

## Berlin Convention Market 2009: Strong despite the crisis

Six percent more rooms nights and four percent more events

**Berlin, 26 February 2010** The convention destination Berlin chalks up growth in crisis-stricken year 2009 too. Around 108,500 events were staged, a four percent rise. 8.26 million participants came to Berlin to attend these events – one percent more than in 2008. These are the results of the latest convention statistics of the Berlin Convention Office of Berlin Tourismus Marketing GmbH (BTM).

The increase in the number of room nights is particularly strong. The meeting and convention industry generated five million room nights between January and December 2009, a plus of six percent (2008: 4.7 million room nights).

Burkhard Kieker, CEO of BTM, "The convention destination Berlin countered the effects of the crisis in 2009 in true sporting fashion, in the true sense of the word. The World Championships in Athletics attracted numerous corporate events to the German capital. This year we wish to continue our successful run by stepping up our commitment on important markets like the United Kingdom and with our own office in the USA."

In 2009 one in four events in the German capital had an international dimension. The number of national participants increased to 78 percent (2008: 77 percent).

A particularly high number of events were recorded in the medical, pharmaceutical and communication sectors last year. The average meeting length (1.7 days) remained the same as in 2008.

The Berlin meeting and convention market is very important for the Berlin economy. Approximately 29,500 full-time employees worked in this sector in 2009.

Further information is available on the convention destination Berlin on the Internet [www.berlin-convention-office.com](http://www.berlin-convention-office.com).

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