Trade fairs are a city business. This is because they draw people in: visitors, exhibitors and multipliers from all over the world, and reach out: into the city, the region, Germany and the world. Here you will find a summary of information on the socio-economic effects of Messe Düsseldorf. We move the future – in and through our trade fair city. We offer added value – and not just for Düsseldorf.

**Sources of revenue.**

**Spending of exhibitors and visitors**

**Profit chain.**

**Trade-fair-generated turnover**

€ 795 million in Düsseldorf

On average exhibitors and visitors spend around € 795 million in Düsseldorf for their trade fair participation every year.

**Spending abroad**

- € 598 million
- € 203 million

**Revenue in the rest of Germany**

- € 1.311 billion

**Revenue nationwide**

- € 313 million

**Revenue in the rest of NRW**

- € 313 million

**Revenue in Düsseldorf**

- € 1.29 billion turnover per year is generated, on average, every year through trade fairs in Düsseldorf alone. Particularly in the sectors hotels and gastronomy, services and retail.

**Engine of employment.**

**Trade-fair-generated jobs**

- 3,068 jobs in Düsseldorf
- 22,642 jobs nation-wide
- 6,722 jobs in the rest of NRW
- 12,852 jobs are generated in Düsseldorf itself.

**Staying put.**

**Trade-fair-generated overnight stays**

- 1,035,000 overnight stays in Düsseldorf hotel.
- 23 % of all overnight stays in Düsseldorf are connected to trade fairs.

**Tax effects.**

**Trade-fair-generated tax revenues**

- € 30.1 million

European Union contributed € 3.2 million.

All figures are average figures per year. The figures from the current ifo study on the economic effects of the trade fairs of Messe Düsseldorf were used as a comparison. The figures from the last ifo study (2005/2008) were used as a comparison.