

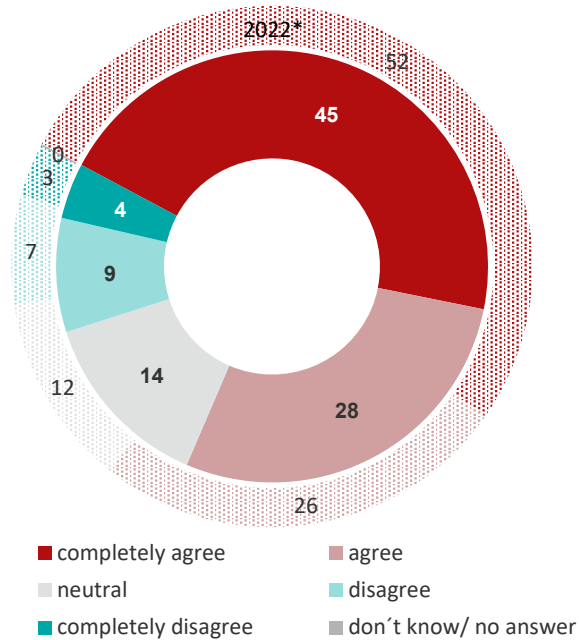
Acceptance of tourism 2023

Results of a representative survey in Berlin

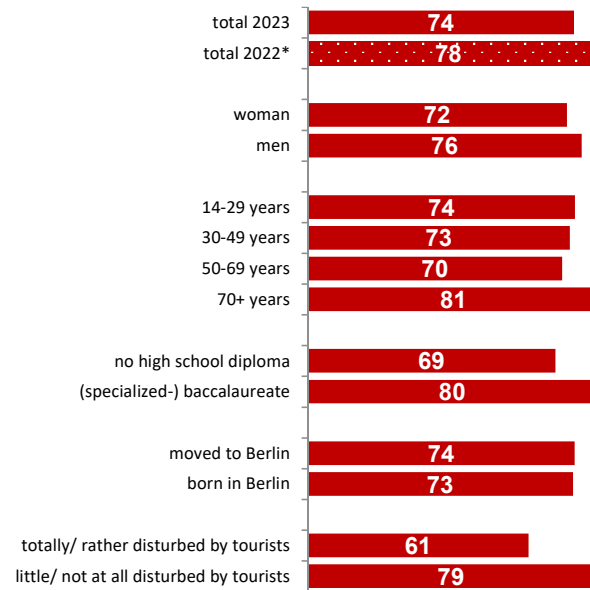
November 2023



Majority likes living in Berlin



total "agree completely/ agree"



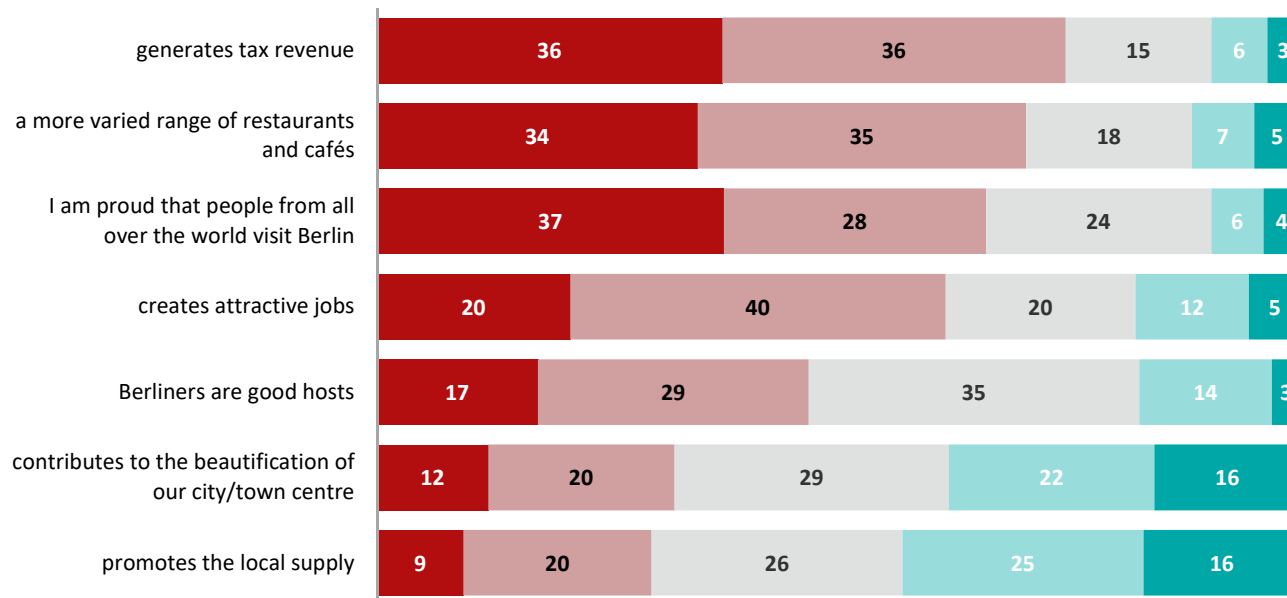
Three quarters of Berliners very much enjoy living in their city.

Shares in %

*Basis 2022:
total n = 3,016

Basis: total n = 3,035

Benefits of tourism



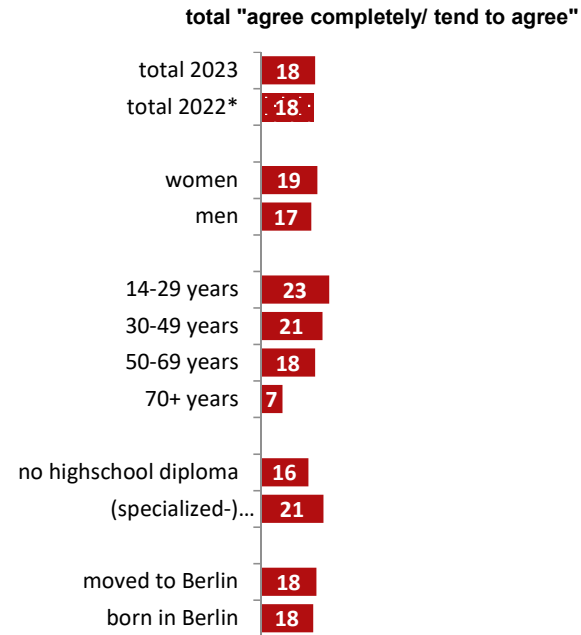
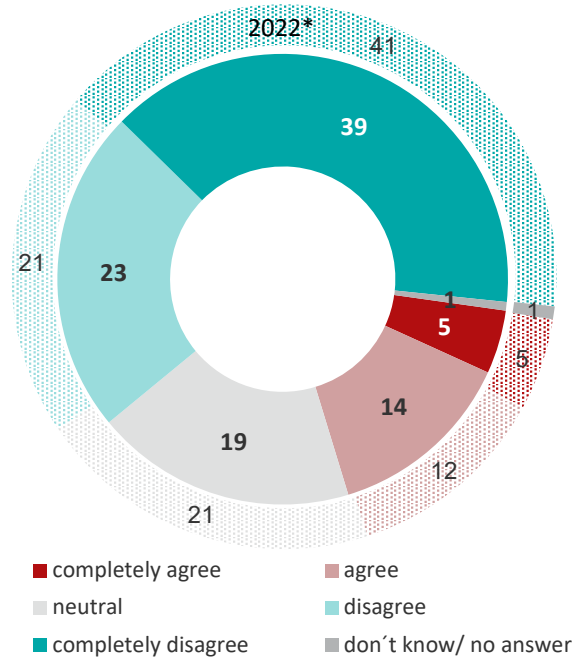
- completely agree
- agree
- neutral
- disagree
- completely disagree

Almost three-quarters of Berliners believe that tourism generates tax revenue that benefits Berlin as a whole.

Shares in %, an 100% missing values: don't know/ no answer

Basis: total n = 3,035

Restrictions and disturbances by tourism



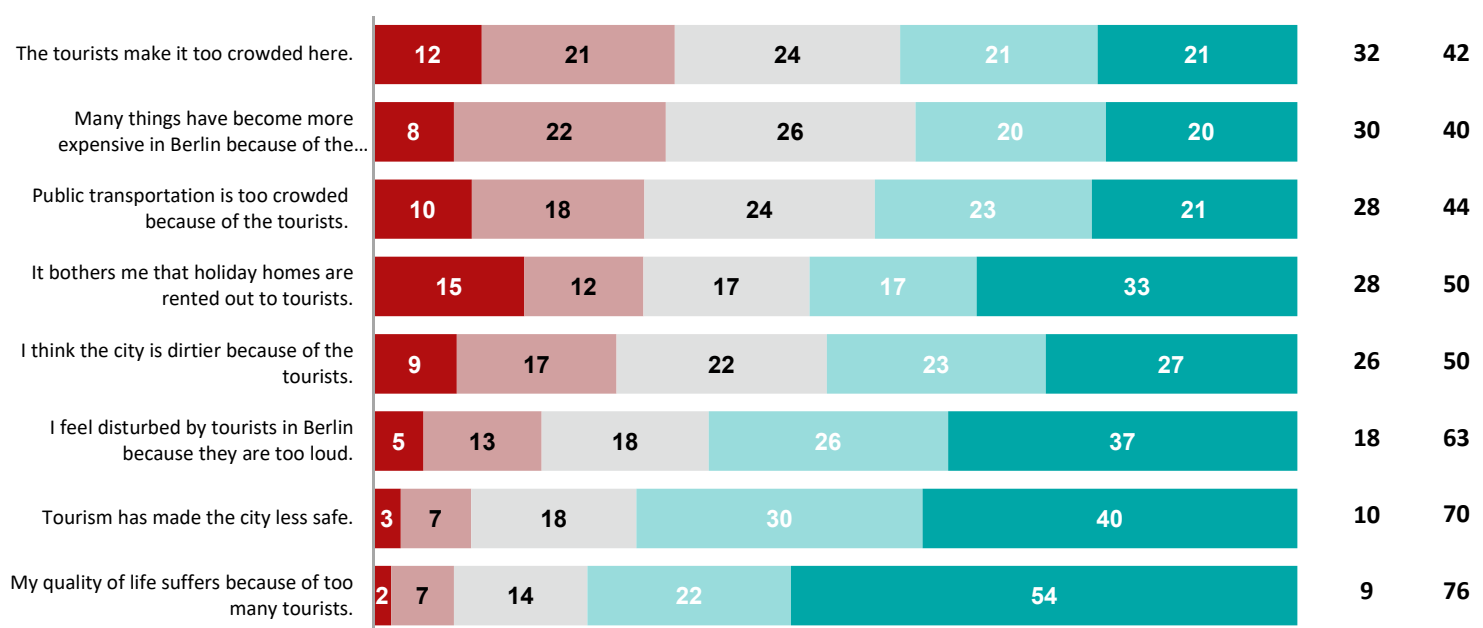
18 percent of Berliners feel restricted or disturbed by tourists. The vast majority do not feel restricted.

Shares in %

*Basis 2022:
total n = 3,016

Basis: total n = 3,035

To what extent do Berliners agree with these statements?



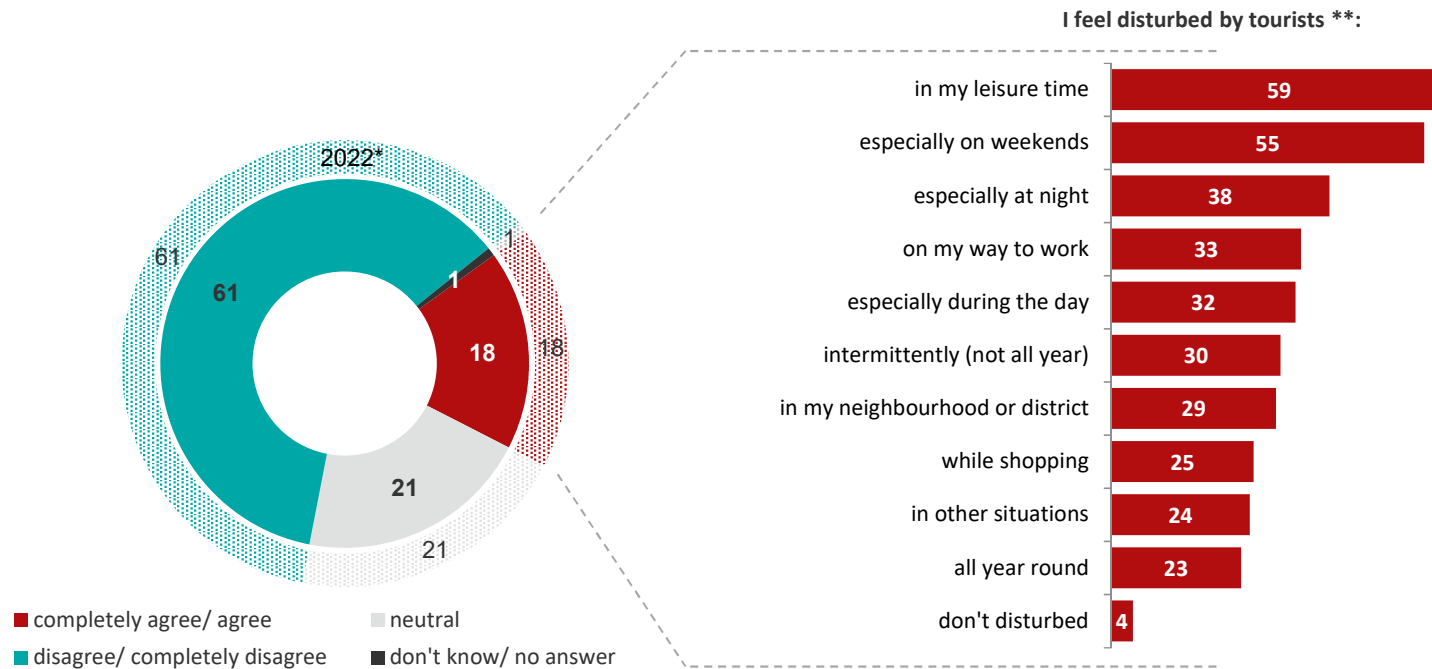
- completely agree
- agree
- neutral
- disagree
- completely disagree

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 = 3,035

Disturbances by tourists (mentioned situation)



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

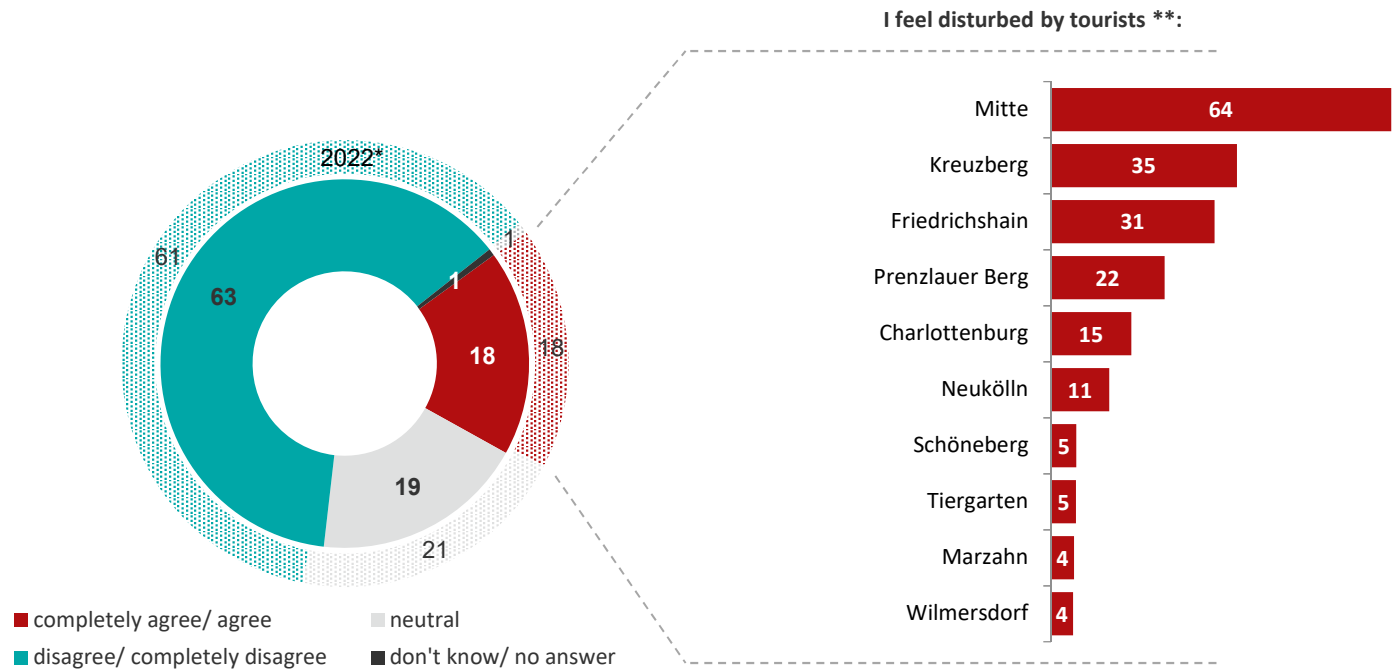
Shares in %, multiple responses

*Basis 2022:
total n = 3,016

** Berliners who feel disturbed by tourists, n = 517

Basis: total n = 3,035

Disturbances by tourists (mentioned districts)



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

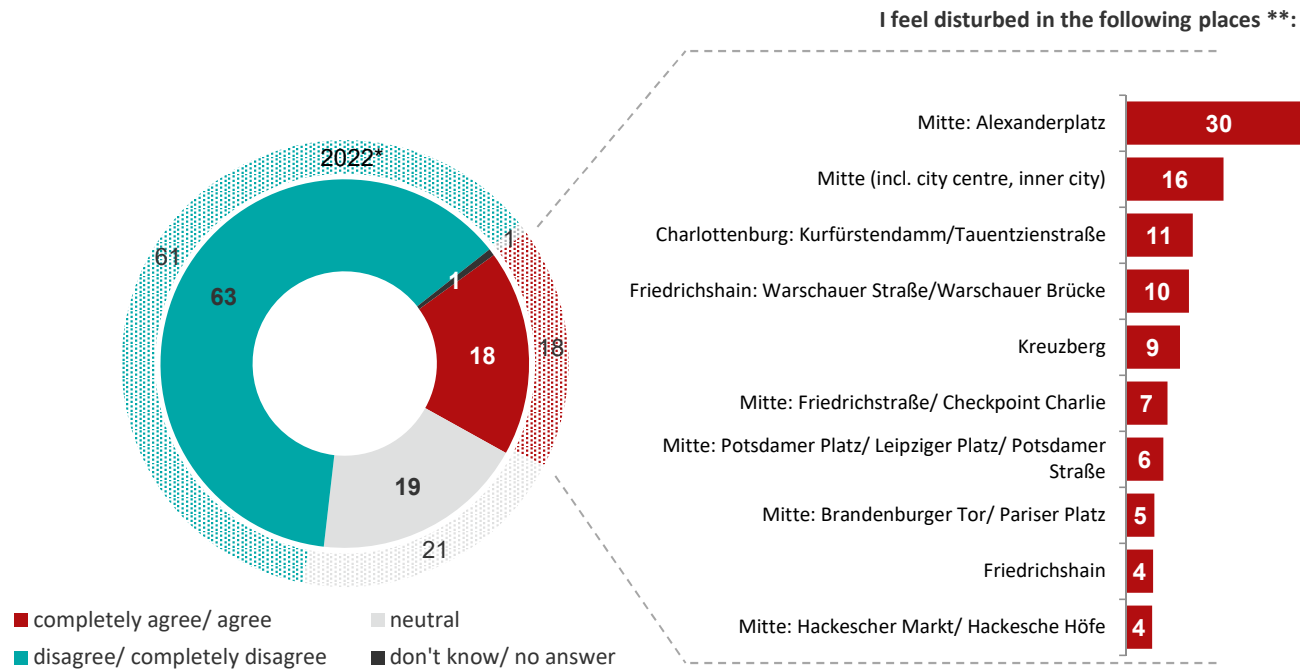
Shares in %, multiple responses Top 10

*Basis 2022: total n = 3,016

**Berliners, who feel disturbed by tourists, n = 517

Basis: total n = 3,035

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

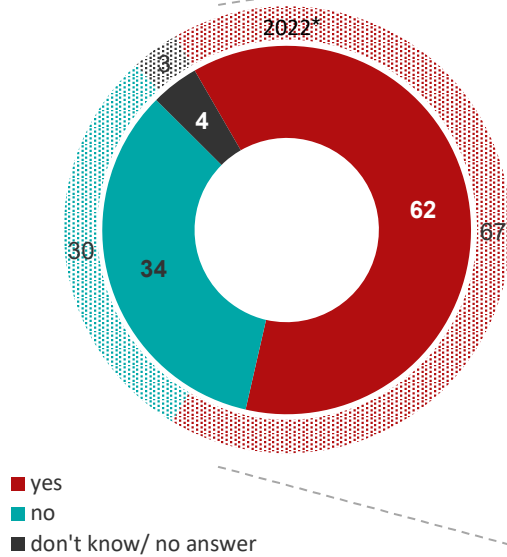
*Basis 2022: total n = 3,016

**Berliners, who feel disturbed by tourists, n = 517

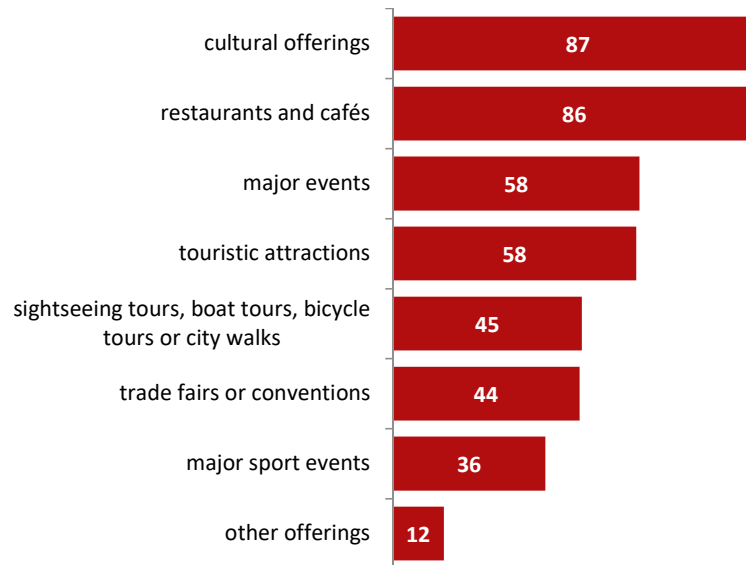
Basis: total n = 3,035

Use of tourism offers in Berlin

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



offerings used in leisure time **:



When it comes to leisure activities that would be of interest to tourists, Berliners often mention cultural activities as well as restaurants and cafés.

Shares in %, multiple responses

*Basis 2022:
total n = 3,016

**Berliners, who take advantage of tourism offers in their leisure time, n = 1,968

Basis: total n = 3,035

About the survey



base population

German-speaking resident population
in Berlin aged 14 and over*



survey period

September 6, 2023
until September 28, 2023



case number & error interval

n = 3,035 interviews
+/- 1,8 percentage points (proportion value
50%, certainty probability 95%)
Percentages are rounded, which is why rounding
differences may occur in the totals



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

*four per cent of respondents here work/are employed in tourism

Imprint

Contact us

If you have any questions about this evaluation please contact: marktforschung@visitBerlin.de

Commissioned by

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