

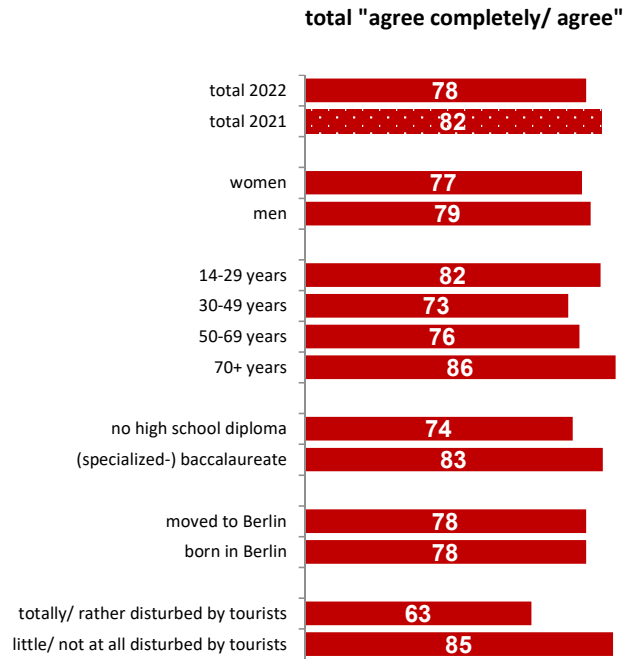
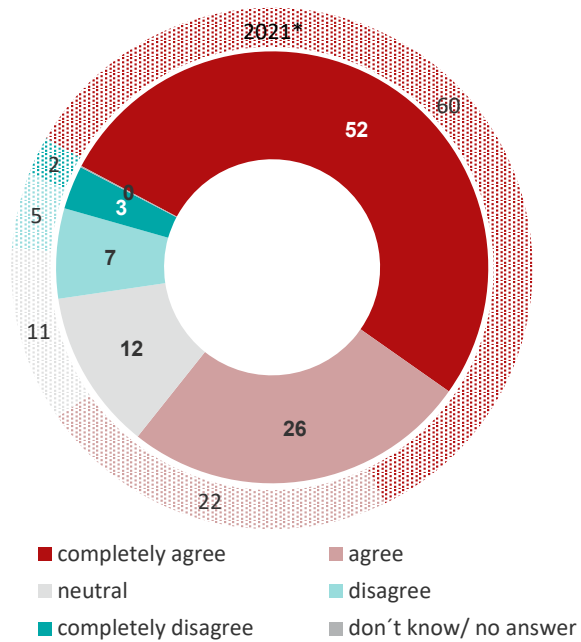
# Acceptance of tourism 2022

Results of a representative resident survey in Berlin

September 2022



# Majority likes living in Berlin



Almost four-fifths of Berliners like living in their city very much.

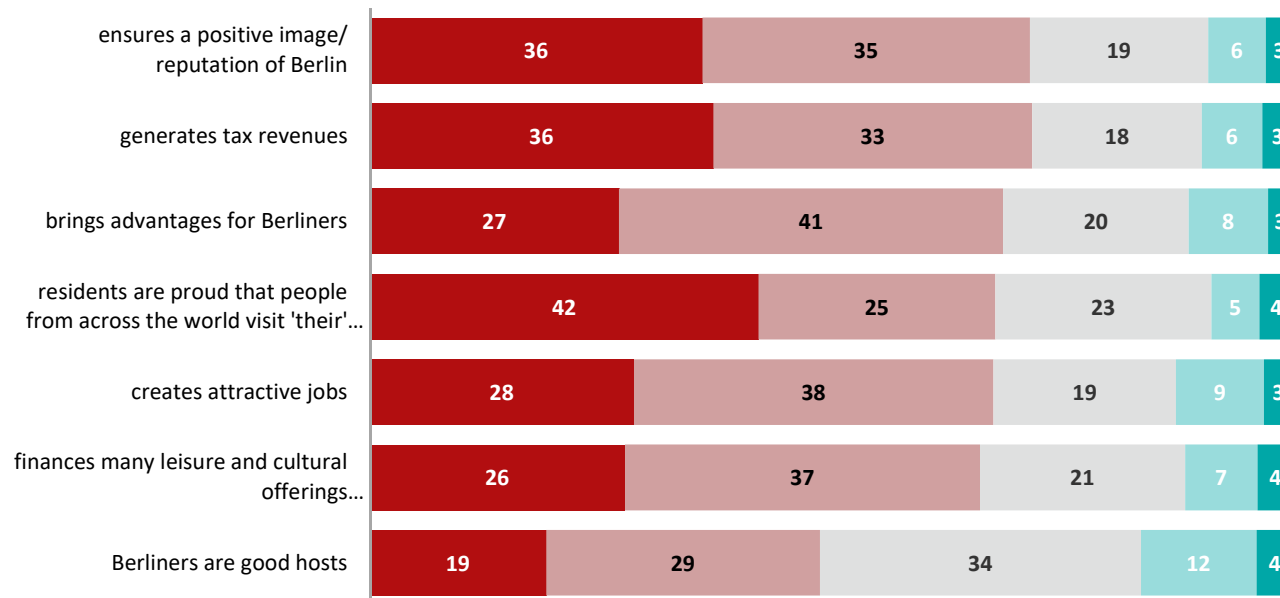
Shares in %

\*Basis 2021:  
total n = 3,054

Basis: total n = 3,016

# To what extent do Berliners agree with these statements

Survey on Berlin tourism



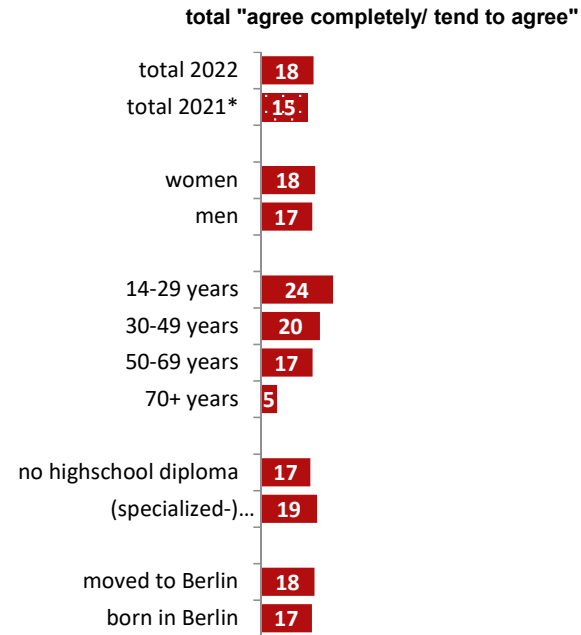
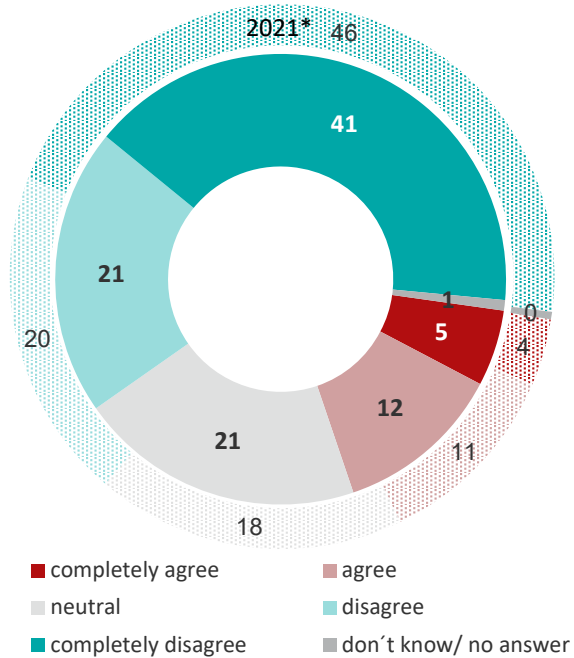
- completely agree
- agree
- neutral
- disagree
- completely disagree

**Almost three quarters of Berliners believe that tourism creates a positive image for Berlin.**

Shares in %, to 100% missing figures: don't know/ no answer

Basis: total n = 3,016

# Restrictions and disturbances by tourism



**18 percent of Berliners feel restricted or disturbed by tourists. The vast majority do not feel restricted.**

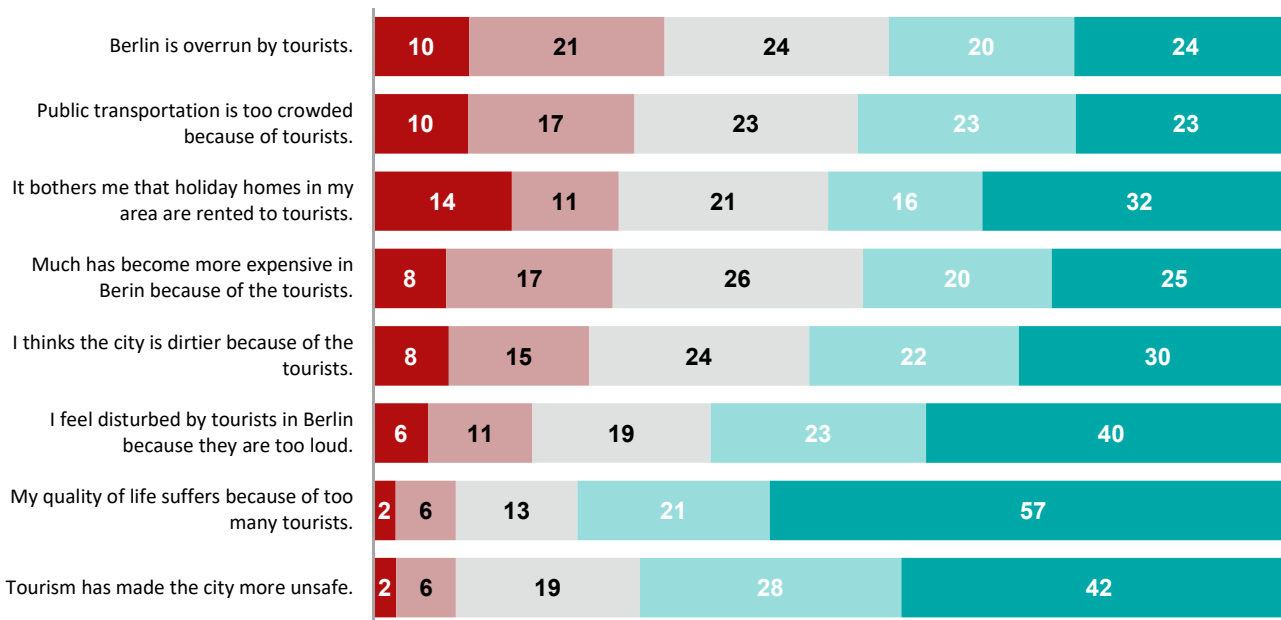
Shares in %

\*Basis 2021:  
total n = 3,054

Basis: total n = 3,016

# To what extent do Berliners agree with these statements?

## Survey on Berlin tourism



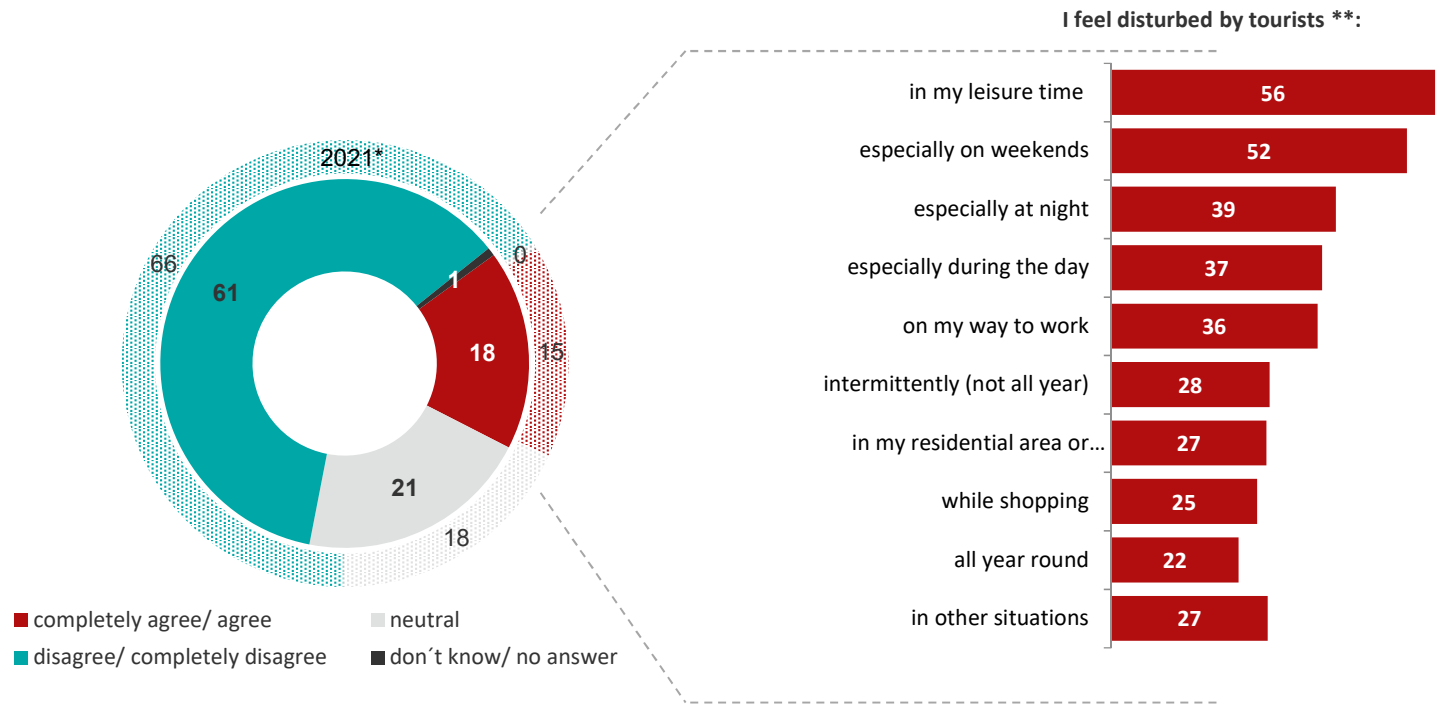
- completely agree
- agree
- neutral
- disagree
- completely disagree

**Just under a third of Berliners think the city is overcrowded.**

Shares in %, to 100% missing figures: don't know/ no answer

Basis: total n = 3,016

# Disturbances by tourists (mentioned situation)



The Berliners who feel disturbed by tourists often feel disturbed in their free time or on weekends.

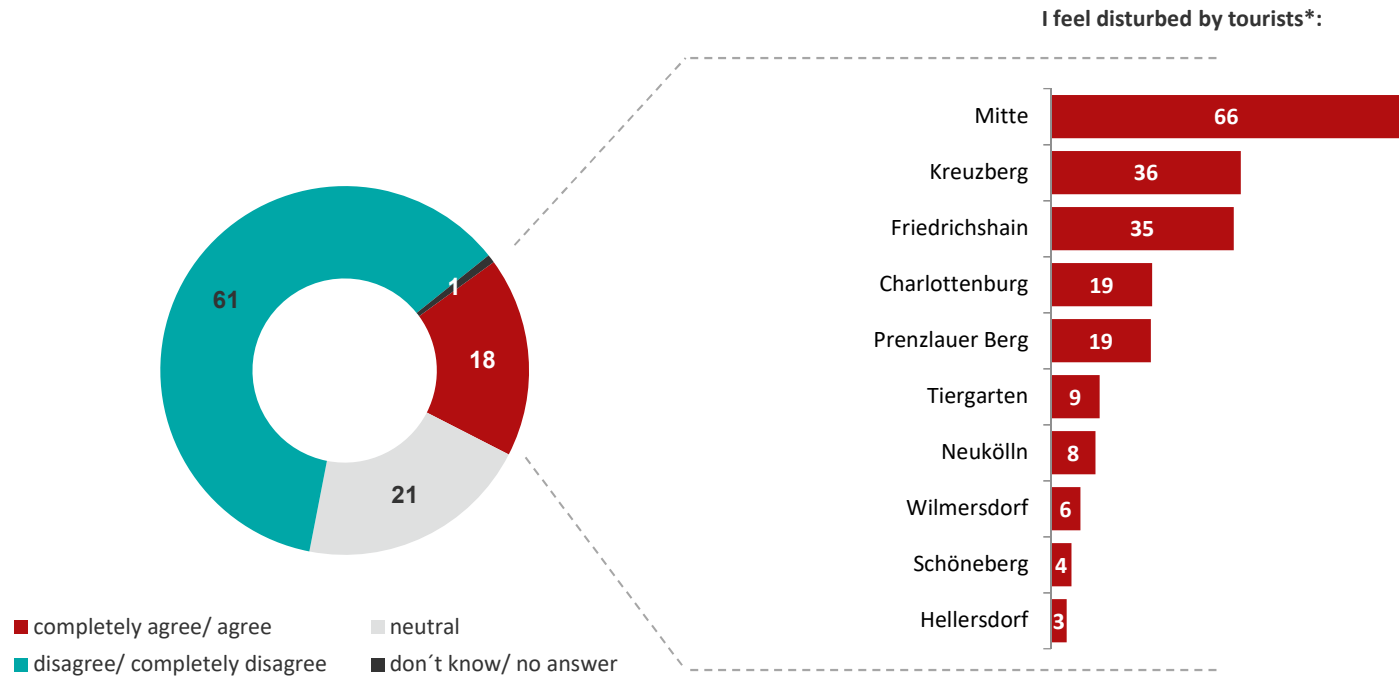
Shares in %, multiple responses

\*Basis 2021:  
total n = 3,054

\*\* Berliners who feel disturbed by tourists, n = 477

Basis: total n = 3,016

# Disturbances by tourists (mentioned districts)



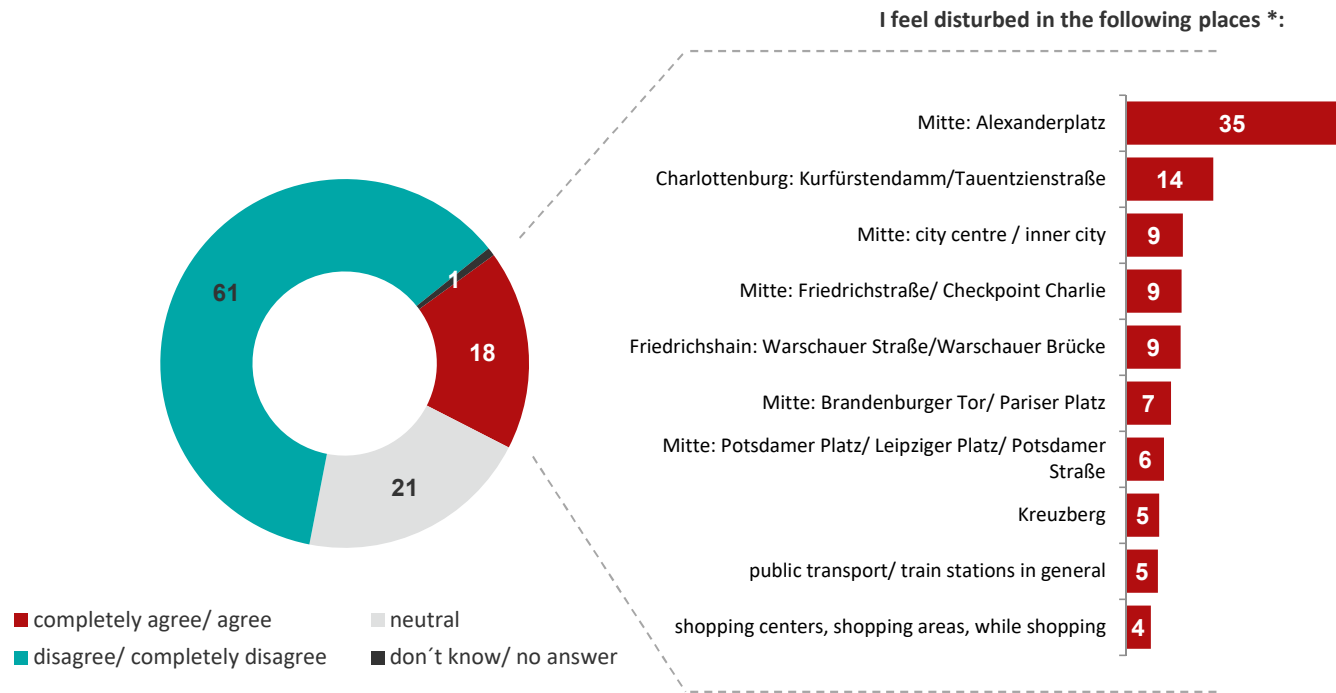
The Berliners who feel restricted by tourists are mainly disturbed in Mitte.

Shares in %, multiple responses Top 10

\* Berliners who feel disturbed by tourists, n = 477

Basis: total n = 3,016

# Disturbances by tourists (mentioned places)



A good third of those who feel disturbed say that this particularly affects Alexanderplatz.

Shares in %, multiple responses Top 10

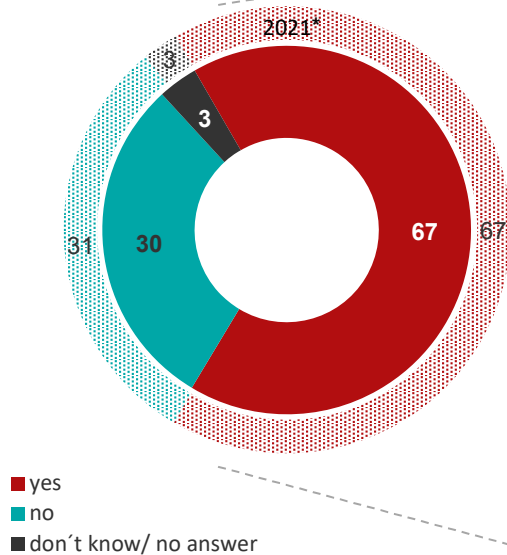
\* Berliners who feel disturbed by tourists, n = 477

Basis: total n = 3,016

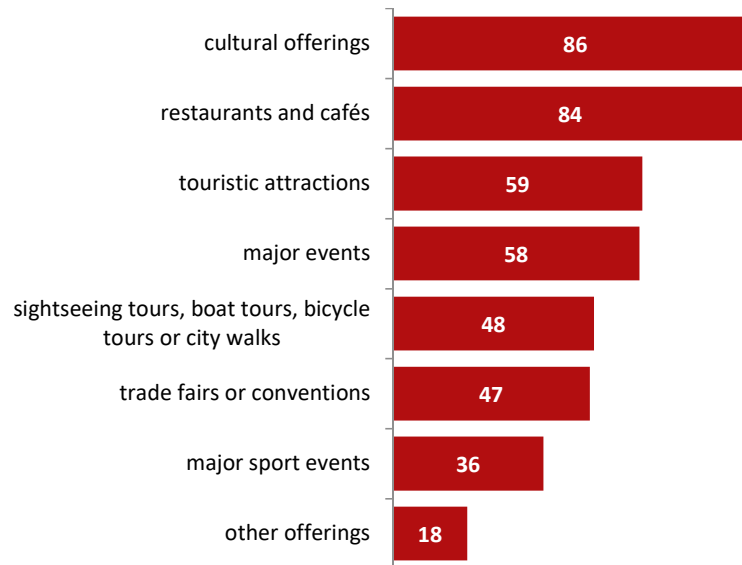


# Use of tourism offers in Berlin

Use of offers in leisure time, which are also interesting for tourists:



offerings used in leisure time\*\*:



**Two-thirds of Berliners use services in their free time that are also of interest to tourists.**

Shares in %, multiple responses

\*Basis 2021: total n = 3,054

\*\* Berliners who take advantage of tourism offers in their leisure time, n = 2,068

Basis: total n = 3,016

# About the survey



## base population

German-speaking resident population in Berlin aged 14 and over



## survey period

August 22, 2022 until September 14, 2022



## case number & error interval

n = 3,016 interviews  
+/- 1.8 percentage points (proportion value 50%, certainty probability 95%)



## survey method

telephone interviewing (CATI = Computer-Assisted Telephone Interviewing) and online survey (CAWI = Computer-Assisted Web Interviewing)



## selection procedure

CATI: representative household sample based on ADM fixed/mobile master sample (dual frame approach).  
CAWI: random selection from an actively recruited online access panel



## weighting

population-representative weighting according to the characteristics age, gender, household size, and school education

# Imprint

## Contact us

If you have any questions about this evaluation please contact: [marktforschung@visitBerlin.de](mailto:marktforschung@visitBerlin.de)

## Commissioned by

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subject to alterations and typographical and printing errors, status: October 2022

