

# 9 reasons to host your event in Berlin

Berlin combines history with innovation – creating the perfect setting for events with character. In 2024, the city welcomed 9.1 million participants across more than 60,886 business events. The Berlin Convention Office offers free support from your initial idea through to the successful delivery of your event.

# 01 A one-of-a-kind event landscape

Berlin offers the perfect venue for every type of event, with **over 400 locations** as diverse as the city itself. Whether it's a conference in an underground club, an incentive in a disused industrial hall, an open-air event by the water or a major congress centre – Berlin's venues are virtually limitless.



# 02 Outstanding value for money

Compared to other major European cities, Berlin stands out for its cost-effective venues and services. Whether you're planning a premium event or a budget-friendly meeting, Berlin has the right option for every format. The mix of moderate pricing and high quality makes Berlin a smart, cost-efficient event destination.





# 03 Accommodation to suit every need

With around **140,000 beds across more than 700 establishments** – more than Manhattan – Berlin offers a wide range of hotels. From five-star luxury and modern business hotels to stylish budget design options, every segment is covered. This broad offering means that even last-minute bookings are often easy to arrange.



# 04 A focus on sustainability

Berlin **ranks fourth** among participating cities in the Global Destination Sustainability Index – a result of its ambitious sustainability strategy. Event organisers benefit from the Sustainable Berlin programme as well as a broad selection of certified suppliers, hotels and venues. With **2,500 parks and 30 percent green space**, Berlin is also one of Europe's greenest major cities.





# 05

## An international city

Berlin is a multicultural metropolis with high levels of multilingualism. Around **30 percent of aits population** were born abroad or are children of immigrants, and more than **100 languages** are spoken across the city. This diversity extends into the event industry, with many teams and suppliers working in multiple languages – ideal for events with international audiences.



# 06 Easily accessible

Berlin is extremely well connected. BER is served by over **70 airlines**, linking the city to around **150 destinations in 50 countries**. High-speed ICE trains provide direct access to cities like **Paris, Amsterdam, Warsaw and Prague**. Within Berlin, the extensive public transport system makes it easy for guests to get to your event quickly and comfortably.



# 07 A hub for innovation and science

With around 500 start-ups launched each year, Berlin is **Germany's start-up capital** – ahead of Munich. The city's vibrant tech and research scene, featuring over **40 top universities and research institutions**, provides the perfect environment for knowledge transfer, networking and innovative inspiration at events.





# 08 Europe's creative capital

Berlin is a European hotspot for art and culture. Its unique mix of history and creativity provides an inspiring setting for imaginative events. Recognised as a **UNESCO City of Design**, Berlin is home to around **150 stages, 170 museums and 290 galleries** – including the East Side Gallery, the **world's longest open-air gallery**.



# 09 Culinary variety for every palate

Berlin's food scene offers something for everyone – from traditional local fare to global cuisine, from Michelin-starred fine dining to buzzing street food markets. With **21 Michelin stars**, Berlin is Germany's gourmet capital. The city also leads nationally with **225 vegan or vegetarian restaurants**.

