

## Record numbers in the convention industry, too

Major increases in events and number of participants

**Berlin, 20 August 2010** Besides the tourism boom, Berlin is also successful as a convention destination. In the first half of 2010 the number of meetings and conventions increased by 4.7 percent to 53,250. 4.2 million convention participants attended these events. That is six percent more than during the same period the previous year. These are the results of the latest convention statistics of the Berlin Convention Office of Berlin Tourismus Marketing GmbH (BTM).

The participants in meetings and conventions spent more nights in the German capital, too. 2.6 million room nights were recorded in the first half of 2010 – an increase of 18 percent over the same period the previous year. The average event length rose to 1.9 days (1<sup>st</sup> half 2009: 1.7 days).

“Berlin is one of the five leading convention destinations in the world”, says Burkhard Kieker, CEO of Berlin Tourismus Marketing GmbH. “We have proved ourselves even towards the end of the crisis. To continue this success what we now need are speedy decisions about the future of the ICC.”

In the first half of 2010 the convention destination, Berlin, was particularly popular with national event participants. Their share rose by 2 percent to 83 percent. Events in the communication industry (12 percent) and the pharmaceutical sector (10 percent) were the most frequently visited ones.

Further information on the latest convention statistics can be accessed on [www.press.visitberlin.de](http://www.press.visitberlin.de).

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