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Country Profile
Country Profile: Germany

- 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 fairly evenly spread throughout most of the country. Urban areas attract larger and denser populations, in particular in North Rhine-Westphalia. Most Germans live in cities (77% according to 2020 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 2.4% in 2023.
- Germany has Europe's largest population of High Net Worth Individuals.
Doing Business with Germany
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.

• Since the Covid pandemic, 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 would recommend that you target buyers city by city to keep travel time to a minimum.

• Since 2021 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.

• 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.
Event Trends
Top trends in Germany from VisitBritain enquiries / meetings

- 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.
- Countryside destinations are becoming more popular with German buyers. They do however require that countryside within easy access of an international airport with direct flights home!
- German buyers tend to book short trips with 2-3 day duration in Europe. Direct flight routes and air capacity strongly influences destination choice – particularly at the moment where not all air routes have been re-established following the pandemic.
- Buyers also 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 also 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.
Air Accessibility Update
Based on capacity data from October 2022 to March 2023

From Berlin-Brandenburg to
- Birmingham International with Jet2 (November and December 2022)
- Bristol with easyJet
- East Midlands with Ryanair
- Edinburgh with easyJet or Ryanair
- Glasgow International with easyJet
- Leeds/Bradford with Jet2 (November and December 2022)
- London Gatwick with British Airways (October 2022) or 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
- Newcastle with Jet2 (November and December 2022)

From Cologne Bonn to
- Bristol with Ryanair
- Edinburgh with Eurowings (October 2022 and from March 2023)
- Leeds/Bradford with Jet2 (November and December 2022)
- London Gatwick with easyJet (October 2022)
- London Heathrow with Eurowings
- London Stansted with Ryanair
- Manchester International with Jet2 (November and December 2022), or Ryanair
- Newcastle with Jet2 (December 2022)

From Dortmund to
- London Stansted with Ryanair

From Dresden to
- London Stansted with Ryanair

Source: Apex; correct as of 11 October 2022
Based on capacity data from October 2022 to March 2023

**From Duesseldorf to**
- Birmingham International with Eurowings
- Edinburgh with Eurowings
- London Heathrow with British Airways or Eurowings
- London City with British Airways
- Manchester International with Eurowings
- Newcastle with Eurowings

**From Frankfurt – Hahn to**
- London Stansted with Ryanair

**From Frankfurt International to**
- Birmingham International with Lufthansa
- Bristol with Lufthansa
- Edinburgh with Lufthansa
- Glasgow International with Lufthansa
- Liverpool with Lufthansa
- London Heathrow with British Airways or Lufthansa

**From Frankfurt International to (cont.)**
- London City with British Airways or Lufthansa
- Manchester International with Lufthansa
- Newcastle with Lufthansa

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

**From Hanover to**
- London Heathrow with British Airways

**From Karlsruhe/Baden-Baden to**
- London Stansted with Ryanair

**From Lübeck to**
- Jersey with FlexFlight (October 2022)

Source: Apex; correct as of 11 October 2022
Non-stop flight connectivity from Germany to the UK (3/3)

Based on capacity data from October 2022 to March 2023

From Leipzig/Halle to
- London Stansted with Ryanair (From November 2022)

From Memmingen to
- London Stansted with Ryanair

From Munich to
- Birmingham International with Lufthansa
- Edinburgh with easyJet, or Lufthansa (October 2022 and from March 2023)
- Jersey with Lufthansa (October 2022)
- London Gatwick with easyJet
- London Heathrow with British Airways or Lufthansa
- London Stansted with Lufthansa (February 2023)
- Manchester International with easyJet or Lufthansa

From Nuremberg to
- London Heathrow with British Airways
- London Stansted with Ryanair

From Stuttgart to
- London Heathrow with British Airways or Eurowings

From Weeze to
- Edinburgh with Ryanair

Source: Apex; correct as of 11 October 2022
German MICE Media and Event Associations
### MICE Media & Event Association

<table>
<thead>
<tr>
<th>Media Publication</th>
<th>Description</th>
<th>Website</th>
<th>Country covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIM</td>
<td>CIM – Conference &amp; Incentive Management is a business journal for the convention, incentive and event industries, focusing on current topics, trends and technologies in the meeting and incentive business, as well as on well-targeted event-marketing – both globally and locally.</td>
<td><a href="http://www.cimunity.com/en/cim-magazine">http://www.cimunity.com/en/cim-magazine</a></td>
<td>Germany, Switzerland, Austria, Benelux</td>
</tr>
<tr>
<td>tw tagungswirtschaft emagazine</td>
<td>tw tagungswirtschaft is a trade magazine for the MICE (Meeting, Incentive, Congress and Event) market. It offers inspiration as well as specific working aids. In addition, it presents successful case studies, current research and university projects, conducts its own studies and provides well-founded background reports.</td>
<td><a href="https://www.tw-media.com">https://www.tw-media.com</a></td>
<td>Germany, Switzerland, Austria</td>
</tr>
<tr>
<td>Convention International</td>
<td>Convention International is a leading German-language trade journal in the MICE sector, producing high-quality editorial and identifying out trends, developments and shifts in the industry. The target audience are decision-makers and corporate event planners.</td>
<td><a href="https://www.convention-net.de/magazine-event-planners-mice/">https://www.convention-net.de/magazine-event-planners-mice/</a></td>
<td>Germany, Switzerland, Austria</td>
</tr>
</tbody>
</table>

**Association of event organisers:** The German Event Organisers Federation - [https://vdvo.de/](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).
German MICE Agencies
MICE Agencies

20 MICE Agencies in Germany:

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>City</th>
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</thead>
<tbody>
<tr>
<td>42 Incentive GmbH iG</td>
<td><a href="http://www.42incentive.de">www.42incentive.de</a></td>
<td>Frankfurt</td>
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<tr>
<td>American Express Global Travel</td>
<td><a href="http://www.amexglobalbusinesstravel.com">www.amexglobalbusinesstravel.com</a></td>
<td>Munich</td>
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<tr>
<td>Avantgarde Gesellschaft</td>
<td><a href="http://www.avantgarde.net">www.avantgarde.net</a></td>
<td>Munich</td>
</tr>
<tr>
<td>BO Events</td>
<td><a href="http://www.bo-events.com">www.bo-events.com</a></td>
<td>Riedstadt</td>
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<td>EventBoutique</td>
<td><a href="http://www.eventboutique.de">www.eventboutique.de</a></td>
<td>Stuttgart</td>
</tr>
<tr>
<td>Gral</td>
<td><a href="http://www.gral-gmbh.de">www.gral-gmbh.de</a></td>
<td>Munich</td>
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<tr>
<td>Hagen Invent</td>
<td><a href="http://www.hagen-invent.de">www.hagen-invent.de</a></td>
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<tr>
<td>Intercom Köln GmbH</td>
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<tr>
<td>Joke Events</td>
<td><a href="http://www.joke-events.de">www.joke-events.de</a></td>
<td>Bremen</td>
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<tr>
<td>JSMD Event My Days</td>
<td><a href="http://www.jochen-schweizer.de">www.jochen-schweizer.de</a></td>
<td>Munich</td>
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<tr>
<td>Marbet</td>
<td><a href="http://www.marbet.com">www.marbet.com</a></td>
<td>Schwäbisch Hall</td>
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<tr>
<td>MR Congress Incentive</td>
<td><a href="http://www.mr-congress.com">www.mr-congress.com</a></td>
<td>Berlin</td>
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<td>Proske Group GmbH</td>
<td><a href="http://www.proske.com">www.proske.com</a></td>
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<tr>
<td>Pure Perfection</td>
<td><a href="http://www.pureperfection.com">www.pureperfection.com</a></td>
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<tr>
<td>Realize GmbH</td>
<td><a href="http://www.realize-events.com">www.realize-events.com</a></td>
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<tr>
<td>TUI Deutschland GmbH</td>
<td><a href="http://www.tui.com">www.tui.com</a></td>
<td>Hannover</td>
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<tr>
<td>Vagedes &amp; Schmid</td>
<td><a href="http://www.vagedes-schmid.de">www.vagedes-schmid.de</a></td>
<td>Hamburg</td>
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<tr>
<td>VBA Events GmbH</td>
<td><a href="http://www.vba-events.com">www.vba-events.com</a></td>
<td>Munich</td>
</tr>
<tr>
<td>Vok Dams Events GmbH</td>
<td><a href="http://www.vokdams.de">www.vokdams.de</a></td>
<td>Wuppertal</td>
</tr>
<tr>
<td>Zet Project</td>
<td><a href="http://www.zet-project.de">www.zet-project.de</a></td>
<td>Stuttgart</td>
</tr>
</tbody>
</table>

Buyers are distributed all around Germany with main concentration in Munich with creative agencies, trade show organisers in Dusseldorf, corporate event organisers in Frankfurt.
Contact for Further Information

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