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Annual Report 2007

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Abbreviated version

Produced for:



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In Berlin 298 venue providers offer a total meeting space of approximately 416,700 m².

160 hotels (54% of providers) have around 99,200 m² event space (24% of meeting space).

Six convention centres and halls (2% of providers) offer 57,900 m² event space (14% of meeting space).

132 "unusual venues" (locations, 44% of providers) make 259,600 m² event space (62% of meeting space) available.

36% of meeting hotels and 100% of convention halls took part in congress.net in 2007. Together they represent 76% of the total space offering in venues of this kind.

17% of the location providers who account for 14% of the total event space located in Berlin locations took part.

In 2007 around 101,200 events with approximately 7.97 million participants were staged. The number of events and participants was far higher than in 2006 (95,500 events with 7.45 million participants). This corresponds to an increase of +6% for events and +7% for participants.

The Berlin convention hotels play a key role: 85,000 events (+6%) attracted 4.7 million participants (+9%) (2006: 80,300 events with 4.3 million participants).

Around 2,400 events (+4%) with approximately 820,000 participants (+3%) were staged in the convention centres and halls in the course of 2007 (2006: 2,300 events with 800,000 participants).

Around 13,800 events (+7%) were recorded in 2007 in the so-called Locations with approximately 2.45 million participants (+4%) (2006: 12,900 events with 2.35 million participants).

Overall the convention market improved markedly compared with 2006. The numbers of participants and events both rose dramatically.

In 2007 there were slight changes in event sizes compared with the previous year. Whereas the share of events with up to 20 participants and between 21 and 50 participants fell marginally (2007: 47% and 29%, 2006: 49% and 30%), slightly more larger events were staged.

The average meeting length of 1.6 days remained the same in 2007 as the previous year. Whereas there were no changes in the case of the convention, municipal and multi-purpose halls and locations with average meeting lengths of 1.4 and 1.2 days compared with the previous year, the average meeting length in hotels increased from 1.6 days in 2006 to 1.7 days in 2007.

The share of multi-day events rose in 2007: 30% of the events in Berlin were multi-day events and 70% one-day events.

The seasonal distribution of events in Berlin in 2007 follows the typical curve of meeting and convention events with high levels above all in the spring and autumn months and low demand in the summer vacation months July and

In 2007 meetings (36%), events (12%), conventions (11%) and seminars (11%) were the dominant types of event from the Berlin perspective. These shares are similar to the previous year. In the case of hotels and convention, municipal and multi-purpose halls, meetings were by far the largest category of event (40% and 27% respectively). Events (42%) and seminars (15%) were the largest category of functions in the locations.

Out of all the organisers in 2007 around two-thirds (66%) of all events were staged by the private sector. Whereas the share of the private sector and public institutions fell slightly, the share of associations, organisations, agencies and PCOs increased slightly as organisers.

Approximately 88% of all events were directly booked in 2007. Around 7% of bookings were made by PCOs and approximately 3% by travel agencies.

The sector "Trade, banking, insurance" was the most highly represented amongst organisers in 2007. With 12%, it staged the most meetings and conventions in Berlin. The sectors "Chemicals, pharmaceuticals, cosmetics" and "Publishing houses, media, culture, leisure, sport" were in second and third place with 9% each.

The sectors "Politics, public administrations, trade unions, lawyers" and "Trade, banking, insurance" headed the field with 9% of all event participants in 2007. The high share this year of the sector "Politics, public administration, trade unions, lawyers" reflects, amongst other things, the impact of large events in Berlin in conjunction with the German EU Council Presidency in the first half of 2007.

The share of international events (23%) increased in 2007 by one percentage point compared with the previous year. This means that just under one in four events in Berlin has an international dimension.

With regard to the origins of participants, the region with 47% is still very clearly to the fore. Overall there is, however, a trend towards larger shares of participants from Germany, Europe and the rest of the world.

If one looks at the origins of participants in the different types of event, conventions have the largest proportion of foreign participants (10%).

The share of events with exhibitions fell slightly in 2007 (6%) compared with the previous year.

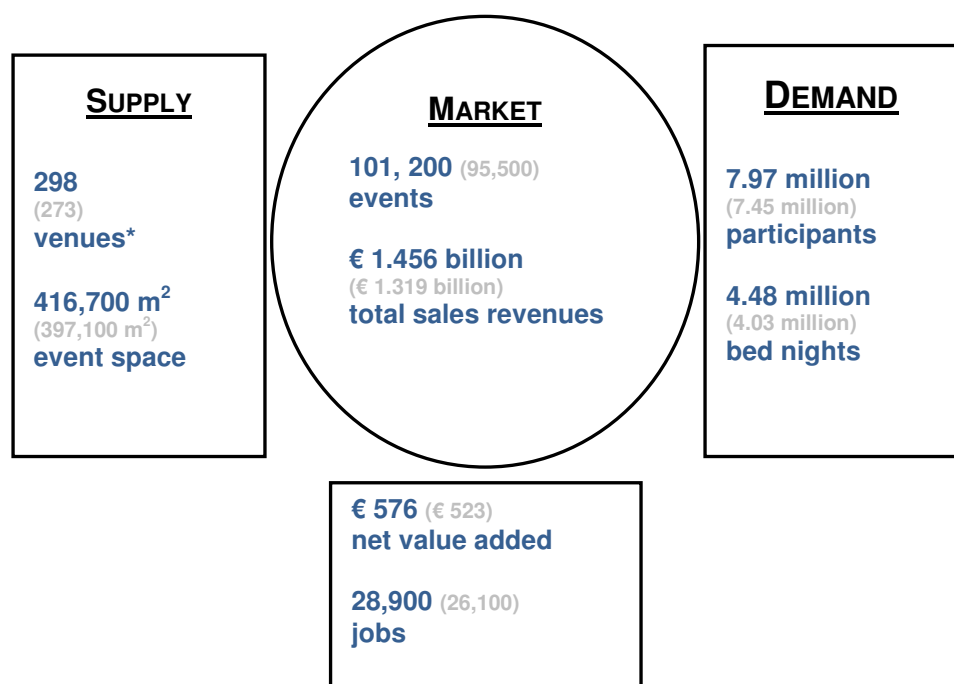
The meeting and convention travel business in Berlin generated approximately 4.48 million bed nights in 2007. Compared with the previous year this is an increase of 11% (2006: 4.03 million bed nights).

The economic impact for the city is considerable and is substantially higher than in the previous year (+10%). The volume of sales revenues generated by meeting and convention participants amounted to € 1.456 billion in 2007 (2006: € 1.319 billion).

The average expenditure per participant in the meeting and convention travel business in 2007 was € 183 (2006: € 177).

Around 28,900 full-time jobs are safeguarded through the meeting and convention travel business in Berlin.

KEY DATA FOR THE BERLIN MEETING AND CONVENTION MARKET 2007



(...) = 2006, *Hotels, convention, municipal and multi-purpose halls and locations
Source: ghh consult 2008 based on congress-berlin.net