

Meetings and Conventions: Major Economic Driver for Berlin

- For more than 15 years, the *visitBerlin* Berlin Convention Office has been active bringing meetings and conventions to the German capital
- Participants and overnight stays tripled in 15 years
- Meetings industry generated €2.31 bn in revenue for the city in 2015

Berlin, 21 July 2016 The meetings industry continues to grow. The number of participants in conferences and conventions has almost tripled in the past 15 years: While Berlin welcomed 4.2 million participants in 2001, that number had jumped to 11.37 million in 2015 (+170.7%). The number of overnight stays also tripled in that same period, jumping from 2.25 million to 7.5 million. Berlin's meetings industry generated €2.31 bn in revenues in 2015 (2001: €0.92 bn, up 151.1%).

The *visitBerlin* Berlin Convention Office has played a decisive role in this growth since 2001. The BCO has brought in 1,050 different European and world congresses of international organisations. For the first time, Berlin has claimed the top spot in the current ranking of the International Congress and Convention Association (ICCA). Having hosted 195 events last year, Berlin has surpassed both Paris and Barcelona.

	2001	2015	Change
Events	91,000	135,100	+48.46%
Participants	4.2 million	11.37 million	+170.71%
Overnight stays	2.27 million	7.5 million	+230.40%
Total revenues	€0.92 billion	€2.31 billion	+151.10%
Jobs	17,000	39,500	+132.35%

2001-2015 convention statistics from the independent market research company ghh consult GmbH on behalf of *visitBerlin*.

For more information about Berlin as a meeting destination, go to convention.visitBerlin.com

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Press Release



Statements marking the 15th anniversary of the *visitBerlin* Berlin Convention Office:

Burkhard Kieker, CEO of *visitBerlin*: “Berlin is in the lead in today’s international meetings industry. The long-term investment in the city as a destination has paid off for Berlin. Our challenge in the years to come is to keep our top position since the international competition is strong.”

Ekkehard Streletzki, owner of the Estrel Congress & Exhibition Centre: “In recent years, Berlin has really developed into a popular location for national and international conventions. This is not least due to the outstanding work of the Berlin Convention Office. The Estrel congratulates the BCO on this 15-year success story.”

Matthias Schultze, Managing Director of the German Convention Bureau e.V.: “The team at the Berlin Convention Office headed by Heike Mahmoud is an important partner of the German Convention Bureau when it comes to implementing key strategies for promoting Germany as a meeting and convention location. In addition, the BCO is a partner in the Future Meeting Space innovation association and is actively involved in ensuring the future viability and competitiveness of Germany as a location for meetings and conventions.”

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visitBerlin

“We know Berlin.” This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. The *visitBerlin* Berlin Convention Office markets the city as an event location for meetings and conventions of all sizes. Berlin’s popularity as a tourist destination continues to grow: with more than 30 million overnight stays in 2015, the German capital is as busy as ever. The city’s also in great demand as a place to hold meetings: Berlin is currently the #1 destination for conferences and conventions organised by international associations. As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six Berlin Tourist Information Offices across the city. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete range of tourist offerings in Berlin. The website visitBerlin.de provides information about the capital in 14 languages.

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