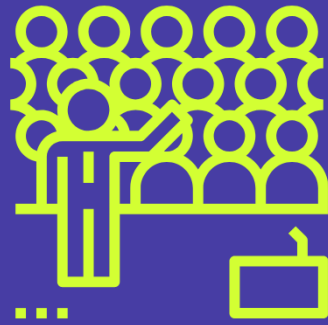


EVENT AND CONGRESS STATISTICS 2025

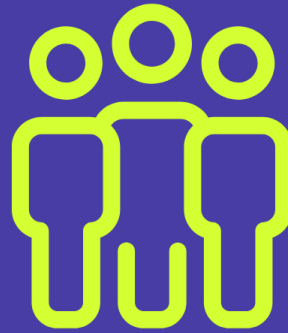
Basis: Meeting- & EventBarometer Berlin 2025/2026; EITW, provider and organiser survey 2026

BUSINESS EVENTS IN BERLIN IN 2025: KEY FIGURES AT A GLANCE



64.690
business events

2024: 60.886



10 million
participants

2024: 9,1 Mio.



22,8%
international participants

2024: 21,9%



442
event venues

2024: 419



€ 1.46 billion
revenue

2024: € 1,4 billion



350 Euro
Expenditure per person/day

2024: 350 Euro

THE TOTAL MARKET FOR BERLIN AS A MEETING AND EVENT DESTINATION: 2025 COMPARED TO 2024

Supply situation

Total number of event venues*	442	+23
Event centres (VC)	22	-2
Conference hotels (CH)	133	+7
Event locations (EL)	287	+18

*from 100 seats in the largest hall

Demand situation

On-site events (in person/hybrid)	86,814	+0,7 %
Onsite participants (in person/hybrid)	13,67 Mio.	+6,1 %

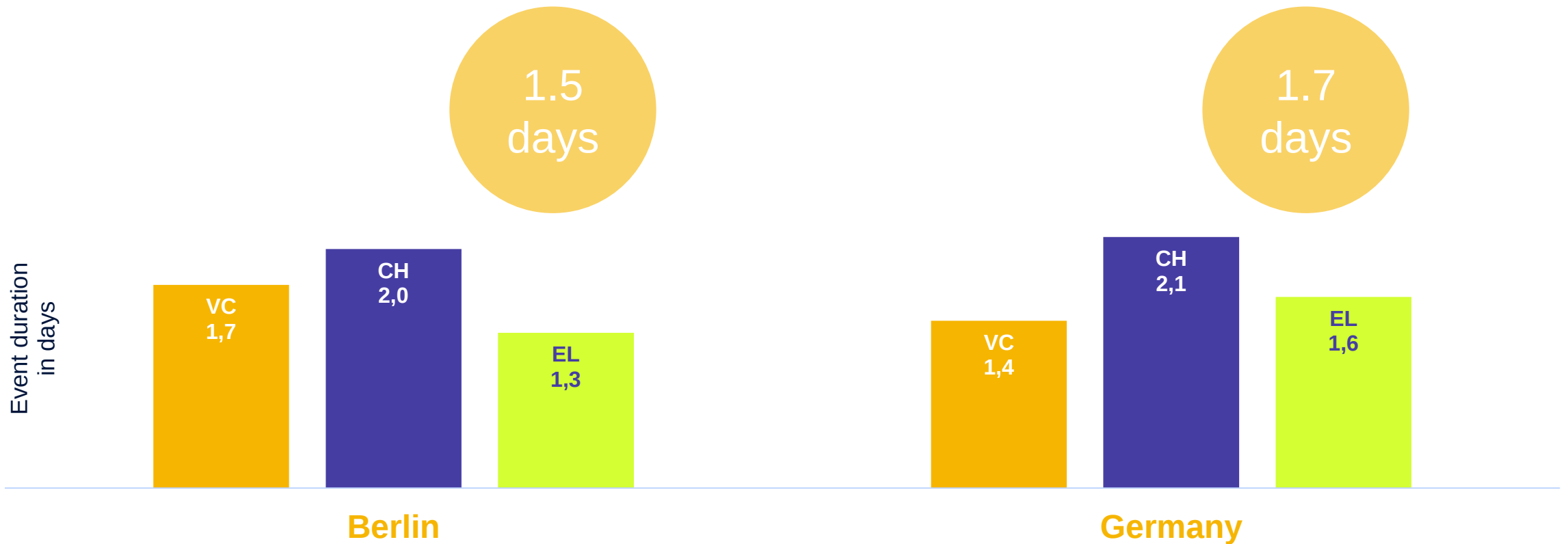
THE B2B MARKET FOR BERLIN AS A MEETING AND EVENT DESTINATION IN 2025 COMPARED TO 2024

Demand situation		
Business events onsite (in person/hybrid)	64,690	+6 %
Participants on-site (in person/hybrid)	10 million	+10 %

ON-SITE EVENTS

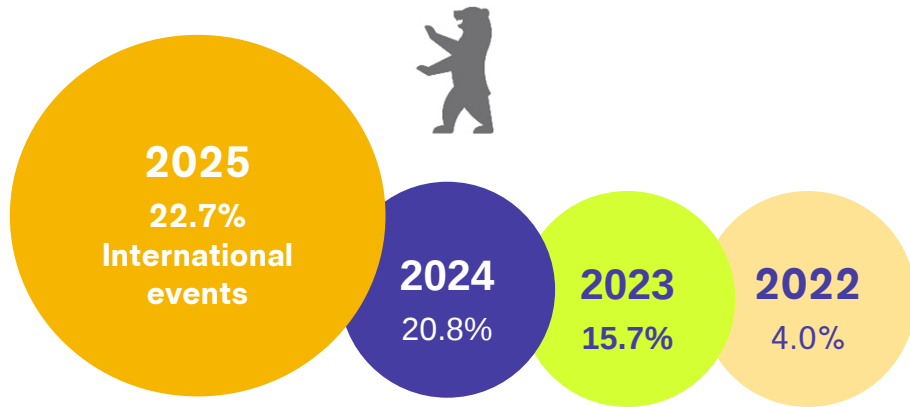
DURATION OF ON-SITE EVENTS IN 2025

The total duration of events in **Berlin** is slightly shorter than in Germany as a whole, which can be attributed to the shorter duration at event venues, which have a significant impact on the market.



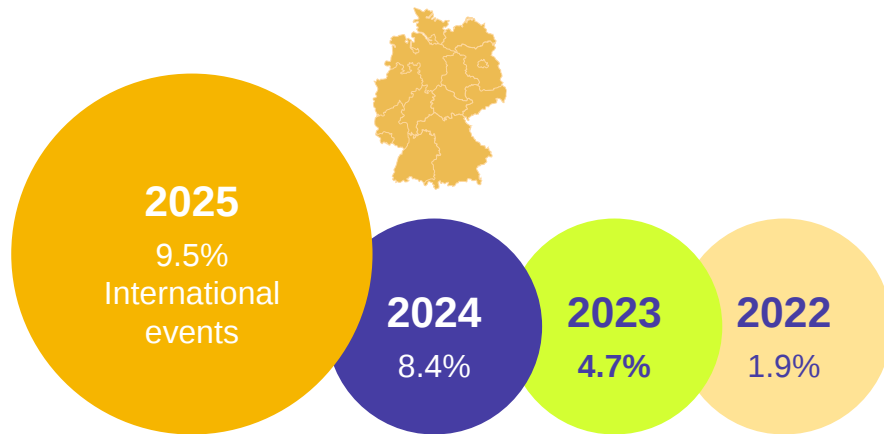
VC= Event centres , CH=Conference hotels, EL= Event locations

INTERNATIONAL EVENTS



Berlin

The proportion of international events in Berlin continued to rise compared with previous years and was once again significantly higher than the national average.

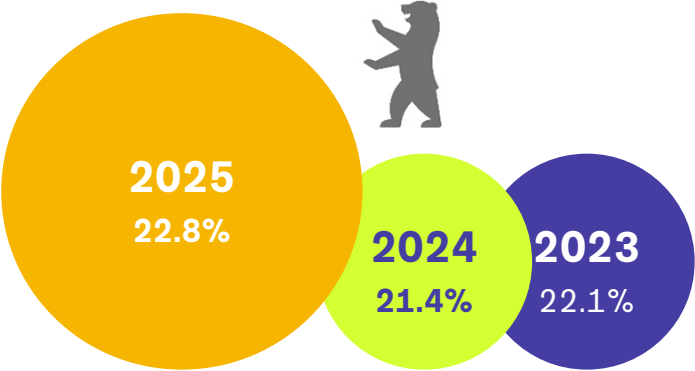


Germany

At the federal level, the share of international events rose to 9.5%, surpassing the previous year's figure.

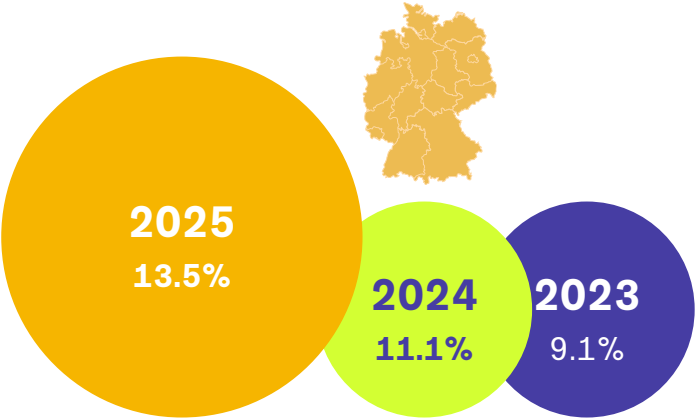
Note: By definition, an event is considered international if at least 10% of the participants reside outside Germany.

INTERNATIONAL PARTICIPANTS AT BUSINESS EVENTS



Berlin

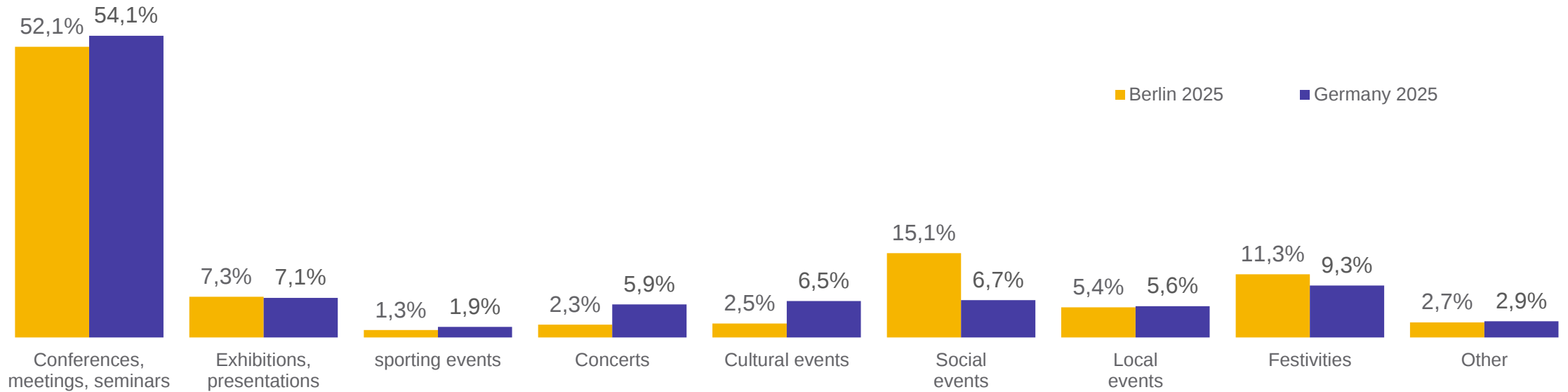
The percentage of international participants in Berlin was higher than the national average.



Germany

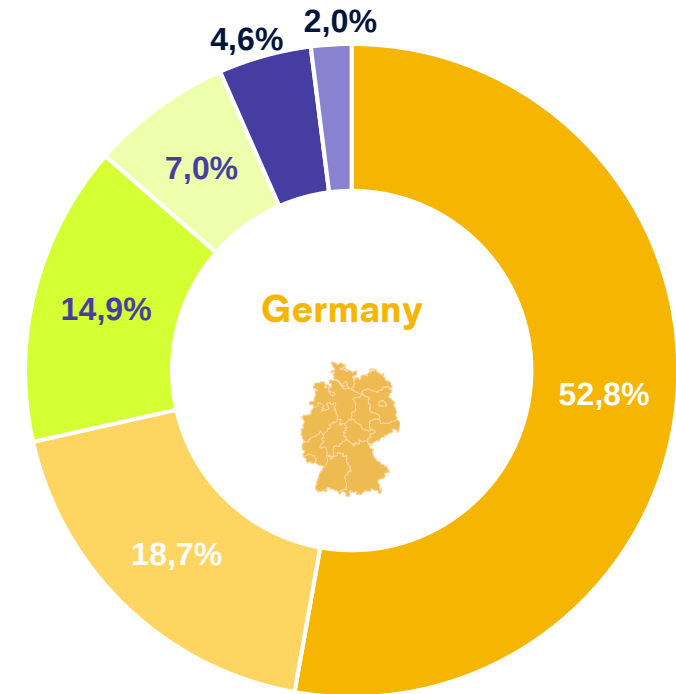
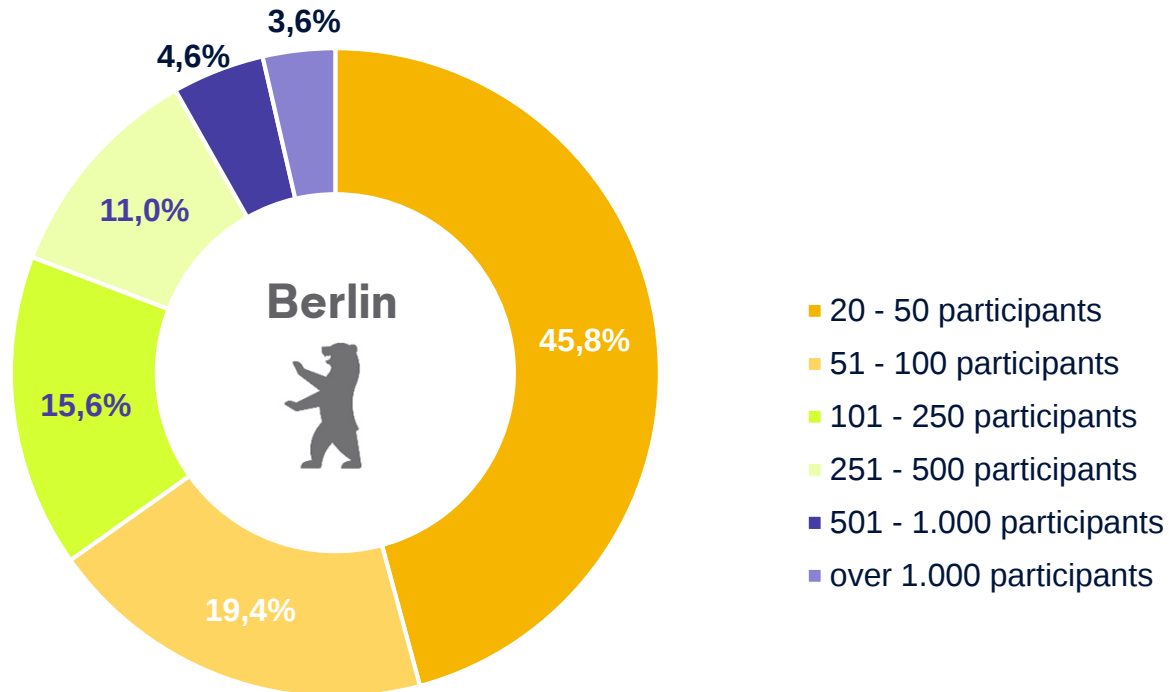
The proportion of international participants in Germany rose in 2025 and was higher than the previous year's figure.

TYPES OF EVENTS



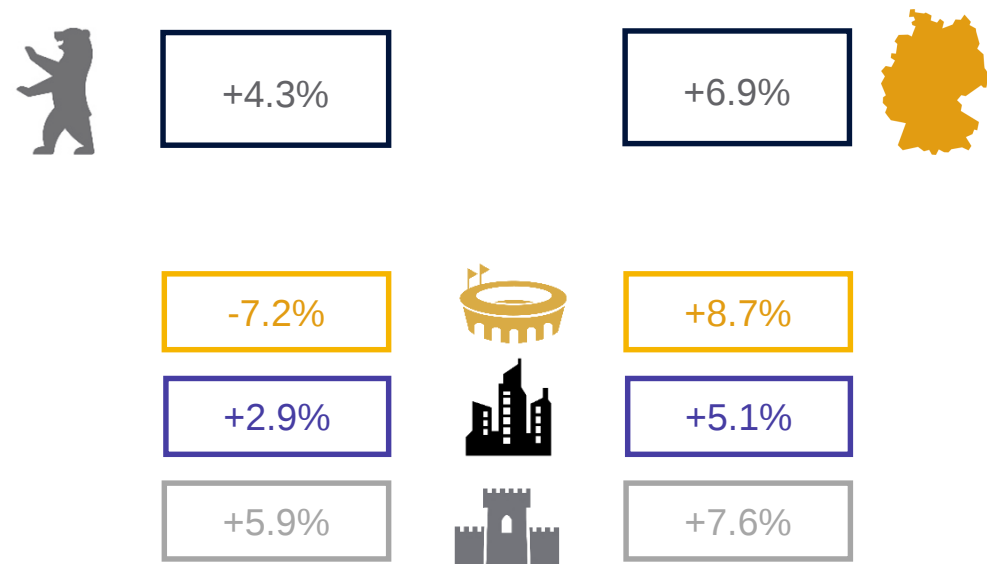
Conferences, meetings, and seminars dominate the market - although they are slightly less prevalent in **Berlin** than the German average; on the other hand, the market is more heavily influenced by social events.

SIZE CATEGORIES OF CONFERENCES, MEETINGS AND SEMINARS



In terms of size categories, small meetings with up to 100 participants dominated in **Berlin** in 2025, accounting for nearly two-thirds of all conferences, meetings, and seminars (compared to 71.5 percent **nationwide**). The share of large events with more than 1,000 participants - at 3.6 percent - was above the German average (2.0 percent).

CHANGES IN REVENUE IN 2025 COMPARED TO 2024: PROVIDERS

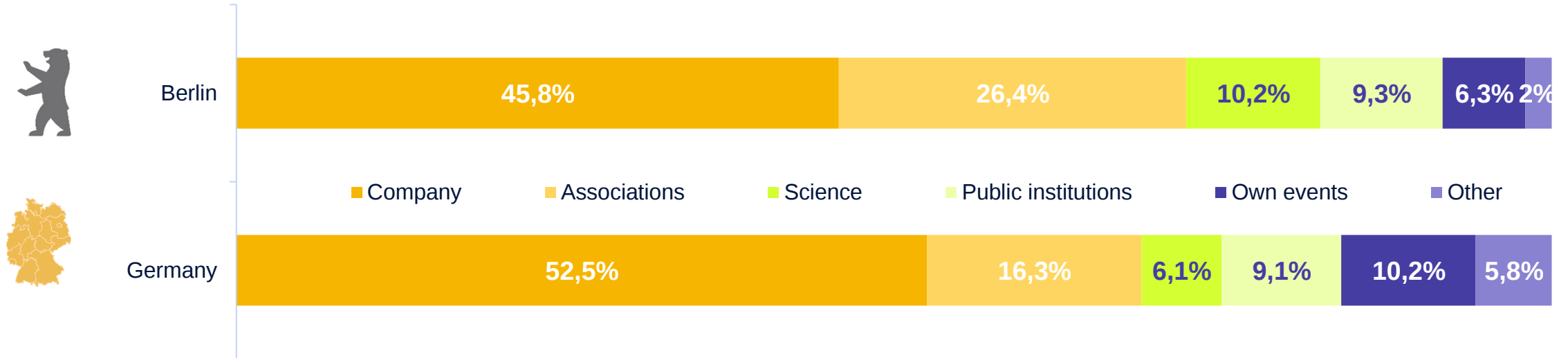


Revenue rose again in 2025. Across all venues in **Berlin**, revenue increased by 4.3 percent; **nationwide in Germany**, the increase was 6.9 percent.

A breakdown by venue type shows that, in 2025, the highest increases in revenue were achieved at event venues, followed by conference hotels.

ORGANISER

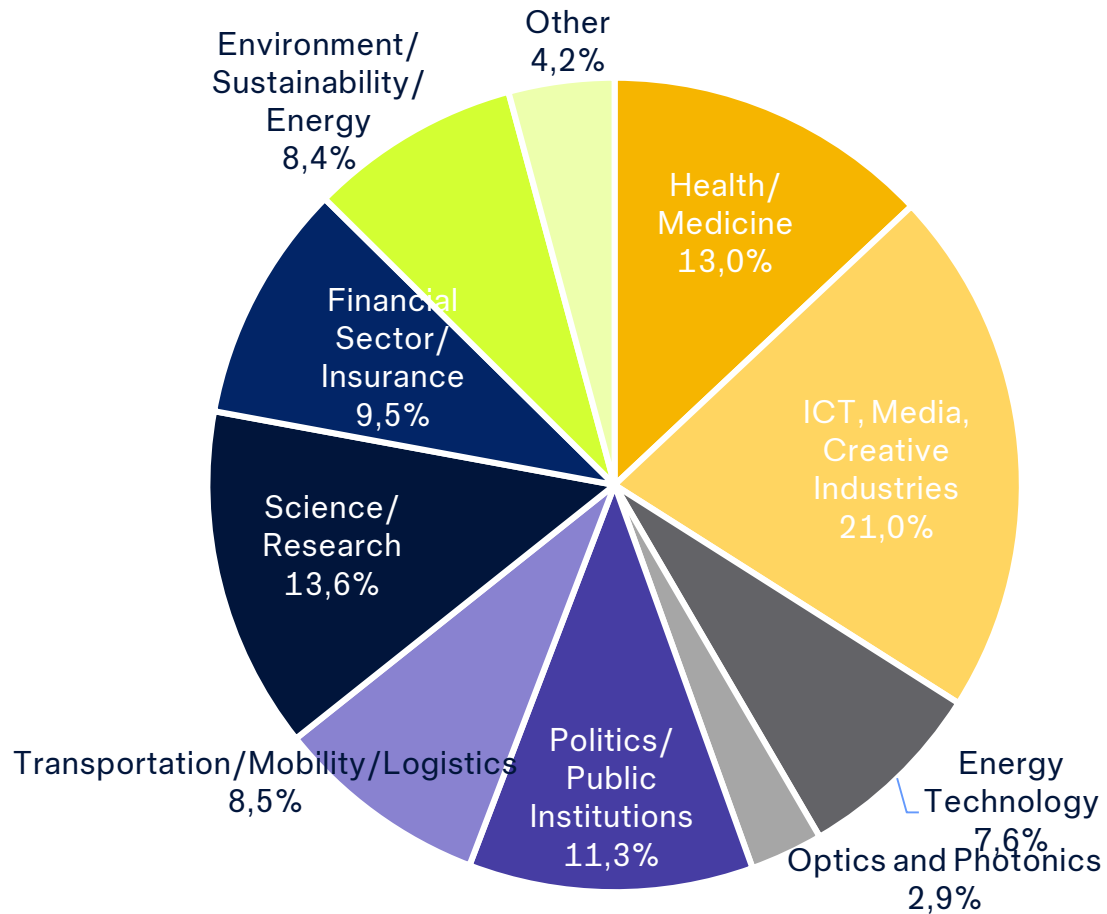
CORPORATES ARE THE MOST IMPORTANT CUSTOMER GROUP



Both nationwide and in **Berlin**, **companies** - followed by associations - are the most common types of event organisers. As the capital, Berlin has a higher-than-average proportion of associations.

Depending on the type of venue, there are variations in the breakdown in **Berlin**. In event centers, **companies** accounted for 63.3 percent - nearly two-thirds - of all events, while in conference hotels, they accounted for 51.7 percent. The share of **associations** was above average at 29.8 percent in event venues.

INDUSTRY EXPERTISE: THE PROVIDERS' KEY INDUSTRIES



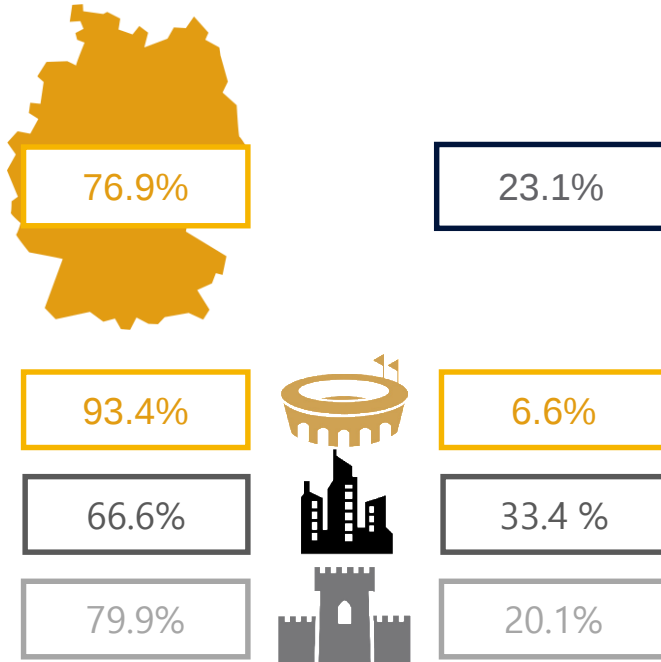
Key Industries: Information and Communication Technology/ICT/ Media/ Creative Industries, Science/Research, and Healthcare/Medicine

Berlin's listed industries varied in terms of the frequency of their events. Industries not included in the selection were grouped under the heading "Other": These included, among others, fashion, consulting firms, mechanical engineering/industry, retail/consumer goods, and art/culture.

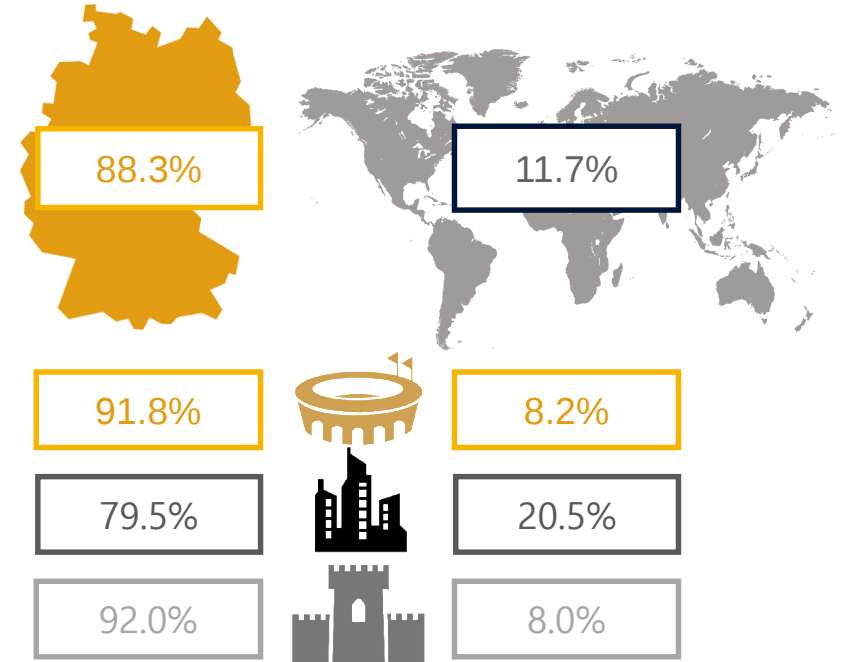
NATIONAL VS. INTERNATIONAL SOURCE MARKETS



Breakdown in Berlin

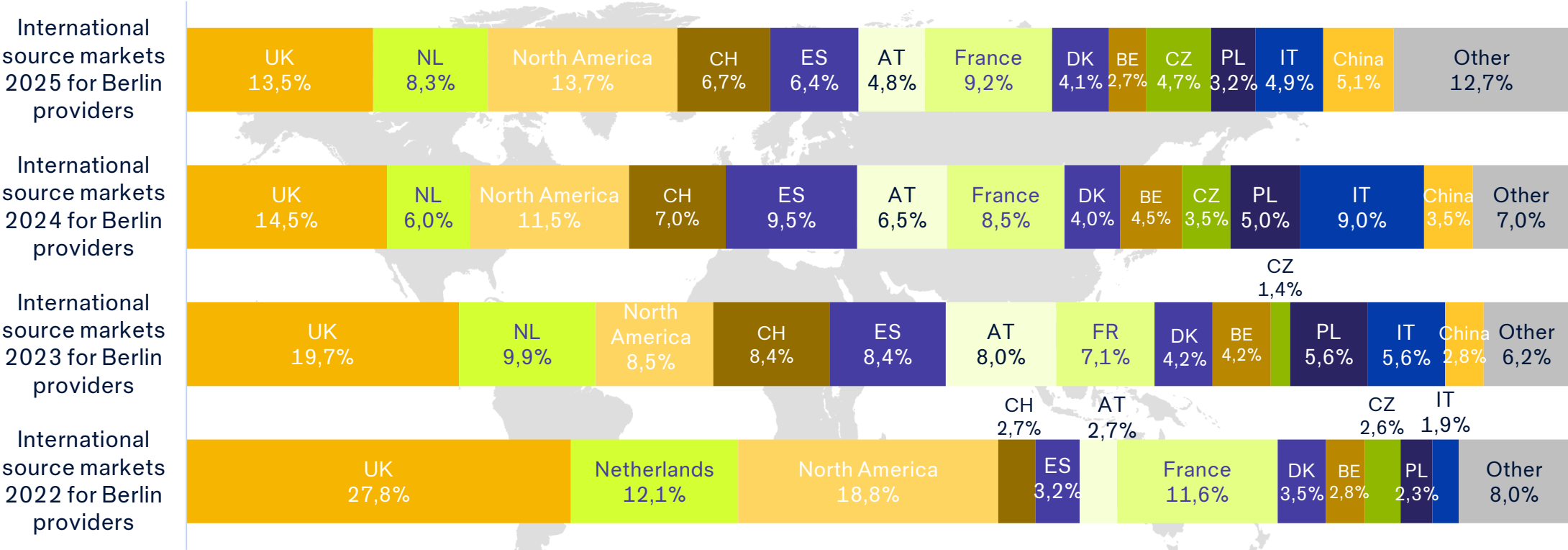


Breakdown in Germany



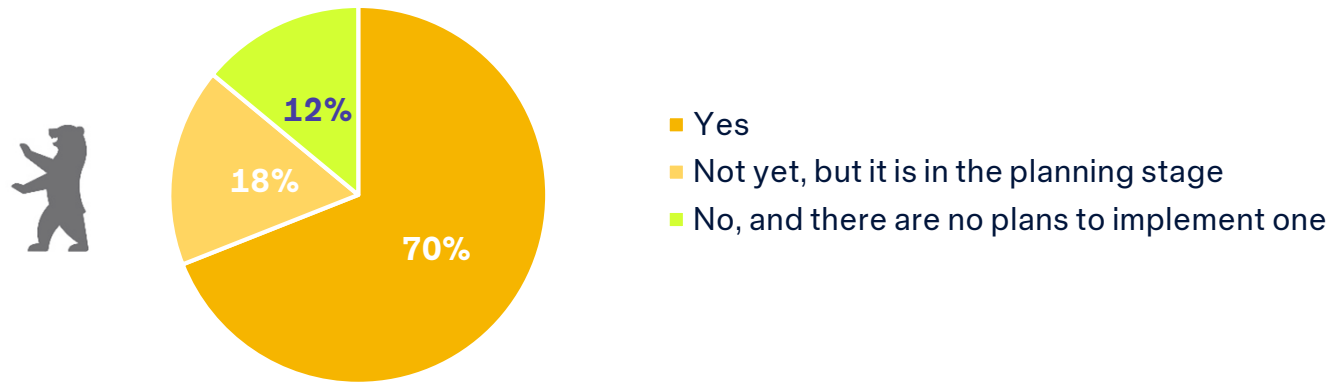
In **Berlin**, conference hotels and event venues had a higher proportion of international event organisers than the **rest of Germany**. Event centers, on the other hand, were not quite as popular with international event organisers.

ORGANISER ORIGIN: INTERNATIONAL SOURCE MARKETS



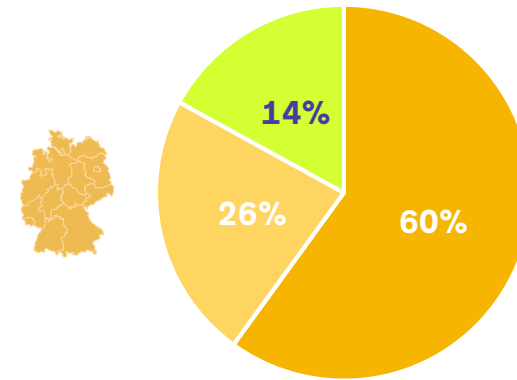
FOCUS TOPIC: SUSTAINABILITY

SUPPLIER SUSTAINABILITY STANDARD



In **Berlin**, 70 percent of businesses reported that they had already adopted a sustainability standard, and another 18 percent intend to implement one in the future.

The certifications mentioned for **Berlin** were Greenkey, Sustainable Berlin, and ISO 20120.



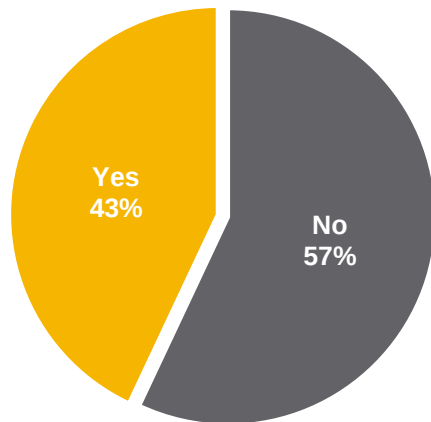
Across Germany, 60 percent - more than half - of service providers have a sustainability standard in place, and about another quarter plan to implement one in the future.

14 percent of respondents do not have a sustainability standard and do not plan to implement one.

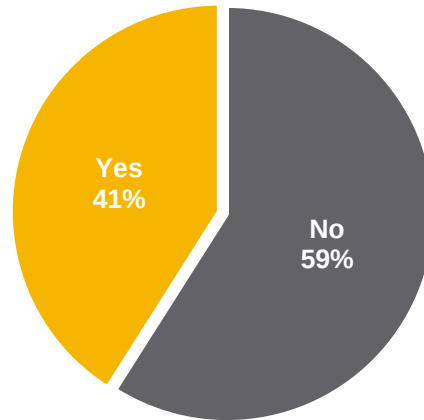
PROVIDERS & ORGANISERS: CO2 EMISSIONS REPORTING



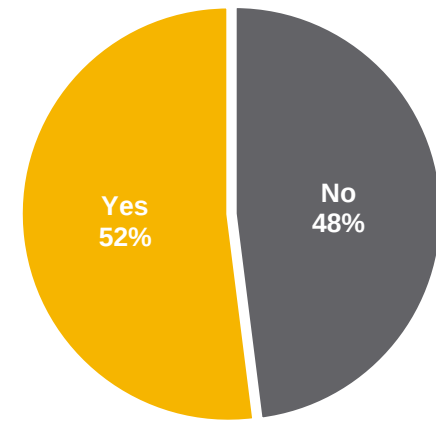
PROVIDER Berlin



PROVIDER Germany



ORGANISER

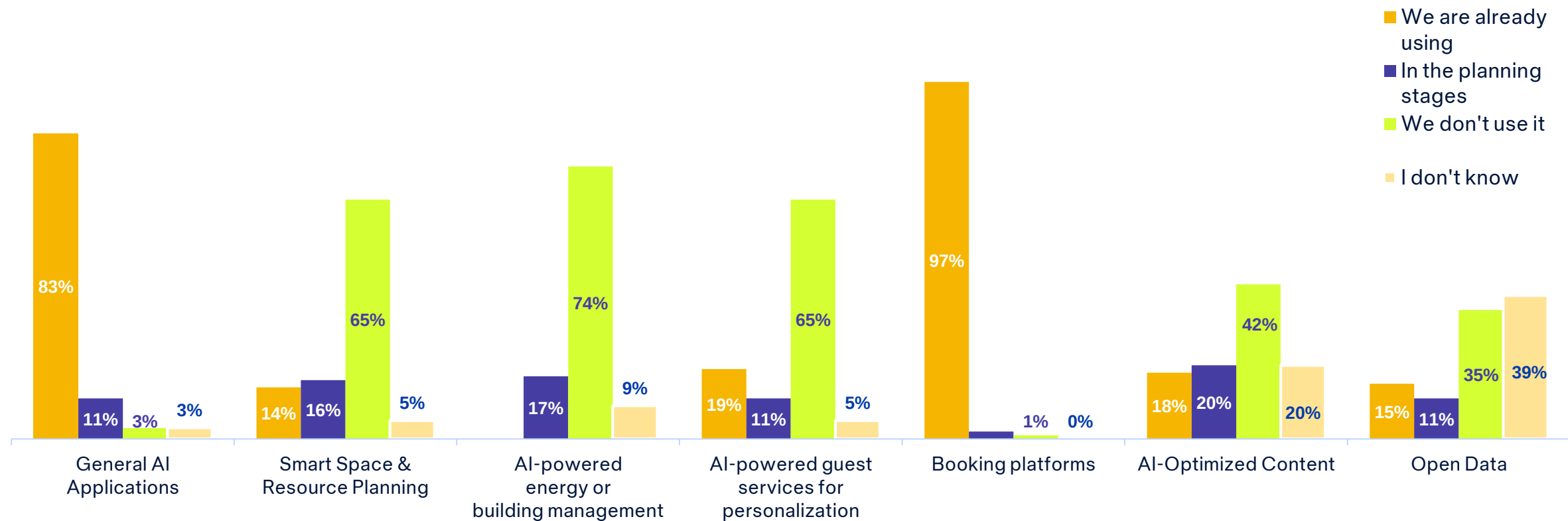


43 percent of **Berlin-based** providers track their CO2 emissions.

41 percent of **German** providers track their CO2 emissions (+1 percentage point compared to 2024).

FOCUS TOPIC: ARTIFICIAL INTELLIGENCE

AREAS OF APPLICATION FOR ARTIFICIAL INTELLIGENCE IN BERLIN

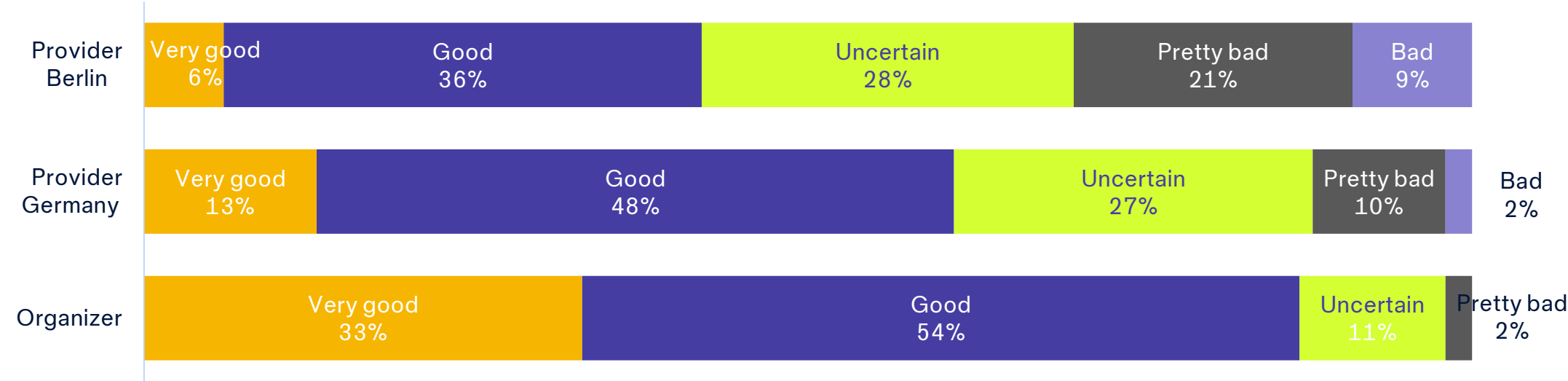


83 percent of the service providers surveyed in Berlin already use general artificial intelligence applications. The current level of employee proficiency in the day-to-day use of AI (ranging from “optimal” to “partially covered”) is higher in Berlin than it is nationwide. Digital workflows and back-office operations are identified by a wide margin as the biggest challenges, followed by social media and performance marketing.

A LOOK INTO THE FUTURE

THE BOOKING SITUATION IN BERLIN IS MORE TIGHT THAN ELSEWHERE IN GERMANY

Outlook for providers and organisers

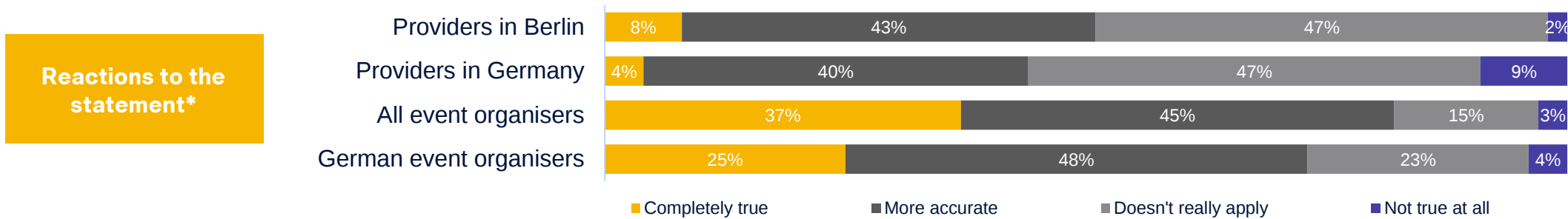


Optimism among German providers and event organisers: 87 percent of event organisers expect the event outlook to be (very) good. Just under two-thirds of **German** providers (61 percent) also rate the booking outlook for the coming months as (very) good. Only 42 percent of **Berlin-based** providers rate the booking situation as (very) good. Here, it is primarily event venues that are more concerned about the booking situation.

INTERNATIONAL PARTICIPANTS FROM EUROPE



Statement: “The number of international participants from Europe is increasing.”



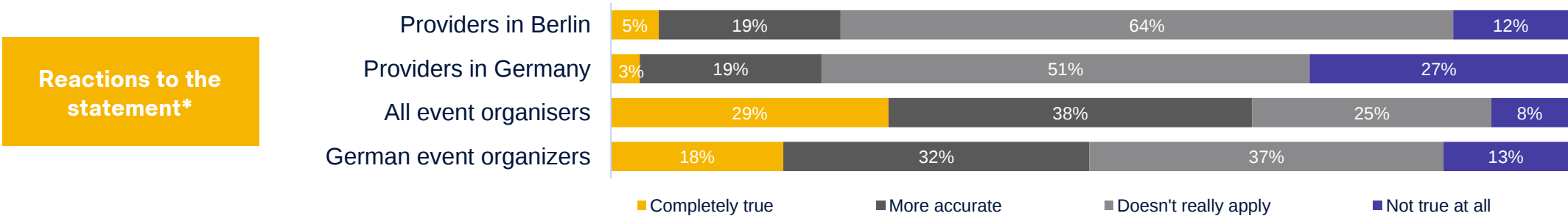
*The survey was conducted from mid-January through early March 2026. Recent developments are not taken into account here.

Organisers and providers have differing views on this - more than one-third of all organisers surveyed stated that the statement is completely accurate, while only one-quarter of **German** organisers agreed. Among German service providers, only 4 percent fully agreed, and the proportion of those who disagreed was higher (for 56 percent, the statement was “somewhat untrue” to “completely untrue”). As a cosmopolitan city, **Berlin-based** service providers agreed with the statement to a greater extent (8 percent) compared to the nationwide trend.

INTERNATIONAL PARTICIPANTS FROM OVERSEAS



Statement: “The number of international participants from overseas markets such as the U.S. and China is increasing.”



*The survey was conducted from mid-January through early March 2026. Recent developments are not taken into account here.

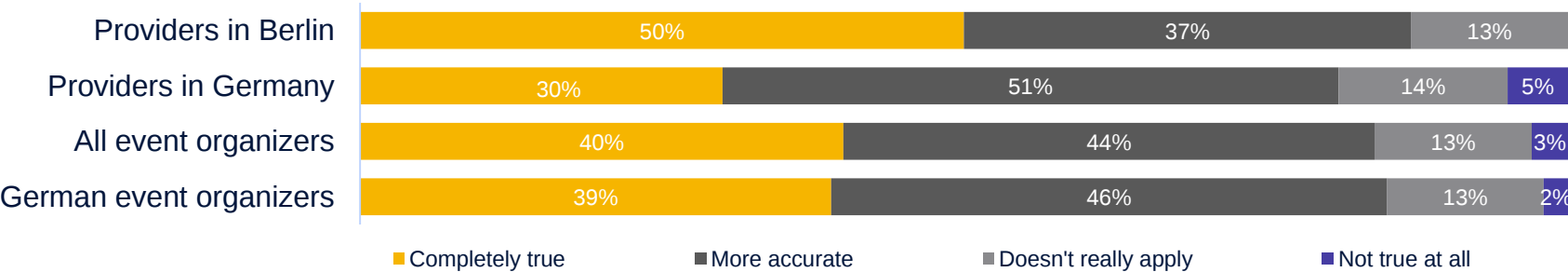
Among all event organisers, 29 percent of respondents fully agreed with the statement, while the percentage was lower among German organisers at 18 percent. Among **German** providers, agreement with this statement was significantly lower and even fell below the figure for international participants from Europe (for 78 percent, the statement did not apply at all or applied only to a small extent). In **Berlin**, the level of disagreement was similarly high at 76 percent, but here the statement did not apply at all for only 12 percent of respondents.

EVENT MARKET SENSITIVE TO GEOPOLITICAL SITUATION



Statement: “The market is sensitive to geopolitical challenges.”

Reactions to the statement*



*The survey was conducted from mid-January through early March 2026. Recent developments are not taken into account here.

84 percent of event organisers (somewhat) agreed with the statement, while the level of agreement among German providers was slightly lower at 81 percent. As the capital and political hub of the country, **Berlin-based** providers feel the impact of geopolitical challenges more acutely than the national average.

Berlin remains Germany's No. 1 destination in the MICE business!

More events, more participants, and rising revenue. Conferences and conventions remain the backbone of the market - characterized primarily by small meetings with up to 100 participants. The high proportion of international participants and strong growth sectors solidify Berlin's role as Germany's leading MICE destination.