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EVENT AND CONGRESS STATISTICS 2024

Basis: Meeting & Event Barometer Berlin 2024/2025; EITW, provider and organiser survey 2025

THE TOTAL MARKET FOR BERLIN AS A MEETING AND EVENT DESTINATION: 2024 COMPARED TO 2023

Supply situation

Total number of event venues*	**419**	**+5**
Event centres (VC)	2	+/-0
Conference hotels (CH)	12	+6
Event locations (EL)	269	-1

*from 100 seats in the largest hall

Demand situation

On-site events (in person/hybrid)	**86,193**	**-6.7%**
Onsite participants (in person/hybrid)	**12.89 million**	**+28.8%**

THE B2B MARKET FOR BERLIN AS A MEETING AND EVENT DESTINATION IN 2024 COMPARED TO 2023

Demand situation		
Business events onsite (in person/hybrid)	**60,886**	**-13,68%**
Participants on-site (in person/hybrid)	**9.1 million**	**+19%**

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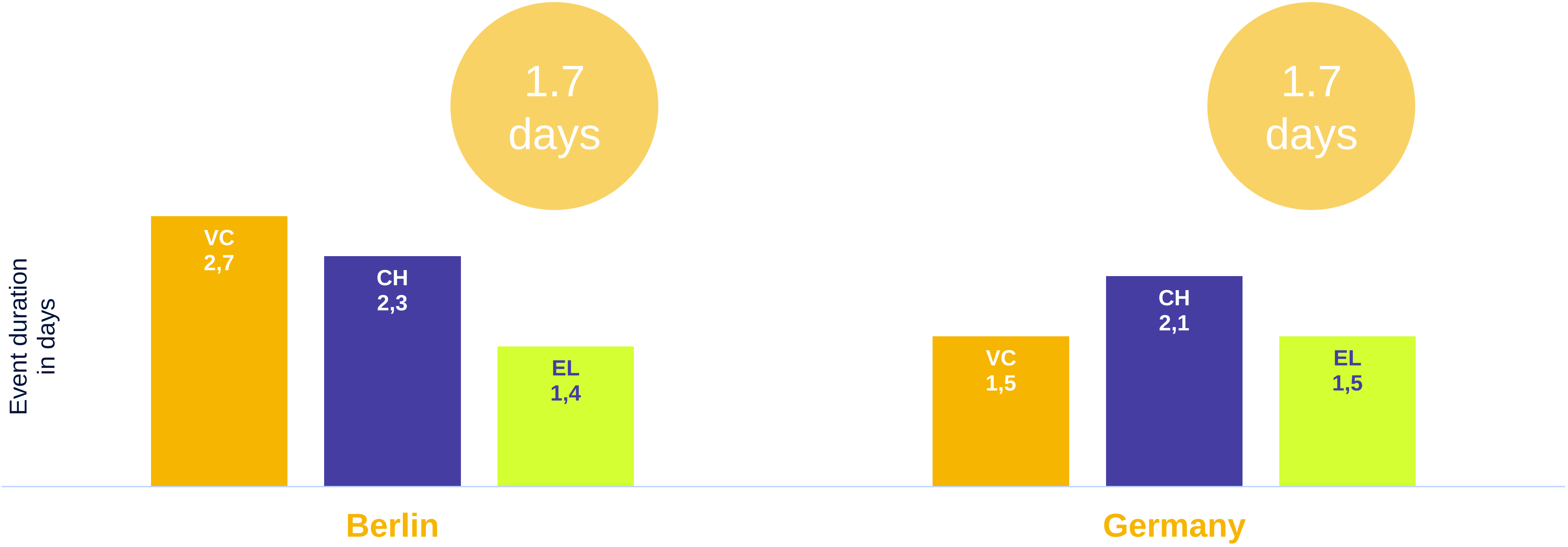
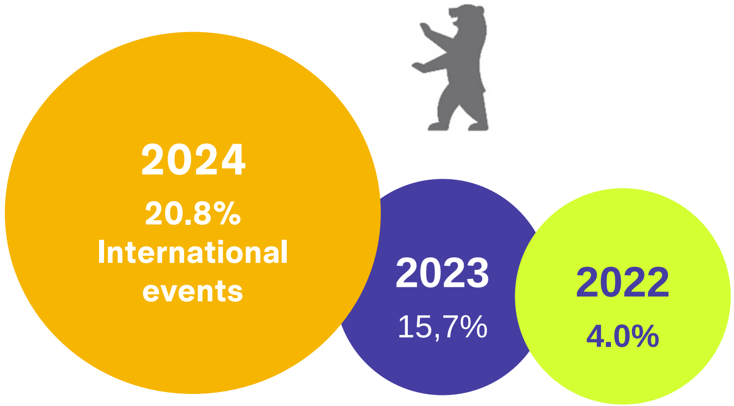
ON-SITE EVENTS

DURATION OF ON-SITE EVENTS IN 2024

The total duration of events in **Berlin** is the same as in Germany as a whole, but this is because Berlin's event locations, which account for 64% of the total offering, also have a slightly shorter average length of stay, which brings down the average. The duration is significantly longer in event centres than in Germany as a whole, and slightly longer in conference hotels.

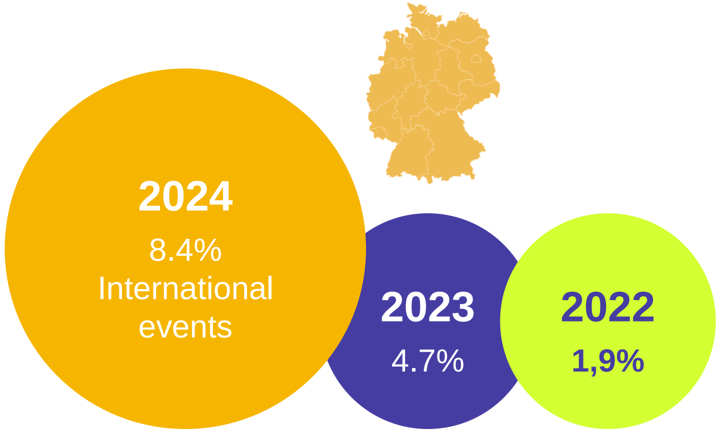


INTERNATIONAL EVENTS



Berlin

The proportion of international events was particularly high in **conference hotels** at 28.4%, followed by **event locations** at 18.2%. In **event centres**, 18.8% of events were international.

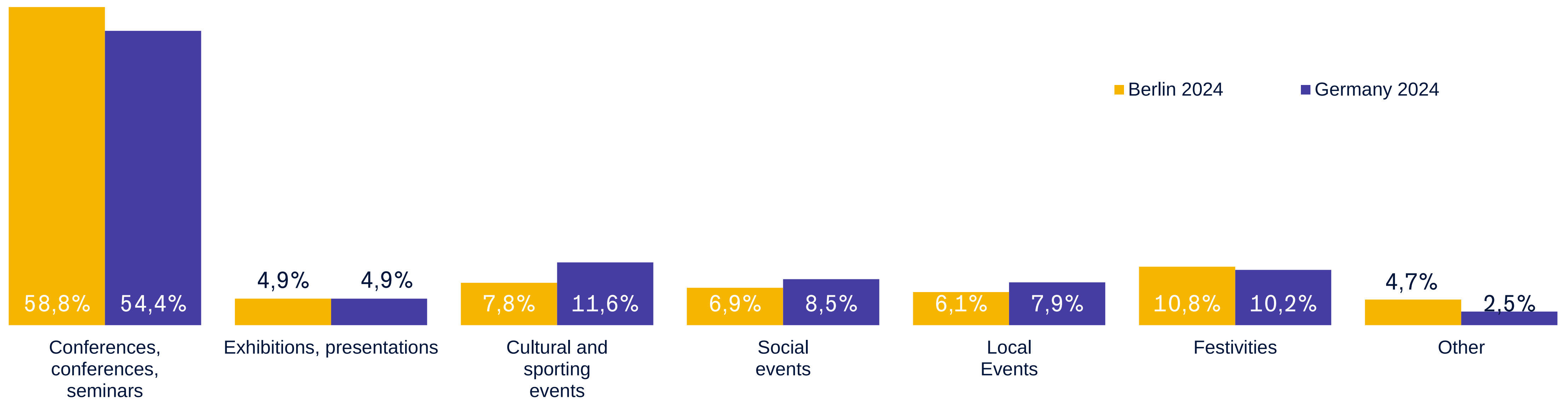


Germany

At the federal level, **conference hotels** achieved the highest share among event venue types with 10.5%, followed by **event locations** with 7.9% and **event centres** with 5.0%.

Note: By definition, an event is considered international if at least 10% of the participants reside outside Germany.

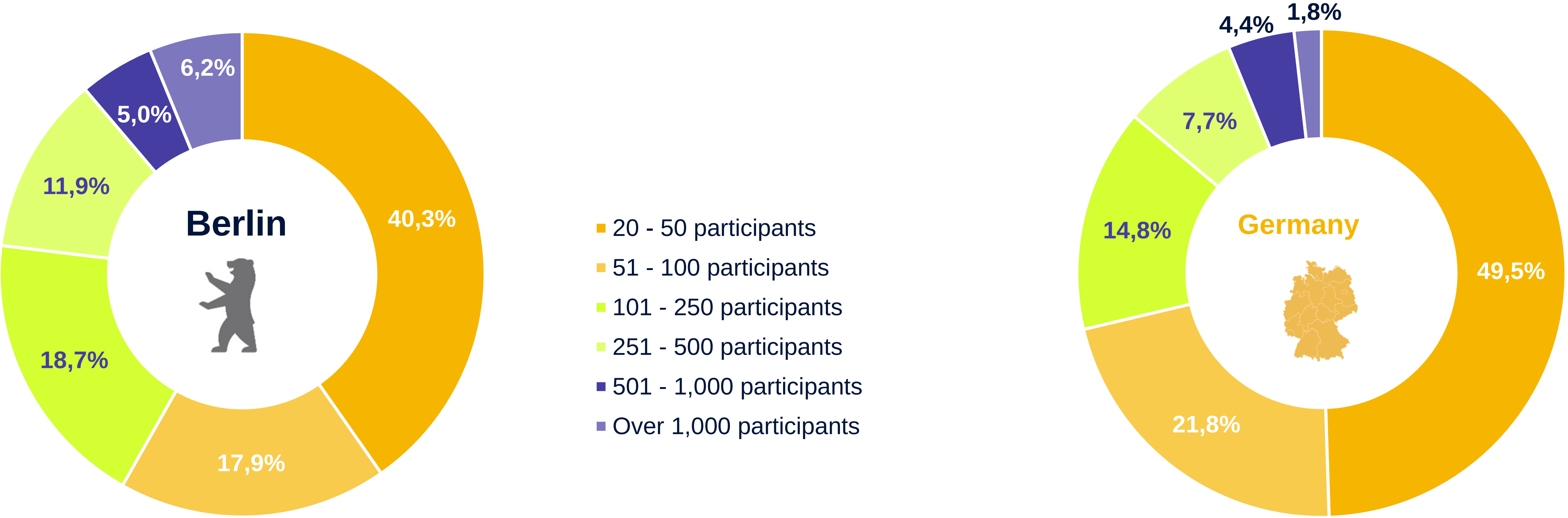
TYPES OF EVENTS



Congresses, conferences and seminars dominate the market – although they are more strongly represented in Berlin than the German average.

Compared to the previous year, Berlin companies reported proportionally fewer congresses, conferences and seminars, but there was an increase in the proportion of cultural and sporting events, exhibitions and social events, among other things.

SIZE CATEGORIES OF CONFERENCES, MEETINGS AND SEMINARS



In terms of size categories, small meetings with up to 100 participants accounted for more than half (58.2%) of all conferences, meetings and seminars in **Berlin** in 2024 (71.3% across Germany).
Compared to the previous year, the segments with up to 250 and up to 500 participants continued to grow in Berlin, while the smallest size category declined in proportion (-4.9 percentage points). The decline in very small events can also be observed nationwide. The proportion of large events with more than 1,000 participants continued to increase in Berlin and, at 6.2%, was above the German average (1.8%).

CHANGES IN REVENUE IN 2024 COMPARED TO 2023: PROVIDERS

-0,6%	+4,7%
-1,3%	+10,4%
+8,0%	+2,0%
-13,7%	+3,7%

Turnover in **Berlin** declined in 2024, while it rose slightly nationwide.

Looking at the individual types of event venues, it is clear that in 2024, only conference hotels performed well in Berlin, while event locations and event centres were particularly affected by declines. Nationwide, turnover in conference hotels did not develop quite as positively as in Berlin, but event centres and event locations recorded an increase in turnover.

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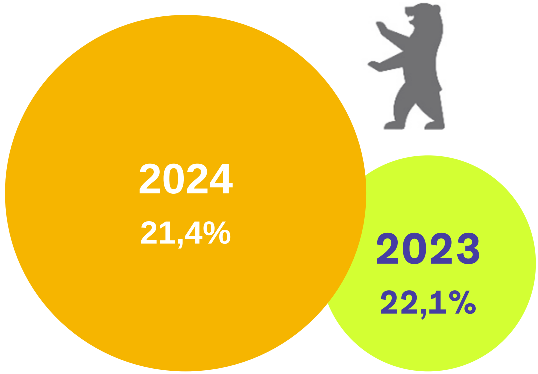
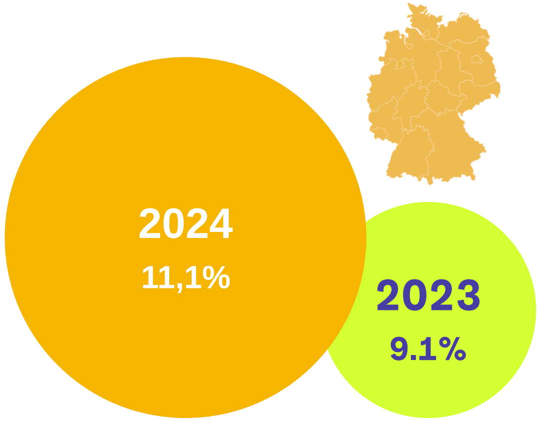
PARTICIPANTS

INTERNATIONAL PARTICIPANTS IN BUSINESS EVENTS





Berlin

The proportion of international participants at business events in **Berlin** in 2024 was slightly below the previous year's level, but still well above the German average.

Germany

The proportion of international participants at business events in Germany was above the previous year's figure (9.1%).

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ORGANISER

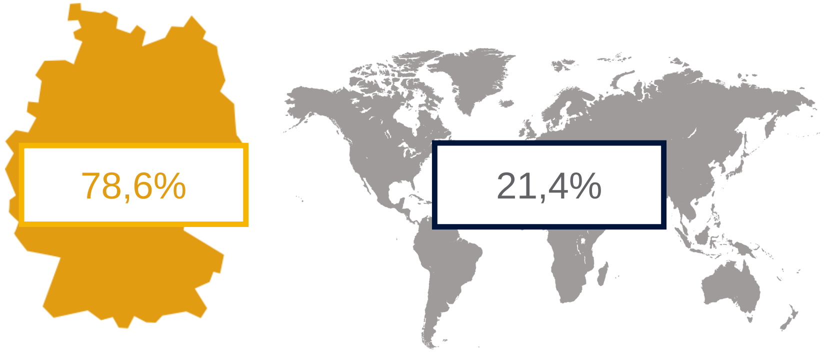
CORPORATE CUSTOMERS ARE THE MOST IMPORTANT CUSTOMER GROUP

Both nationwide and in **Berlin**, **companies** are the strongest type of event organiser, followed by associations. **Over half of event organiser customers in Berlin are companies**, meaning that "entrepreneurship" continues to be more strongly represented than nationwide.

Compared to 2023, the share of companies as a customer group in **Berlin** has decreased, while the shares of associations and science have increased.

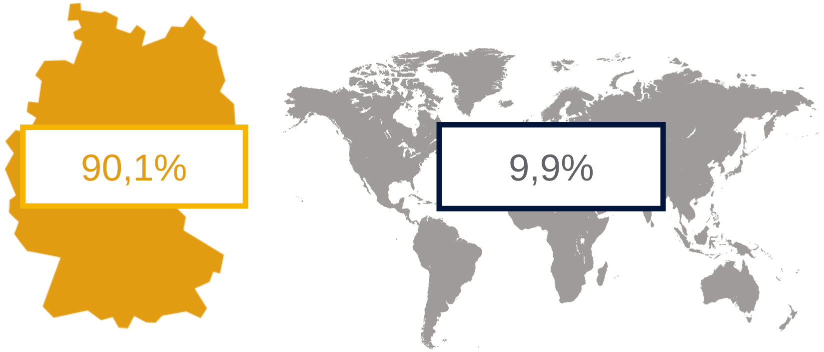
NATIONAL VS. INTERNATIONAL SOURCE MARKETS

Breakdown in Berlin



84,7%	15,3%
66,3%	33,7%
82,4%	17,6%

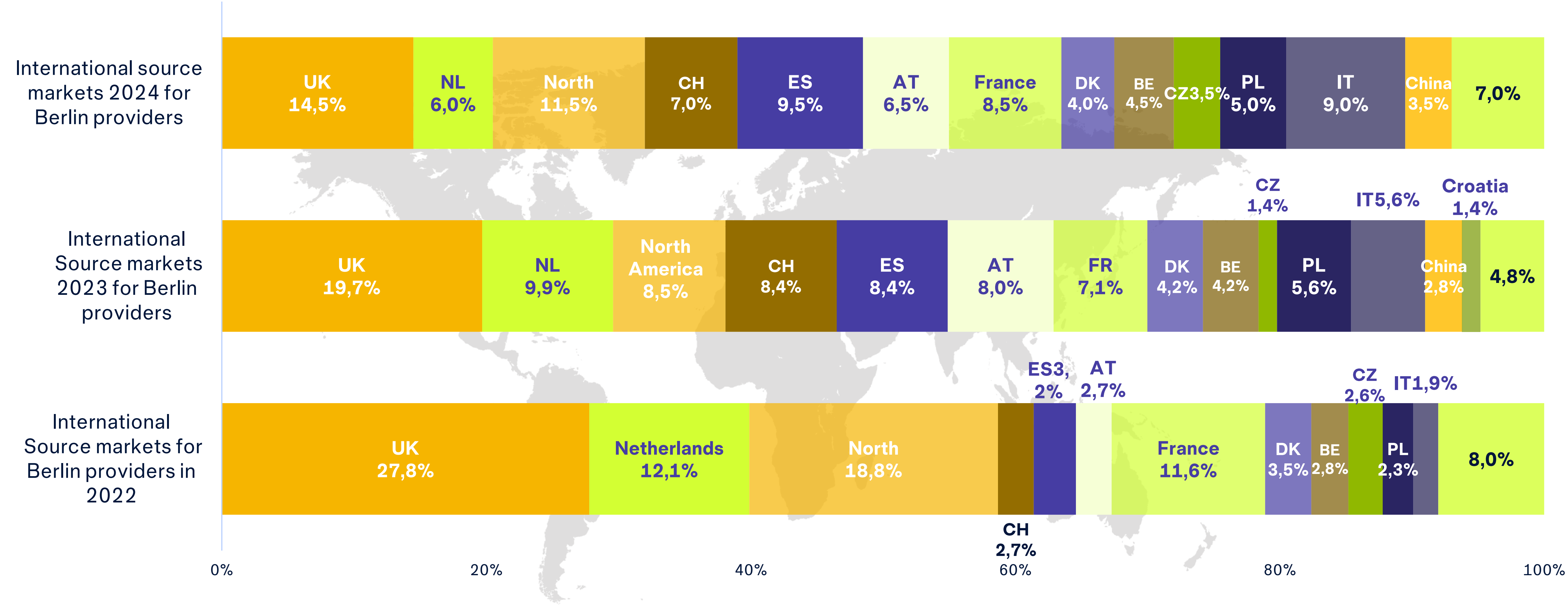
Breakdown in Germany



94,3%	5,7%
81,4%	18,6%
92,0%	8,0%

In **Berlin,** event venues had a significantly higher proportion of international event organiser customers than in Germany as a whole. Compared to the previous year, the proportion of international event organisers in Berlin increased by 7.5 percentage points.

ORGANISER ORIGIN: INTERNATIONAL SOURCE MARKETS



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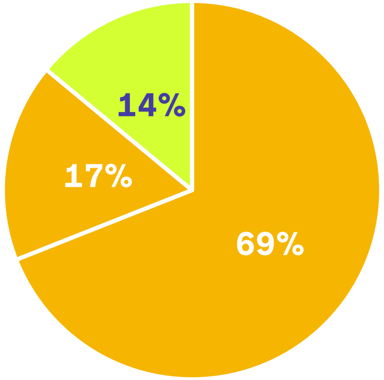
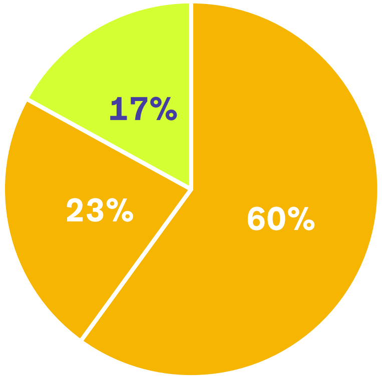
FOCUS TOPIC: SUSTAINABILITY

SUPPLIER SUSTAINABILITY STANDARD

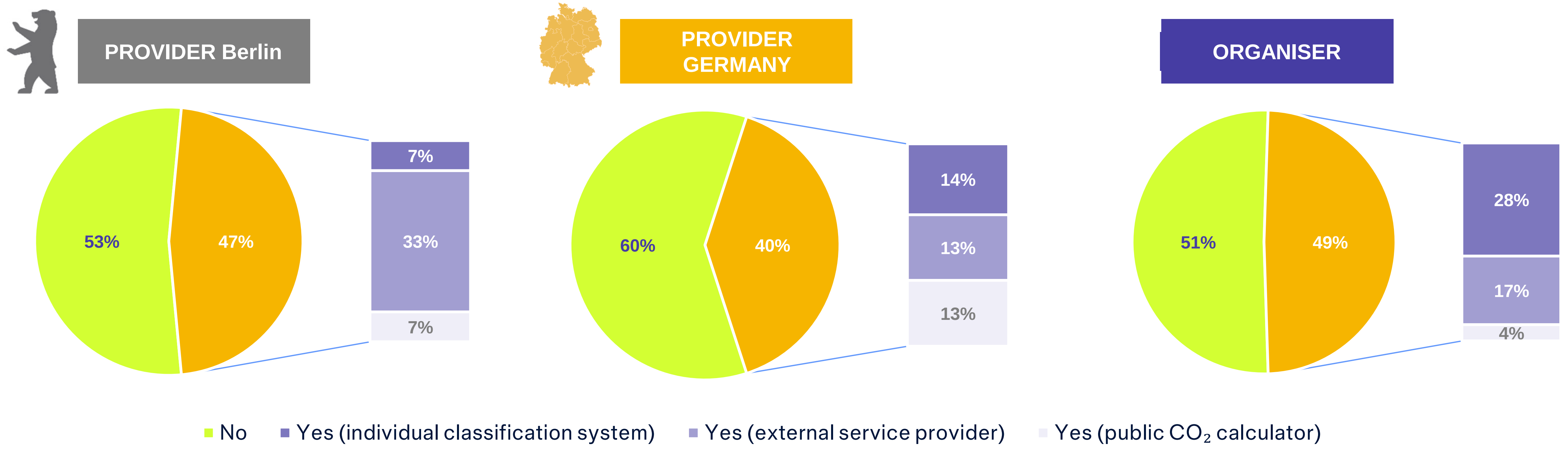




In **Berlin**, around 70% of companies stated that they had already integrated a sustainability standard, with a further 17% intending to implement one in the future.
The standards mentioned for **Berlin** were primarily Sustainable Berlin, but ISO 14001, ISO 20120, GreenKey, EMAS and fairpflichtet were also mentioned several times.

Across Germany, more than half of provider companies (60%) have a sustainability standard in place, and around a further quarter plan to implement one in the future.
Seventeen percent of respondents do not have a sustainability standard and do not plan to implement one.

PROVIDERS & ORGANISERS: COLLECTION OF CO2 EMISSIONS



47% of **Berlin** providers measure their CO_2 e emissions. External service providers are primarily used for this purpose.
40% of German providers measure their CO2 emissions. Among the providers surveyed, around one third use an individual system, an external service provider or a public CO2 calculator to measure their emissions. 49% of the organisers surveyed measure their CO2 emissions.

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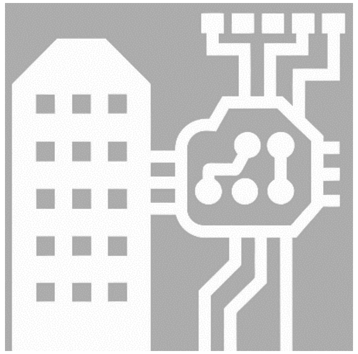
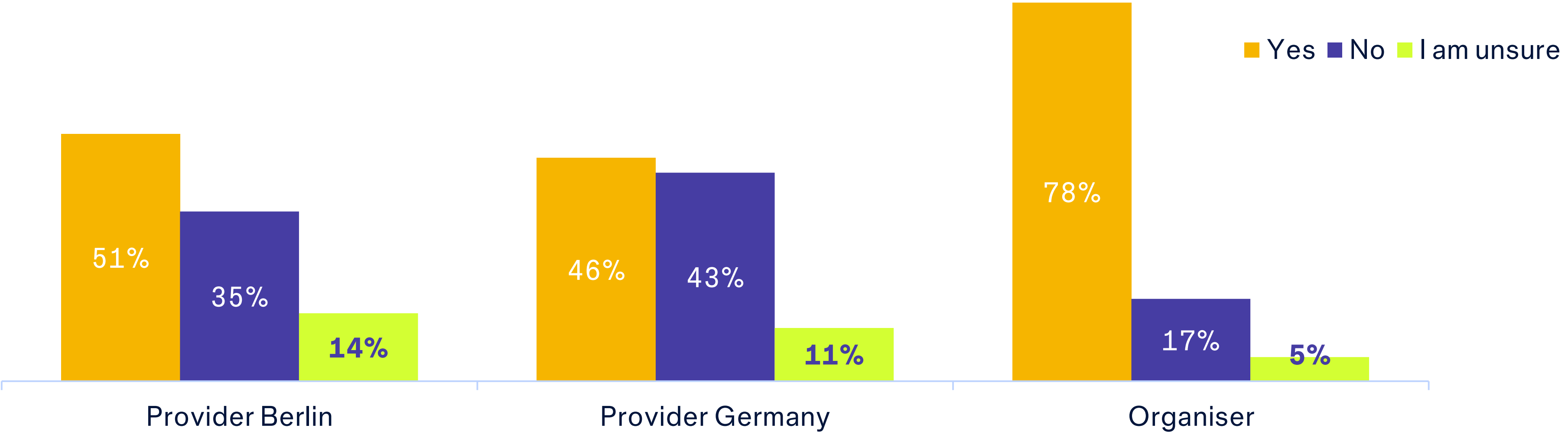
FOCUS TOPIC:
ARTIFICIAL INTELLIGENCE

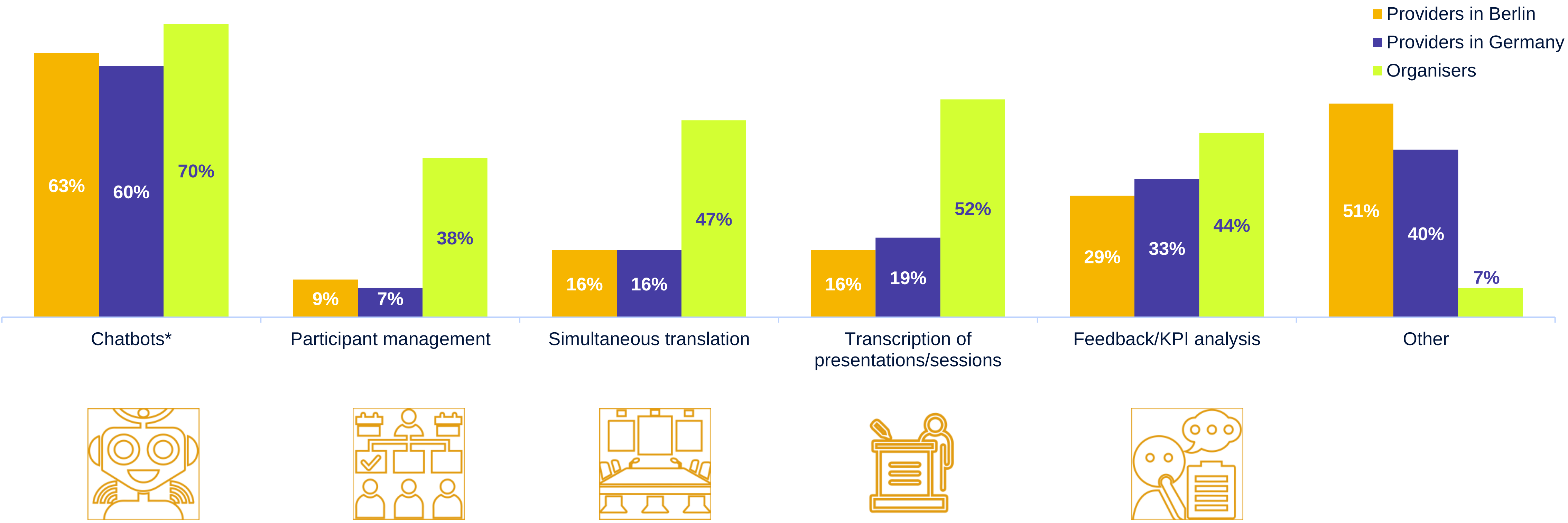
PROVIDER & ORGANISER: USE OF ARTIFICIAL INTELLIGENCE





51% of providers surveyed in **Berlin** use AI, while the proportion among providers across Germany as a whole is slightly lower at 46%. 78% of the organisers surveyed use AI.

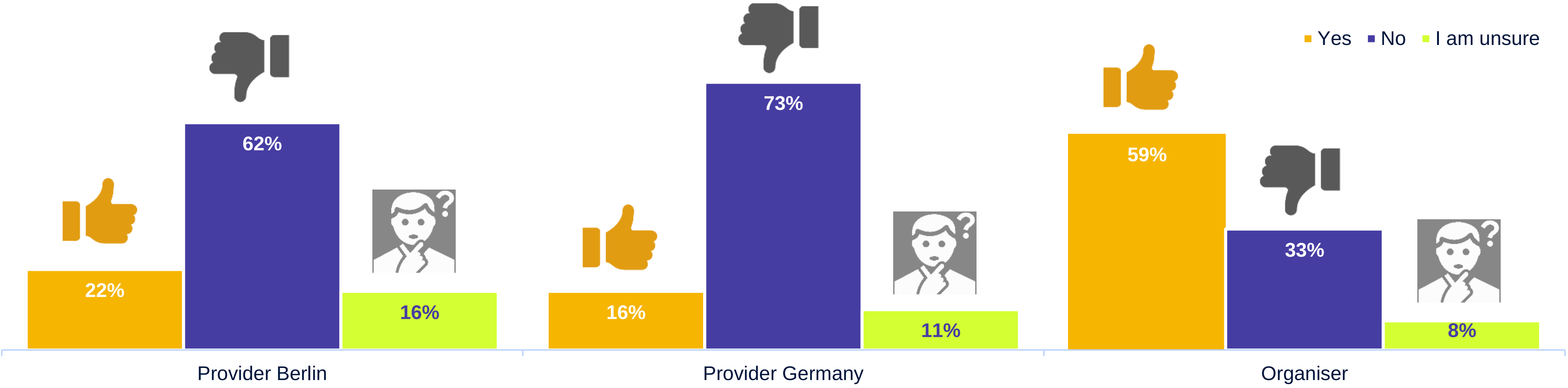
AREAS OF APPLICATION FOR ARTIFICIAL INTELLIGENCE



Both providers and organisers primarily use AI for chatbots.
The proportion of other applications is particularly high among providers. In the free-text responses from Berlin-based providers, the main uses mentioned were internal email management, marketing and communication.

*Chatbots are dialogue systems with natural language capabilities of a textual and auditory nature. In addition to avatars on websites, this also includes AI models such as ChatGPT, Co-Pilot, etc.

GUIDELINES FOR AI IN BUSINESS



Around 60% of the organisers surveyed have guidelines for AI in their companies.
Among providers, the proportion of companies that have already developed guidelines for dealing with artificial intelligence is significantly lower. Of the providers in **Berlin**, 22% of companies have guidelines, compared with only 16% nationwide.
It should be noted, however, that event organisers also use AI more than providers (see p. 43).

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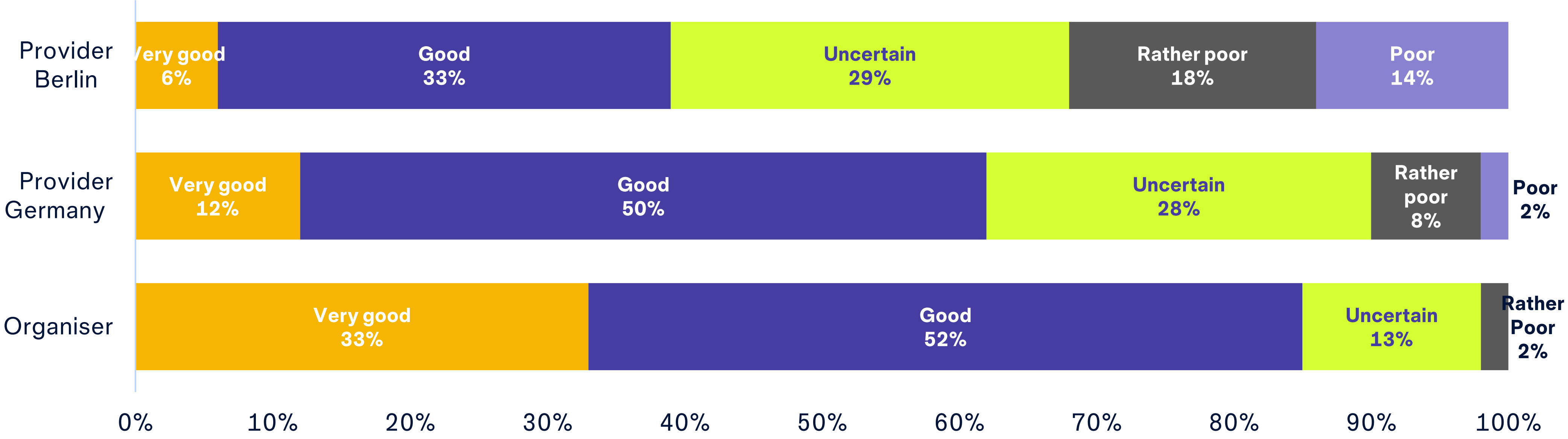
A LOOK INTO THE FUTURE

BERLIN PROVIDERS ARE MORE CRITICAL ABOUT THE BOOKING SITUATION FOR 2025

Outlook for providers and organisers



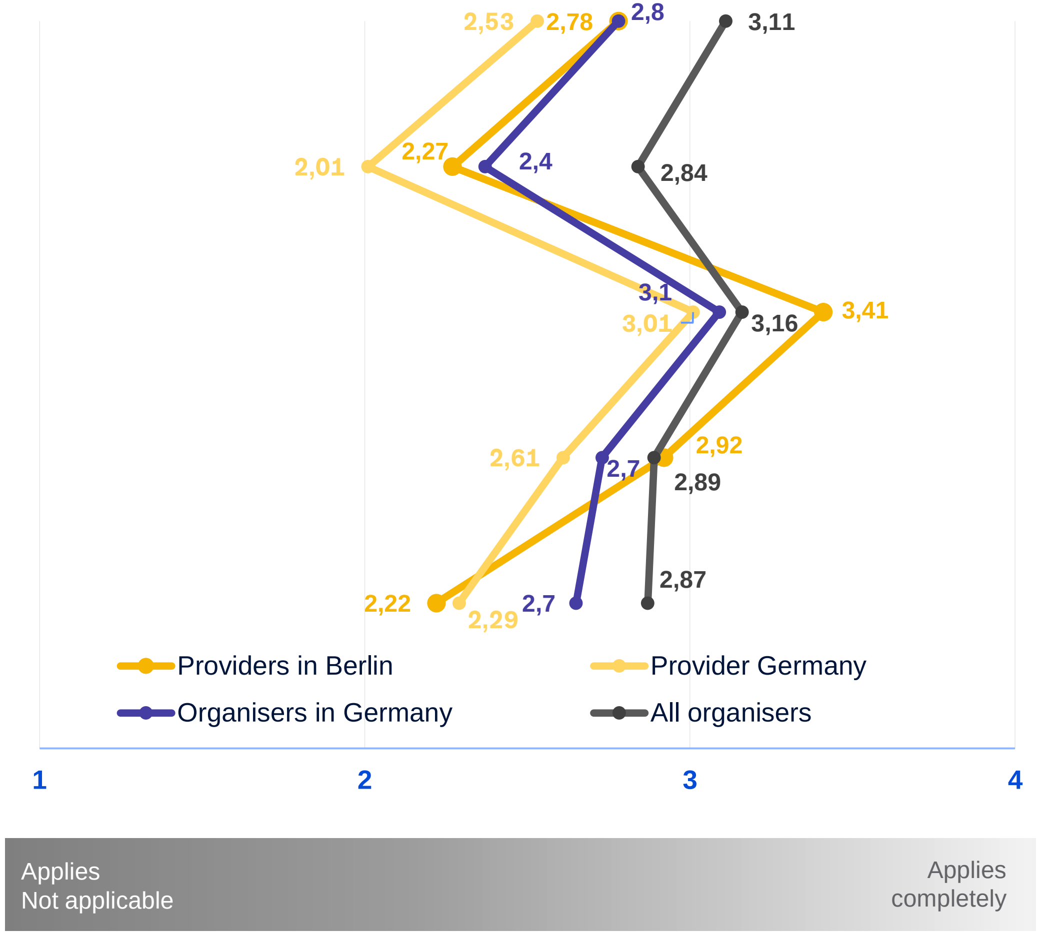
Confidence among providers and organisers:
85% of event organisers expect the event situation to be (very) good. Around two-thirds of German providers (62%) also consider the booking situation for the coming months to be (very) good.
Only 39% of **Berlin** providers consider the booking situation to be (very) good.

BERLIN-BASED PROVIDERS EXPECT SALES GROWTH FOR 2025

The assessment of future revenue development for 2025 is based on revenue from 2024. Providers in Berlin anticipate a slight increase in revenue for the current year, with the figure reflecting negative prospects for event centres and venues and positive prospects for conference hotels.

Nationwide, providers anticipate a 6.6% increase in revenue.

WHAT WILL FUTURE BUSINESS EVENTS LOOK LIKE?



The number of international participants from Europe is increasing

The number of international participants from overseas markets such as the USA and China is increasing

The market is reacting sensitively to geopolitical challenges

A high CO_2 footprint will jeopardise the acceptance/success of events in the future

The use of artificial intelligence will compensate for staff shortages

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International events and participants in particular
of business events make the difference in Germany
and establish Berlin among the top European congress cities.