

[congress.net](http://congress.net)

**Annual Report**

[www.congress-berlin.net](http://www.congress-berlin.net)

**2005**

**Abridged version**

produced for:



 **ghh** consult GmbH

Dr. Hank-Haase & Co.

Unternehmensberatung  
Tourismus • Hotellerie  
Messe- und Kongressmarkt

Luisenplatz 1  
65185 Wiesbaden  
Tel.: (0611) 16668-0  
Fax: (0611) 16668-10  
e-mail: [ghh@ghh-consult.de](mailto:ghh@ghh-consult.de)

- In **Berlin 268 venue providers** offer total meeting space of approximately 380,300 m<sup>2</sup>.
- **156 Hotels** (58% of providers) have around 92,300 m<sup>2</sup> event space (24% of meeting space).
- **6 convention centres and halls** (2% of providers) offer 57,900 m<sup>2</sup> event space (15% of meeting space).
- **106 “unusual venues”** (locations, 40% of providers) make 230,100 m<sup>2</sup> event space (61% of meeting space) available.
- 35% of convention hotels and 100% of convention halls took part in **congress.net** in 2005. Together they represent **73% of the total space offering** in venues of this kind.
- 21% of the location providers, who account for 15% of the total event space in Berlin locations, took part.
- In 2005 **around 89,200 events with approximately 6.9 million participants** were staged. The number of events and participants was far higher than in 2004 (79,850 events with 6.2 million participants). This corresponds to an increase of +12% for events and +11% for participants.
- The Berlin **convention hotels** play a key role: around 75,200 events (+15%) attracted 3.8 million participants (+12%) (2004: 67,200 events with 3.3 million participants).
- Approximately, 2,100 events (+20%) with around 800,000 participants (+14%) were staged in the **convention centres and halls** in the course of 2005 (2004: 1,750 events with 700,000 participants).
- Around 11,900 events were recorded in 2005 in the **Locations** with approximately 2.3 million participants (2004: 10,900 events with 2.2 million participants).
- Overall, it can be stated that the **convention market improved markedly compared with 2004**. There were dramatic increases in both event and participant numbers.

- On average, the **event sizes** in 2005 remained the same as the previous year.
- The **events with up to 20 participants** accounted for half of all events in 2005.
- In total, the **events with fewer than 100 participants** generated 90% of total volume.
- The **average meeting length** compared with 2004 remained steady at 1.6 days. Whereas there were no changes in hotels and locations, the average meeting length in convention, municipal and multi-purpose halls was considerably shorter than the previous year (2005: 1.5 days, 2004: 1.9 days).
- The **proportion of one-day events** in Berlin fell from 73% in 2004 to 71% in 2005.
- The **seasonal distribution of events** followed a similar course in 2005 compared to 2004. The largest number of events with 135 index points was registered in 2005 in September (2004: most events in November with 130 index points).
- In 2005 **meetings** (36%), **conventions** (12%), **seminars** (12%) and **continuing training** (10%) were the dominant **types of event** from the Berlin perspective. These figures were similar to the previous year. Meetings constituted by far the largest proportion of all events (38% and 32%) in hotels and convention, municipal and multi-purpose halls. Events (35%) and seminars (18%) were the biggest categories of events in the locations.
- Out of all the **organisers**, more than 68% of all events were staged by the **private sector** (2004: 71%).
- Whereas the private sector share fell, that of **associations and organisations** as organisers increased, the share of **agencies and PCOs** stagnated and that of **public institutions** increased slightly.
- 92% of all events were **directly booked** in 2005. Around 5% of bookings were made by the **PCOs** and approximately 3% by **travel agencies**.
- The **sector "Chemicals, Pharmaceuticals, Cosmetics"** was the most highly represented amongst **organisers** in 2005 as it was in the two previous years. With 12% of all events, it staged most meetings and conventions in Berlin.

- The sectors “**Commerce, Banks, Insurance**” headed the field in 2005 with 10% of all **participants**.
- The **international dimension to the events** changed compared with the previous year. The share of international events was three percentage points higher than the previous year (2005: 21%, 2004: 18%).
- When it comes to the **origins of participants**, the **region** is still very clearly in first place with 51%, followed by Germany, Europe and the rest of the world.
- If one looks at the **origins of participants in the different types of events**, then conventions have the largest proportion of foreign participants (2005: 8%, 2004: 10%).
- The proportion of **events with exhibitions** remained on the same level (9%) as in the previous year.
- The meeting and convention travel business in Berlin generated **approximately 3.82 million bed nights**. This meant an increase of 29% over the previous year (2004: 2.95 million bed nights). The major increase is due, amongst other things, to nights spent privately in Berlin before and after meetings and conventions.
- **The economic impact** on the city is considerable and far higher than the previous year. The sales revenue volume generated by meeting and convention visitors amounts to € 1.227 billion in 2005 (2004: € 998 million).
- The **average expenditure per participant** in meeting and convention travel in 2005 was € 178 (2004: € 161).
- Around **24,300 full-time jobs** are secured in Berlin by the meeting and convention travel industry.