

congress.net

Annual Report 2009

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Abbreviated version

Produced for:



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- In Berlin 313 venue providers offer total meeting space of approximately 456,400 m².
- 166 hotels (53% of providers) have around 109,500 m² event space (24% of meeting space).
- 6 convention centres and halls (2% of providers) offer around 57,900 m² event space (13% of meeting space).
- 141 "unusual venues" (locations, 45% of providers) make 289,000 m² event space (63% of meeting space) available.
- 38% of convention hotels and 100% of convention halls took part in congress.net in 2009. Together they represent 75% of the total space offering in venues of this kind.
- 19% of the location providers, which account for 15% of the total event space in Berlin locations, took part.
- In 2009 around 108,500 events were staged with approximately 8.26 million participants. The number of events and of participants was higher than in 2008 (104,600 events with 8.15 million participants). This corresponds to an increase of +4% in events and +1% in participants.
- The Berlin convention hotels play a key role: 91,000 events (+4%) were recorded with approximately 5 million participants (+3%) (2008: 87,600 events with 4.8 million participants).
- Approximately 2,600 events (+4%) with around 920,000 participants (+8%) were staged in the course of 2009 in the convention centres and halls (2008: 2,500 events with 850,000 participants).

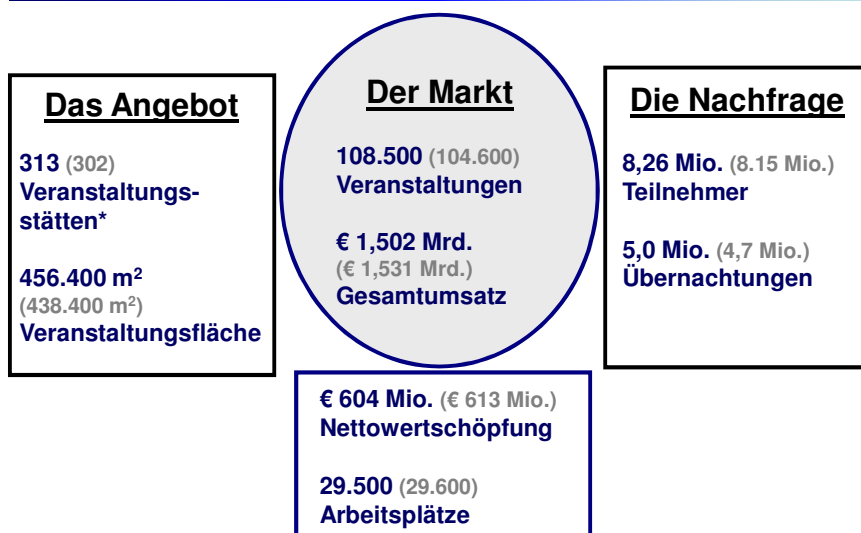
- Approximately 14,900 events (+3%) were recorded in 2009 in the so-called “locations” with approximately 2.38 million participants (-5%) (2008: 14,500 events with 2.5 million participants).
- Overall, it can be observed that the congress market improved in 2009 compared with 2008. Both the numbers of events and participants increased.
- There were very minor changes in 2009 in terms of event size compared with the previous year. 84% of the Berlin events were staged with fewer than 100 participants. Most of the other events attracted between 100 and 250 participants although there were also events with up to 1,000 participants. The events with more than 1,000 participants only have a share of just over 1% in the total event volume; in absolute numbers however they account for 1,300 events with approximately 1.6 million participants.
- The average meeting length in 2009 was 1.7 days as it was the previous year. For the hotels and convention, municipal and multi-purpose halls the average length of event rose from 1.7 to 1.8 and from 1.4 to 1.7 days respectively. At the same time, the average length of event in the locations fell from 1.4 to 1.1 days.
- The share of multi-day events increased in 2009: 33% of the events in Berlin were multi-day, 67% one-day.
- The seasonal distribution of events in Berlin in 2009 shows the typical course of a seasonal curve for meeting and convention events with high volumes in spring and above all in the autumn months and lower demand in the summer holiday months July and August.
- In 2009 meetings (30%), conferences (17%), events (13%), and seminars (12%) were the most important types of event in Berlin. In the case of hotels meetings accounted for the largest share of events by far (34%). Conferences were the largest category in the convention, municipal and multi-

purpose halls (43%). Events were the largest category in the locations (51%).

- In 2009 the private sector staged 69% of all events in Berlin. Whereas the shares of the private sector, associations and organisations increased, the shares of agencies/PCOs and public institutions fell slightly.
- In 2009 90% of all events were directly booked; 7% of the bookings were made by PCOs and around 2% by travel agencies.
- In 2009 the sector "Chemicals, Pharmaceuticals, Cosmetics" headed the field of organisers of meetings, conventions and other events in Berlin. The sectors "Banks, Insurance Companies" and "Publishing Houses, Media, Culture, Sport" were in second and third place with 10% respectively.
- In terms of participants the sector "Publishing Houses, Media, Culture, Leisure, Sport" held the top ranking once again in 2009 as it did the previous year with 11% of participants. This high share can be attributed not least to the World Championships in Athletics which were held in Berlin in August 2009 and spawned numerous high-attendance events of sponsors amongst others. The next most important sectors were "Politics, Public Institutions, Trade Unions, Lawyers" and "Commerce, Banks, Insurance Companies" with 10% respectively of all participants in Berlin events.
- Almost one in four events in Berlin had an international dimension in 2009. Not least because of the economic crisis the proportion of international events fell compared with the previous year by 1 percentage point from 23% to 22%.
- With regard to the origins of the participants, the region continues to play a dominant role with 47%. Compared to the trend in recent years the proportion of participants from Europe and other continents fell slightly in 2009.

- If one looks at the origins of the participants in the different types of event, then conventions with 7% attract the largest number of participants from overseas.
- The share of events with accompanying exhibitions in 2009 (6%) remains the same as the previous year.
- The meeting and convention travel business in Berlin generated around 5 million room nights in 2009. This is an increase of 6% over the previous year (2008: 4.7 million room nights).
- The economic impact for the city is considerable. The volume of sales revenues generated by participants in the meeting and convention travel business amounts to € 1.502 billion in 2009. As a consequence of the economic crisis and because of savings by organisers and meeting participants, there was a slight drop in sales revenues of 2% compared with the previous year (2008: € 1.531 billion). The fact that more events with more participants were once again staged in Berlin despite massive general austerity measures shows that the city is still deemed to be a very attractive meeting destination because of its competitive prices.
- The average expenditure per participant in the meeting and convention travel business was € 182 in 2009 (2008: € 186).
- Around 29,500 full-time jobs are secured in Berlin through the meeting and convention travel business.

Kennziffern für den Berliner Tagungs- und Kongressmarkt 2009



Quelle: ghh consult 2010 nach congress-berlin.net

Key numbers for the Berlin meeting and convention market 2009

The supply

313 (302) venues

456,400 m² (438,400 m²) event space

The market

108,500 (104,600) events

€1.502 billion (€1.531 billion) total sales revenues

€604 million (€613 million net added value)

29,500 (29,600) jobs

The demand

8.26 million (8.15 million) participants

5 million (4.7 million) room nights

Source: ghh consult 2010 according to congress-berlin.net