

## Results for the first half of 2018: balanced growth

- **Berlin tourism from January to June with a healthy growth of around 4 percent**
- **More than 1 million international congress visitors in Berlin**
- **City tour: *visitBerlin* is advertising Germany for the Day of Unity-festival on 3 October**

**Berlin, 14 August 2018** Berlin tourism developed well in the first six months of the year. Around 6.4 million visitors came to the German capital from January to June 2018. This is about 4.4 percent more than in the previous year. The number of overnight stays rose by 4.2 percent to a total of 15.3 million. The number of visitors from abroad who travelled to Berlin from January to June rose 4.7 percent to around 2.5 million. Domestically, 4.3 percent more guests came, a total of around 4 million.

"Berlin is Germany's showcase. At a four percent growth, the number of visitors to the capital has continued to grow at a healthy level. The increase is equally due to visitors from Germany and abroad," says **Burkhard Kieker, CEO of *visitBerlin***.

### **Congress business: More than 1 million international participants in Berlin for the first time**

The Berlin congress industry has also experienced a steady growth\*\* in the first half of 2018. 65,790 events (+2.8% compared to the previous year) with 5.08 million participants (+2.4%) took place in Berlin. For the first time, more than 1 million guests came from abroad - ten percent more than in the previous year.

The biggest foreign markets include the UK and the USA. Conference and congress travellers generated 3.98 million overnight stays in Berlin, an increase of two percent over the previous year. The congress industry thus consistently contributes to a quarter of the touristic overnight stays in Berlin hotel beds.

**Burkhard Kieker:** "The conference and congress business is developing a reliably high added value for Berlin. The international share of business travellers in particular ensures high income and secure jobs in the city."

### **Outlook: "Only with you" - Berlin invites you to the celebration of the Day of German Unity**

*visitBerlin* is promoting Berlin as a travel destination throughout Germany in August and September in cooperation with Kulturprojekte Berlin and a visit to the official celebration of the Day of German Unity, which will be held in Berlin from 1-3 October. The "Only with you" city tour makes a stop in five German cities: Dresden, Frankfurt am Main, Munich, Stuttgart, and Cologne. The focus of the campaign is a unique mirror installation. More information at [visitBerlin.de/nurmiteuch](http://visitBerlin.de/nurmiteuch).

(2,643 characters)

# Press information



Berlin Tourism Statistics January–June 2018 Berlin*				
Country of origin	Visitors	Change in % from previous year	Overnight stays	Change in % from previous year
Germany (55.7%)	3,962,601	+4.3	8,517,181	+3.6
Abroad (44.3 %)	2,471,087	+4.7	6,782,201	+5.1
<b>Total</b>	<b>6,433,688</b>	<b>+4.4</b>	<b>15,299,382</b>	<b>+4.2</b>

Congress Statistics Berlin for the 1st half of 2017 and 2018**		
	2017	2018
<b>Participants</b>	4.96 million.	5.08 million (+2.4 %)
<b>Events</b>	64,000	65,790 (+2,8 %)
<b>Overnight stays</b>	3.9 million	3.98 million (+2 %)

\*Source: Berlin-Brandenburg Statistics Office

Source: Congress statistics for the first half of 2017 and 2018 from the independent market research company ghh consult GmbH on behalf of *visitBerlin*.

---

## **visitBerlin / Berlin Tourismus & Kongress GmbH**

Press Office  
Am Karlsbad 11  
10785 Berlin, Germany

presse.visitBerlin.de  
facebook.com/visitBerlin  
Twitter: @visitBerlinNews

## **Press contact**

Christian Tänzler, Press Spokesman  
Tel.: +49 (0)30 26 47 48 – 912  
christian.taenzler@visitBerlin.de

Anja Mikulla, Deputy Spokeswoman  
Tel.: +49 (0)30 26 47 48 – 903  
anja.mikulla@visitBerlin.de