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Two-million mark surpassed: Messe München celebrates high visitor numbers

Messe München is experiencing an exceptional year: Already two million people have visited the exhibition halls in Riem, the ICM, and the MOC in 2025.

This symbolic milestone was reached during drinktec 2025, the world's leading trade fair for the beverage and liquid food industry.

The two CEOs of Messe München, Dr. Reinhard Pfeiffer and Stefan Rummel, personally welcomed the two-millionth guest: Ingrid Hovens, who traveled from the Netherlands and works as a buyer for the Dutch brewery company Royal Swinkels. To commemorate the special moment, she received a giant Munich-style gingerbread heart.

This is my first time visiting Messe München. It's a great opportunity for me to meet existing business partners and learn about the latest developments and trends in the industry," said Ingrid Hovens. She added: "Being the two-millionth visitor is a lovely coincidence and makes me very happy."

"Our exhibition halls are a meeting place for people from all over the world. Not only are important business contacts made here, but there are also positive effects for the region and tourism in both the city and the surrounding area," emphasized Pfeiffer and Rummel. "We are delighted with every single guest and expect more than two and a half million visitors by the end of the year."

Economic Engine for City and Region

The 2025 trade fair year is extraordinary. Eight of the twelve world-leading trade fairs owned by the company are taking place this year, complemented by 80 guest events. This cycle occurs only once every twelve years—and it boosts not only Messe München but also the entire region economically. Among the most visited events so far have been bauma, IAA MOBILITY, BAU, f.re.e, and The smarter E Europe.

On average, trade fair visitors spend 1.8 days in the exhibition halls and take the opportunity to stay in Munich, its surrounding communities, and the wider region. Hotels, restaurants, taxi companies, retailers, and cultural institutions benefit directly. Messe München expects an additional purchasing power of around five billion euros to be generated in the region this year.

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International Audience in Munich

Visitor demographics show a strong international orientation: Besides Germany, most foreign guests come from Austria, Italy, and Switzerland. The top 10 visitor countries also include France, the Netherlands, Poland, Czech Republic, the United Kingdom including Northern Ireland, Spain, and Turkey. The vast majority of visitors come from Europe, followed by China and the USA.

Messe München

As one of the world's leading trade fair organizers, Messe München showcases the world of tomorrow at around 90 trade fairs worldwide. These include twelve leading global trade fairs such as bauma, BAU, IFAT, and electronica. The portfolio covers trade fairs for investment and consumer goods as well as for new technologies. Together with its 1,300 employees in the group and its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the USA. With an international network of subsidiaries and foreign representatives, Messe München is active worldwide. More than 150 events each year attract around 50,000 exhibitors and approximately three million visitors domestically and abroad. This makes Messe München a key economic driver, generating purchasing power effects worth billions.