

Trade Show

IMEX 2017

Frankfurt, Germany

16-19 May 2017



2017 Show Stats

Here are all the facts, stats and data fresh from IMEX 2017.
Proof that IMEX is always the place to meet great buyers face-to-face.



Frankfurt
16–18 May 2017

Headline show stats

Total show attendees

8,885

(all hosted buyers and trade visitors)

Total participants including exhibitors

14,826

Prescheduled appointments

68,500

(one-on-one, stand presentations and group appointments)

Hosted buyer stats

Number of hosted buyers

3,942 from **86** countries

Hosted buyers by country %

Germany	13.5%
United States	11%
United Kingdom	8%
Russia	7.5%
Italy	5.5%
China	4.5%
Brazil	4%
France	3.5%
Switzerland	3.5%
Netherlands	3%
India	3%
Rest of the world	33%

Hosted buyers by nature of business

Agency	71%
Corporate	13.5%
Association	8.5%
Independent Planner	7%

Trade visitor stats

Number of trade visitors

4,943 from **99** countries

Visitor buyers by country %

Germany	70%
United Kingdom	4%
United States	2.5%
Netherlands	2.5%
Switzerland	2%
Belgium	2%
Spain	1.5%
France	1%
Italy	1%
Turkey	1%
Austria	1%
Finland	1%
Rest of the world	10.5%

Visitor buyers by nature of business

Agency	25%
Corporate	33%
Association	8%
Independent Planner	7%
Other	27%

Exhibitor stats

Number of exhibiting companies

3,500 from over
150 countries

Hall space taken by region or type

Europe	44%
Hotels	12%
Africa & Middle East	11%
Asia Pacific	10%
Latin America	5%
Private sector	4%
USA, Canada & Caribbean	4%
Technology	2%
Other	8%

Total hall space taken

18,500 sq.m

Number of press

252 from **29** countries

If you would like to read our final show press release from IMEX 2017, it's available [here](#).

imex-frankfurt.com





Overall

What was the show for us?



Location

Around us
Taiwan, Malaysia,
Philippines, Peru,
Colombia, Panama and
Ceará



Busy zone

More buyers went to
Europe and America zone
than Asia

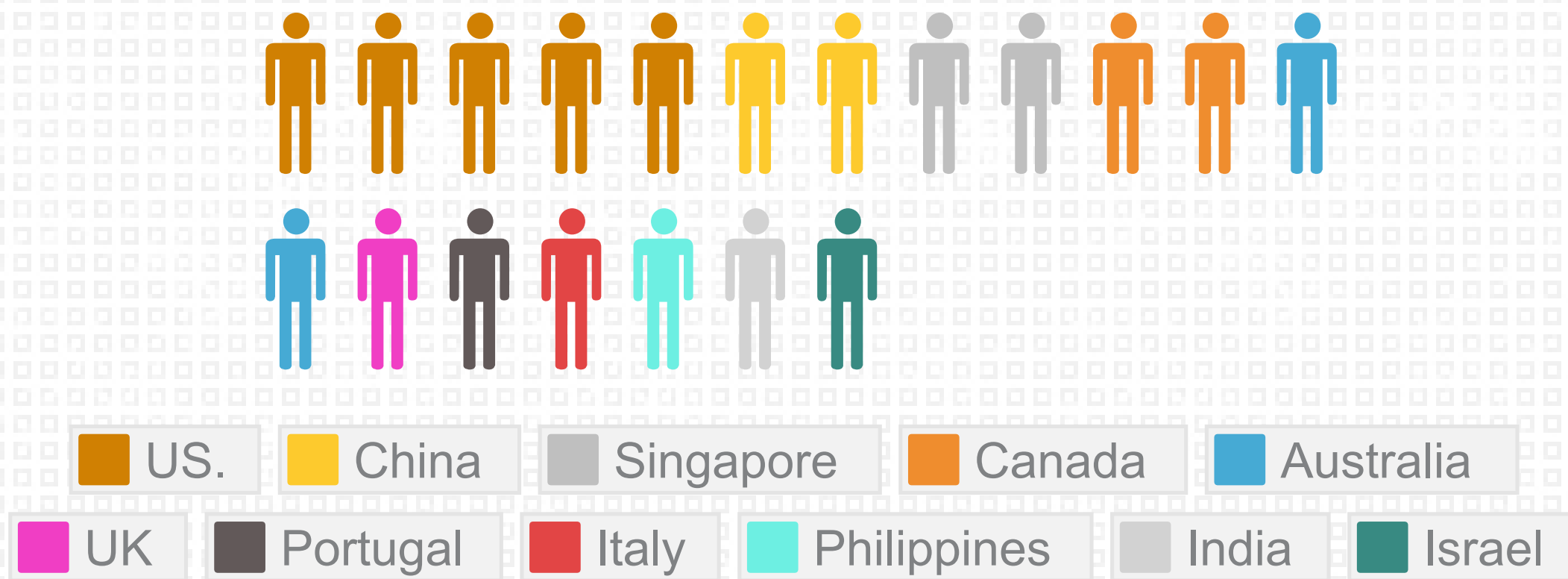


Destination Presentation

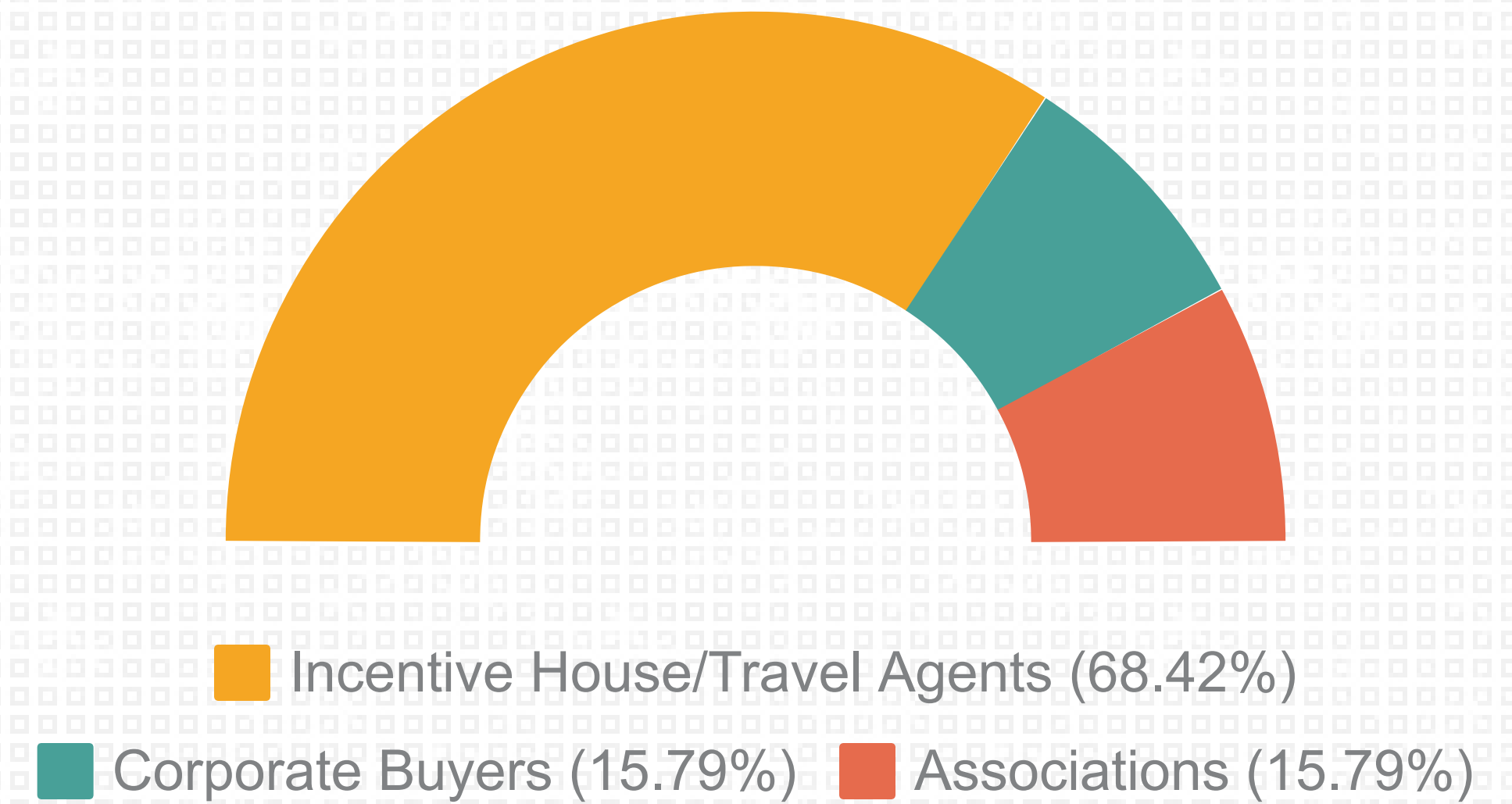
Many buyers
joined the group
presentation
conducted by
TCEB



TICA met 19 buyers



Who are they?



TICA Members at this show



Average Appointment = 12-23 per exhibitors



Overview

Base on TICA members who participated in the show

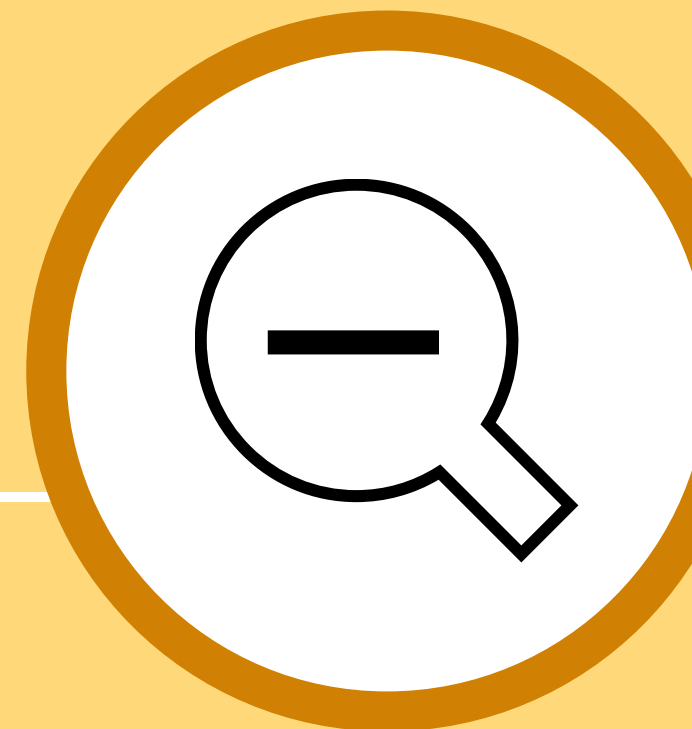
Most of the TICA Members rated their buyer appointments to be good potential. The show was a good way to meet new buyers and boost leads and prospects.




Top Destinations
Bangkok, Phuket,
Krabi and Chiang Mai



More new face
Many first time
buyers and potential
in this year



Decrease
Number of hosted
buyers visiting Thailand
Stand decreased from
last year

See more feedback from TICA members at **You**Tube





TECHNOLOGY ZONE

There were many innovative new tech products presented at the show.

To see more please visit
TICA Facebook



Find us on
Facebook



Conclusion

Is the event worthwhile for attending for TICA and TICA members?

**MOST OF TICA MEMBERS SAID
"YES"**



What we can assist Buyers?

TICA can suggest and connect them with our members in the future.

Reported by

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