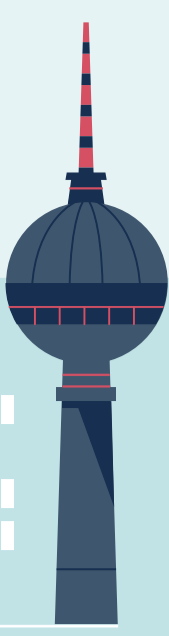


# Berlin Tourism 2020 in the times of corona

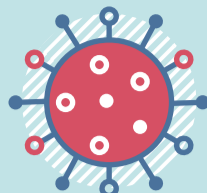
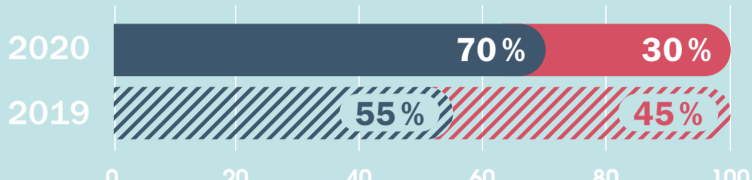


Overnight stays  
Visitors

12.3 m  $\downarrow$  64%  
4.9 m  $\downarrow$  65%

Proportion of overnight stays:

national international

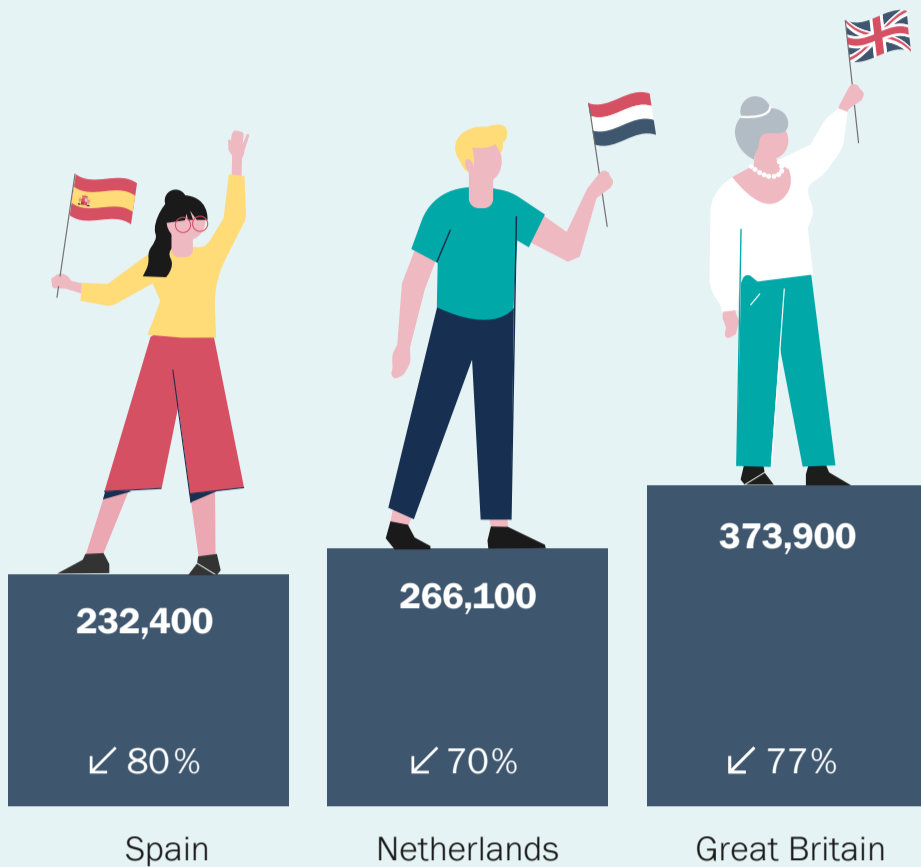


Due to the pandemic and current restrictions, in 2020 Berlin had around **one third** of the visitors in 2019.

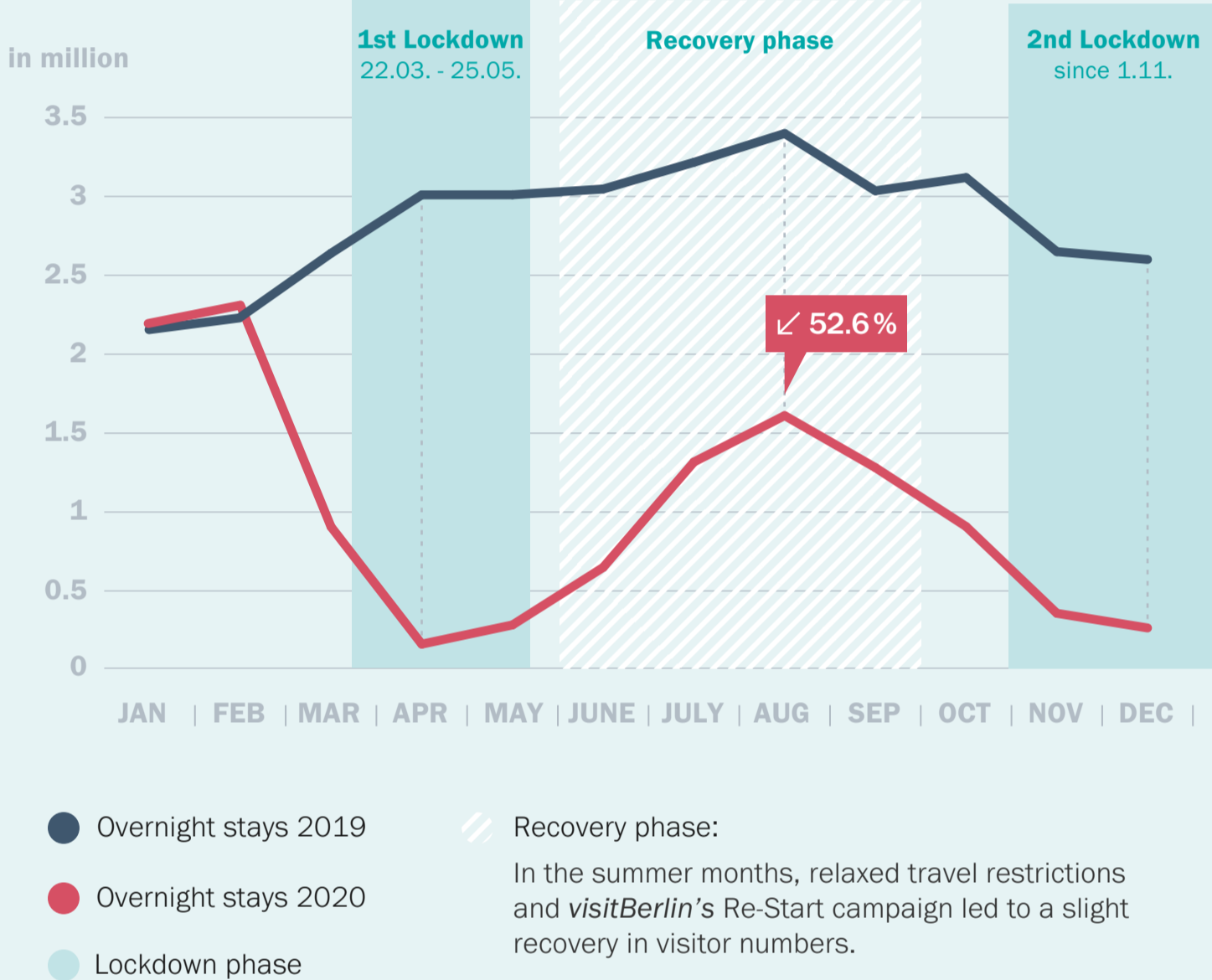
## Markets abroad

Which countries headed the rankings of Berlin's visitors from abroad?

Total  
**3.7 million**  
international  
overnight stays  
 $\downarrow$  76%



## Tourist Development 2020



## Congresses in Berlin 2020



In January and February, B2B events recorded a strong start to the year. From March on, due to the Covid-19 pandemic, only limited events could be held. With its digital events, the Berlin Convention Office kept customers up-to-date on the current options in Berlin's MICE sector. In 2020:

**Hygiene Guidelines** for secure events were drafted from and with partners from politics and business (incl. *visitBerlin* Convention Partner)

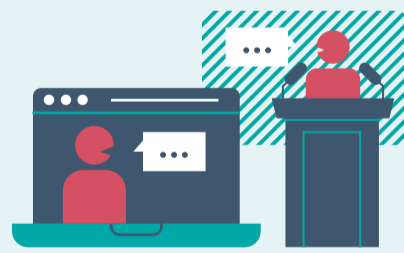
the **Berlin Congress Fund** was launched to acquire events for Berlin

the Sustainable Meetings Berlin **initiative for more sustainability** was further developed to include a Sustainable Partner programme



In 2020, Berlin became a new member of the Global Destination Sustainability Movement, the largest global sustainability improvement programme in the tourism and congress sector.

During the pandemic, the alternatives were interactive **digital and hybrid events**:



17th German Association Congress  
1.-2.9.2020  
**physical event**

BOCOM – Borderless Communication Congress  
3.9.2020  
**hybrid event**

World Health Summit  
25.-27.10.2020  
**virtual event**

## Berlin is ranked 3rd globally as a congress city

**Berlin's ICCA Ranking**

2019: 3rd place  
2018: 5th place  
2017: 4th place  
2016: 4th place  
2015: 1st place

