

## Germany – most popular destination in Europe

Germany is once again the most popular European destination for meetings and conventions in Europe according to the 2006 International Association Meetings Market study by the International Congress & Convention Associ-

ation (ICCA) which again ranks Germany second, just after the USA, for the number of association meetings held in 2006. The capital Berlin was placed fifth in the city rankings.

### Almost 300 million people at 2.6 million events in 6,000 venues

On behalf of the German National Tourist Board (GNTB), the German Convention Bureau (GCB) and the European Association of Event Centres (EVVC), the European Institute for the Meetings Industry (EITW) has created the first joint "Meeting & EventBarometer 2007" for the German meetings and events market. Over 3,000 suppliers in Germany, 37,000 organizers in Europe and over 600 experts worldwide were interviewed via online questionnaires. The "Meeting & EventBarometer" identified a total of 2.6 million conventions, meetings, presentations, exhibitions and special events with 291.5 million attendees.

### Germany rated as leading meeting and event destination

The EITW asked experts and organizers for their opinion on European countries. For the experts Germany was number one, followed by France, Austria and Spain. Around 95 per cent of organizers rate Germany as "better than" or at least "equal to" preferred European meeting destinations. The reason for this favourable image is Germany's reputation as a meetings and events destination with organizers. Both the "hardware" (meetings infrastructure and attractions) and "software" (security, service and language skills) are rated as very good to good in Germany by organizers all over Europe. The "Meeting & EventBarometer" further distinguishes Germany's



International Congress Centre Stuttgart (ICS)

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core competencies as a meetings and events destination: the country's air and road network and the wide variety of over 6,000 meeting and exhibition facilities, convention centres and conference hotels especially appeal to experts.

### Construction boom continues

There is still a construction boom in the MICE segment in Germany and many venues are upgrading their facilities. New hotels continue to appear, convention centres are being expanded and modernized and innovative venues are being created to ensure that Germany can consolidate its leading international position and hold its own in a dynamic international environment. The latest news on developments in the meetings industry in Germany can be obtained by subscribing to the GCB's online newsletter on [www.germany-meetings.com](http://www.germany-meetings.com).

New investments at top German business destinations are for example:

- The new trade fair centre in Stuttgart with the International Congress Centre Stuttgart (ICS) for up to 9,000 people which opened on 20 October 2007
- The Rocco Forte The Charles Hotel Munich, which opened on 4 October 2007, a new five-star hotel situated in the centre of Munich. The €71.5 million hotel has seven conference rooms for up to 60 people and a two-level ballroom for up to 250 people (see p. 136).

organizing events, and provides contacts and addresses. See the website [www.germany-meetings.com](http://www.germany-meetings.com) for an online search facility for meeting venues, newsletter, Germany guide and a lot more.

### IMEX – incorporating Meetings made in Germany

The trade fair "IMEX – incorporating Meetings made in Germany – The Worldwide Exhibition for incentive travel, meetings and events" offers an opportunity to gain information on meeting and convention options in Germany and worldwide at Frankfurt Fair from 22-24 April 2008.

In total, IMEX features 3,300 exhibitors from 150 countries and 8,300 visitors from 97 countries. As the largest exhibitor at IMEX, the Germany stand presents about 145 exhibitors – hotels, convention centres, destinations, event agencies and further service providers from the German meetings and incentive industry in one spot.

### GCB – your partner for events in Germany

The GCB German Convention Bureau e.V. markets Germany as a destination for conventions, meetings, events and incentives both on a national and international level, and is the place to contact for anybody planning an event in Germany.



IMEX 2007, Germany Stand

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Its over 230 members include leading hotels, convention centres and destinations, car hire firms, event agencies and suppliers to the German meetings and conventions industry. Strategic partners are Lufthansa German Airlines, the German National Tourist Board and German Railways. The GCB is an interface between organizers of meetings and conventions and suppliers of the German meetings market, offers advice and support for planning and

Thanks to this wide variety of German exhibitors, IMEX is also the ideal fair for event planners who organize meetings, conventions, incentives and events in Germany. No other international fair of the meetings industry has such a large presence of German providers.

For information about this international trade fair of the meetings, convention, event and incentive industry and to register online, see [www.imex-frankfurt.com](http://www.imex-frankfurt.com).



The Rocco Forte The Charles Hotel, Munich

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Mercedes-Benz Museum, Stuttgart



VW plant, Wolfsburg



Cologne, Rhine panorama



Neuschwanstein, Bavaria

## GerMANY IDEAS – Incentives and Events in Germany

Germany can offer many spectacular possibilities to planners of incentive programmes. You are spoilt for choice.

### Fascination for speed – car nation on the fast track

Germany is regularly in the limelight when there is talk of the automobile industry and driving-related events. Excitement reigns in the native country of Carl Benz, Gottlieb Daimler and Ferdinand Porsche. With no speed limits on the autobahn,



Germany on the fast track

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MICE planners can pull out all the stops. Whether you are in Stuttgart, Munich or Wolfsburg – Germany is a destination where absolutely anything goes – from drivers' training at the Hockenheimring track to the Autostadt experience tour at VW in Wolfsburg, or a visit to the Mercedes-Benz Museum in Stuttgart. Or look behind the scenes of the Porsche production plant in Leipzig. At the Hockenheimring, motor sports fans can either experience the course as a co-driver in a racing car, complete a safety training course or steer a formula vehicle themselves. The Hockenheimring is a top modern event and entertainment venue for conventions, meetings, incentives

and product presentations – and hence a magnet for an active and demanding target group 365 days a year.



phaeno Wolfsburg

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### phaeno Wolfsburg: Discovering the World

Set a sphere in motion simply by relaxing, float on a flying carpet, make sounds visible, listen to an enthralling acoustic collage of micro-sounds – all this is possible at Germany's unique Experimental Landscape embedded in spectacular architecture by Zaha Hadid at Wolfsburg. 250 interactive Experimental Stations form the centre of attraction, which invite visitors to try things out for themselves and follow their own research inclinations. The fascinating themes of natural science and technology can also be approached in phaeno through three Visitor Laboratories, the Science Theatre, the Show Crater, or the Ideas Forum. phaeno also houses two restaurants and room for special events. ([www.phaeno.de](http://www.phaeno.de))

### ESA Space Training – train to be an astronaut

Experience live how the present-day explorers of space prepare for their missions: become an ESA Space Trainee! You can train at the training facilities of the European Space Agency

ESA, under the supervision of international ESA training experts and with the same manuals used by the future ISS astronauts. Your training supervisor at the European Astronaut Centre (EAC) in Cologne is Klaus Damian. This ESA specialist played a major role in developing and setting up astronaut training at EAC and was the Head of the Astronaut Training Division for many years. He takes you through the training programme and tells you all you want to know about human spaceflight and about the tasks of astronauts. Currently you can choose between one two-day and four single-day training programmes at EAC. ([www.protoura.com](http://www.protoura.com))

### Discover Berlin by Trabant

Berlin is and always has been a city of contrasts, the city's appearance



Berlin, Brandenburger Tor

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seems to change almost daily. Discover all sorts of surprises on an exciting rally tour of Berlin in a Trabant car. The driver, navigator and 2 passengers per car are drawn by lot before the start. Each team is accompanied by a guide who talks about the sights they pass in the car. The teams are equipped with a road book, plenty of helpful hints, questions and tasks to accomplish.

The team has to contend with a number of challenges, least of which is coming to grips with the steering wheel! Before they are let loose in the city traffic, participants can practise manoeuvring the car on a test circuit. ([www.mr-congress.com](http://www.mr-congress.com))



Hamburg Speicherstadt

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### Sailing and Detective Dinners in Hamburg

Nord event organizes teambuilding cruises in the three-masted schooner, Mare Frisium, from Hamburg docks. Set the sails together for an invigorating day at sea. In the evening, let yourself be transported to a completely different world and solve a murder mystery! There is a murder weapon, suspects with a variety of motives and you have to help find the murderer! The confused Inspector of Police needs your help – this is an amusing theatre evening interspersed by a buffet of delicious Hamburg specialities. ([www.nordevent.de](http://www.nordevent.de))

The GCB's monthly e-mail newsletter provides suggestions for incentives and exciting events. Register for the e-mail newsletter on the website [www.germany-meetings.com](http://www.germany-meetings.com).

**GCB**  
Meetings made in Germany  
German Convention Bureau



Heidelberg Castle

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Wiesbaden Kurhaus

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Rothenburg a. d. Tauber

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The schooner "Mare Frisium"

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