

New Study Confirms the Economic Importance of Messe Friedrichshafen for the Region

- **Trade fair events in Friedrichshafen generate more than half a billion euros in total annual sales in Germany, with €230 million concentrated in the Lake Constance district alone**
- **Around 230,000 overnight stays are recorded in the region during an average trade fair year**
- **Tax revenues of €98 million, with €11 million going to the City of Friedrichshafen and the Lake Constance district**
- **A total of 4,800 jobs are secured thanks to trade fair activities**

Friedrichshafen – Messe Friedrichshafen serves as a key economic engine for the Lake Constance district, the state of Baden-Württemberg and beyond. This is confirmed by a representative study conducted by the analysis and consulting company Prognos, which examined the economic significance of Messe Friedrichshafen during an average trade fair year. "What stands out is the strong regional anchoring of the economic effects," says Dr. Andreas Sachs, the study's project manager. "A large share of this spending remains directly in the immediate vicinity – generating not only revenue and jobs, but also measurable tax income. This underlines the fiscal importance of the trade fair venue for public budgets."

According to the study, the events on the trade fair premises trigger sales effects of €519 million throughout Germany. The Lake Constance district benefits the most, with sales of €230 million, followed by the rest of Baden-Württemberg with an additional €115 million. These economic activities also secure a total of 4,800 jobs, almost half of which are located in the Lake Constance district. Service-oriented sectors, including trade fair services, retail and the hospitality industry gain the greatest benefit.

Positive impacts for the tourism sector and public sector budgets

Events hosted by Messe Friedrichshafen generate substantial tourism impacts. In an average trade-fair year, around 230,000 overnight stays are generated in

the region alone, plus an additional 35,000 overnight stays in the rest of Baden-Württemberg. Public budgets also benefit: In total, the economic activities generated by the trade fair company result in tax revenues of €98 million. Of this amount, €11 million goes to the City of Friedrichshafen and the Lake Constance district, with the remaining €87 million benefiting the state of Baden-Württemberg, other federal states and the federal government. "The results of the study impressively underscore the importance of Messe Friedrichshafen far beyond the trade fair grounds. It is a key economic driver for the region," says Messe CEO Klaus Wellmann, highlighting the relevance of the latest figures. "Above all, the City of Friedrichshafen and the Lake Constance district benefit greatly from the trade fair activities. This means our events play a major role in strengthening economic stability and the overall attractiveness of the location."

Region benefits more than average from trade-fair related spending

Another key finding of the study is the strong regional anchoring of the spending. 56 percent of direct spending by visitors and exhibiting companies (around €174 million) is made directly in the Lake Constance district. Another 11 percent remains in the rest of Baden-Württemberg. On average, visitors spend around €260 per visit to the trade fair, while exhibitors invest around €46,000 per company. Small and medium-sized exhibitors contribute disproportionately to regional value creation. "Messe Friedrichshafen stands for personal interaction, exchange and business deals – and these qualities are clearly reflected in the economic effects. Trade fairs are, and will remain, an indispensable part of functioning value chains," concludes Klaus Wellmann.

Methodologically sound analysis

The study was based on extensive surveys of exhibitors and visitors, which Prognos conducted together with the Gelszus research institute in 2024 and 2025 at Messe Friedrichshafen's own and guest events. In total, the trade fair recorded around one million visitor admissions and over 10,000 exhibiting companies during the period under review. The data gathered was extrapolated, regionalized and analyzed. These results align with the nationwide picture: According to the Association of the German Trade Fair Industry AUMA, the trade fair industry in Germany contributes a good €30 billion in economic effects to the country's prosperity each year.

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About Messe Friedrichshafen

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is based on Lake Constance at the nexus of four different countries. Founded in 1950 to promote the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade fairs. Congresses, corporate and sporting events as well as TV productions and live concerts complement the broad portfolio. Every year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. A total of 87,500 m² of exhibition space spread over twelve exhibition halls and two multipurpose foyers as well as the two open spaces in the inner courtyard of 15,500 m² and the static display of 20,000 m² offer unique possibilities for eventful trade fair days. The compact exhibition grounds with its own lake in the immediate vicinity of the airport as well as halls with hangar doors allow for a wide variety of potential uses.