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FACT SHEET

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Convention Bureau Rhine-Neckar: Professional – Personal – Connected

What is the Metropolitan Region Rhine- Neckar?

The Metropolitan Region Rhine-Neckar extends from the Odenwald in the east to Landau in the south, Bad Dürkheim in the west and the Hessian Bergstraße in the north. It thus lies at the **intersection of 3 federal states** – Hesse, Rhineland-Palatinate and Baden-Württemberg. The key cities in the region are Ludwigshafen, Mannheim (the “City of Music”) and Heidelberg (the “City of Literature”).

The EU defines a metropolitan region as an area with more than one million residents and above-average growth. With a population of around 2.4 million and a GDP of € 79 billion (2014), Rhine-Neckar comfortably exceeds both these benchmarks.

Advantages of Rhine-Neckar

A dynamic, powerful economy, excellence in science and research, glorious countryside, a cosmopolitan outlook and the *savoir-vivre* of the locals make Rhine-Neckar one of the most liveable and loveable regions in the heart of Europe.

History / Mis- sion of the CB RN

The Convention Bureau Rhine-Neckar (CB RN) was founded in August 2008 by seven stakeholders in the sector. It is an **information platform** which aims to represent and market the region’s conventions, meetings and events sector. The network now combines the know-how of nearly 50 partners to attract event planners to the region. It provides contacts, recommends ideal locations and programmes of accompanying events to create comprehensive, all-inclusive packages.

Legal form / Fi- nancing

CB RN is financed exclusively through the contributions of its partners and has no separate legal form. It is a **non-profit organisation**.

Strategic aims of CB RN

→ **Position** and develop the image of the international meetings, incentives, congresses, events (MICE) sector in the Rhine-Neckar region.

- Boost revenues in the sector by increasing the number of events and thus contribute to **value creation** in the location.
- Transform the Convention Bureau Rhine-Neckar into a **one-stop shop** for MICE planners
- Develop joint campaigns for and in the region.

Members of the CB RN The CB RN has a broad **portfolio**:

- convention centres, conference hotels, seminar centres, concert/event venues
- special locations, such as castles, sports facilities, TV studios, cinemas, river boats
- service providers, such as stand builders, caterers, event technology companies, language services, agencies, decorators, shuttle- and transfer companies, IT specialists

The network is notable for **the striking contrasts of its locations**: from avant-garde ensembles to historic palaces; from unusual museums to highly professional convention centres; from quirky off-locations to tranquil country hotels.

CB RN Services The CB RN is a professional and neutral contact for event planners. It acts as both a **navigator** and **initiator** offering a wide range of **free** services:

- point of contact for information and enquiries
- providing contacts
- availability enquiries to CB partners
- intermediary for convention-related service providers
- suggestions and recommendations for programmes of accompanying events, regional tourist attractions, excursions and incentive options.

What makes the CB RN unique?

The Convention Bureau Rhein-Neckar is the only association of its kind in Germany because it operates regionally and represents partners from three federal states: Hesse, Rhineland-Palatinate and Baden-Württemberg.

**MICE location
Rhine-Neckar**

The Rhine-Neckar region in figures:

- 200 venues for meetings and events
- including 30 convention and event centres
- and 110 conference hotels
- 1,000 conference rooms, total
- 130 castles, palaces and stately homes
- 240 museums
- 115 theatre and cabaret venues
- 15 top international festivals

**Why meet in
Rhine-Neckar?**

Seven million business guests visit this pulsating metropolitan region every year. They appreciate

- the spectacular countryside of the Odenwald, Palatinate Forest and vineyards,
- the sunny climate,
- the outstanding infrastructure and transport connections,
- the excellent digital infrastructure,
- the enormous choice of locations, hotels and service providers,
- the exciting options for designing accompanying programmes of events and the
- fascinating blend of lively city life and magnificent natural scenery.

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