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EXECUTIVE SUMMARY

- In Berlin 320 venue providers offer total meeting space of approximately 460,400 m².
- 170 hotels (53% of providers) have around 112,500 m² event space (24% of meeting space).
- 6 convention centres and halls (2% of providers) offer around 57,900 m² event space (13% of meeting space).
- 144 "unusual venues" (locations, 45% of providers) make 290,000 m² event space (63% of meeting space) available.
- 38% of convention hotels and 100% of convention halls took part in congress.net in 2010. Together they represent 74% of the total space offering in venues of this kind.
- 19% of the location providers, which account for 15% of the total event space in Berlin locations, took part.
- In 2010 around 113,100 events were staged with approximately 9.11 million participants. The number of events and of participants was higher than in 2009 (108,500 events with 8.26 million participants). This corresponds to an increase of +4% in events and +10% in participants.
- The Berlin convention hotels play a key role: 95,500 events (+ 5%) were recorded with approximately 5.5 million participants (+11%) (2009: 91,000 events with 4.9 million participants).
- Approximately 2,400 events (-8%) with around 1.2 million participants (+30%) were staged in the course of 2010 in the convention centres and halls (2009: 2,600 events with 920,000 participants).

- Approximately 15,200 events (+4%) were recorded in 2010 in the so-called “locations” with approximately 2.41 million participants (+1%) (2009: 14,900 events with 2.38 million participants).
- Overall, it can be observed that the congress market improved significantly in 2010 compared with 2009. Both the numbers of events and participants increased: an additional 4,500 events and 820,000 participants in Berlin in 2010.
- There were very minor changes in 2010 in terms of event size compared with the previous year. 84% of the Berlin events were staged with fewer than 100 participants. The events with more than 1,000 participants only have a share of just over 1% in the total event volume; in absolute numbers however they account for approximately 1,300 events with approximately 1.8 million participants.
- The average meeting length increased in 2010 compared to the previous year by 0.2 to 1.9 days. For the hotels the average length of event rose from 1.8 to 1.9 days, whilst it dropped for halls from 1.7 to 1.4 days. The average length of event in the locations increased from 1.1 to 1.3 days.
- The share of multi-day events increased in 2010 again: 35% of the events in Berlin were multi-day, 65% one-day.
- The seasonal distribution of events in Berlin in 2010 shows that, apart from July, more events were staged in all months compared to the previous year. In particular the autumn months were above the prior year results.

- In 2010 meetings (29%), conventions (19%), events (13%), and seminars (12%) were the dominating types of event in Berlin. In the case of hotels meetings accounted for the largest share of events by far (32%). Conferences were the largest category in the convention, municipal and multi-purpose halls (47%). Events were the largest category in the locations (50%).
- In 2010 the private sector staged 70% of all events in Berlin. Whereas the shares of the private sector, the shares of associations/organisations as well as agencies/PCOs stagnated. The shares of public institutions fell slightly.
- In 2010 90% of all events were directly booked; 7% of the bookings were made by PCOs and around 2% by travel agencies.
- In 2010 the sectors "Chemicals, Pharmaceuticals, Cosmetics" and "Commerce, Banks, Insurance Companies" headed the field of organisers of meetings, conventions and other events in Berlin with 11% each. "Publishing Houses, Media, Culture, Sport" were in third place with 10%.
- In terms of participants the sector "Publishing Houses, Media, Culture, Leisure, Sport" held the top ranking once again in 2010 as it did the previous year with 12% of participants. The next most important sectors were "Politics, Public Institutions, Trade Unions, Lawyers", "Commerce, Banks, Insurance Companies" and "Chemicals, Pharmaceuticals, Cosmetics" with 10% respectively of all participants in Berlin events.
- Almost 20% of the events in Berlin had an international dimension in 2010. Although the number of participants of these events increased by around 300,000, their percentage dropped because of the strong national demand from 22% to 20%.
- With regard to the origins of the participants, the region continues to play a dominant role with 43%. Compared to the trend in recent years the proportion of participants from Europe and other continents fell slightly in 2010.

- If one looks at the origins of the participants in the different types of event, conventions with 7% attract the largest number of participants from overseas.
- The share of events with accompanying exhibitions increased from 6% in 2009 to 7% in 2010.
- The meeting and convention travel business in Berlin generated around 5.55 million room nights in 2010. This is an increase of 11% over the previous year (2009: 5.0 million room nights). This corresponds to around 34% of all hotel room nights in Berlin.
- The economic impact for the city is considerable. The volume of sales revenues generated by participants in the meeting and convention travel business amounted to € 1.654 billion in 2010. This corresponds to a 10% growth versus prior year (2009: € 1.502 billion). The fact that more events with more participants were once again staged in Berlin despite the higher price sensitivity due to the economic crisis shows that the city is still perceived as a very attractive meeting destination thanks to its competitive prices.
- The average expenditure per participant in the meeting and convention travel business was in 2010, as in the previous year, € 182.
- Around 32,000 full-time jobs are secured in Berlin through the meeting and convention travel business.