

Convention Industry – Berlin’s hidden champion

Doubling in the number of participants and room nights in ten years

Berlin, July 6, 2011 - Success Record for the Berlin Convention Office of *visitBerlin*: Since the launch of official convention marketing ten years ago, Berlin has developed into Germany’s leading meeting and convention venue. On the worldwide level Berlin is now ranking amongst the top five.

Whilst about 91,000 meetings and conventions with 4.2 million visitors took place in Berlin ten years ago, the German capital now records 113,000 events (+ 24%) with 9.1 million guests* (+116%). The number of room nights rose by 144 per cent to 5.55 million. On a national comparison basis the German capital is well ahead of Rhine-Main region and Munich which are next in line.

On a worldwide level Berlin comes fourth according to the ranking of the International Congress & Convention Association (ICCA) with 138 events of international associations – after Vienna (154), Barcelona (148) and Paris (147), and ahead of metropolises such as Singapore, London and Sydney. In 2001 Berlin ranked ninth with 61 events.

“The convention industry is Berlin’s hidden champion. After ten years of intensive marketing Berlin is now one of the leading global convention destinations”, says *visitBerlin* CEO Burkhard Kieker. “We want to further consolidate and expand this position. The opening of the new Berlin Brandenburg airport as well as the building of the new fairground hall of ICC Berlin are essential prerequisites to this next step.”

Matthias Schultze, CEO of GCB German Convention Bureau e.V., adds: “Conventions, meetings and events are an important economic factor with a future-proof perspective. With the setting up of an official representative office, the German capital took the right decision ten years ago – today Berlin is Germany’s top location.”

The Berlin Convention Office (BCO) of *visitBerlin* has been Berlin’s official representation for the marketing of the German capital as a meeting and convention metropolis. BCO proactively acquires events and supports customers at the planning and organisation on site. Further information is available on convention.visitBerlin.de.

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*Source: www.congress-berlin.net, Annual Reports 2001-2010, ghh consult GmbH