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Annual Report

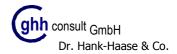
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- In **Berlin 273 venue providers** offer a total meeting space of approximately 379,100 m².
- **156 Hotels** (57% of providers) have around 95,100 m² event space (25% of meeting space).
- **6 convention centres and halls** (2% of providers) offer 57,900 m² event space (15% of meeting space).
- **111 unusual venues** (locations, 41% of providers) make 226,100 m² event space (60% of meeting space) available.
- 36% of the Berlin convention hotels and 100% of the convention halls took part in **congress.net** in 2006. Together they represent **73% of the total space offering** in venues of this kind.
- 19% of the location providers, who account for 16% of the total event space in Berlin locations, took part.
- In 2006 around **95,500 events with approximately 7.45 million participants** were staged. The number of events and participants was far higher than in 2005 (89,200 events with 6.9 million participants). This corresponds to an increase of +7% for events and +8% for participants.
- The Berlin **convention hotels** play a key role: 80,300 events (+7%) attracted 4.3 million participants (13%) (2005: 75,200 events with 3.8 million participants).
- Around 2,300 events (+10%) with approximately 800,000 participants (+/- 0%) were staged in the **convention centres** and **halls** in the course of 2006 (2005: 2,100 events with 800,000 participants).
- Around 12,900 events were recorded in 2006 in the so-called "**Locations**" with approximately 2.35 million participants (2005: 11,900 events with 2.3 million participants).
- Overall, the **convention market improved markedly compared with 2005.** The numbers of participants and events both rose dramatically.
- The **event sizes** on average remained unchanged in 2006 compared with the previous year.

- The events with up to 20 participants accounted for almost half of all events in 2006.
- The average meeting length of 1.6 days remained the same as the previous year. Whereas there were no changes for hotels, the average meeting length for the convention, municipal and multi-purpose halls was slightly shorter than in 2005 (2006: 1.4 days, 2005: 1.5 days). The event length in the locations was 0.1 days longer than the previous year (2006: 1.2 days, 2005: 1.1 days).
- The proportion of one-day events was 71% as it was the previous year. The share of multi-day events was 29%.
- The **seasonal distribution of events** followed a similar course in 2006 to that in 2005. All the same, the Football World Cup did lead to a shift. The months prior to and after the World Cup were far busier whereas June, which is normally strong on events, had noticeably fewer ones.
- In 2006 meetings (35%), seminars (13%), conventions (12%) and events (11%) were the dominant types of event from the Berlin perspective. These shares are similar to the previous year. In the case of hotels and convention, municipal and multi-purpose halls meetings were by far the largest category of event (39% and 27%, respectively). Events (38%) and seminars (18%) were the biggest category of functions in the locations.
- Out of all the **organisers**, 68% of all events were staged by the **private sector** in 2006 as in 2005.
- Whereas the share of the private industry was unchanged, the share of associations and organisations as organisers fell slightly. The shares of agencies, PCOs and public institutions rose marginally.
- Approximately, 90% of all events were directly booked in 2006.
 Around 6% 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 2006 as it was in the two previous years. With 11% of all events, it staged the most meetings and conventions in Berlin.

- The sectors "Politics, Public Administration, Trade Unions, Lawyers" and "Chemicals, Pharmaceuticals, Cosmetics" headed the field with 10% and 9%, respectively of all event participants in 2006.
- Compared with the previous year the **international dimension to events** has changed. The share of international events was one percentage point higher than in 2005 (2006: 22%, 2005: 21%).
- With regard to the origins of participants, the region, with 50% is still very clearly in first place followed by Germany, Europe and the rest of the world.
- If one looks at the **origins of participants in the different types of events**, conventions have the largest proportion of foreign participants (2006: 11%, 2005: 8%).
- The proportion of **events with exhibitions** remained on the same level in 2006 (8%) as in 2005.
- The meeting and convention travel business in Berlin generated approximately 4.03 million bed nights. This meant an increase of 5% over the previous year (2005: 3.82 million bed nights).
- The **economic impact** for the city is greater and far higher than the previous year. The volume of sales revenues generated by meeting and convention participants amounted to € 1.319 billion in 2006 (2005: € 1.227 billion).
- The average expenditure per participant in the meeting and convention travel business was € 177 in 2006 (2005: € 178).
- Around 26,100 full-time jobs are safeguarded through the meeting and convention travel business in Berlin.