

## Berlin remains top destination for meetings in first half of 2017

- 8 per cent more overnight stays, 5 million event participants, 64,000 events
- Berlin is especially in demand for events related to medicine, pharmaceuticals, and health care

**Berlin, 11 August 2017** Berlin is increasingly popular with organisers of meetings and conferences. In the first half of 2017, 4.96 million people (+1.8 per cent over the same period last year) attended 64,000 conventions and meetings (+1.9 per cent) in the German capital. Business travellers spent 3.9 million nights in Berlin over the first half of the year, an increase of eight per cent. A quarter of all hotel bookings were made by conference delegates. These figures come from the latest conference statistics\* by the *visitBerlin* Berlin Convention Office.

"As a venue for congresses, Berlin has gained an excellent reputation and continues to play in the top league," says **Burkhard Kieker**, CEO of *visitBerlin*. "We see this as a great obligation for continued service to our customers."

Particularly good news comes in the form of increased participation from abroad, especially from the United States and Canada. Berlin has firmly established its position among the top international meeting destinations. 20 per cent of the events held in the German capital now have an international character (+1 per cent). On average, more than 350 events a day speak for themselves. The digital [Meeting Guide Berlin](#) is an important unique selling point for the choice of Berlin as a congress location. In addition, Berlin is constantly developing innovative formats for its international customers: with its sustainable event concept [Meet+Change](#) and the [Berlin Speakers Pool](#) the Berlin Convention Office at *visitBerlin* has been offering new services since this year.

### Berlin's the place to be for medicine, healthcare, politics, and IT

The *visitBerlin* Berlin Convention Office has been actively promoting events in the fields of medicine, pharmaceuticals, and healthcare with a positive effect. Between January and June 2017, these sectors accounted for about 20 per cent of all events held in the city. Consequently, the German capital remains strongly positioned as a top location for medicine-related events. Berlin is also particularly popular as a meeting place in the area of politics and public institutions (14 per cent), as well as IT and the digital economy (13 per cent).

For more information about Berlin as a meeting destination, go to [convention.visitBerlin.com](http://convention.visitBerlin.com).

\*Source: Convention statistics from the independent market research company ghh consult GmbH on behalf of *visitBerlin*. The venues submit data twice a year. At present, 361 Berlin hotels, convention centres, and other venues participate in the survey.

#### **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 2016, Berlin recorded around 13 million guests and 31 million overnight stays. Berlin is also extremely popular for meetings and congresses – for over ten years, it has been one of 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 sightseeing pass. *visitBerlin* operates the Berlin Tourist Info Centres and the Berlin Service Center available on +49 (0)30-25 00 25. On [visitBerlin.com](http://visitBerlin.com), 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](http://about.visitBerlin.de).

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