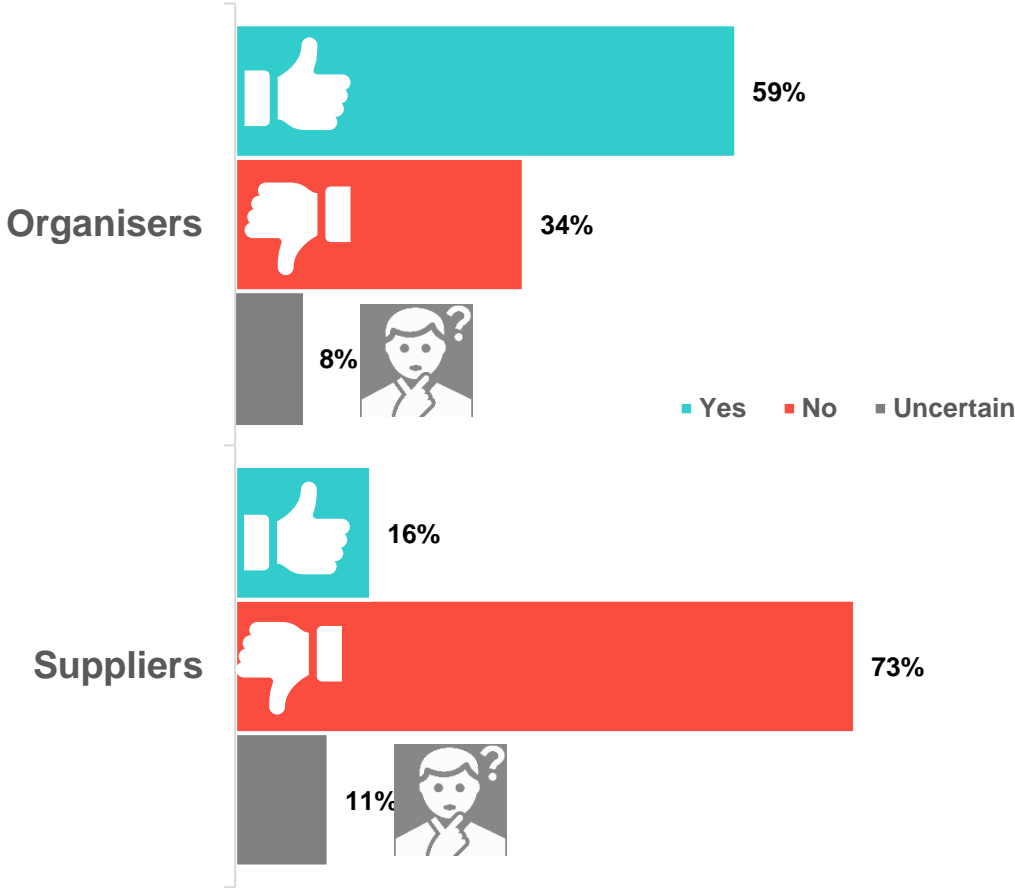


Both suppliers and organisers use AI primarily in the context of chatbots. The share of "other applications" is particularly high among suppliers, with a lot of them mentioning using AI tools for marketing purposes, i.e. generation of image and text.

*Chatbots refer to dialogue systems with natural language capabilities for text and voice input. In addition to avatars on websites, this also includes AI models such as ChatGPT, Copilot, etc.

Basis: EITW, supplier and organiser surveys 2025: If so, in which areas do you use artificial intelligence? (more than one answer possible)
Suppliers n=154 , organisers n=507

Suppliers & Organisers: Corporate AI policy



Around 60 per cent of the organisers surveyed have a guideline for AI in their company.

16 per cent of the suppliers surveyed already have a guideline for AI in their company.

Basis: EITW, supplier and organiser surveys 2025: Do you have a guideline for dealing with artificial intelligence in your company? Provider n=337, n=655



Outlook & Forecast

Positive booking situation

Supplier and organiser perspective on 2025

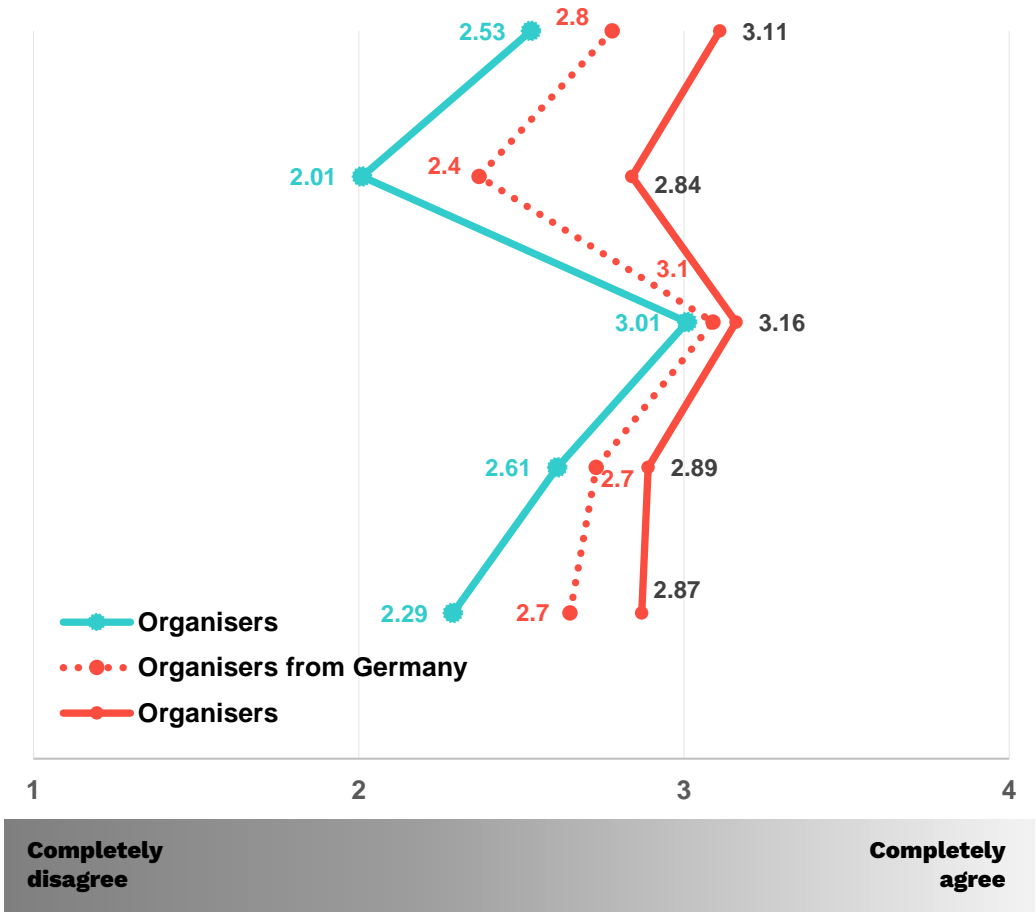


Both **suppliers** and **organisers** are confident:
85% of **organisers** expect the booking situation to be (very) good.
Around two thirds of **organisers** (62%) also rate the booking situation for 2025 as (very) good.

Basis: EITW, supplier survey 2025: How do you assess the booking situation (both bookings and enquiries) for 2025?
Suppliers n=327
Organiser survey 2025: How do you assess the event planning situation in your organisation or at your clients' for 2025?
Organisers n=628

Different perspectives on the future

What will business events look like in the future?



- The number of international attendees from Europe will increase
- The number of international attendees from overseas markets such as the USA and China will increase
- The market is sensitive to geopolitical challenges
- High CO2 footprints will in future jeopardise how accepted/successful events are
- Using AI will compensate for staff shortages

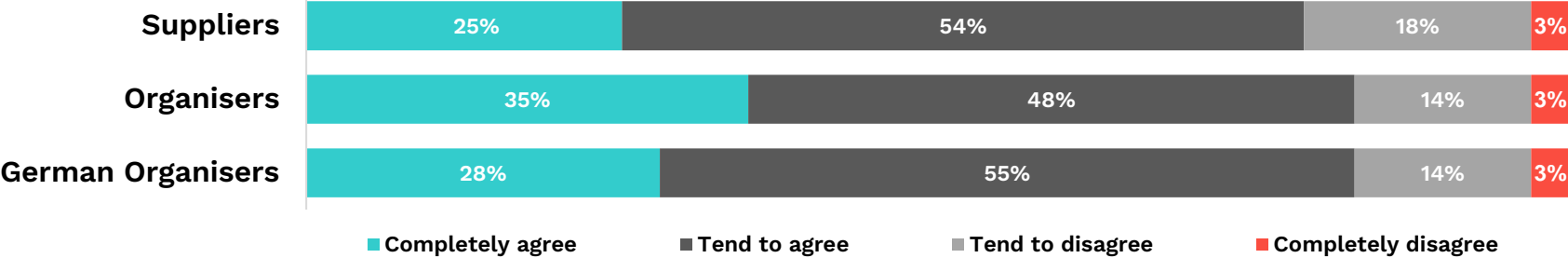
Basis: EITW, supplier and organiser surveys 2025: Thinking about the development of the event market within the next 3 years, to what extent do you agree with the following statements?
Suppliers n=253, organisers n=635

Event market sensitive to geopolitical situation

Statement: "The market is sensitive to geopolitical challenges."



Opinion on the statement*



*The surveys were carried out between mid-January and the beginning of March 2025. Current developments are not taken into account.

Overall, 83% of **organisers** (tended to) agree with the statement, while approval among **suppliers** was slightly lower at 79%.

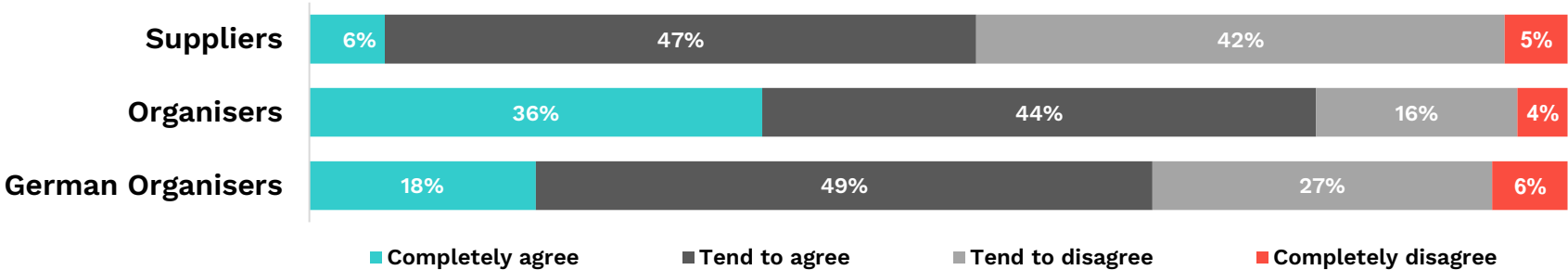
Basis: EITW, supplier and organiser surveys 2025: Thinking about the development of the event market within the next 3 years, to what extent do you agree with the following statements?
Suppliers n=242, organisers n=631

International attendees from Europe

Statement: „The number of international attendees from Europe will increase.“



Opinion on the statement*



*The surveys were carried out between mid-January and the beginning of March 2025. Current developments are not taken into account.

Over a third of the **organisers** overall completely agreed with the statement, while this share decreased by half among German organisers. Among **suppliers**, just over half (tended to) agree, while the other half (tended to) disagree.

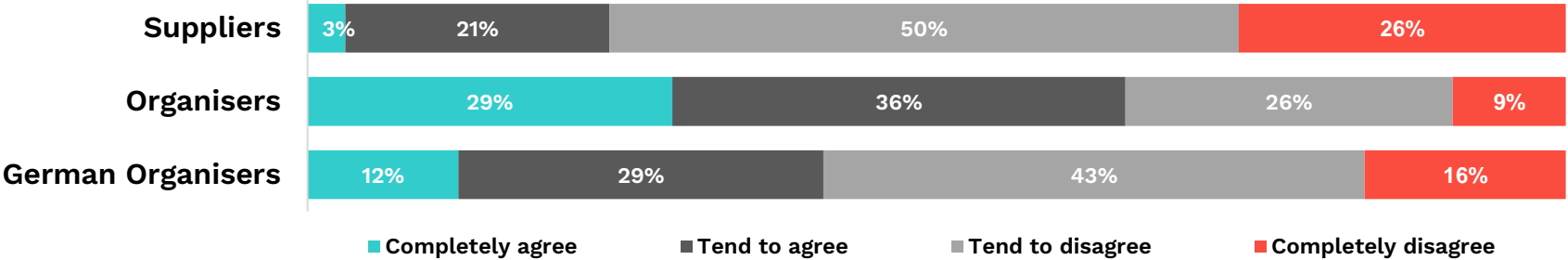
Basis: EITW, supplier and organiser surveys 2025: Thinking about the development of the event market within the next 3 years, to what extent do you agree with the following statements?
Suppliers n=249, organisers n=618

International attendees from overseas

Statement: „The number of international attendees from overseas markets such as the USA and China will increase.“



Opinion on the statement*



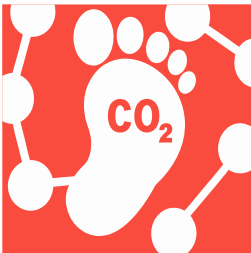
*The surveys were carried out between mid-January and the beginning of March 2025. Current developments are not taken into account.

Around 30% of the **organisers** overall completely agreed with the statement, compared to only 12% of German organisers. Agreement with this statement was significantly lower among **suppliers** and below the figure for international attendees from Europe.

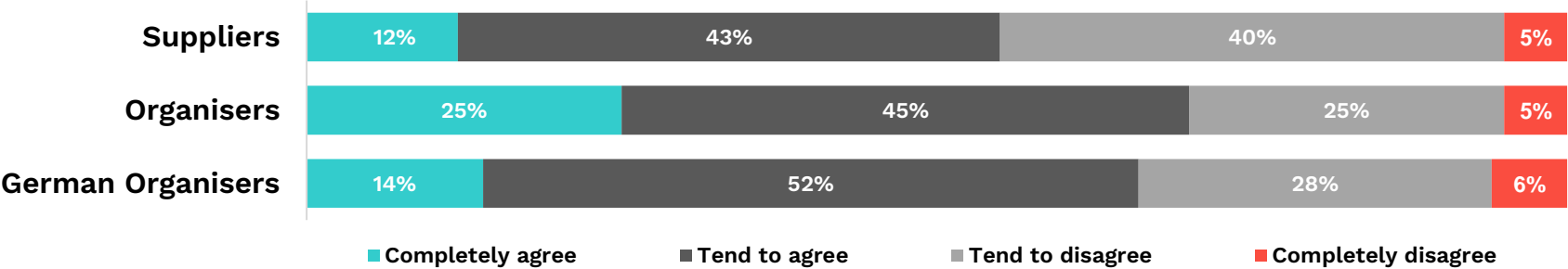
Basis: EITW, supplier and organiser surveys 2025: Thinking about the development of the event market within the next 3 years, to what extent do you agree with the following statements?
Suppliers n=235, organisers n=619

CO₂-Fußabdruck

Statement: „High CO2 footprints will in future jeopardise how accepted/successful events are.“



Opinion on the statement*



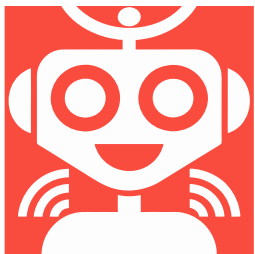
*The surveys were carried out between mid-January and the beginning of March 2025. Current developments are not taken into account.

Overall, 70% of **organisers** agreed with the statement, while this share was slightly lower among **suppliers** at 55%.

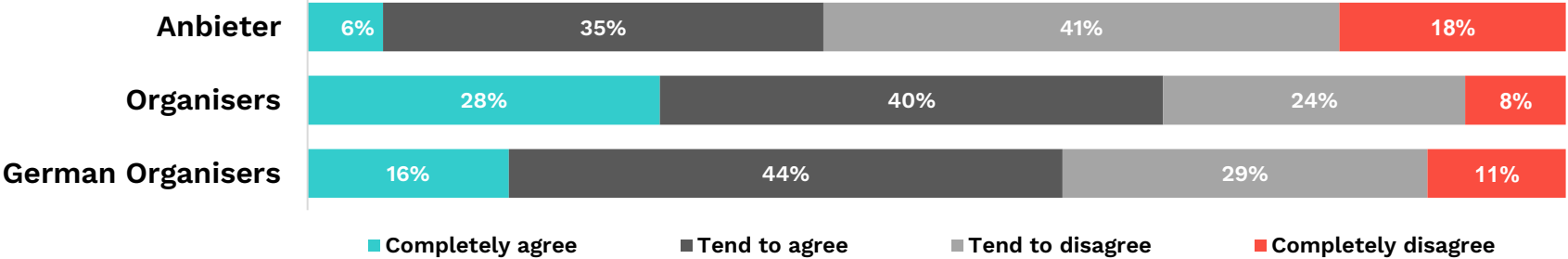
Basis: EITW, supplier and organiser surveys 2025: Thinking about the development of the event market within the next 3 years, to what extent do you agree with the following statements?
Suppliers n=253, organisers n=635

Artificial Intelligence

Statement: „Using AI will compensate for staff shortages.“



Opinion on the statement*

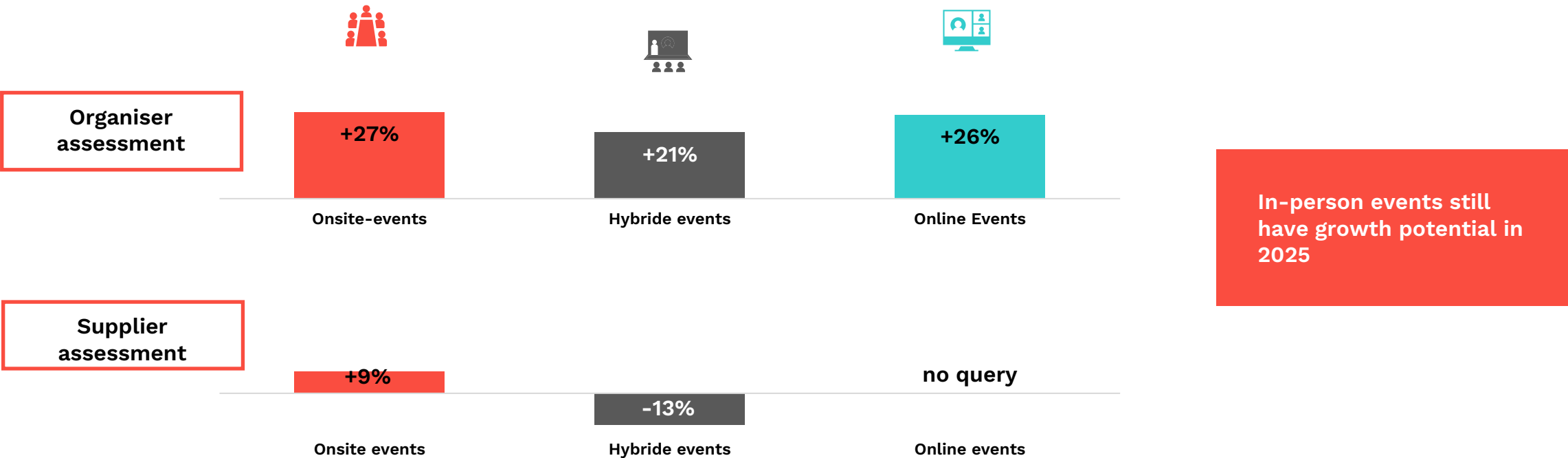


*The surveys were carried out between mid-January and the beginning of March 2025. Current developments are not taken into account.

Organisers as a whole agree with this statement more than suppliers.

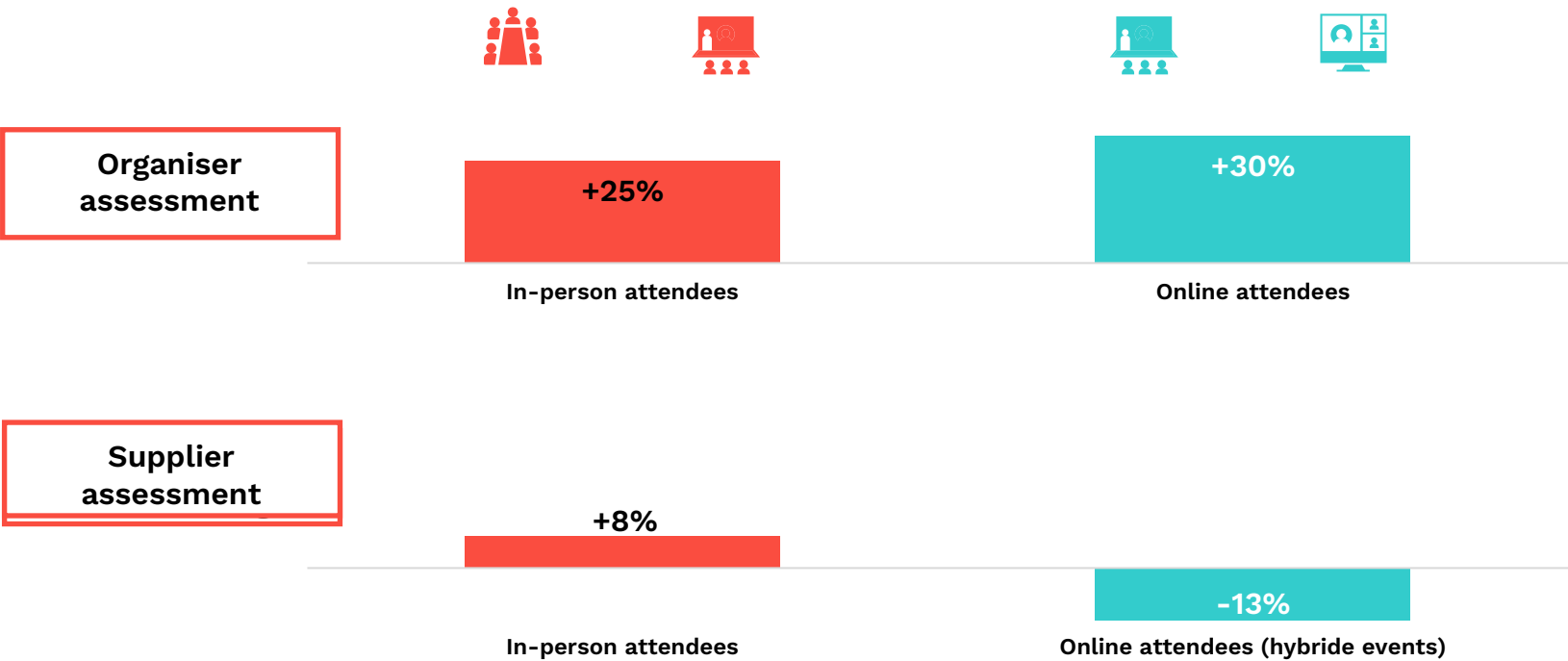
Basis: EITW, supplier and organiser surveys 2025: Thinking about the development of the event market within the next 3 years, to what extent do you agree with the following statements?
Suppliers n=252, organisers n=628

Suppliers and organisers expect more events in 2025



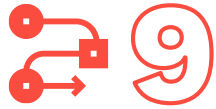
Basis: EITW, Surveys 2025: How do you estimate the developments for 2025? Please enter the values for event volume compared to 2024. Suppliers n=278, Organisers n=502

More onsite attendees expected for 2025



Growth in attendees at in-person events for 2025 estimated more positively by organisers than by suppliers. Online attendees are perceived by organisers as declining.

Basis: EITW, Surveys 2025: How do you estimate the developments for 2025? Please enter the values for the number of participants compared to 2024. Suppliers n=278, organisers n=691



PROJECT DESIGN

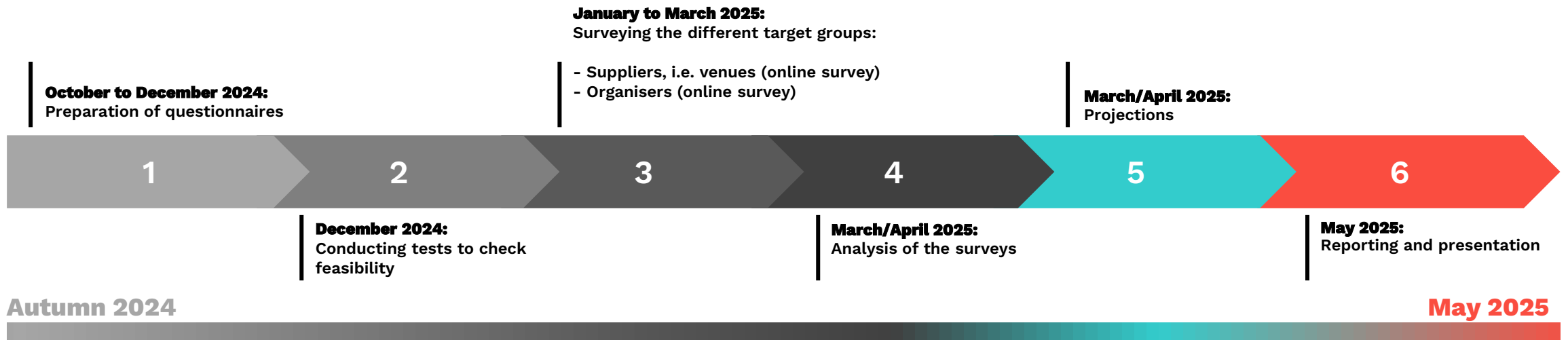
ABOUT

The annual Meeting- & EventBarometer is the only study analysing the overall German event market, i.e. business events and non-business (leisure/entertainment) events.

It was initiated by the GCB German Convention Bureau, the European Association of Event Centres (EVVC) and the German National Tourist Board (DZT). For the 19th time, the three partners have commissioned the European Institute for the Meetings Industry (EITW) to carry out the corresponding research.



Timeline of surveys

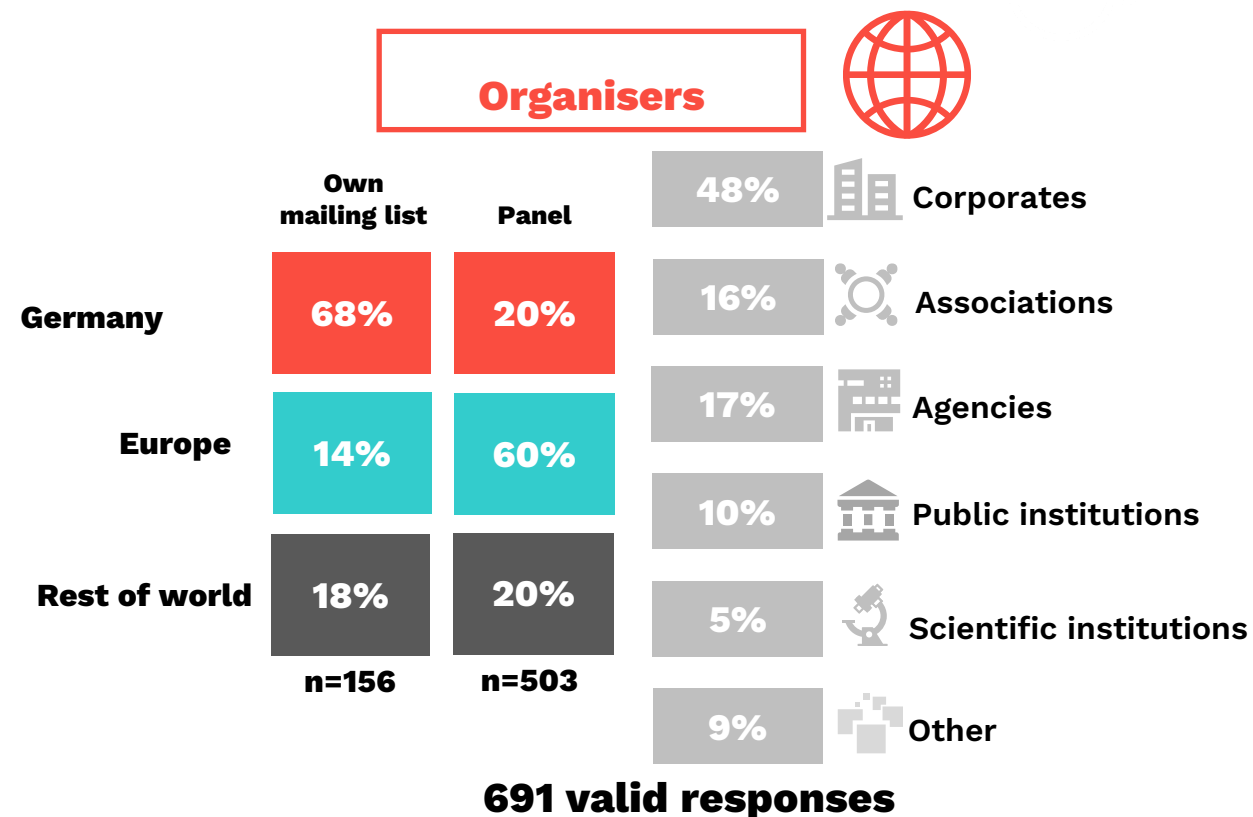
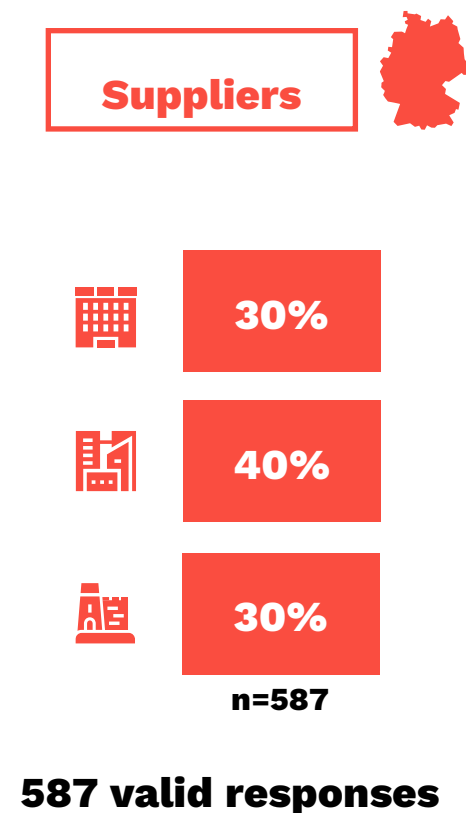


A total of around 4,900 venues throughout Germany with a capacity of at least 100 seats (in rows) in their largest space were surveyed in an online survey from January to March 2025. In addition, around 3,000 event organisers worldwide were surveyed via a selected mailing list and around 500 event organisers via a pre-selected panel (respondents with decision-making authority for business travel and events, from the source markets Germany, USA, UK, Austria, Switzerland, France, Netherlands and Belgium). In addition, links to the **survey** were distributed via trade publications and social networks in order to generate further responses.

The supplier survey represents the volume and structure of the event market while the current opinion of customers from Germany and abroad is represented by the organiser survey. The Meeting & EventBarometer considers events with at least 20 attendees.

Please note: **All data (for events and attendees) relates to 2024 while forecasts relate to the current year 2025 and the future. The year 2023 was chosen as the reference point for changes regarding turnover in 2024.**

Basis: EITW 2025



From the **supplier side**, there is sufficient data from all three types of venues (event centres, conference hotels, event venues) to make valid statements.

Organisers can, on the one hand, be differentiated by origin (Germany, different source markets in Europe, USA), and on the other, they can also be differentiated by their organisational form (companies, associations, agencies). Thus, the research captures different perspectives on what is happening in the meetings market.

For further details, please see the [EITW website](#).

Projections

1

Establishing the number of in-person attendees and events via a projection:
Average/venue x number of venues

Basis: supplier survey

Rationale: same survey basis as in previous years

Differentiation: by venue types

Further details on the [EITW website](#).

2

Establishing the number of online and hybrid **attendees** and **events** based on the information provided by the organisers

Basis: German organiser survey

Rationale: organisers provide an overview of all events that took place (not just the ones in venues)

Differentiation: by organiser types

3

Checking the figures by comparing the data in the different surveys

Basis: all surveys

Rationale: Is the information provided in the surveys plausible?



GLOSSARY

Venue types:

EC = event centres

Event centres include congress centres, sports and multipurpose halls, arenas as well as community centres that were built to host events and do not offer accommodation.

CH = conference hotels

Alongside meeting facilities, conference hotels also offer accommodation.

EV = event venues

Event venues are special event spaces that have originally been built for purposes other than events. These include, e.g., palaces/castles, museums, factory buildings, studios, leisure parks, universities, airports, etc.

Event formats:

In-person events:

Events where attendees can only participate in person and on site (simple digital elements such as live reporting do not make events hybrid).

Hybrid events:

Events where attendees can choose between personally taking part on site (i.e., in person) or online, e.g. by joining live streams of sessions and/or webinars. These events simultaneously combine in-person events with virtual elements.

Online events:

Events where attendees can only participate via stream/video conferencing or webinar software. There is no possibility to attend in-person/on site. The event can be produced in and broadcast from a studio or a venue with studio facilities (temporary or fixed). The staff on site are, however, not attendees in the actual sense.

GLOSSARY

Types of events:

Seminars, meetings, congresses: Business events for the purposes of knowledge sharing
Exhibitions/presentations: E.g., product presentations, smaller trade shows
Cultural and sports events: Pop concerts, sport tournaments, etc.
Social events: Events that are part of a larger event (e.g., a congress), such as drinks receptions, dinners, etc
Local events: Meetings of local associations and groups, e.g., charitable organisations
Festivities: E.g., anniversaries, banquets, weddings, office or other parties (stand-alone events that are not related to another event)

Business Events: Business-related meetings and events, e.g., congresses, meetings, seminars and workshops but also university events, corporate PR events or corporate galas.

Events: Entertainment and leisure events, such as social and cultural events, sports events and festivities, banquets and anniversaries

International events: In-person or hybrid events with at least 10% of attendees from abroad attending in person.

(In-person) Attendees from abroad/International attendees: Event attendees who live outside Germany

Abbreviations:

DZT Deutsche Zentrale für Tourismus e.V. (German National Tourist Board)
EVVC Europäischer Verband der Veranstaltungs-Centren e.V. (European Association of Event Centres)
GCB German Convention Bureau e.V.
MEBa Meeting- & EventBarometer
MICE Meetings, Incentives, Conventions, Events

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