

## EXECUTIVE SUMMARY

# Economic Significance of Messe Frankfurt



**Finalisation Date**  
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## Background and Objectives

Messe Frankfurt is one of the world's leading trade fair venues, hosting numerous international events. As a marketplace for exhibitors and visitors, Messe Frankfurt has a significant economic impact locally and beyond. It drives demand for goods and services, particularly during event periods – for example, in the hospitality sector and public transport.

The COVID-19 pandemic caused a severe disruption to Messe Frankfurt's economic activities and the trade fair industry overall. Additional challenges include increasing digitalization, climate protection measures, and geopolitical conflicts. These factors have the potential to substantially influence the trade fair sector by changing the behaviour of visitors and exhibitors.

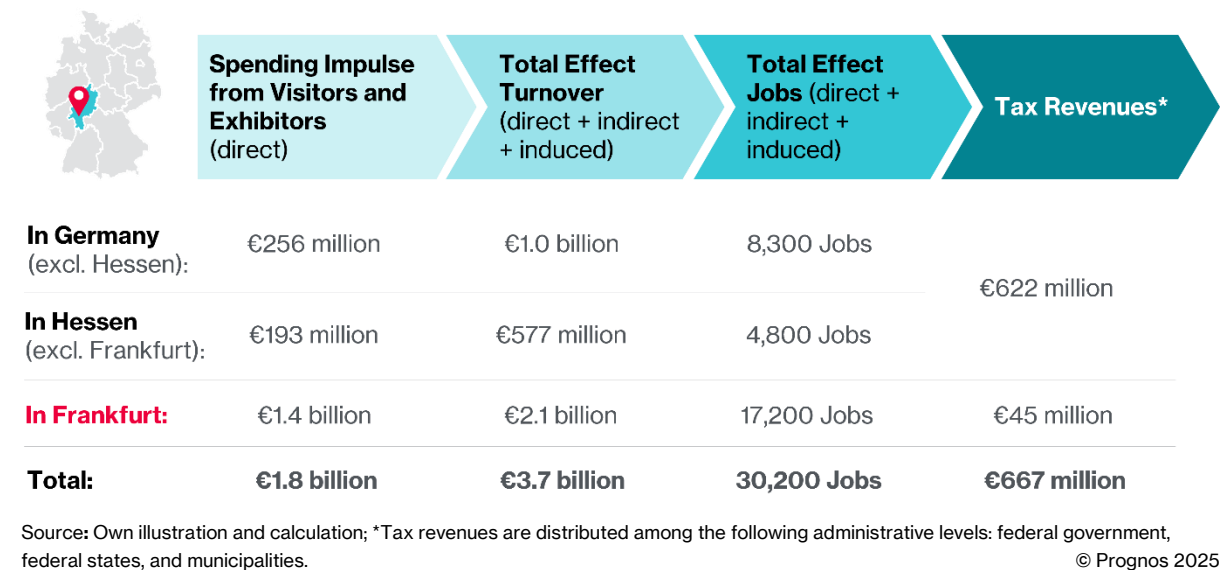
This study determines the economic contribution of Messe Frankfurt in the city of Frankfurt and beyond, generated by events during an average trade fair year in the 2024/25 cycle. The core of the study consists of surveys on the spending behaviour of exhibitors and visitors at selected events. These serve to identify the spending impulse triggered by events at Messe Frankfurt. Using scientifically grounded input-output model calculations, direct, indirect, and induced annual economic and fiscal effects are quantified regionally and nationally. The study updates and supplements previous calculations from 2017.<sup>1</sup>

## Key Findings

- Events held at Messe Frankfurt generate direct, indirect, and induced revenues totalling approximately €3.7 billion across Germany (see Figure 1).
- The city of Frankfurt benefits most, with revenue effects exceeding €2.1 billion, followed by the rest of Hessen with €577 million, and other federal states with around €1.0 billion.
- To support these economic activities, more than 30,000 jobs are required – over half of them in Frankfurt. Service activities related to the trade fair industry, such as booth construction and rental, as well as hospitality, benefit the most. Additional employment: nearly 4,800 jobs in the rest of Hessen and about 8,300 jobs in the rest of Germany.
- These economic activities generate €667 million in tax revenues, with €45 million for the city of Frankfurt and €622 million for the rest of Germany through state and federal taxes.

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<sup>1</sup> Penzkofer (2018): Veranstaltungen der Messe Frankfurt lösen 3,6 Milliarden Euro Umsatz jährlich aus, ifo Schnelldienst 2/2018.

**Figure 1: Economic significance of events at Messe Frankfurt**


## Comparison with Previous Study

The number of exhibitors and visitors has recovered significantly following the downturn caused by the coronavirus pandemic, but it remains below the level recorded in the previous study from 2017. At the same time, spending by both visitors and exhibitors exceeds that earlier level.<sup>2</sup> On average, an exhibitor spends around €62,000 during the 2024/25 trade fair cycle, while visitors spend approximately €815 each. The combination of these two factors – a lower number of exhibitors and visitors alongside an increase in spending per exhibitor and visitor – results in a slightly higher overall effect compared with the previous study. Regionally, the effects have shifted more noticeably: the city of Frankfurt benefits somewhat more from events at Messe Frankfurt, while the state of Hesse benefits slightly less. A key reason for this is Frankfurt's expanded accommodation capacity, which is preferred by exhibitors and visitors attending events at Messe Frankfurt.

## Data Basis and Methodological Approach

The core of the study is to determine the economic significance of events held on the Messe Frankfurt site during an average trade fair year in the period 2024/25. Events include Messe Frankfurt's own exhibitions, guest trade fairs, and other events such as congresses or concerts.

<sup>2</sup> Nominal figures are reported. A comparison of price-adjusted values also shows that spending by exhibitors and visitors has increased.

During this period, Messe Frankfurt recorded a total of just over 3.4 million visitor entries for its own and guest trade fairs as well as for congresses and concerts.<sup>3</sup> In addition, more than 65,000 companies exhibited at Messe Frankfurt during this time (see Table 1).

**Table 1: Exhibitors and Visitor Entries at Messe Frankfurt**

2024 and 2025, rounded numbers

| Events                    | Exhibitors | Visitor Entries |
|---------------------------|------------|-----------------|
| Own and Guest Trade Fairs | 61,000     | 1,900,000       |
| Other Events              | 4,500      | 1,500,000       |

Source: Messe Frankfurt, own illustration and calculation

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The determination of economic significance is based on the following steps.

1. **Surveys:** For Messe Frankfurt GmbH, the research institute Wissler & Partner conducted ten surveys in 2024 and 2025 at Messe Frankfurt's own events – covering both visitors and exhibitors.<sup>4</sup> These primarily captured spending behaviour during a trade fair visit.
2. **Extrapolation:** By linking survey data with Messe Frankfurt's own data, the total spending of visitors and exhibitors across all events in the relevant period was estimated and weighted by cycle.
3. **Regionalisation:** The extrapolated results were then regionalised and assigned to sectors, identifying which industries and regions profit through supplying goods and services because of this spending.
4. **Input-Output-Analysis:** The extrapolated and regionalised data was fed into the regional economic input-output model REGINA. This model calculates not only direct effects but also indirect (along the supply chain) and induced (additional consumption from increased income) effects, which together represent the overall impact.
5. **Derivation of Fiscal Effects:** Finally, the tax revenues triggered by these activities were calculated and allocated to the respective administrative levels.

## Project Management



**Dr, Andreas Sachs**  
+49 89 9541586-702  
andreas.sachs@prognos.com

<sup>3</sup> For a visit lasting one day, the number of entries corresponds to the number of visitors. For a longer visit duration, the number of entries increases accordingly.

<sup>4</sup> Surveys were conducted at the following trade fairs: Automechanika, heimtextil, proligh+sound, ISH, IFFA, formnext, eurobike sowie christmasworld, ambiente and creativeworld.