

visitBerlin welcomes Estrel's expansion plans

New construction an important step for convention industry in Berlin

Berlin, 21 October 2013 Another milestone for Berlin as a meeting destination: with the construction of a new convention centre and 700-room hotel, the Estrel is helping set the stage for Berlin to strengthen its leading position among meeting destinations in the world.

“The tripling of our convention capacity at the Estrel is a gift to the city that will help cover the rapidly increasing demand for conferences and events in Berlin. What will be built in the Neukölln district is going to be state of the art and a great match for Berlin,” says Burkhard Kieker, CEO of *visitBerlin*. “Berlin has to be able to satisfy the demand for venues large enough for major conventions. That’s why this private project is an important step for the city.”

The Estrel, already Europe’s largest convention, entertainment and hotel complex, is adding a 176-metre high tower on Sonnenallee. The ground floor and the top floor will be open to the public.

New Convention and Event Venue in Berlin

In addition, the Estrel is making plans for a second hall for conventions and other events adjacent to its current convention centre. The exhibition space in the new building will be approximately 8,500 m² and will be able to host events with up to 4,200 participants. Architects and urban planners are currently drafting the plans.

Estrel Berlin

The Estrel is Berlin’s only venue offering entertainment, convention space and hotel accommodations in one. The building complex with a striking glass façade holds a convention hall that can accommodate up to 6,000 people. The adjacent hotel has 1,125 rooms ready for the night. In addition, the Estrel Berlin organises its own successful shows such as “Stars in Concert”.

More information can be found at convention.visitBerlin.com and estrel.com.

visitBerlin

“We know Berlin.” Berlin Tourismus & Congress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin*’s Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is third-most popular European city for tourism, with 24.9 million overnight stays in the German capital during 2012. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. You can access information about Germany’s capital in 13 different languages at visitBerlin.com.

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