

Berlin delights British meeting planners

Readers of the Conference & Incentive Travel Magazine vote German capital into the Top 3 most popular conference destinations in the world

Berlin, 2 October 2009 British meeting planners are convinced of Berlin's qualities as a convention destination. They voted the German capital into the Top 3 of the first C&IT Hot List 2009 of the Conference & Incentive Travel Magazine, a leading trade journal. This means that, after London and Barcelona, Berlin ranks amongst the "Best Conference Destinations" in the world. The unusual locations in Berlin are particularly popular with British meeting planners. For instance the axica Convention and Meeting Centre at Brandenburg Gate secured itself second place in the category "Best Unusual Events Venue."

Heike Mahmoud, Director Conventions of the Berlin Convention Office, "The ranking results show that Berlin scores points with its winning attributes amongst the decision-makers in the British meeting sector. They, like many other international planners, stage their events here and this success is reflected in the latest ICCA statistics for 2008. With more than 100,000 professional participants in association congresses, the German capital is number one in the world when it comes to participant numbers."

The positive development of the Berlin meeting and convention market is mirrored in the latest statistics for the first six months of 2009, too. Between January and June more than 50,000 events were staged with approximately four million participants.

Further information on the convention destination Berlin is available on the website www.berlin-convention-office.com.

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