

# Tourism in Berlin 2018

Overnight stays **32.87 million** ↗5.5%

Visitors **13.50 million** ↗4.1%

## NATIONAL

54.1%

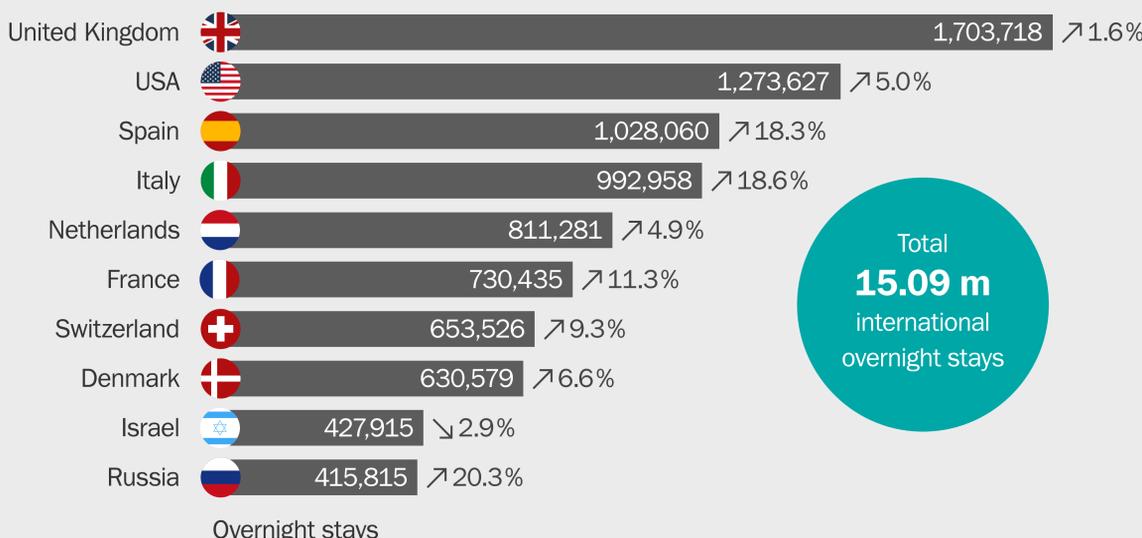
## INTERNATIONAL

45.9%



**8.06 million** of all overnight stays were generated by convention participants. ↗2%

## Top 10 markets abroad



Total **15.09 m** international overnight stays

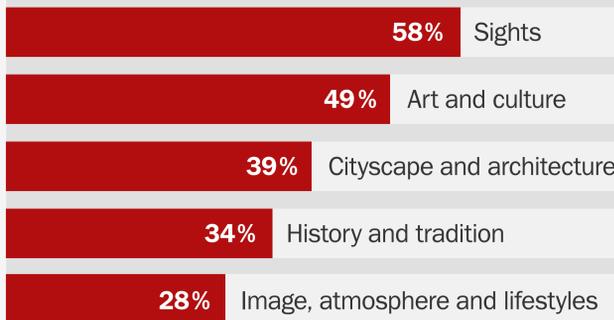
## The Berlin visitor



Ø **40.1 years old**

50% of holiday visitors from abroad have already visited Berlin at least once.

### TOP 5 REASONS FOR A VISIT



The Berlin visitor stayed **Ø 2.4 days**.

### WHO STAYS LONGEST IN BERLIN?



(Markets with over 100,000 visitors)

## Congresses in Berlin 2018

### Congress Survey 2018

**143,390**  
Events  
↗2.3%

**€ 2.63 bn**  
Total sales  
↗2.3%

**11.9 m**  
Participants  
↗2%

**8.06 m**  
Overnight stays  
↗2%



**Aim: More congresses in Berlin**

### In the international top 5 for over ten years

- 1 Barcelona
- 2 Paris
- 3 Vienna
- 4 Berlin
- 5 London



**Berlin in ICCA ranking**  
2017: 4th place  
2016: 4th place  
2015: 1st place  
2014: 4th place  
2013: 5th place

### 1st place in Germany for ten years



**1. Berlin**



**2. Munich**



**3. Dresden**



**4. Hamburg**



**5. Cologne**

## Congress Duration



Average congress duration 2018: **1.9 days**



**20%** of events in Berlin were international.

### MULTI-DAY EVENTS

**36%** ↘2%

### SINGLE DAY EVENTS

**64%** ↗2%

## Top 3 Sectors



Medicine/Pharmaceuticals/Health Science  
**22%**



Politics/Public Institution  
**18%**



IT/Digital Economy  
**12%**