

## Press release

### Number of international visitors to Berlin exceeds five million for the first time

- **Moderate growth in visitor numbers**
- **7.7 million overnight stays for conferences and conventions**

**Berlin, 22 February 2017** Tourism in Berlin has risen moderately over the last year. The number of overnight stays by visitors to Berlin increased by 2.7 percent to more than 31 million, reports the Berlin-Brandenburg Statistics Office. This means that the number of international visitors has exceeded five million for the first time. Particularly large numbers of visitors came from Great Britain, USA and Spain. Israel also features among the top 10 countries with the most overnight stays for the first time. German guests, with 54.4 percent, still account for the largest proportion of overnight stays.

"Berlin has become one of the top tourist destinations and is considered a role model around the world", says **Ramona Pop, Senator for Economics, Energy and Public Enterprises**. "Our success in the tourism industry is thanks to our creativity, welcoming culture and the hard work of the hotels and other partners in the tourism sector. Tourism now ensures the incomes of more than 240,500 people in our city." Pop announces plans to develop a new approach to tourism in the year ahead. "The first concern will be to take into account criteria for a city-compatible and sustainable tourism industry."

"Berlin has asserted itself in a difficult international environment as one of the top 3 European destinations", says **Burkhard Kieker**, CEO of *visitBerlin*. "To continue our success, we must improve the connections for intercontinental visitors. After years of growth, it is time for all parties to work together to create a tourism infrastructure for the future."

#### More than half of visitors come for art and culture

A typical visitor to Berlin is an average of 39.3 years old. On average, guests stay 2.4 days in the city. However, with 2.8 days visitors from overseas stay longer in Berlin than German tourists. The three most important reasons given for a trip to the German capital are the sights, the art and culture scene as well as the cityscape and architecture.

Over the past year, the art and culture scene under the title "BERLIN 365/24" has been successfully marketed throughout the world by *visitBerlin* in cooperation with Kulturprojekte Berlin. The German capital is a cultural and event location of outstanding importance compared to other European cities.

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## Press release

### One quarter of all overnight stays by conference delegates

The Berlin conference industry has developed positively in 2016. With 7.7 million overnight stays, the conference industry generated around a quarter of the 31 million hotel stays in Berlin in 2016. These figures come from the latest conference statistics\* from the *visitBerlin* Berlin Convention Office.

Last year a total of a more than 11.5 million participants travelled to the German capital for around 137,500 events. This represents an increase of around two percent in both the number of participants and events. Around 2.4 million international participants attended events in Berlin in 2016 and one in five of these travelled from an overseas country.

### Berlin is the city for future issues, medicine and research

More and more conventions in Berlin deal with future issues. Some famous examples are the “World Health Summit”, the “Re:publica” or the “TechCrunch Disrupt Berlin” that will move from London to Berlin in December 2017. Over the past year 16 percent of events in Berlin can be attributed to the medicine, science and research industries (2015: 12 percent). Conferences dealing with the IT, electronics and communication industries come in second place with 13 percent.

Berlin Tourism Statistics January to December 2016 Berlin**				
Country of origin	Guests	Change in % over previous year	Overnight stays	Change in % over previous year
Germany (54.4 %)	7,687,753	+2.4	16,888,504	+1.7
Abroad (45.6 %)	5,043,887	+3.7	14,179,271	+3.9
<b>Total</b>	<b>12,731,640</b>	<b>+2.9</b>	<b>31,067,775</b>	<b>+2.7</b>

Berlin Convention Statistics 2016*	2015	2016
Participants	11.37 million (+4 %)	11.58 million (+1.8 %)
Events	135,100 (+3 %)	137,500 (+1.8 %)
Overnight stays	7.5 million (+7 %)	7.7 million (+2.7 %)

\* Convention statistics 2016 from the independent market research company ghh consult GmbH on behalf of *visitBerlin*

\*\*Amt für Statistik Berlin-Brandenburg

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#### *visitBerlin*

“We know Berlin.” This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. *visitBerlin*'s Berlin Convention Office markets the city as an event location for meetings and conventions of all sizes. Berlin's popularity as a tourist destination continues to grow: with more than 31 million overnight stays in 2016, the German capital is as busy as ever. The city's also in great demand as a place to hold meetings: Berlin is currently the #1 destination for conferences and conventions organised by international associations. As provider of tourism services, the company offers a wide range of travel packages and also issues the city's official tourist ticket, the Berlin WelcomeCard. *visitBerlin* also operates six Berlin Tourist Information Offices across the city. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete range of tourist offerings in Berlin. The website [visitBerlin.com](http://visitBerlin.com) provides information about the capital in 14 languages.

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