

What does the Hotel Charter offer?



- ☒ Shared Berlin expertise for organisers of major congresses
- ☒ Simplified proposals, planning and organisation of new major congresses in Berlin
- ☒ Exclusive services with unified and optimised conditions for organisers
- ☒ Guaranteed hotel rooms and attractive prices
- ☒ Support for marketing major congresses and for visibility in Berlin

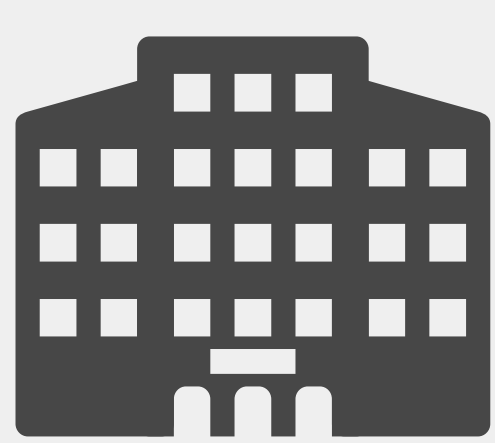
What are the advantages?

 Congress Organisers Optimised and unified conditions	 Berlin More congresses to strengthen the economy and scientific landscape	 Hotels Reliability and more bookings	 Berlin Convention Office Marketing tool and support for application process
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Which congresses does it apply to?

 Not-for-profit organisations	 At least 1,500 participants	 Over 1,000 overnight stays	 At least 2 congress days
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Which hotels are taking part?

 Conference hotels City hotels Guest houses Apartments	At present 91 hotels with over 25,000 rooms
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Actively supported by the entire city

 Der Regierende Bürgermeister von Berlin	 Senatsverwaltung für Wirtschaft, Energie und Betriebe	 Partnerhotels	 Convention Office
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Congresses in Berlin 2018

Congress Survey 2018

143,390 Events ↗ 2.3 %	€ 2.63 bn Total sales ↗ 2.3 %	11.9 m Participants ↗ 2 %	8.06 m Overnight stays ↗ 2 %
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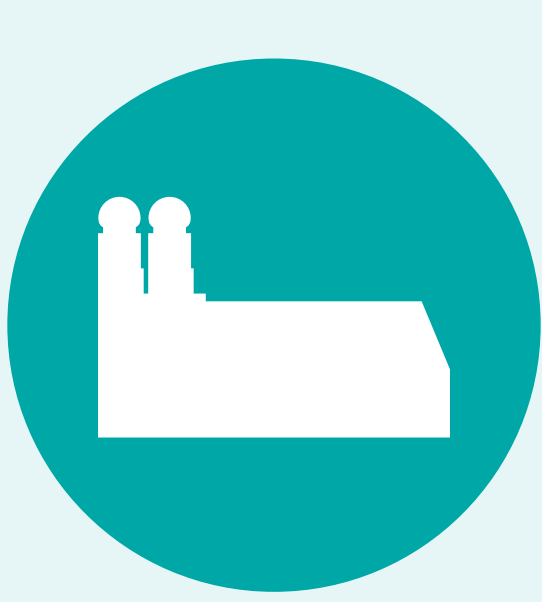
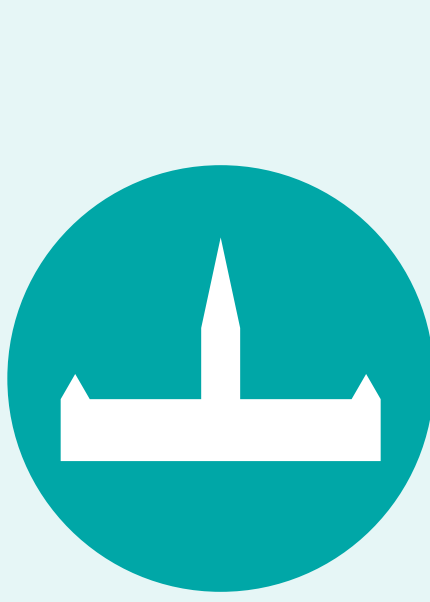
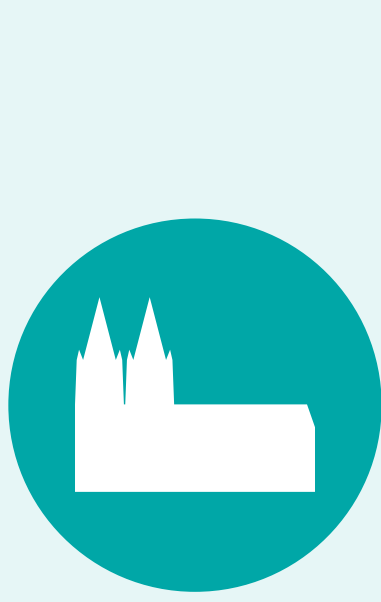
Aim: More congresses in Berlin

In the international top 5 for over ten years

- Barcelona
- Paris
- Vienna
- Berlin**
- London



1st place in Germany for ten years

 1. Berlin	 2. Munich	 3. Dresden	 4. Hamburg	 5. Cologne
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