

Facts & Figures

#fbm19

Frankfurter Buchmesse in numbers

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#fbm20

buchmesse.de



302 267

Visitors

+

7 450

Exhibitors

174 477

Trade visitors

+

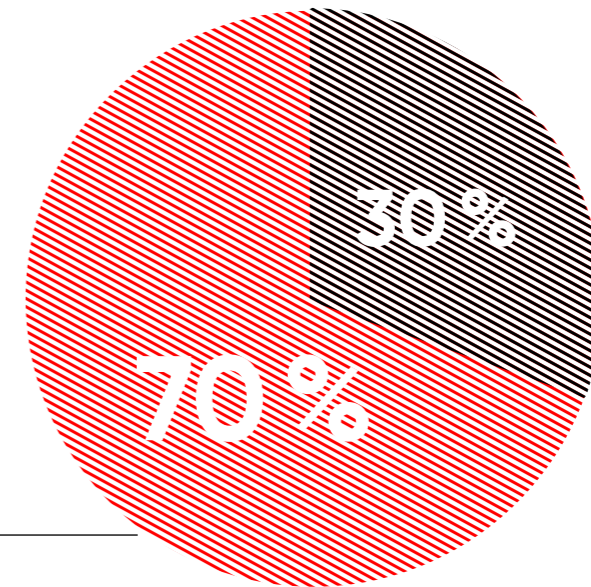
127 790

Private visitors

from **147**
countries

7 450

exhibitors in total



5 227
international
exhibitors

2 223
German
exhibitors

Proportion of exhibitors

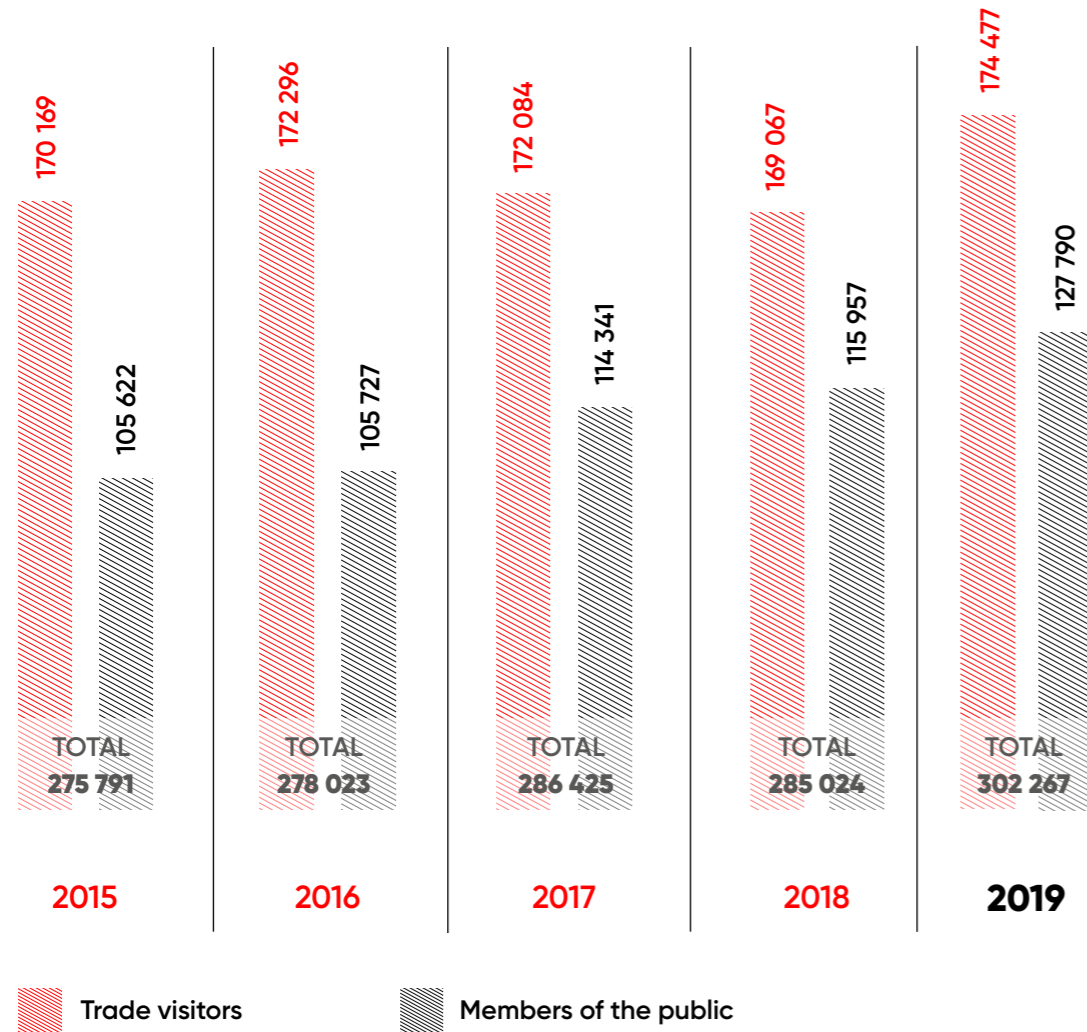


"Every time I come here, I feel the same thing:
People are very engaged, they have lots of
questions to ask and the audiences are very mixed.
That kind of diversity is very precious.
That is something we should never lose."

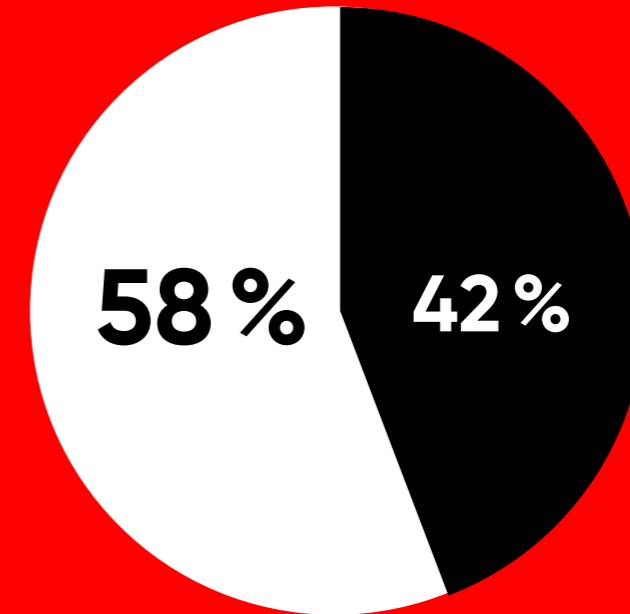
Elif Shafak

AUTHOR

Development of visitor numbers 2015 – 2019



Proportion of visitor numbers 2019



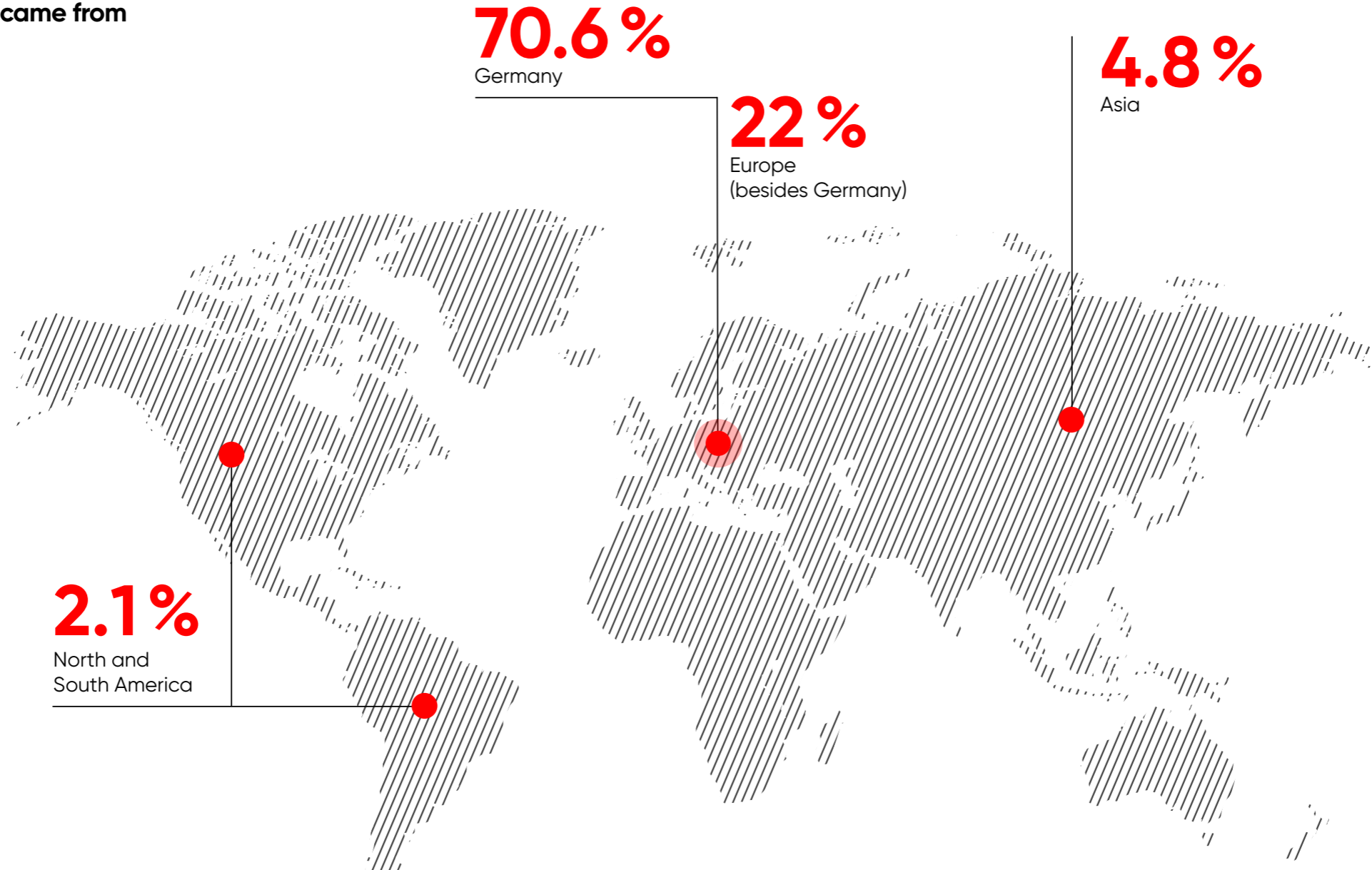
Trade visitors

Members of the public

Internationality



Regions visitors came from



780

Agents

355

Agencies

522

Tables rented

35

Countries

Literary Agents & Scouts Centre (LitAg)

Agencies

17/ Newcomers

81/ from the USA

67/ from the UK

40/ from Germany

04/ from Switzerland

01/ from Austria

* Plus agencies from Iceland, Norway, Canada, Korea, Mexico, Serbia, Singapore, Vietnam and many more countries from the whole world.



“Finally, rights and licences are there where they belong, at the festive heart of the fair: the pivot around which everything else revolves.”

Sebastian Ritscher
MOHRBOOKS, CEO

Exhibitors: Satisfaction & Business

95.12%

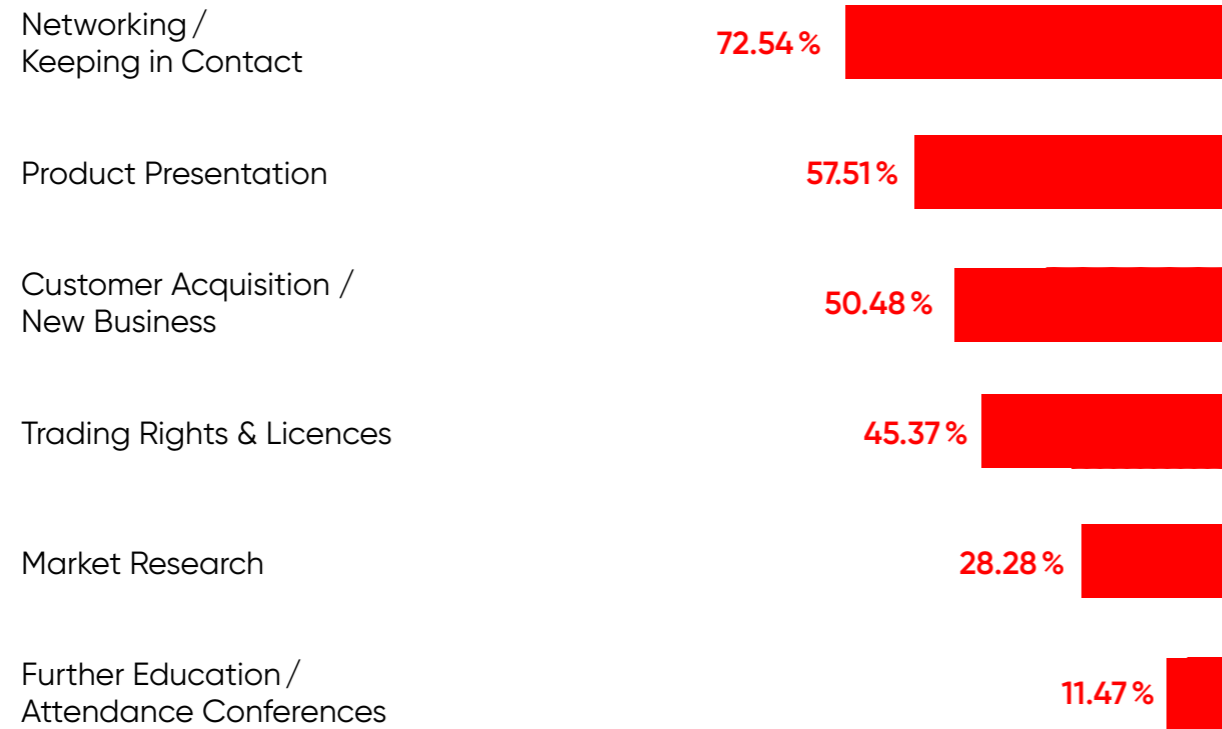
rated the success of their participation
at the fair as **"good"** to **"very good"**.



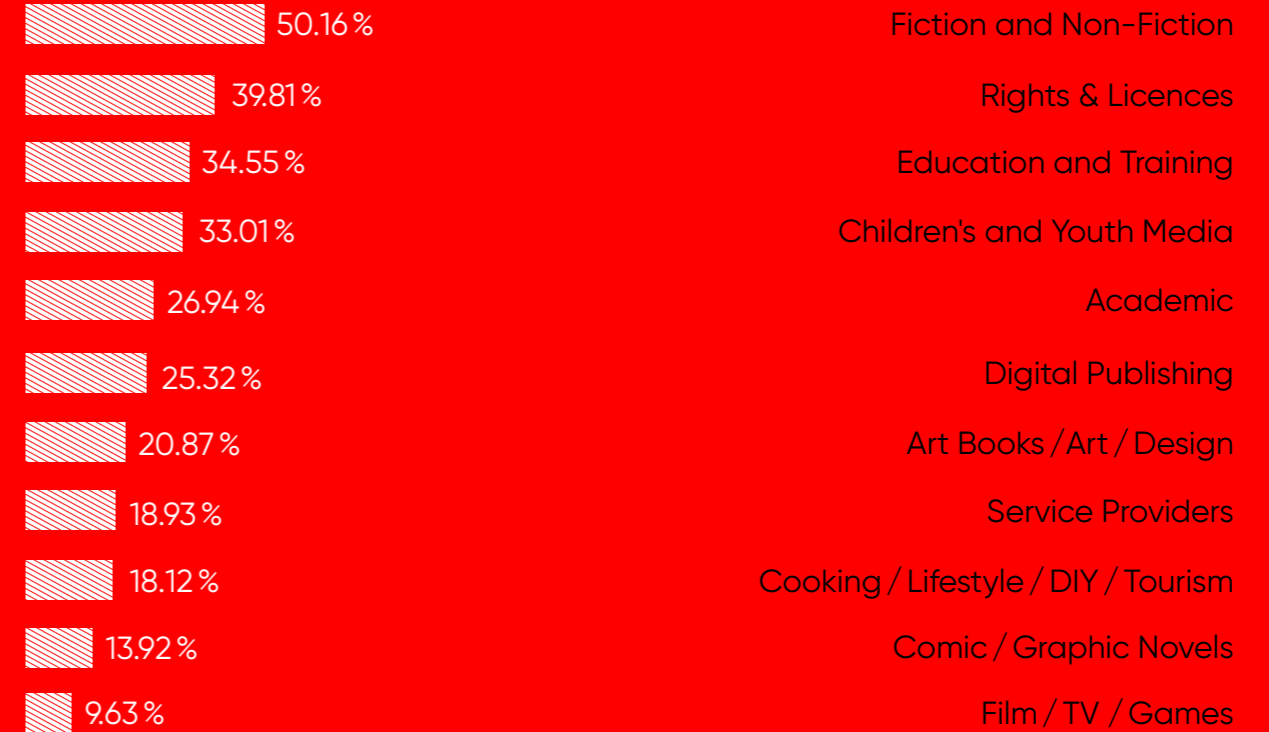
90.8%

said they were **"satisfied"** to **"very satisfied"**
with what Frankfurter Buchmesse offers.

What were your goals at the fair?



Which areas of expertise were you most interested in meeting trade visitors from?



* Source: QuestionPro. 1121 exhibitors participated.

Trade Visitors: Satisfaction & Business

89.72%

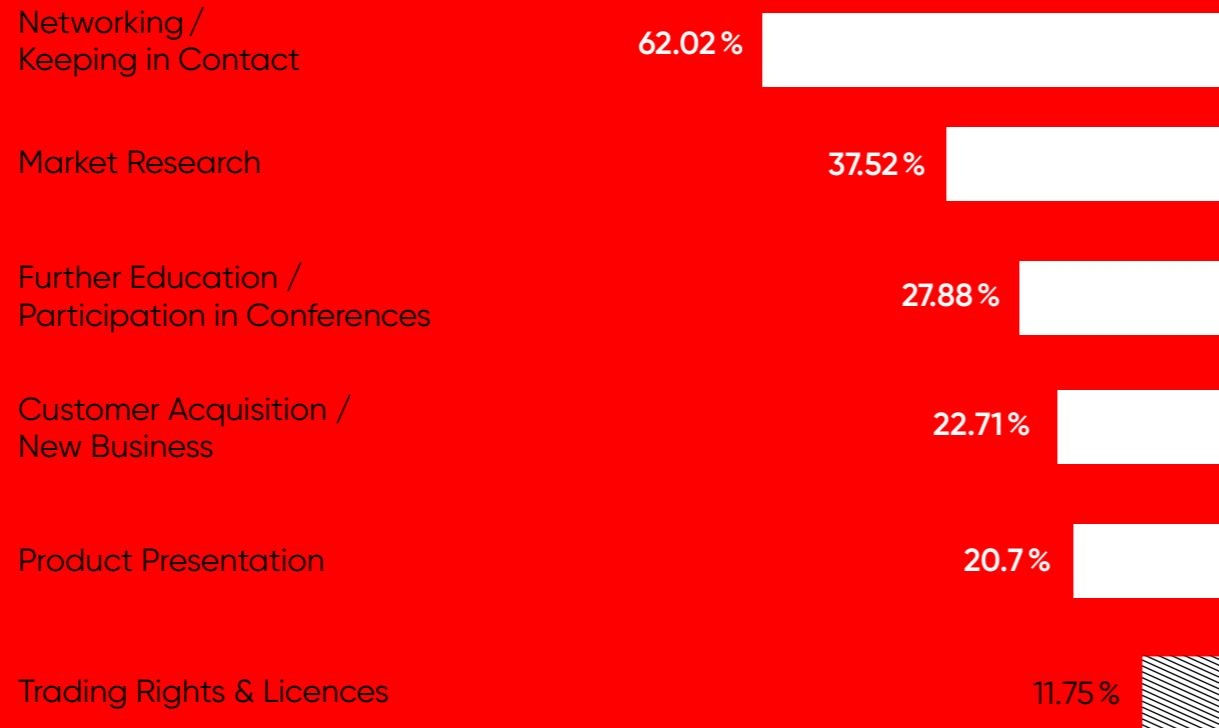
rated the success at Frankfurter Buchmesse
as **"good"** to **"very good"**.



93.51%

said they were **"satisfied"** to **"very satisfied"**
with what Frankfurter Buchmesse offers.

What were your goals at the fair?



Which exhibition areas, centres and topics interested you the most?



* Source: QuestionPro, 1766 trade visitors participated.

Networking & Marketing

Status : January 2020



Subscribers of the Frankfurter Buchmesse
newsletter (national and international)

73 000

68 000



Likes on the Facebook page
facebook.com/frankfurterbuchmesse

67 400

Views of #fbm19 videos on YouTube
youtube.com/buchmesse

10 000

Accredited journalists and bloggers
from 73 countries

25 100



Instagram followers
instagram.com/buchmesse

39 300



Followers on Twitter
twitter.com/book_fair

7 900



Members of the Frankfurter Buchmesse
LinkedIn group
linkedin.com/company/frankfurt-book-fair



“We are all in search of great stories and hopefully – in best case – we can work together and bring those stories to life in many different mediums.”

Kelly Luegenbiehl

VICE PRESIDENT INTERNATIONAL ORIGINALS NETFLIX

Frankfurter Buchmesse App

4,5 ★★★★★ (311)

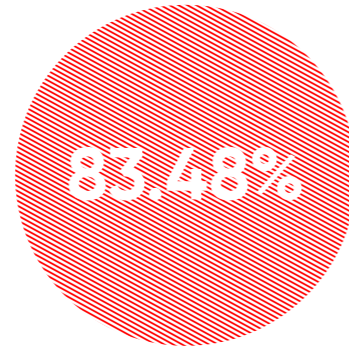
2002 people used the matchmaking function.
3539 contact requests sent.
1021 matches made.

TOP 10 users by country

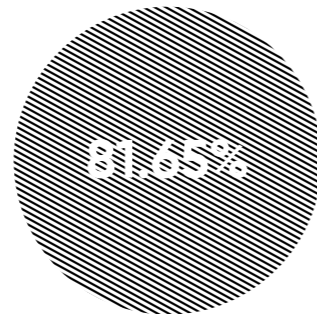
(Period: 01 Sept. 2019 – 31 Oct. 2019)

- 01/GERMANY
- 02/UK
- 03/SWITZERLAND
- 04/UNITED STATES
- 05/AUSTRIA
- 06/NETHERLANDS
- 07/ITALY
- 08/FRANCE
- 09/SPAIN
- 10/NORWAY

Who knew about the Frankfurter Buchmesse App?



... of exhibitors



... of trade visitors

Total users 2019

28 652*

+14.07%**

* Android and iOS

** compared to 2018



"This is my first visit to the Frankfurter Buchmesse,
and after hearing how large it is,
I was a little nervous about getting around.
Lucky for me, the book fair has created the perfect app!"

"Very clean design and helpful!"

"Very intuitive! Top-class!"

User opinions

Events



20

Stages

4 000

Events

960

Hours of stage presentations
held during the week of
Frankfurter Buchmesse



147000

Visitors

3750

Conference and
Workshop Participants

140

Exhibitors and
Partners

120

Speakers

60

Events

14

European institutions which
founded the Content Innovation
Council (CIC) at THE ARTS+
Innovation Day



"THE ARTS+ is an ideal experimental platform for the Munch Museum to present new digital projects and get direct feedback from visitors. We interacted with other cultural and digital professionals and explored possibilities for co-operations."

Nikita Mathias
MUNCH MUSEUM OSLO

"What an exciting and lively festival. I enjoyed every moment of my stay here."

Itay Tal
DIRECTOR OF "GOD OF THE PIANO"

Frankfurt Audio



Visitors at the Frankfurt Audio Stage

1500

260

Participants at the Frankfurt Audio Summit

1 Podcast Studio

25 Hours of recordings

33 Events at the Frankfurt Audio Stage

76 international speakers at the stage and conferences



“Frankfurt Audio gives publishers and agents an excellent opportunity to stay up-to-date on current audiobook trends and speak directly with the big players in the global audio industry.”

Javier Celaya

CEO AT DOSDOCE.COM

BIGGER BETTER BOOK FEST



Total visitors	25 000
Visitors in the city	5 000
Events in the city	60
Locations	55
Participating publishers	55

Guest of Honour 2019: Norway

Authors & new releases

In Guest of Honour year **2019**, there were **217** publishers who released a total of **510** new titles about Norway (in German alone), including **296** translations from Norwegian. **100** Norwegian authors came to Frankfurter Buchmesse 2019 to present their literature.

At the fair

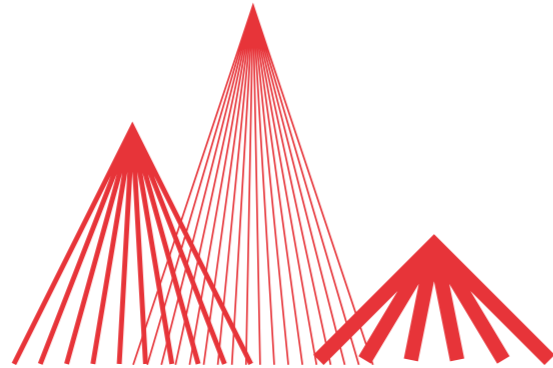
“Norway – The Dream We Carry” was the motto of the **2300 sqm** exhibition in the Guest of Honour Pavilion, featuring an imaginary landscape of **23** abstract table sculptures that took visitors on a journey through Norwegian literature. A first-rate programme on two stages attracted around **100 000** visitors to the pavilion.

Events

During the Guest of Honour year **2019**, there were a total of **1120** literary and cultural events about Norway. The literary programme during the book fair week included **120** events in the Guest of Honour Pavilion, another **30** around the exhibition site and over **40** in the city of Frankfurt.



Guest of Honour 2020: Canada



**Singular
Plurality**

CANADA
Guest of Honour
Frankfurt
Book Fair
2020

**Singulier
Pluriel**

CANADA
Invité d'honneur
Foire du livre
de Francfort
2020



14 - 18 October 2020

**FRANKFURTER
BUCHMESSE**

Guest of Honour Canada