

Number of Conventions in Berlin is Rising

7 per cent more overnight stays / Event industry important growth engine for the capital city

Berlin, 18 February 2016 Berlin is in high demand as a conference city: Last year, 11.4 million participants came to conferences, congresses and incentives in the German capital. This represents a growth of four per cent. The number of events grew by three per cent to about 135,000 in the same time period. These are the results of the latest convention statistics 2015* from the Berlin Convention Office of *visitBerlin*.

"Berlin is one of the world's top destinations for meetings and conventions", says **Burkhard Kieker**, CEO of *visitBerlin*. "With new marketing activities and ideas, we are planning to further expand this success in the coming years".

Every fifth visitor is an international guest

2.3 million participants came from abroad, meaning one in five participants at events in the city came from outside Germany. The most important foreign region was Europe.

Berlin is especially in demand as a location for events related to sciences and medicine: each 12 percent of the meetings and conventions can be assigned to the industries "Medicine, Science and Research" and "IT, Electronic and Communications", followed by "Politics and Public Institutions" with 11 per cent.

Industry provides around 40,000 jobs

With 2.31 billion euro in sales and a growth of five per cent, conferences and conventions are an important economic factor for Berlin. The event industry is responsible for around 39,500 full-time jobs (+4 per cent) in the capital city. Convention participants who stay overnight in Berlin spent an average of 234 euro per day. In 2014, the figure was 232 euro.

The hotel industry in particular benefited from the strong conference and convention business: In 2015, the event market generated 7.5 million overnight stays (+7 per cent), representing approximately a quarter of all hotel stays in Berlin.

More information can be found at convention.visitBerlin.com.

	2014	2015
Participants	10.93 million (+3 %)	11.37 million (+4 %)
Events	131,200 (+4 %)	135,100 (+3 %)
Overnight Stays	7.0 million (+4.5 %)	7.5 million (+7 %)

* Source: 2015 convention statistics from the independent market research company ghh consult GmbH on behalf of *visitBerlin*.

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Press release



visitBerlin

"We know Berlin." Berlin Tourismus & Kongress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin*'s Berlin Convention Office markets Berlin as convention destination. Berlin is increasingly becoming more popular as a tourism metropolis: With more than 30 million overnight stays, the German capital records higher numbers than ever. Berlin is also one of the most popular destinations for conventions and meetings and has been among the international top five for ten years. As tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six Berlin Tourist Information offices. The Berlin Service Center (Tel. +49 (0)30-25 00 25) provides information on the complete spectrum of touristic services in Berlin. At visitBerlin.com, you can access information about Germany's capital in 14 languages.

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