Berlin – Congress Metropolis

visit Berlin Convention Office

Events 2017

140,200 ↗ 2 %

Organisers

NATIONAL 80 %

INTERNATIONAL 20 %

10 20 30 40 50 60 70 80 90

7.9 million of all overnight stays were generated by convention participants ↗ 2.6 %

- Germany **80 %**
- UK **4.1 %**
- USA / Canada **3.1 %**
- Rest of Europe **10.6 %**
- Other **2.2 %**

Top 3 Sectors

Medicine / Pharmaceuticals / Health Science
26 %

IT / Digital Economy
11 %

Politics / Public Institution
11 %

Participants 2017

11.70 million ↗ 1 %

Economic Factor for Berlin

€ 2.52 bn
Total sales
↗ 4.1 %

€ 1.01 bn
Net value-added
↗ 4.1 %

€ 315 m
Tax revenues
↗ 4.3 %

43,200
Jobs
↗ 4.1 %

Duration of Congresses

Average congress duration 2017: 2 days

MULTI-DAY EVENTS 38 % ↗ 1 %

SINGLE DAY EVENTS 62 % ↘ 1 %

10 20 30 40 50 60 70 80 90

Average Spend

Participants staying overnight
246 Euro

Day visitors
84 Euro

Source
2017 convention statistics from the independent market research company gfh consult GmbH on behalf of visitBerlin, February 2017
Statistical Office for Berlin-Brandenburg, February 2017

Key
↗ ↘ = changes over the previous year

convention.visitBerlin.com