

2008 – A successful year for the convention metropolis Berlin

With growth rates of up to three percent last year, the outcome of the stocktaking by the meeting and convention industry sector in the German capital is definitely positive

Berlin, 2 March 2009 Between January and December last year 104,600 events with approximately 8.15 million participants were staged in Berlin. This corresponds to a rise of three and two percent, respectively compared with 2007. There has been a substantial rise in bed nights, too. Participants and organisers in the convention industry spent 4.7 million nights in Berlin in 2008 (+5%). These are the results of the latest convention statistics of the Berlin Convention Office (BCO) of Berlin Tourismus Marketing GmbH (BTM).

Burkhard Kieker, CEO of BTM, "Berlin has succeeded in concluding the year 2008 with a positive result despite the major, global economic downswings in recent months. Berlin scores points with meeting and convention guests for its unique flair, unusual locations and excellent hotels – at rates that are simply unbeatable."

The convention statistics once again confirm the excellent conditions for convention and meeting organisers in the German capital. 161 meeting hotels, alone, offer very high standards and excellent value for money. Furthermore, the numerous unusual locations also play a key role. 135 venues in this category make 278,500 square metres of meeting space available. They were well booked in 2008 with around 14,500 events (+5%) and 2.5 million participants (+2%) (2007: 13,800 business meetings with 2.45 million guests).

The number of events in the six convention centres and halls in Berlin also increased. They chalked up 2,500 events (+4%) and 850,000 participants (+4%) in 2008. For the International Congress Centre Berlin, 2008 was its best business year so far.

In Berlin the average meeting length increased slightly (1.7 days) between January and December 2008 (2007: 1.6 days).