

Business Events – German MICE Market

June 2024



Bristol International Balloon Fiesta, England



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Country profile

- With a population of around 83 million, Germany is Western Europe's most populous nation.
- There are 16 Bundesländer (federal states) in the Federal Republic. Germany's population is evenly spread throughout most of the country. Urban areas attract larger and denser populations, particularly in North Rhine-Westphalia. Most Germans live in cities (77+% according to 2022 estimates).
- The largest proportion of German visitors to the UK come from the South and West of Germany. Gateway airports to these regions include Düsseldorf, Cologne/Bonn, Munich and Frankfurt.
- The official language is German; English often is the first or second foreign taught in German schools.
- Germans enjoy a high standard of living. German GDP is projected to grow 0.3% in 2024 and 1.0% in 2025.
- Germany has Europe's largest population of High Net Worth Individuals.

Doing business with Germany

Top tips working with German event buyers and organisers

- Pre-arranged appointments are mandatory and should be made two months in advance to enable you to plan your travel around Germany. Most meetings are formal and initial meetings are used to get to know each other. Meetings tend to adhere to strict agendas, including starting and end times.
- It is more usual to set up virtual introductory meetings prior to meeting in person.
- German buyers are spread out all over the country so we recommend that you target buyers city by city to keep travel time to a minimum.
- Many buyers work from home so it is best to check where they would like to meet before booking your trip.
- Communication tends to be formal and you should expect written communication, both to back up decisions and to maintain a record of decisions and discussions. Following the established protocol is critical to building and maintaining business relationships. Once a firm business relationship has been established it is appropriate to relax rules and to become more informal.
- Business often is hierarchical and decision-making is held at the top of the company. Final decisions are translated into comprehensive action steps.
- Make sure your sales material is available in both English and German and that you use the metric system when describing meeting spaces alongside capacities.
- In German business, a person's word and handshake are considered his/her bond. If a verbal agreement is made in a business meeting, it is generally considered binding.

Our experience – Meeting & Incentive trends 2024

Top trends in Germany:

- MICE bookings from Germany tend to come from agencies specialised in this market or corporates. They mainly book meetings & incentives or meetings that include team building activities.
- German buyers tend to book short trips with 2-3 day duration in Europe. Direct flight routes and air capacity strongly influence destination choice – particularly where not all air routes have been re-established following the pandemic.
- Buyers consider the attractiveness of the region / city when choosing a destination for their event. They also consider potential business reasons to travel to a region, e.g. visiting a branch office, access to local customers.
- German agencies book both with suppliers directly and through DMCs – the latter normally with German speakers.
- Group sizes tend to be less than 100 passengers due to airline capacity limits for group bookings on European airlines.
- Events tend to take place in the Spring and throughout the Autumn. Sun or snow destinations appeal in the Winter months.
- Sustainability is increasingly important to all German buyers – please ensure this is included in all collateral and proposals.
- German agencies expect a speedy replies to their requests (within 24 hours).

MICE Media & Event Association

Media:

Publication	Magazine frequency/circulation	Readership	Website visitors	Newsletter frequency/no. of recipients	Countries covered
CIM	4 issues annually 19k average circulation	75% corporate 14% association 9% agencies & consultants 2% other	6k average monthly visitors to www.cimunity.com/en/cimmagazine	Weekly to 7.5k subscribers	Germany, Switzerland, Austria, Benelux
TW: Tagungswirtschaft e-magazine	6 digital issues annually 35k average circulation	80% corporate 13% associations 5% agencies 2% other	16.5k average monthly visitors to www.tw-media.com	Weekly to 15k subscribers	Germany, Switzerland, Austria
Convention International	4 issues annually 10k average circulation	53% corporate 11% associations 21% agencies 15% other	3.5 average monthly visitors to www.convention-net.de/magazine-event-planners-mice/	n/a	Germany, Switzerland, Austria

Association of event organisers :

The German Event Organisers Federation: <https://vdvo.de/>

Largest network of event planners in Germany, i.e. event planners (around 80% of the members) and service providers (around 20% of the members).

10 MICE Agencies :

Buyers are distributed all around Germany with main concentration in Munich with creative agencies, trade show organisers in Düsseldorf, corporate event organisers in Frankfurt.

Agency	Web site	City
insglück Gesellschaft für Markeninszenierung mbH	https://www.insglueck.com/	Berlin
onliveline GmbH	https://www.onliveline.com/	Köln
DO IT! Gesellschaft für Field-Promotion	https://www.doit.de/	Düsseldorf
Schachzug – Agentur für Markenkommunikation GmbH	https://schachzug.de/	Various cities
Uniplan GmbH & Co	https://www.uniplan.com/	Various cities
Jung von Matt Aktiengesellschaft	https://www.jvm.com/	Various cities
fischerAppelt, live marketing GmbH	https://www.fischerappelt.de	Munich
facts and fiction GmbH	https://www.factsfiction.de	Cologne
fünfdrei eventagentur GmbH	https://en.fuenfdrei.de/	Bonn
Vok Dams Events GmbH	https://www.vokdams.de/	Wuppertal

Non-stop flight connectivity from Germany to the UK (1/3)

Based on capacity data from April 2024 – September 2024

From Berlin-Brandenburg to

- **Birmingham** with easyJet or Ryanair
- **Bristol** with easyJet
- **East Midlands** with Ryanair
- **Edinburgh** with easyJet or Ryanair
- **Glasgow International** with easyJet
- **London Gatwick** with easyJet
- **London Heathrow** with British Airways
- **London Luton** with easyJet
- **London Stansted** with Ryanair
- **London City** with British Airways
- **Manchester International** with easyJet or Ryanair

From Bremen to

- **London Stansted** with Ryanair

From Cologne Bonn to

- **Edinburgh** with Eurowings
- **London Heathrow** with British Airways, or Eurowings
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair

From Dortmund to

- **London Stansted** with Ryanair

From Düsseldorf to

- **Birmingham International** with Eurowings
- **Cornwall Airport Newquay** with Eurowings (from May 2024)
- **Edinburgh** with Eurowings
- **Jersey** with Eurowings (from May 2024)
- **London Heathrow** with British Airways or Eurowings
- **Manchester International** with Eurowings
- **Newcastle** with Eurowings

Non-stop flight connectivity from Germany to the UK (2/3)

Based on capacity data from April 2024 – September 2024

From Frankfurt-Hahn to

- **London Stansted** with Ryanair

From Frankfurt International to

- **Belfast** with Lufthansa
- **Birmingham International** with Lufthansa
- **Edinburgh** with Lufthansa
- **Glasgow International** with Lufthansa
- **London Gatwick** with Lufthansa, or TUI Airways (until January 2024)
- **London Heathrow** with British Airways or Lufthansa
- **London City** with Air Dolomiti, British Airways or Lufthansa (the latter until May 2024)
- **Manchester International** with Lufthansa
- **Newcastle** with Lufthansa

From Hamburg to

- **Edinburgh** with Ryanair
- **London Gatwick** with easyJet
- **London Heathrow** with British Airways or Eurowings
- **London Stansted** with Ryanair
- **Manchester International** with easyJet or Eurowings

From Hanover to

- **London Heathrow** with British Airways

From Karlsruhe/Baden-Baden to

- **London Stansted** with Ryanair

From Leipzig/Halle to

- **London Stansted** with Ryanair

Non-stop flight connectivity from Germany to the UK (3/3)

Based on capacity data from April 2024 – September 2024

From Memmingen to

- **London Stansted** with Ryanair

From Munich to

- **Birmingham International** with Lufthansa
- **Edinburgh** with easyJet or Lufthansa
- **Jersey** with Air Dolomiti
- **London Gatwick** with easyJet
- **London Heathrow** with British Airways or Lufthansa
- **Manchester International** with easyJet or Lufthansa

From Nuremberg to

- **London Stansted** with Ryanair

From Stuttgart to

- **Edinburgh** with Eurowings (from May 2024)
- **London Heathrow** with British Airways or Eurowings
- **Manchester International** with Eurowings (from May 2024)

From Weeze to

- **Edinburgh** with Ryanair

Contact for further information:

Caroline.Phelan@visitbritain.org

Senior Business Events Manager, EMEA & Asia