

# Business Events – German MICE Market

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# Contents



- **Country profile**
- **Doing business with Germany**
- **Event trends**
- **Access update**
- **German MICE Media and Event Associations**
- **20 MICE Agencies**



# 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 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

## 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.
- 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 2022

Top trends in Germany from VisitBritain enquires / 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 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 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.

# 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 <a href="http://www.cimunity.com/en/cimmagazine">www.cimunity.com/en/cimmagazine</a>	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 <a href="http://www.tw-media.com">www.tw-media.com</a>	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 <a href="http://www.convention-net.de/magazine-event-planners-mice/">www.convention-net.de/magazine-event-planners-mice/</a>	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).

## 20 MICE Agencies :

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

Company	Website	City
42 Incentive GmbH iG	<a href="http://www.42incentive.de">www.42incentive.de</a>	Frankfurt
American Express Global Travel	<a href="http://www.amexglobalbusinesstravel.com">www.amexglobalbusinesstravel.com</a>	MUNICH
Avantgarde Gesellschaft	<a href="http://www.avantgarde.net">www.avantgarde.net</a>	Munich
BO Events	<a href="http://www.bo-events.com">www.bo-events.com</a>	Riedstadt
EventBoutique	<a href="http://www.eventboutique.de">www.eventboutique.de</a>	Stuttgart
GRAL	<a href="http://www.gral-gmbh.de">www.gral-gmbh.de</a>	Munich
HAGEN INVENT	<a href="http://www.hagen-invent.de">www.hagen-invent.de</a>	Dusseldorf
INTERCOM KÖLN GMBH	<a href="http://www.intercom.de">www.intercom.de</a>	Köln
Joke Events	<a href="http://www.Joke-events.de">www.Joke-events.de</a>	Bremen
JSMD Event My Days	<a href="http://www.jochen-schweizer.de">www.jochen-schweizer.de</a>	Munich
Marbet	<a href="http://www.marbet.com">www.marbet.com</a>	Schwäbisch Hall
MR Congress Incentive	<a href="http://www.mr-congress.com">www.mr-congress.com</a>	Berlin
PROSKE group GmbH	<a href="http://www.proske.com">www.proske.com</a>	Rosenheim
Pure Perfection	<a href="http://www.pureperfection.com">www.pureperfection.com</a>	Wiesbaden
Realize GmbH	<a href="http://www.realize-events.com">www.realize-events.com</a>	Munich
TUI Deutschland GmbH	<a href="http://www.tui.com">www.tui.com</a>	Hannover
Vagedes & Schmid	<a href="http://www.vagedes-schmid.de">www.vagedes-schmid.de</a>	Hamburg
VBA Events GmbH	<a href="http://www.vba-events.com">www.vba-events.com</a>	Munich
VOK DAMS Events GmbH	<a href="http://www.vokdams.de">www.vokdams.de</a>	Wuppertal
Zet Project	<a href="http://www.zet-project.de">www.zet-project.de</a>	Stuttgart

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