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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.