

Berlin's convention business continues to grow

Positive results for 2013: 126,200 events, 10.6 million participants and 6.7 million overnight stays

Berlin, 27 February 2014 Berlin continues to strengthen its position as a leading meeting and convention destination. In the past year, 126,200 events took place in the German capital (+2% compared to the previous year) with 10.6 million participants (+1%). The number of overnight stays generated by the meeting and convention market rose by 1.5 per cent to 6.7 million, which equals about a quarter of all hotel stays in Berlin. These figures arise from the latest conference statistics for 2013* from the Berlin Convention Office of *visitBerlin*.

"In Berlin, 345 events are held each day on average. This makes Berlin one of the world's major meeting and convention locations," says Burkhard Kieker, CEO of *visitBerlin*. "The Berlin convention industry has seen rapid growth for years and is a key economic factor for the city."

The revenues generated by Berlin's meeting and convention industry exceeded €2 billion for the first time in 2013 (2012: €1.961 billion; 2013: €2.019 billion). Approximately 36,000 full-time jobs are created by the meeting and convention travel sector in Berlin.

Science and politics meet in Berlin; one in five participants come from abroad

Berlin is a popular location for science and medical events: Measured by the number of participants, meetings and conferences related to medicine, science and research represented 14 per cent of the total in 2013 (+2%), followed by politics and public bodies (12%). Around 18 percent of all events had an international presence. The number of participants from abroad stood at 1.9 million, meaning one in five participants at events in the city came from outside Germany. Associations are also increasingly opting to hold their gatherings in Berlin: 20 per cent of the events were held by associations.

Behind the success of Berlin as a convention destination: the Berlin Convention Office

The Berlin Convention Office (BCO) of *visitBerlin* is the engine that drives Berlin's meetings and conventions sector. Last year, the BCO represented the city of Berlin at 72 trade fairs and workshops around the world. It also supported 202 convention applications and provided services to 81 events in the city. Collaboration with international trade associations in the meetings industry have made it possible to position the capital as a well-rounded convention destination, to keep up with trends in the industry and apply this knowledge for Berlin's benefit.

New CityCube Berlin: conventions booked until 2021

In spring 2014, the first major events will take place in the new CityCube Berlin. The BCO is working closely together with Messe Berlin Guest Events to integrate the Berlin CityCube into its marketing activities and supports Messe Berlin in acquiring major conventions. As a result, events have been booked as far in advance as 2021.

For more information about Berlin as a meeting destination, go to convention.visitBerlin.com.

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Press Release



	2012	2013
Participants	10.5 million (+8%)	10.6 million (+1 %)
Events	123,900 (+7 %)	126,200 (+2 %)
Overnight Stays	6.6 million (+9 %)	6.7 million (+1.5 %)

* Source: 2013 convention statistics from the independent market research company ghh consult GmbH on behalf of *visitBerlin*.

visitBerlin

"We know Berlin". This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. The *visitBerlin* Berlin Convention Office markets the German capital as a convention destination. After London and Paris, Berlin is third-most popular European city for tourism, with 26.9 million overnight stays in the German capital during 2013. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitberlin* operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. Information on the capital city is available in 13 languages at visitBerlin.de.

***visitBerlin* / Berlin Tourismus & Kongress GmbH**

Press and Public Relations
Am Karlsbad 11
D-10785 Berlin
Fax: +49 (0)30 26 47 48 – 983

visitBerlin.de
facebook.com/visitBerlin

Press Officer:

Katharina Dreger
Tel.: +49 (0)30 26 47 48 – 956
katharina.dreger@visitBerlin.de

Christian Tänzler
Tel.: +49 (0)30 26 47 48 – 912
christian.taenzler@visitBerlin.de