

Berlin Convention Office launches service website for associations

- The new website has information about innovative congress formats, as well as tips and ideas for planning events
- Berlin is present at the verbaende.com information day on 3 June
- Germany's capital ranks fifth worldwide for association congresses

Berlin, 31 May 2019 What is a hybrid congress? How can virtual reality be used for the next conference? The *visitBerlin* Berlin Convention Office now offers a new service website especially for associations. The portal presents innovative event formats, gives tips and ideas for a successful event and shows how "Fuck-up Nights" and "Graphic Recording" can be used to add new, exciting elements to traditional conferences and congresses.

"One in five events in Berlin is organised by associations. They are among our most important target groups", says **Iris Lanz**, Director Conventions, *visitBerlin* Berlin Convention Office. "With our new service website, we are targeting event organisers in associations. We conducted a survey among the associations first, and the contents are closely aligned to the needs of our customers."

To the service website: <https://convention.visitberlin.de/en/event-service-for-associations>

The *visitBerlin* Berlin Convention Office and other partners will be providing information on their exclusive services and all the diverse options on offer in the congress metropolis, Berlin, at the verbaende.com information day on 3 June at the Estrel Berlin.

Berlin in 5th place worldwide for association conventions

Germany's capital is a much sought-after metropolis for conferences and congresses. According to current congress statistics, 11.9 million people visited around 143,390 events in Berlin last year. 20 percent of those events were organised by associations. In the current statistics of the International Congress and Convention Association (ICCA), Berlin occupies 5th place. This means Berlin has now been in the top five world cities for association congresses for more than ten years.

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"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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