

## Over 50 New Conference Hotel Projects for MICE Market Germany

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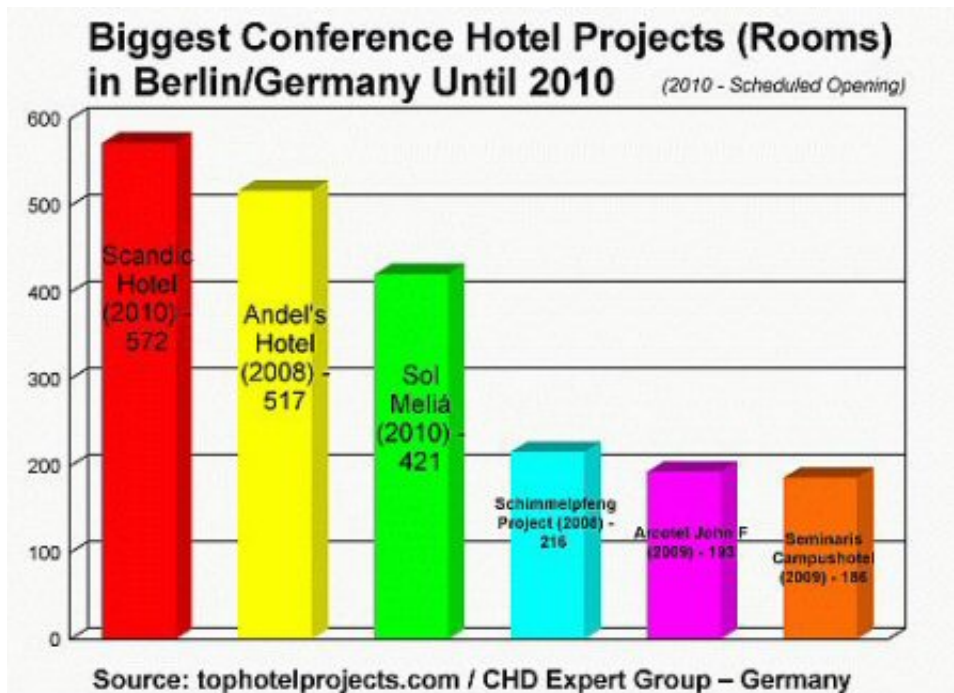
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Six new meeting and business hotels scheduled for Berlin

In the internationally well-known trade fair metropolis of Dusseldorf recently opened one of the largest conference hotels in Germany: The Maritim hotel near the airport has 533 rooms and a conference centre for more than 5,200 guests. The meeting hotel is one of six new large hotel projects in the city. In the next years international hotel chains like Global Hyatt and Meliá will put their feet in the Dusseldorf conference scene.

The German MICE market expands strongly in all urban areas. According to tophotelprojects.com more than 50 conference and business hotels are scheduled until 2011 for opening.

In the capital of Berlin six new conference hotels are projected by international hotel chains and institutional investors. The largest hotel project is a Scandic hotel at Potsdamer Platz near the Reichstag in the city centre of Berlin. The 572 room hotel will be opened in 2010.



Spanish hotel chain Sol Meliá schedules to open its second hotel in Berlin in 2010. The conference hotel project will offer 421 rooms. Vienna International enters the market with Andel's and a volume of 517 rooms. Opening is planned for late 2008.

'The number of international conferences and meetings in Germany increases for several years now,' Rolf W. Schmidt, Managing Owner of CHD Expert Germany, says. 'The growth rate is getting higher and there is a clear demand for special event locations in the German metropolises.'

### About the MICE Market Germany

The turnover of the German market of corporate and unmanaged business travel amounts nearly 63.3 billion Euro in 2006. According to the German Convention Bureau (GCB) the yearly turnover of business travel with one or more hotel nights amounts 38.5 billion euro. The average hotel nights are numbered by 6.1 days. The average spending is 628 Euro. The spending per room night in a first class or middle classed hotel is 108 Euro - in comparison to an average spending per leisure room night of 74 Euro per day.

48 percent of all conferences in German hotels are corporate meetings. Only 15 percent of the conferences are for entertainment or socializing. Most of the meetings (51%) are planned for 50 members in maximum. The annual corporate budget for meetings and conferences are up to 500,000 Euro.

(Source: German Tourism Office DZT, 2006)

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