

Berlin's congress business starts again

- **Events, meetings and smaller congresses are permitted again in Berlin from 2 June**
- **Congress industry is an important economic factor for Berlin: 2.63 billion euros turnover and 44,000 full-time jobs**

Berlin, 29 May 2020 From 2 June, events with up to 150 people inside and up to 200 people outside will once again be possible in Berlin. The Senate of Berlin updated the Containment Measures Ordinance to this effect yesterday.

Ramona Pop, Senator for Economics, Energy and Public Enterprises: "The convention business and hospitality industry are important for Berlin - economically and culturally. I am pleased that we can take further steps towards opening up the events and hospitality industry. They give the industries planning security. A cautious reopening is important for the entrepreneurs who are strongly affected by the Corona pandemic in the long term. The crisis is not over yet. I am counting on the joint responsibility of all players to do justice to health protection."

"The decision is an important impulse for the city and gives the congress industry in Berlin a perspective again," says **Burkhard Kieker**, CEO of *visitBerlin*. "Events with up to 100 people are the decisive lever for the Berlin industry. Conferences and meetings on this scale account for three quarters of all events in the city."

Berlin currently ranks third in the worldwide congress ranking of the "International Congress and Convention Association". With a turnover of 2.63 billion euros in 2018 and more than 44,000 secure full-time jobs, the market for conferences, meetings and congresses is also a significant economic factor for Berlin. In 2018, around 12 million participants attended some 143,390 events in Berlin. More than three-quarters of these events are small conferences and meetings with fewer than 100 participants. The congress business generates about one quarter of all hotel overnight stays in Berlin*.

Hygiene protocols for events in Berlin

The health and safety of the event participants is a top priority. To this end, *visitBerlin* is working closely with *visitBerlin* Convention Partner e.V. and the Senate Department for Economics, Energy and Public Enterprises to develop a comprehensive guide to safe events during the Corona Pandemic.

Further gradual easing is planned for the coming weeks. From 30 June onwards, indoor events with up to 300 participants will be possible. The following applies to outdoor events: from 16 June, events with up to 500 participants are permitted, and two weeks later, from 30 June, events with up to 1000 participants are permitted.

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*Source: 2018 congress statistics from the independent market research company ghh consult GmbH on behalf of *visitBerlin*

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Press Release



visitBerlin

"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH promotes Berlin's destination management as well as the city's tourism and congress marketing. Under the *visitBerlin* brand, the company is a partner, actor, source of creative ideas, and networker. Its remit is focused on sustainable product development and marketing city-compatible tourism services in all twelve Berlin boroughs with the aim of maintaining the life quality of local residents and harmoniously increasing experience value for visitors. As a tour operator, *visitBerlin* also issues the *Berlin WelcomeCard*, the city's official tourist ticket. The company also operates the Berlin Tourist Info Centres and the Berlin Service Center advice line on +49-30-25 00 25. On visitBerlin.de, Berlin's official tourism website, visitors can find all the information they need on every aspect of their trip to the city. Find out more about *visitBerlin* on about.visitBerlin.de

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