

## Meeting Place Berlin attracts convention organisers

The most important customer event of the year for the German capital

**Berlin, 8 July 2015** To ensure Berlin's continued success as a convention destination in the long-term, the *visitBerlin* Berlin Convention Office (BCO) held "Meeting Place Berlin". From 2–6 July, the BCO and its partners showed more than 130 national and international event planners the wide range of hotels, venues, and convention centres available in the city. The participants gave a consistently positive feedback. The BCO event was designed to help increase the number of multi-day conferences with more than 100 attendees in the capital.

**Burkhard Kieker, CEO of *visitBerlin* comments:** "Never before has the interest of international convention customers in Berlin been as high as it is now. Two-thirds of all attendees came from abroad. Meeting Place Berlin is the most important marketing activity for ensuring the success of Berlin as a convention metropolis well into the future."

### Enthusiastic attendees

Meeting Place Berlin made a good impression on the guests. Attendee Chunghee Yogi, Hana Travels Ltd., tour operator based in Mumbai, summarised: "Thank you for inviting me to Meeting Place Berlin. It was a wonderful event and an amazing experience to explore this beautiful city. I appreciate your team's efforts to making it a success. Surely I will come back with my clients very soon."

"The Meeting Place Berlin was a great opportunity to get in contact with many suppliers. The organisation of the event was very professional, everything was planned exactly for my business", explains attendee Chiara Dionisi Vici of the agency The Next World Incentive & Convention, Rome.

Ulrike Großbauer of the travel agency Kuoni Interactive, Vienna, says: "I am in Berlin regularly, but the city is changing very quickly. Meeting Place Berlin was the ideal opportunity to learn about new hotels and locations. The input during the guided tours of Berlin was especially good. I recommend Meeting Place Berlin to everyone."

### The USA is top international market

132 national and international customers from 30 countries attended Meeting Place Berlin. The biggest international markets included the USA, the UK, India, Italy, and France. There were even guests from Venezuela, Singapore, and Indonesia. Meeting Place Berlin was in especially high demand with convention agencies (74 per cent of attendees), followed by international associations (15 per cent), and companies (11 per cent). Represented industries were for example science, information technology and the luxury travel sector. There were more than 540 registrations.

### Comprehensive supporting programme: tours introduced new locations and hotels

Meeting Place Berlin was held at the new Westhafen Event & Convention Center, amongst other places. Guided tours introduced classics as well as newcomers to the Berlin location and hotel landscape. These included the Bolle Eventlocation, the Estrel Convention Center, 25hours Bikini

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# Press Release



Berlin, and the Steigenberger Hotel am Kanzleramt. Additional tours included well-known attractions and walks through the city's districts.

## **Berlin – successful convention destination**

In 2014, Berlin looked back on its most successful convention year to date: according to current convention statistics\* from the *visitBerlin* Berlin Convention Office, in the past year about 11 million people (+3% in comparison to the previous year) attended more than 131,000 events (+4%) in the German capital. Berlin is also one of the leading locations internationally: currently it is ranked fourth among the world's top convention destinations. The German capital is especially attractive due to its diverse hotel landscape and large selection of locations.

## **About Meeting Place Berlin**

The eighth Meeting Place Berlin was held in 2015. The biannual event is designed to acquire future convention and meeting business for Berlin. The *visitBerlin* Berlin Convention Office is the event organiser of Meeting Place Berlin.

More information can be found at: [meeting-place-berlin.com](http://meeting-place-berlin.com).

\*Source: Convention Statistics 2014 by the independent market research company ghh consult GmbH on behalf of *visitBerlin*  
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### ***visitBerlin***

"We know Berlin." Berlin Tourismus & Kongress GmbH, under the brand *visitBerlin*, has been promoting Berlin all over the world as a travel destination since 1993 under this motto. *visitBerlin's* Berlin Convention Office markets the many conventions and meeting options offered by the German capital. After London and Paris, Berlin is the third-most popular European city for tourism, with 28.7 million overnight stays in the German capital during 2014. Berlin is also one of the most popular international destinations for conventions and meetings and is among the top five for ten years now. As a tour operator, *visitBerlin* offers a wide range of accommodation and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six Berlin Tourist Infos. The Berlin Service Center (Tel. + 49(0)30 25 00 25) provides information on the complete range of tourist services in Berlin. At [visitberlin.de](http://visitberlin.de), you can access information about Germany's capital in 14 languages.

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