

Frankfurt: Puglia takes the stage at IMEX 2026 international MICE fair with 6 regional suppliers

Frankfurt, 15 May – The Puglia Region returns to the international trade fair [IMEX 2026 in Frankfurt](#), May 19-21, dedicated to the MICE tourism sector. Around 3,000 exhibitors from over 100 countries take part in IMEX 2026, where Puglia presents a branded stand inside the Italian pavilion managed by ENIT SpA. The Region hosts 6 business tourism operators, an institutional desk and 4 stations for business meetings. Puglian sellers use an online agenda for personalized meetings with international buyers, averaging 100 B2B meetings per day over the three-day fair.

*“Congress tourism is one of the most solid drivers for achieving real seasonality adjustment,” declares **Graziamaria Starace**, Regional Councilor for Tourism and Promotion of the Puglia Region. “At the Frankfurt fair, we present a sector worth €400 million per year, with 247 congress venues and between 9k and 11k events annually, 53% of which are international. This means that Puglia is already a competitive MICE destination in international markets — Germany, France, the UK and the US. IMEX is the right place to consolidate this presence and build concrete relationships with global buyers.”*

According to a Yoodata/Pugliapromozione survey, the MICE offering in Puglia is led by hotels (84%), with more than 300 meeting rooms and a total capacity of over 45k seats. Events last on average 2 days and host around 150 participants, mainly from Italy, Germany, France, the UK and the US, focusing primarily on themes related to culture, food and wine, tourism and the economy.

*“At IMEX 2026, the Puglia Region, the Department of Tourism and Pugliapromozione – stated the Commissioner of the Regional Tourism Agency, **Luca Scandale** – present particularly significant results in terms of inbound business tourism, which in 2025 sees Germany as the second key market, with over 1 million overnight stays and a +12% increase compared to 2024. This confirms the effectiveness of the Region’s international promotion strategy and Puglia’s positioning as a competitive business destination in global markets.”*

According to the 2026 Pugliapromozione Tourism Observatory report, there is strong growth in international flows in 2025, with a +25% increase compared to 2024, an overall internationalization rate of 45% and significant growth in spring and autumn. In particular, in 2025 Germany ranks second—after France—with 1.1 million overnight stays. Among other German-speaking countries, Switzerland ranks sixth with 485k overnight stays and an 8% increase over 2024; Austria’s performance is also noteworthy, reaching 220k overnights and +38% over 2024.

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