

2018: An outstanding year for Berlin's convention sector

- **143,390 events with a total of around 12 million participants**
- **Congress sector overnight stays top 8 million for the first time**
- **New Hotel Charter strengthens Berlin's position in hosting major congresses**

Berlin, 22 February 2019 In 2018, Berlin's congress sector again enjoyed positive growth, with the city hosting around 143,390 events attracting a total of approx. 12 million participants. For the first time, the meetings and conventions sector also generated over eight million nights in Berlin hotels. Events in this sector showed an increase of 2.3% over 2017, with a 2% rise both in the numbers of participants and overnight stays. Berlin's Hotel Charter, now in force, provides an exclusive service for organisers of large congresses. The Hotel Charter is an initiative by the entire city, enabling Berlin to actively acquire new international congresses.

Burkhard Kieker, CEO of *visitBerlin*: "Berlin plays in the top league of the international congress sector. The new Hotel Charter sends an important signal to organisers of large congresses. In this way, we are strengthening Berlin's position in this highly competitive market and securing this important factor in the city's economy."

Hotel Charter Berlin: Actively supported by the entire city

The new Hotel Charter strengthens Berlin's position in the international conventions sector. It provides exclusive services for organisers of large congresses with over 1500 participants and lasting at least two days. The services include guaranteed hotel rooms and attractive prices, as well as support for promoting and heightening the visibility of the particular event in the city.

At present, the Hotel Charter has attracted 96 participating hotels with a total of over 51,000 beds – around 40% of Berlin's total volume. The number of participating hotels is set to rise over the next months. The Hotel Charter is actively supporting and supported by the entire city. It was launched by the *visitBerlin* Berlin Convention Office together with the *visitBerlin* Partner Hotels Association and the Senate Department for Economics, Energy and Public Enterprises.

Berlin's economy increasingly benefits from the congress sector

In 2018, Berlin's meetings and conventions sector generated total sales of €2.63 billion (2017: €2.51 billion). With Berlin's event industry providing a total of 44,100 full time jobs in statistical terms (2017: 43,200), this sector has become a key economic factor for the city.

Berlin has established itself in the international markets as a venue for medical congresses and events. The medical, pharmaceutical, and health sector accounts for 22% of all congresses and events, followed by policy and public institutions at 18% and IT and the digital economy at 12%. Berlin's leading market is Germany, with the UK and North America as the most important international markets.

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Press Release



	2017	2018
Participants	11.70 million	11.90 million (+2 %)
Events	140,200	143,390 (2.3%)
Overnight stays	7.9 million	8.06 million (+2 %)

*Source: Congress Statistics 2018 from the independent market research company ghh consult GmbH on behalf of *visitBerlin*.

More details on Berlin as a congress location convention.visitBerlin.com.

visitBerlin

“Inspiring the world for Berlin.” With this mission, Berlin Tourismus & Kongress GmbH, operating under the *visitBerlin* brand, has been promoting Berlin globally since 1993 as a tourism and congress metropolis. Berlin now has more visitors than ever before. In 2018, the city welcomed around 13.5 million visitors, accounting for over 33 million overnight stays. Berlin is also extremely popular for meetings and congresses – and for over ten years, it has been ranked among the top 5 cities for international association conventions. As a tour operator, Berlin Tourismus & Kongress GmbH, a private sector company, also offers hotel accommodation and issues the *Berlin WelcomeCard*, the city’s official tourist ticket. *visitBerlin* operates the Berlin Tourist Info Centres and the Berlin Service Center advice line on +49 (0)30-25 00 25. On visitBerlin.de, Berlin’s official tourism website, Berlin visitors can find all the information they need about every aspect of their trip to the city. Find out more about *visitBerlin* on about.visitBerlin.de

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