

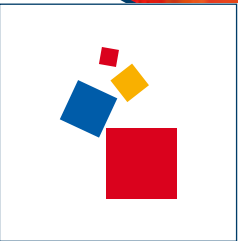
messe frankfurt

Facts &
figures 2023

World's leading trade fair for
HVAC + Water

ISH

17–21. 3. 2025
Frankfurt am Main



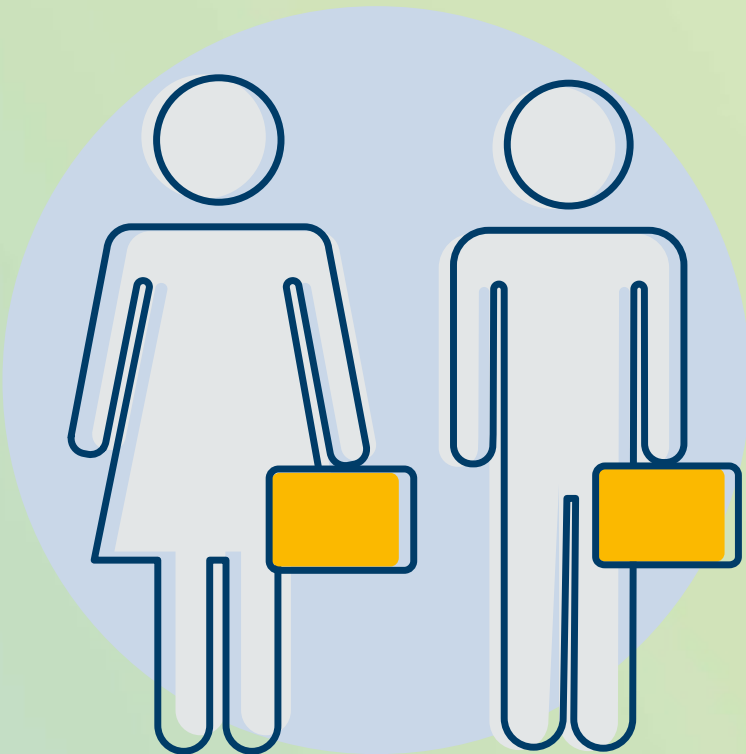
Number of visitors

2023

Germany
85,128 / 56 %

International
67,340 / 44 %

Total
152,468



Number of exhibitors

2023

Germany
566 / 28 %

International
1,476 / 72 %

Total
2,042




Overall satisfaction level among visitors



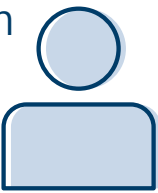
Origin of international visitors

TOP 10 international visitors

2023



Exhibitor from
154
countries

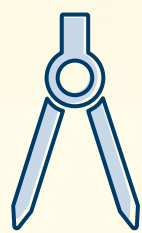




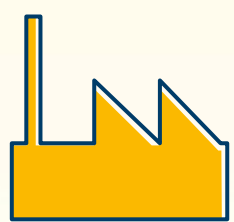
Visitor business sectors



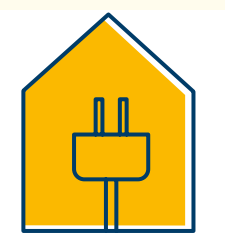
Skilled trades
30 %



Engineering/
planning office
7 %



Industry
17 %



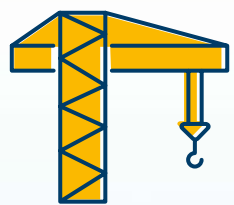
Utilities, building/
energy services
8 %



Retail
10 %



Local authorities/
municipal facility
1 %



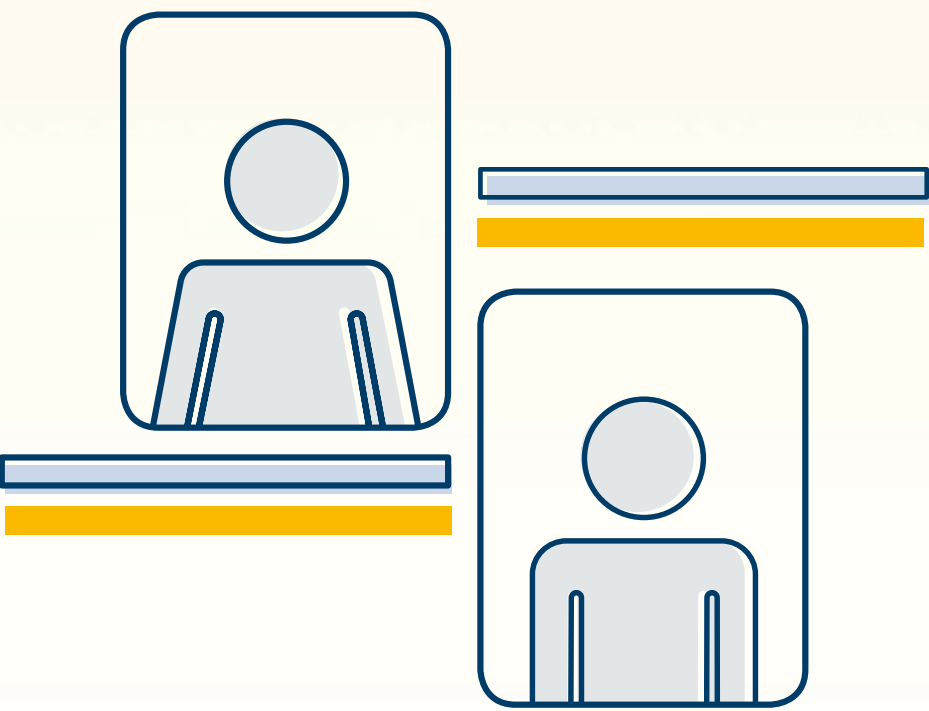
Construction/real estate
7 %



Other*
20 %

*incl. 3 % universities, research institute

Occupational status of trade visitors



Self-employed entrepreneur
20 %

CEO/Director
12 %

Head of division, works manager
9 %

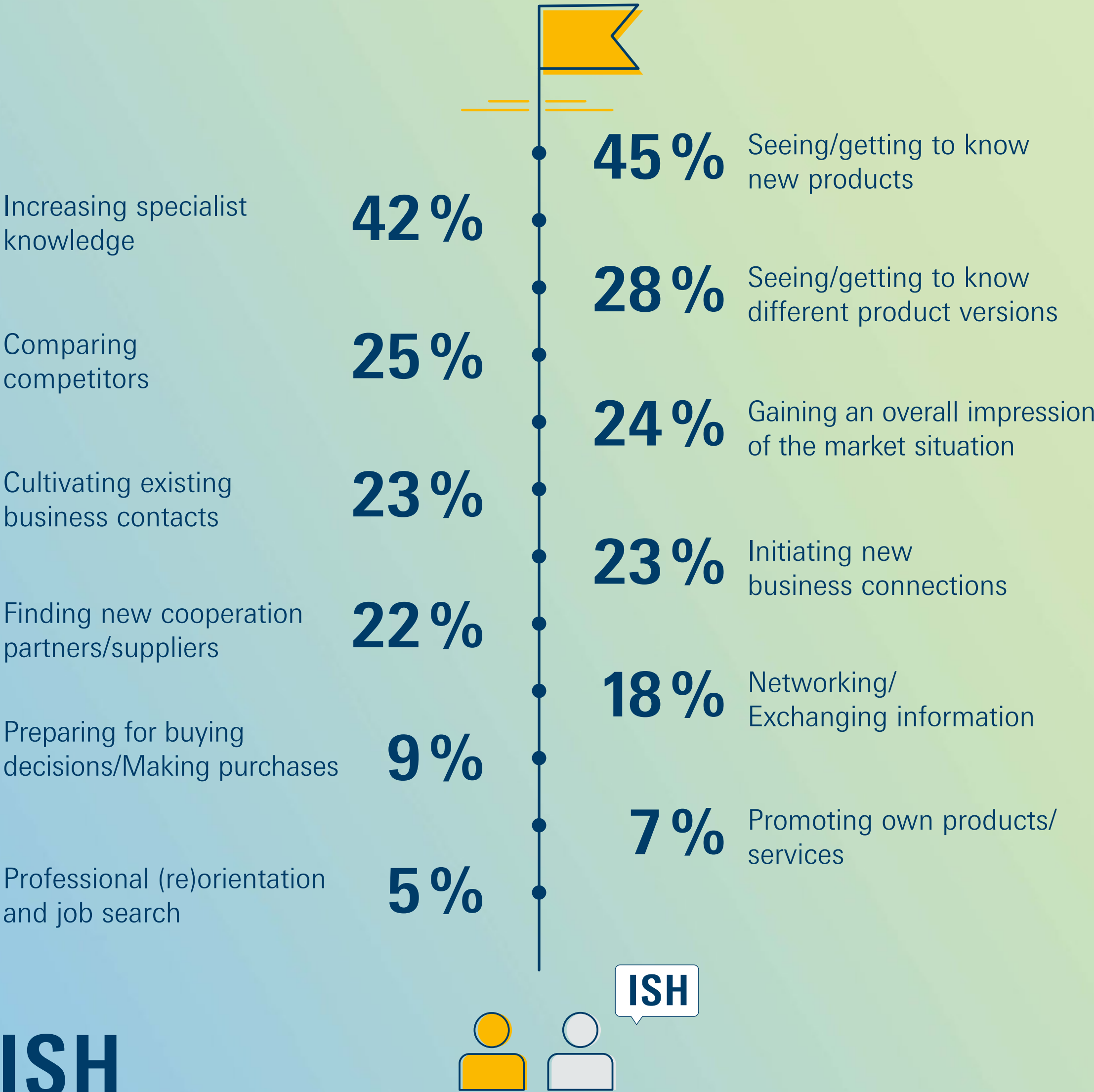
Departmental/unit head
12 %

Employee
24 %

In training
16 %

Other
7 %

Trade fair visit objectives of visitors



Influence on purchasing decisions



Areas of interest at the fair

