

Berlin's Hotel Charter

A joint initiative by the city of Berlin
to attract major congresses

What does the Hotel Charter offer?



- ✓ Shared Berlin expertise for organisers of major congresses
- ✓ Simplified proposals, planning and organisation of new major congresses in Berlin
- ✓ Exclusive services with unified and optimised conditions for organisers
- ✓ Guaranteed hotel rooms and attractive prices
- ✓ Support for marketing major congresses and for visibility in Berlin

What are the advantages?



Congress Organisers

Optimised and unified conditions



Berlin

More congresses to strengthen the economy and scientific landscape



Hotels

Reliability and more bookings



Berlin Convention Office

Marketing tool and support for application process

Which congresses does it apply to?



Not-for-profit organisations



At least **1,500** participants

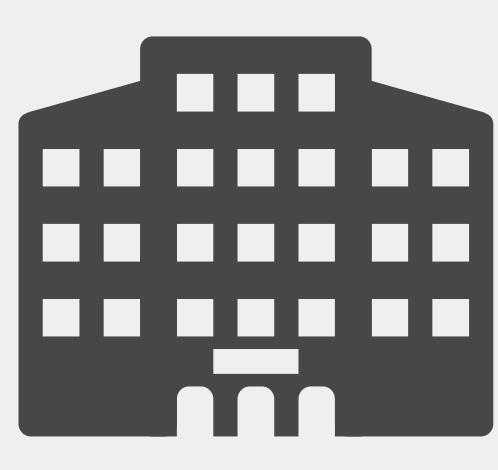


Over **1,000** overnight stays



At least **2** congress days

Which hotels are taking part?



Conference hotels
City hotels
Guest houses
Apartments

At present **91** hotels with
over **25,000** rooms

Actively supported by the entire city


Der Regierende Bürgermeister
von Berlin


Senatsverwaltung
für Wirtschaft, Energie
und Betriebe


Partnerhotels


Convention Office

Congresses in Berlin 2018

Congress Survey 2018

143,390
Events
↗ 2.3%

€ 2.63 bn
Total sales
↗ 2.3%

11.9 m
Participants
↗ 2%

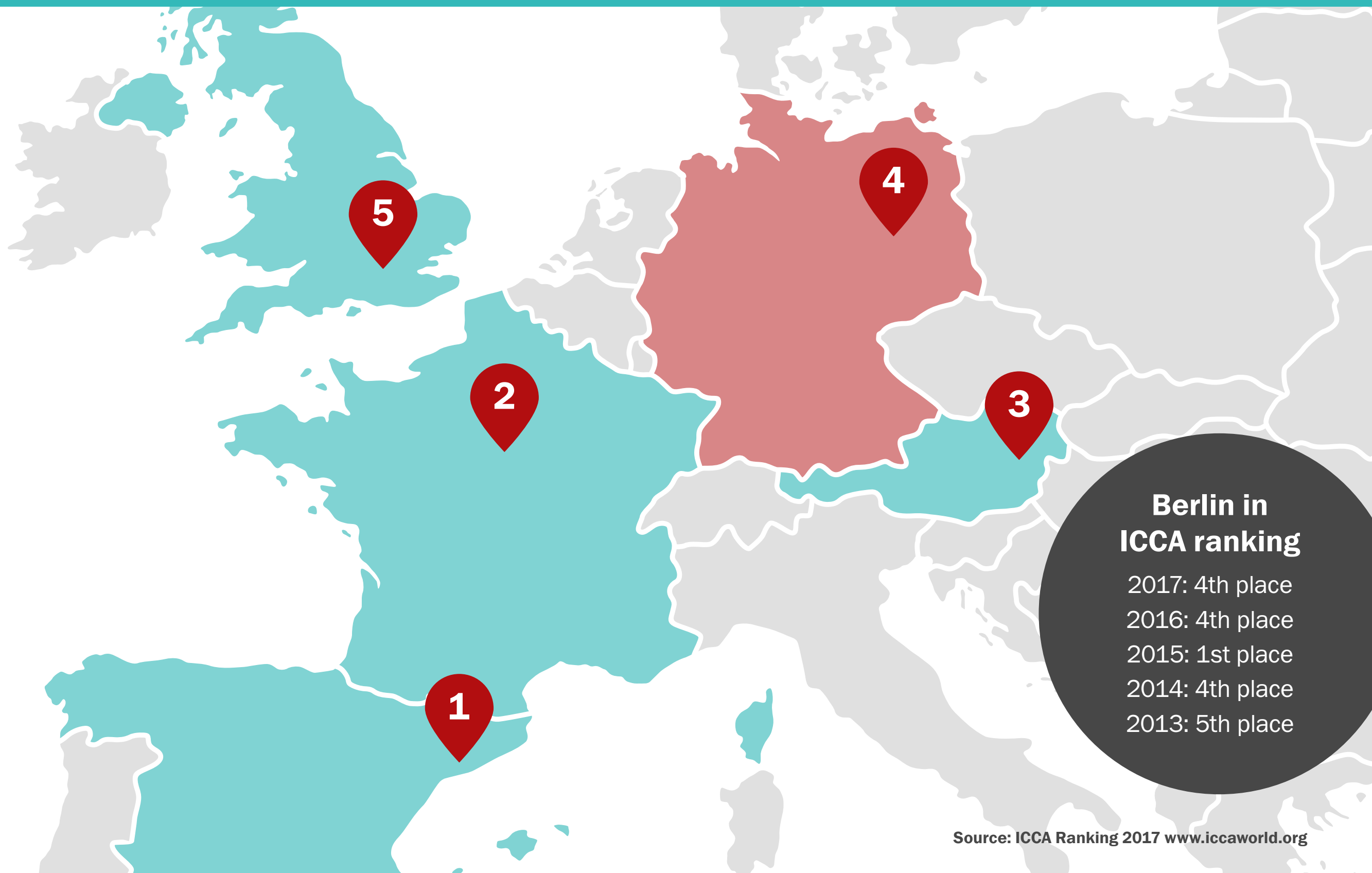
8.06 m
Overnight stays
↗ 2%



Aim: More congresses in Berlin

In the international top 5 for over ten years

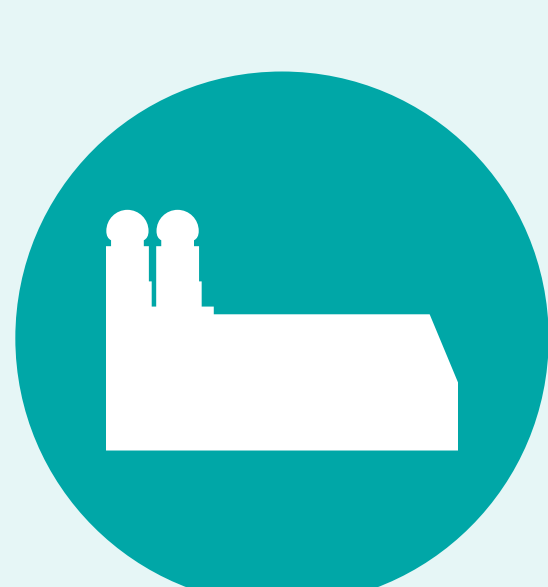
- 1 Barcelona
- 2 Paris
- 3 Vienna
- 4 Berlin
- 5 London



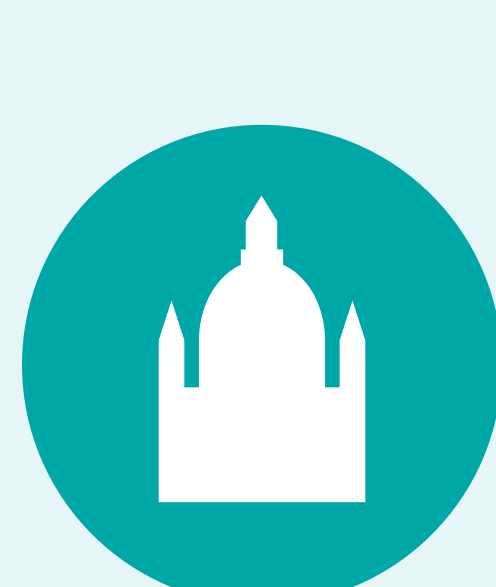
1st place in Germany for ten years



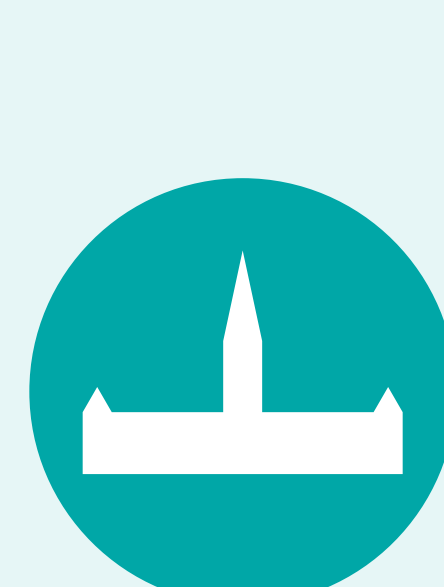
1.
Berlin



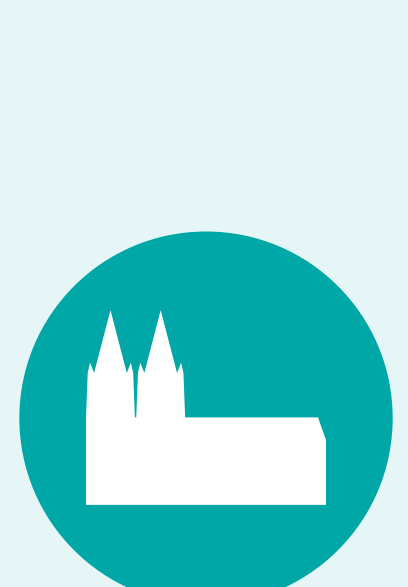
2.
Munich



3.
Dresden



4.
Hamburg



5.
Cologne

Source: ICCA Ranking 2017 www.iccaworld.org