

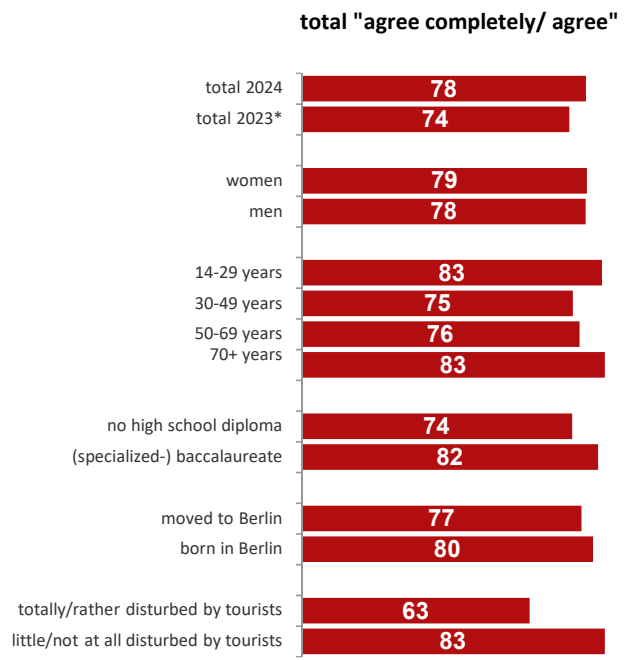
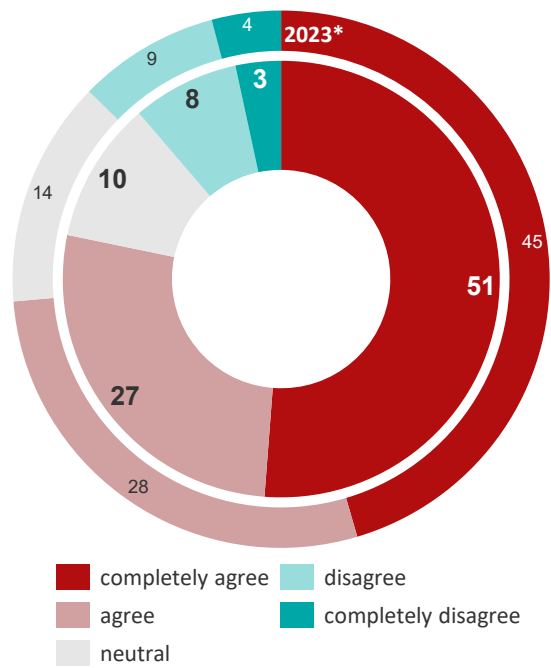
Acceptance of tourism 2024

Results of a representative survey in Berlin

November 2024



Majority likes living in Berlin



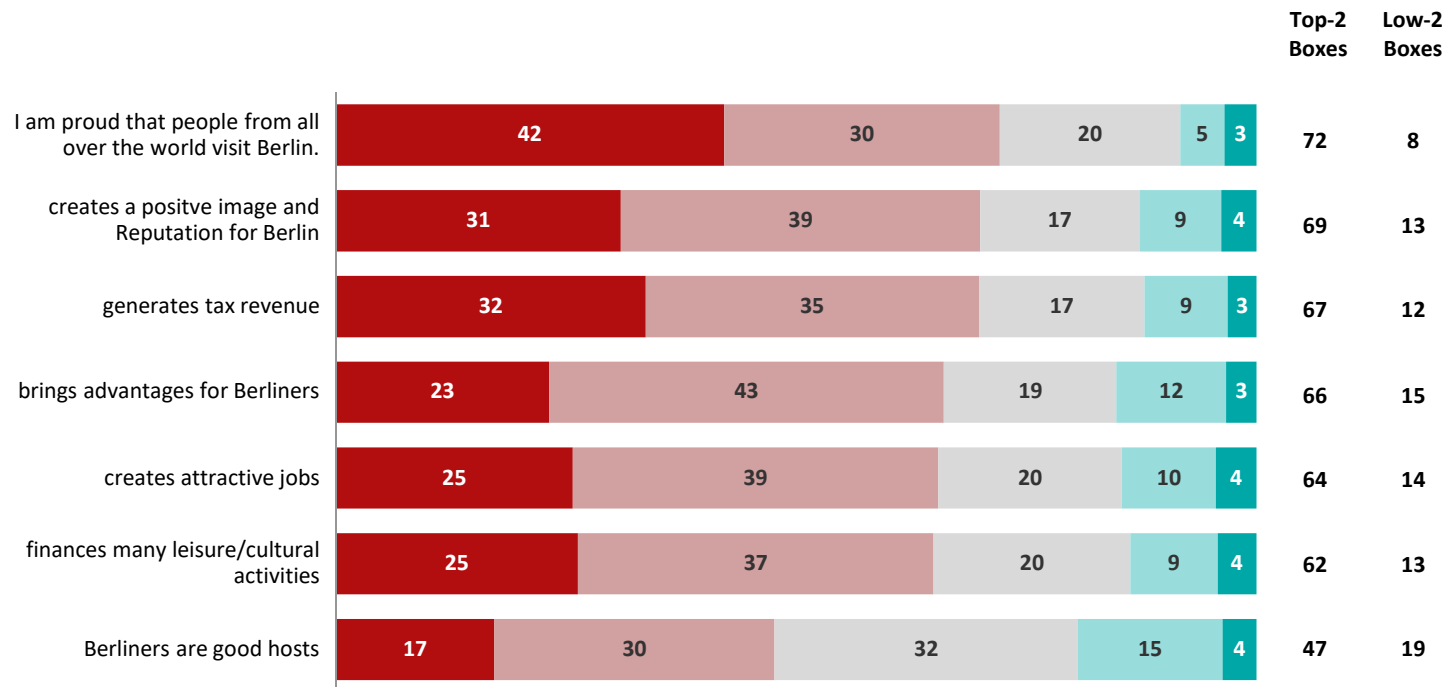
More than three quarters of Berliners enjoy living in their city.

shares in %
*Basis 2023:
total n = 3,035

Basis: total n = 3,002

1. To what extent do you agree with the following statements?
I really like living in Berlin.

Benefits of tourism



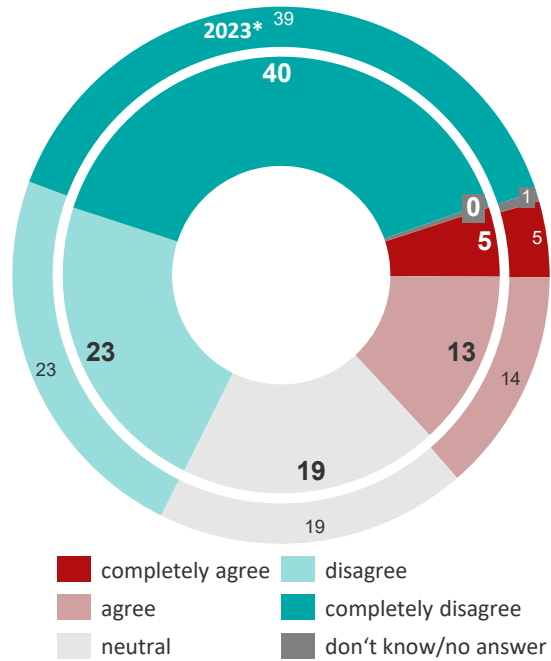
- completely agree
- agree
- neutral
- disagree
- completely disagree

Almost three quarters of Berliners are proud that people from all over the world visit Berlin.

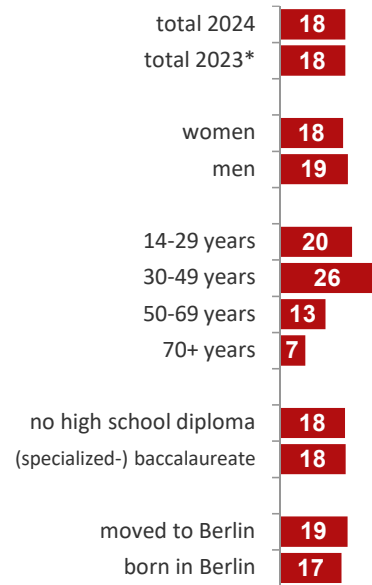
shares in %, on 100% missing values: don't know/no answer

Basis: total n = 3,002

Restrictions and disturbances by tourism



total "agree completely/ tend to agree"



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

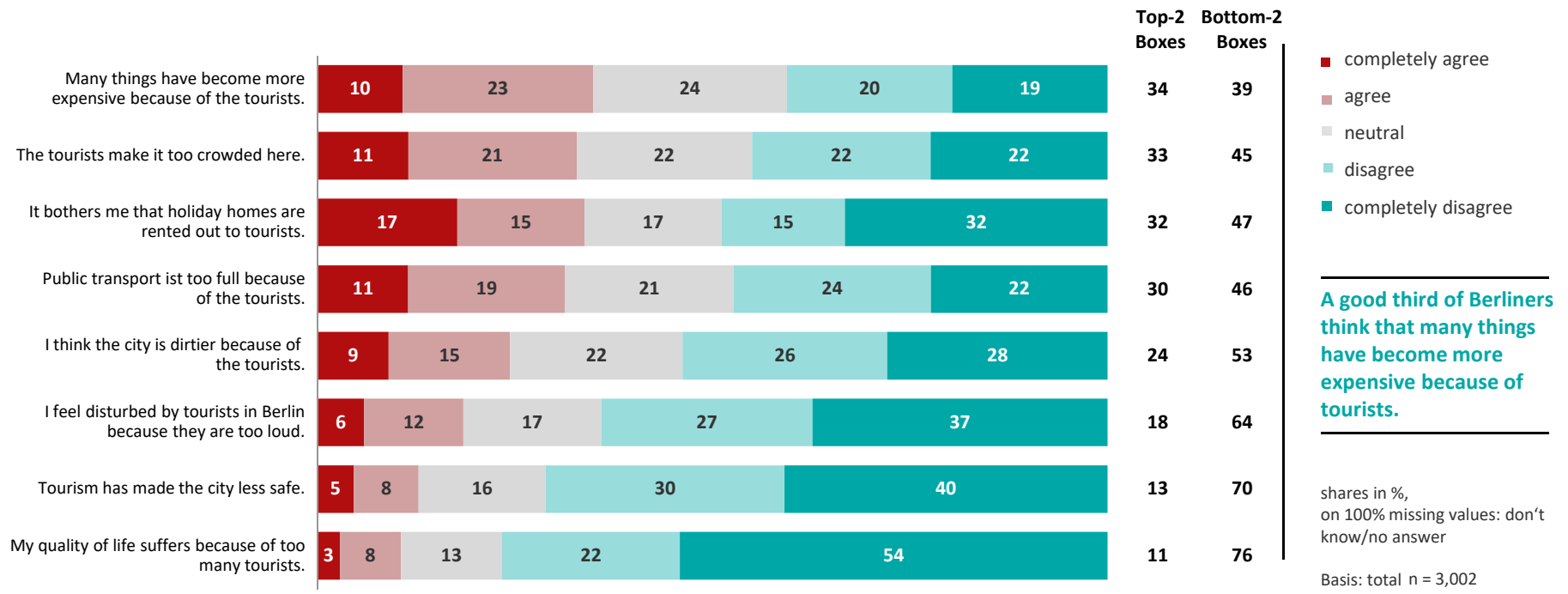
shares in %

*Basis 2023:
total n = 3,035

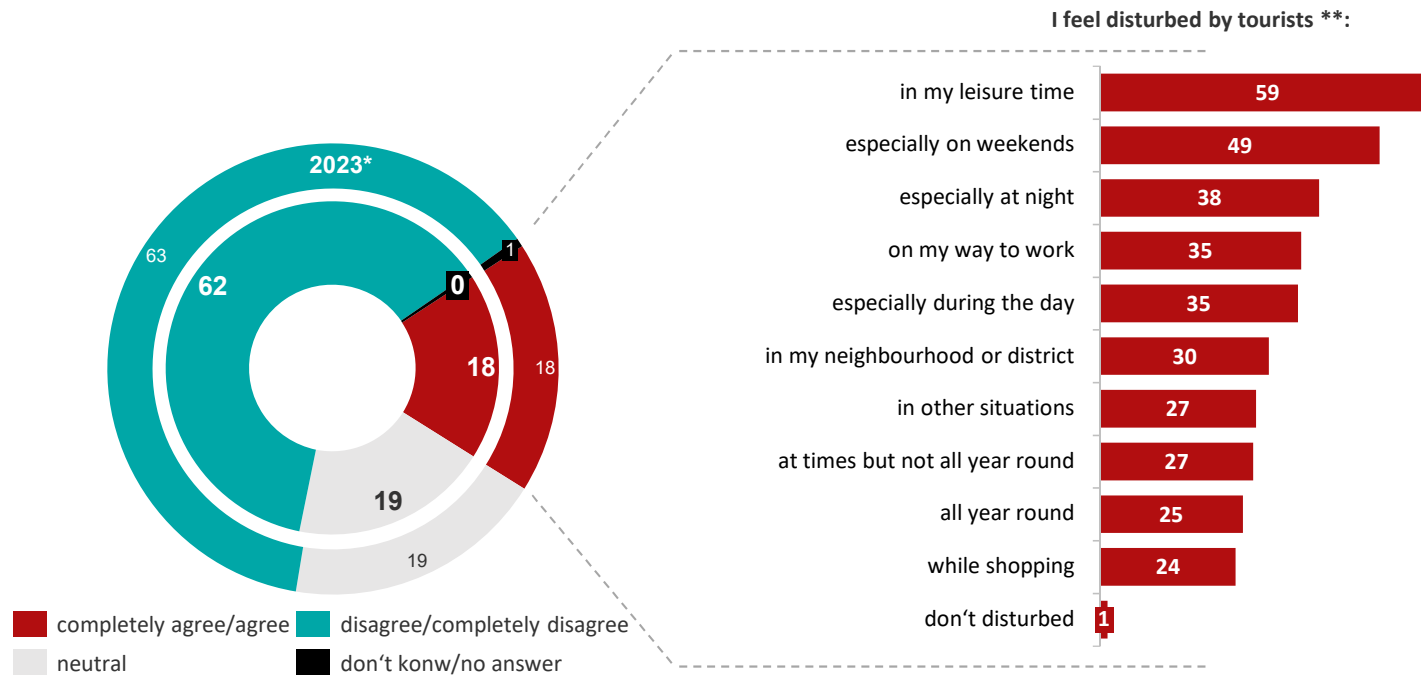
Basis: total n = 3,002

I feel restricted or disturbed by the tourists.

To what extent do Berliners agree with these statements?



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 2023: total n = 3,035

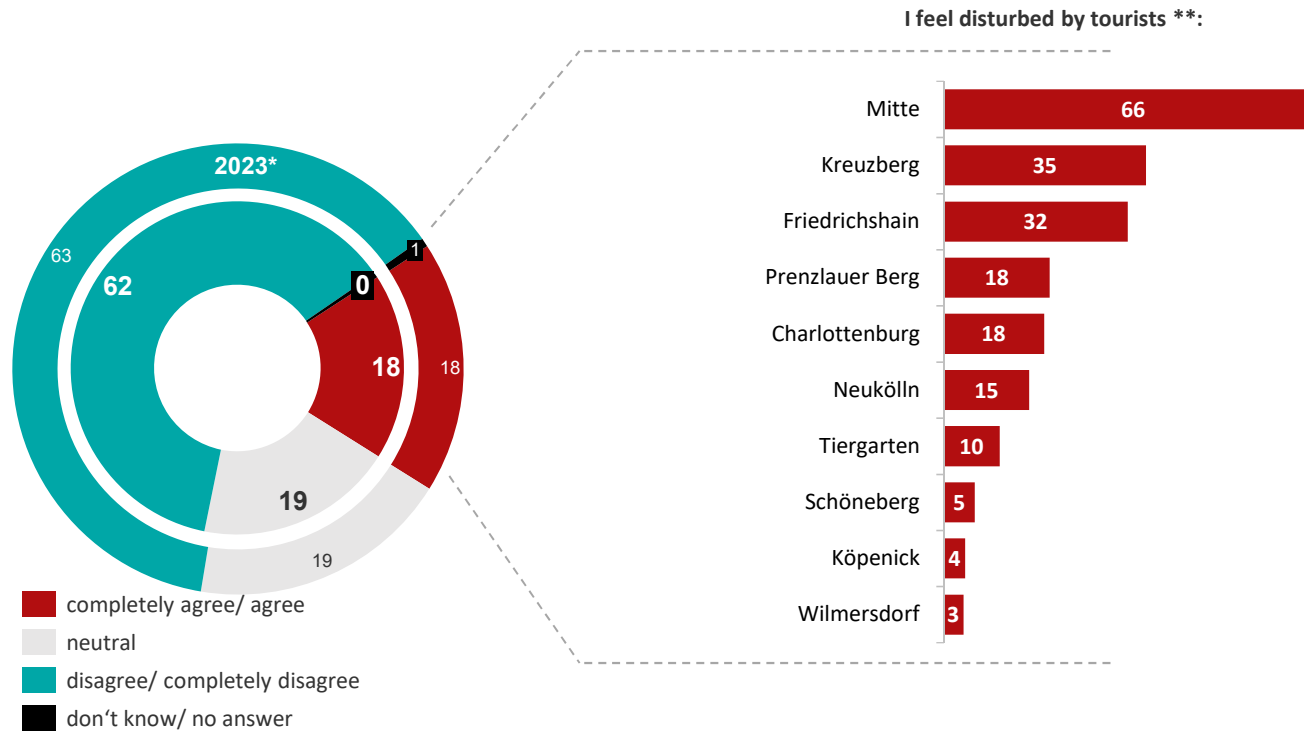
**Berliners who feel disturbed by tourists, n = 474

Basis: total n = 3,002

I feel restricted or disturbed by the tourists in Berlin.

In which situations do you feel disturbed by tourists?

Disturbances by tourists (mentioned districts)



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

shares in %, multiple responses
Top 10

*Basis 2023: total n = 3.035

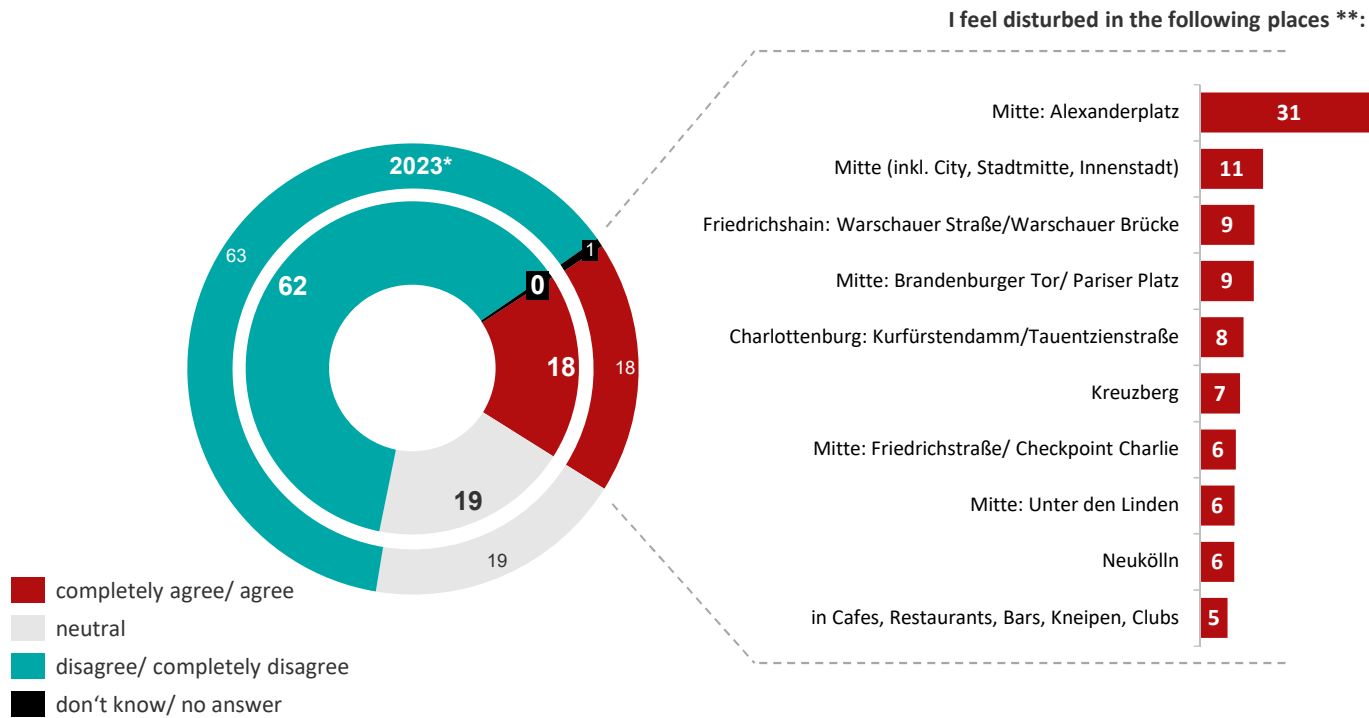
**Berliners who feel disturbed by tourists, n = 474

Basis: total n = 3,002

I feel restricted or disturbed by the tourists in Berlin.

In which districts do you feel particularly disturbed by tourists?

Disturbances by tourists (mentioned places)



Just under a third of those who feel disturbed say that this particularly affects Alexanderplatz.

shares in %, multiple responses
Top 10

*Basis 2023: total n = 3,035

**Berliners who feel disturbed by tourists, n = 474

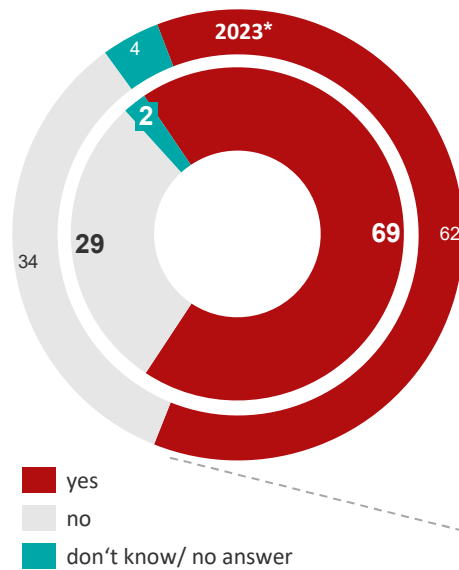
Basis: total n = 3,002

I feel restricted or disturbed by the tourists in Berlin.

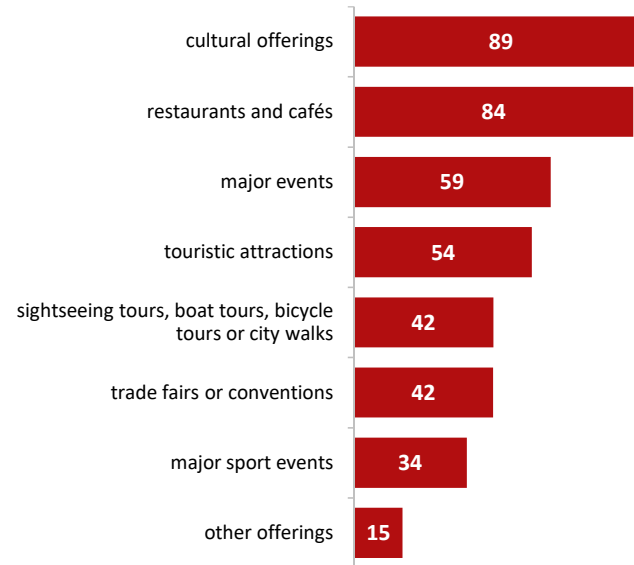
Where exactly do you feel disturbed by tourists?

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 2023: total n = 3,035

**Berliners, who take advantage of tourism offers, in their leisure time n = 2,109

Basis: total n = 3,002

Do you use your free time in Berlin to take advantage of offers that are also interesting for tourists?

Which of these tourist attractions in Berlin do you use in your free time?

About the survey



base population

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



survey period

September 2, 2024
until 20 September 2024



number of cases, error interval & rounding

n = 3,002 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 of age, gender, household size, school education and district

Imprint

Contact us

If you have any questions about the evaluation for Berlin, please contact:
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