

Meeting Place Berlin: event organisers descend on Berlin

- **Exclusive industry meeting with record levels of international participation**
- **visitBerlin introduces Berlin's conventions and events landscape to some 130 guests from around the world to secure Berlin's continued success as a meeting destination**

Berlin, 13 July 2017 Berlin is a very popular destination for meetings. Never before has there been so much interest from international clients: 80% of the approx. 130 meeting and event organisers at "Meeting Place Berlin" come from abroad. In fact, they represent 29 countries and six continents! Starting today, 13 July, they will be out and about exploring the German capital through 17 July as part of "Meeting Place Berlin", an event organised by the *visitBerlin* Berlin Convention Office. Leading decision-makers in the convention planning industry will find out why Berlin is such a unique place to hold their next event, with insight into the latest trendy and classics among Berlin's hotels and locations as well as various options for incentive programmes. The goal is to increase the city's number of multi-day conventions, conferences and incentives with more than 100 attendees.

"The *visitBerlin* Berlin Convention Office welcomes event planners from all over the world to Meeting Place Berlin and their chance to get a first-hand look at our great city. Our clients will get to sample our strong network of partners, experience some of the latest trends and try out various innovations and new services. We will fill them with that 'Berlin spirit'", says Heike Mahmoud, Director Conventions of the *visitBerlin* Berlin Convention Office, organiser of this special programme for promoting Berlin as a meeting destination. "We have developed a special programme with more than 50 partners from Berlin's meetings industry. Planners of international conventions are showing more interest in Berlin than ever before. The US and the UK are our top foreign markets."

"A wonderful event", "an extraordinary experience", and "a great opportunity" are just some of the reactions of past participants. A workshop day as a business platform with Berlin partners plus Meet Berlin Day with extraordinary site tours and active incentive offering invite the participants to experience Berlin. The locations to be visited include Classic Remise Berlin, the Bolle Festsäle, the Gasometer, Axica, the Zoological Anatomy Theatr, bcc, Fabrik 23, Tangoloft and Spreespeicher Berlin. Hotels that will be toured include Hotel Provocateur, Hotel Oderberger, the Estrel, and the Vienna House Andel's Berlin.

Berlin increasingly popular as meeting destination

Berlin is one of the most successful meeting destinations in the world: last year, 11.5 million people came to Berlin and attended some 137,500 events (both +2% over the previous year). In the international rankings for meeting destinations, Berlin is ranked fourth behind Paris, Vienna, and Barcelona. The Berlin conference and congress market generated sales of €2.41 billion in 2016 (+4.7% over the previous year). This year's edition marks the ninth Meeting Place Berlin since 2005. It is organised by the *visitBerlin* Berlin Convention Office, the first point of contact for professionals planning events in the German capital for more than 16 years. For more information, go to meeting-place-berlin.de and convention.visitBerlin.de. Follow us [@BerlinMeetings](https://twitter.com/BerlinMeetings) oder hashtag #mpBerlin.

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