

# Berlin's Hotel Charter

A joint initiative by the city of Berlin  
to attract major congresses

## What does the Hotel Charter offer?



- ✓ Shared Berlin expertise for organisers of major congresses
- ✓ Simplified proposals, planning and organisation of new major congresses in Berlin
- ✓ Exclusive services with unified and optimised conditions for organisers
- ✓ Guaranteed hotel rooms and attractive prices
- ✓ Support for marketing major congresses and for visibility in Berlin

## What are the advantages?



### Congress Organisers

Optimised and unified conditions



### Berlin

More congresses to strengthen the economy and scientific landscape



### Hotels

Reliability and more bookings



### Berlin Convention Office

Marketing tool and support for application process

## Which congresses does it apply to?



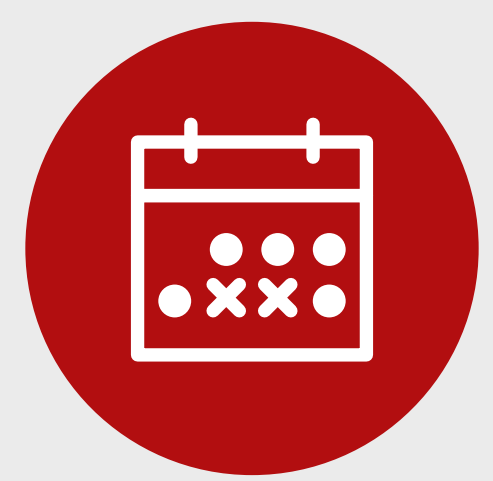
Not-for-profit organisations



At least **1,500** participants

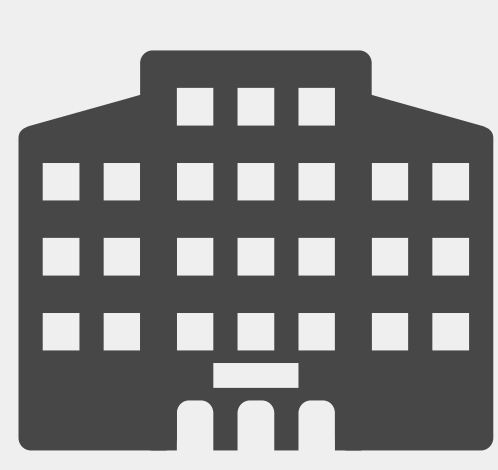


Over **1,000** overnight stays



At least **2** congress days

## Which hotels are taking part?



Conference hotels  
City hotels  
Guest houses  
Apartments

At present **91** hotels with  
over **25,000** rooms

## Actively supported by the entire city

  
Der Regierende Bürgermeister  
von Berlin

  
Senatsverwaltung  
für Wirtschaft, Energie  
und Betriebe

  
Partnerhotels

  
Convention Office

# Congresses in Berlin 2018

## Congress Survey 2018

**143,390**  
Events  
↗ 2.3%

**€ 2.63 bn**  
Total sales  
↗ 2.3%

**11.9 m**  
Participants  
↗ 2%

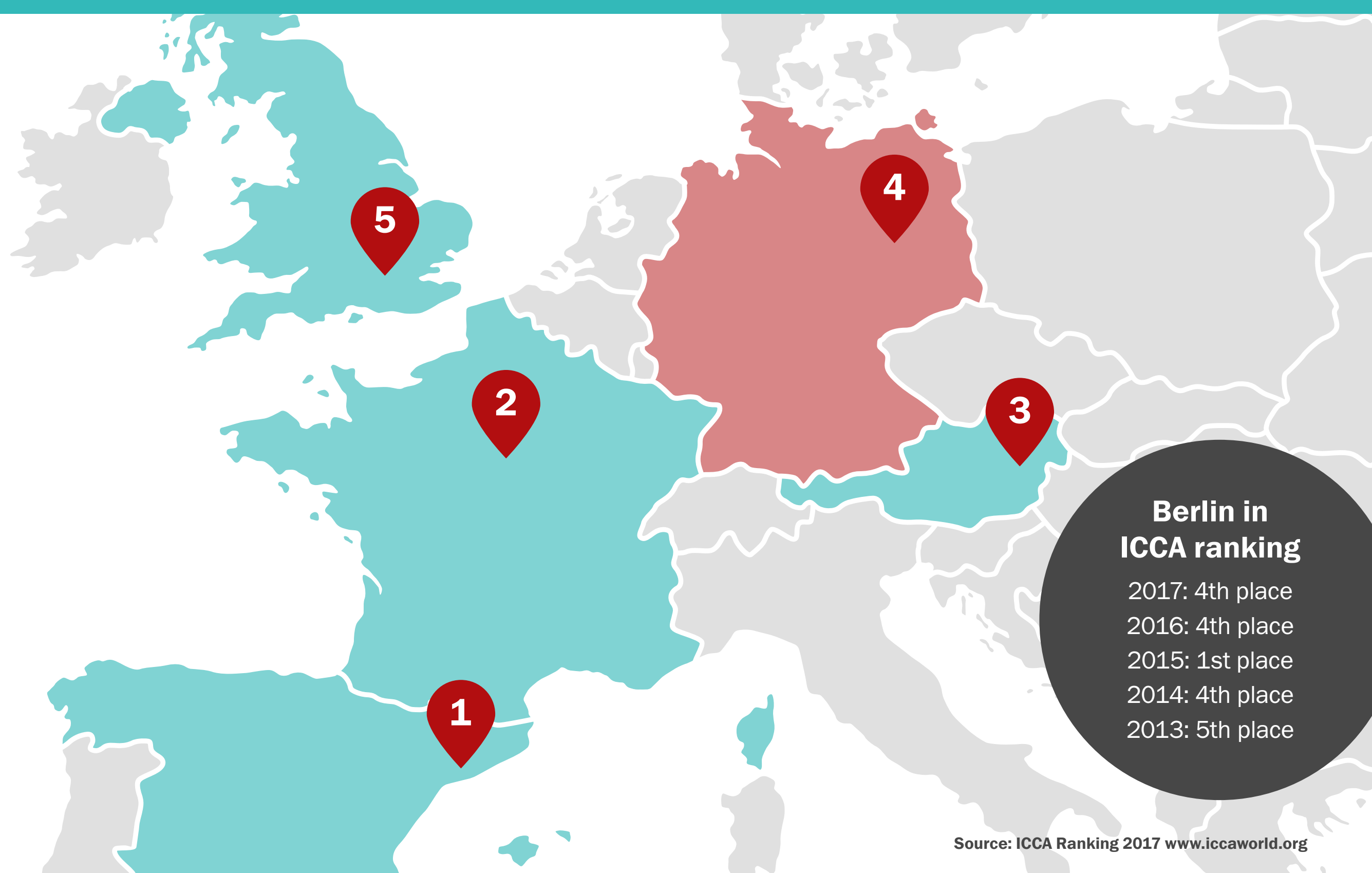
**8.06 m**  
Overnight stays  
↗ 2%



**Aim: More congresses in Berlin**

## In the international top 5 for over ten years

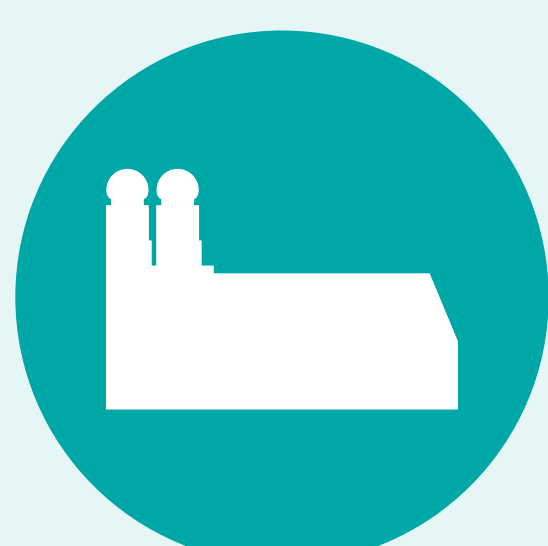
- 1 Barcelona
- 2 Paris
- 3 Vienna
- 4 Berlin
- 5 London



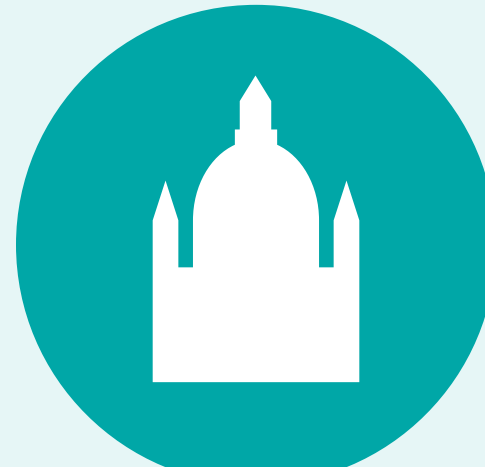
## 1st place in Germany for ten years



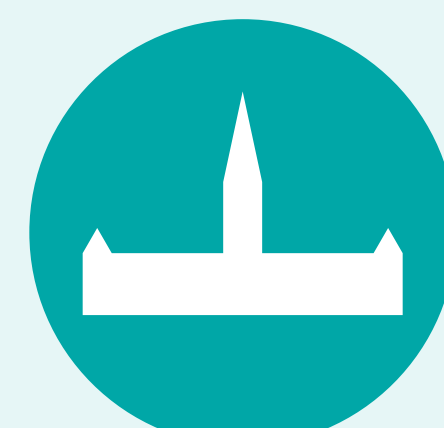
**1.**  
Berlin



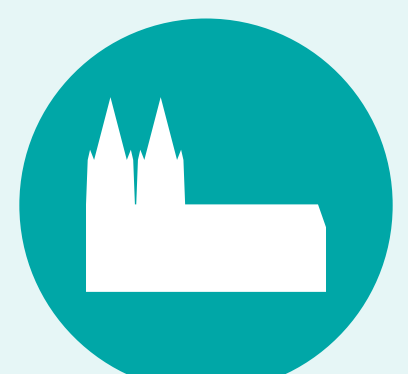
**2.**  
Munich



**3.**  
Dresden



**4.**  
Hamburg



**5.**  
Cologne

Source: ICCA Ranking 2017 www.iccaworld.org