

Berlin – Popular location for events in science and medicine

Half-year statistics: continuous growth of events and attendee figures

Berlin, 11 August 2014 Berlin, the successful congress location: according to current statistics*, in the first half of 2014 about 4.75 million people (+2% compared to the same period for the previous year) attended 61,100 congresses, conventions and events (+2%) in the German capital. About 17 % of the events had an international presence (+2%). Berlin has therefore secured its good position on the national and international market as a convention and congress destination.

The German capital has increasingly positioned itself as a location for events in science and medicine. The number of events in the industries “medicine, science and research” increased from 7.1 per cent in the first half of 2013 to 10 per cent in the same period of the current year. Measured by the number of attendees, this field makes up 12 per cent of all events.

“We market Berlin specifically to these industries because the city has a lot of potential with its well-known institutions for medicine and health management,” says **Heike Mahmoud**, Director of the *visitBerlin* Berlin Convention Office. This also applies to technologies in the field of IT: “Berlin startups are again and again conquering the world. The city has exactly the right atmosphere for congresses which deal with innovation,” explains Mahmoud.

The Berlin convention and congress market generated 3.2 million overnight (+3%) stays in the first half of the year (2013: 3.1 million). This makes up about one quarter of all hotel overnight stays in the capital.

More information about the congress metropolis Berlin at convention.visitBerlin.com.

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	2013	2014
Participants	4.65 million	4.75 million (+2 %)
Events	59,900	61,100 (+2 %)
Overnight stays	3.1 million	3.2 million (+3 %)

*Source: Congress statistics for the first half of 2014 by the independent market research company ghh consult GmbH, on behalf of *visitBerlin*.

visitBerlin

"We know Berlin." Berlin Tourismus & Kongress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin*'s Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is third-most popular European city for tourism, with 26.9 million overnight stays in the German capital during 2013. Berlin has been among the top five most popular destinations for conventions and meetings for the past ten years. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Info offices. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. At visitBerlin.com, you can access information about Germany's capital in 13 languages.

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