

Berlin in high demand as global meeting destination

Number of association meetings rises / Berlin among top 5 destinations in ICCA statistics

Berlin, 12 May 2014 Professional associations are increasingly opting to hold their gatherings in Berlin: According to the latest statistics from the International Congress & Convention Association (ICCA), the German capital was the site for 178 conventions and meetings of international associations last year. This represents six more gatherings than in 2012. This figure places Berlin in fifth place in the global ICCA statistics.

"Berlin has been successfully positioning itself among the leading global event destinations for ten years now and the number of associations opting to hold their meetings has climbed continuously", says Burkhard Kieker, CEO of *visitBerlin*. "With new venues such as CityCube Berlin, we are providing even more reasons for meeting planners to choose Berlin. We expect that 2014 will post even higher numbers."

Heike Mahmoud, Conventions Director of the *visitBerlin* Berlin Convention Office added: "The ICCA results are a great compliment for the city and our ability to attract meetings. In June, the executives of ICCA will meet in Berlin for the first time. This is an important opportunity to present ourselves to international associations and convention bureaus."

Since 2004, Berlin has ranked among the top 5 destinations for meetings of international associations. Just ahead of Berlin with its 178 events are Barcelona (179), Vienna (182) and Madrid (186). It is noteworthy that the differences among the top meeting destinations are very small: There is only a difference of eight events between positions 2 and 5. With 204 association meetings in the past year, Paris ranks first.

The ICCA statistics exclusively count international gatherings of associations. These must be attended by at least 50 participants, take place regularly and switch among at least three different countries. The statistics are an internationally respected tool of comparison. Destinations in the top 10 of the ICCA are perceived by event planners worldwide as the leading meeting destinations.

For more statistics about Berlin as a meeting destination, go to convention.visitberlin.com.

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