

## Berlin: Convention destination with new visitor record

More than 50,000 events with four million participants in the first half of 2009

**Berlin, 31 August 2009** The German capital continues its successful run in the convention industry: 3.97 million professional visitors came to Berlin between January and June 2009. They attended 50,850 events. This corresponds to a 3 percent increase in visitors and a 0.3 percent rise in events compared with the same period last year. These are the results of the latest convention statistics published by the Berlin Convention Office (BCO) of Berlin Tourismus Marketing GmbH.

According to these statistics the proportion of national meetings and conventions rose by 2 percent to 81 percent. The number of German participants also increased by 2 percent (82 percent). There was just a slight drop in international events and visitors (-2 percent for each).

### Convention guests spend more time in Berlin

There was a clear increase in the number of room nights. In the first half of 2009 this figure climbed to 2.2 million for the first six months – a plus of 4.8 percent. The average length of stay also rose from 1.6 to 1.7 days.

Heike Mahmoud, Director Conventions of BCO comments, "Association congresses in Berlin attracted the most participants from around the globe in 2008. The latest ICCA statistics have now been confirmed by the most recent convention statistics on the national level. Not only are more professional visitors coming to Berlin, they are also staying longer. This can be attributed more particularly to the excellent offerings of the German capital as a convention destination: six convention centres and halls, the most up-to-date hotel landscape in Europe, 1,500 cultural events every day and excellent value for money – this combination has proved to be extremely popular with both event organisers and participants."

Further information on the Berlin convention and meeting market is available on the website [www.berlin-convention-office.de](http://www.berlin-convention-office.de).

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