

A new era for Berlin-Neukölln

How the Estrel Tower found its home



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The Estrel Tower is being developed in Neukölln – a popular Berlin district characterized by its diversity, vibrancy, and constant innovation. Over the last few decades, the existing Estrel Berlin complex has established itself as a hub for global business events and conventions, welcoming guests from all over the world. The combination of the Estrel Hotel, Estrel Congress Center (ECC), and on-site entertainment creates a strong portfolio that has earned international recognition and driven sustainable growth in the local area. The Estrel Tower will continue this legacy, ushering in an exciting new era for the Estrel.

Berlin as a global market

Berlin is a world-leading MICE destination for conventions and business events, and one of the most-visited travel destinations in Europe. In 2025, the city recorded approximately 12.4 million guests and 29.4 million overnight stays. Its thriving business and leisure travel sectors make Berlin a stable and internationally sought-after market. Here, event organizers benefit from high demand, excellent global travel connections, and facilities for all types of events. The city is also a hub of technology and digitalization, and home to a trailblazing start-up ecosystem. Looking ahead, demand for global gatherings and events in the capital is set to continue growing.

Local roots

The Estrel Tower, Berlin's first skyscraper, stands as a striking architectural landmark on the urban skyline. The project is a future-oriented financial investment, bringing increased capacity, new workspaces, and a strengthened international perspective to the Estrel portfolio. These developments have wide-reaching impact, creating long-term opportunities in the Estrel's neighborhood. Publicly accessible spaces and recreation areas ensure the Tower is integrated into its surroundings, becoming a vibrant part of urban life in the Neukölln district.

Franziska Giffey, Berlin Mayor and Senator for Economic Affairs, Energy and Public Enterprises emphasizes the significance of the Estrel Tower: "The convention and trade show sectors, not to mention the tourism sector, are an integral part of our economy – Berlin takes the lead nationally. The Estrel plays a special role in this as a hotel and event complex and, of course, as an employer for our local economy. Not only is Berlin's skyline expanding with the new Estrel Tower; Berlin's role as a leading European convention and trade show destination is also growing. At the same time, Berlin is gaining a new landmark that serves as a gateway to the city. This impressive project is creating and securing jobs in various parts of the service industry, and supporting local businesses by using regional suppliers. It's a symbol of our city's bright future and a benefit for tourism, the economy, and the people of Berlin."

A view to the future

The Estrel Tower carries forward the remarkable legacy of the Estrel Berlin, serving as a seamless extension of the existing ensemble. Additional spaces and new facilities create flexible settings for an extraordinary range of encounters and experiences. Through this, the Tower reinforces Berlin's prominent position in the global market while strengthening Neukölln's role as a hotspot for international connection and economic innovation.