

QUALITY MONITOR TOURISM IN GERMANY

Selected results for Berlin 2025/2026



CONTENT

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About the Quality Monitor for Tourism in Germany

Background information

The Quality Monitor Germany Tourism is an initiative of **Europäische Reiseversicherung** and the **German National Tourist Board (GNTB)**. Launched in 2007, the Quality Monitor is a long-term project that is regularly updated.

The Quality Monitor examines the travel behaviour of domestic and international overnight guests (leisure and business travellers) in Germany.

In addition, the guest survey provides insights into the strengths and weaknesses of tourism offerings and identifies measures to improve quality.

About the Quality Monitor for Tourism in Germany

Methodology

The survey is based on **interviews conducted at national level**, supplemented by additional surveys in the participating partner regions. During the 2025/26 survey period (**May 2025 to April 2026**), around **9,500 interviews were conducted across Germany**, including **approximately 1,486 in Berlin**.

The interviews are conducted according to an individually defined **quota plan** that takes into account the destination's source markets, seasonality and accommodation structure. The results are weighted accordingly to ensure that the data are representative.

The results presented here refer to the **2025/26 survey year (May 2025 to April 2026)** and to the **destination Berlin**.

Language Note: For ease of reading, gender-inclusive language is not used in this document. All terms referring to persons are intended to include people of all genders.

Note on Data Weighting: Since the 2025/26 survey year, the data have been weighted by season and source market in line with Berlin's actual overnight stay structure. Up to and including 2023/24, the data were additionally weighted by type of accommodation.

Guest Structure

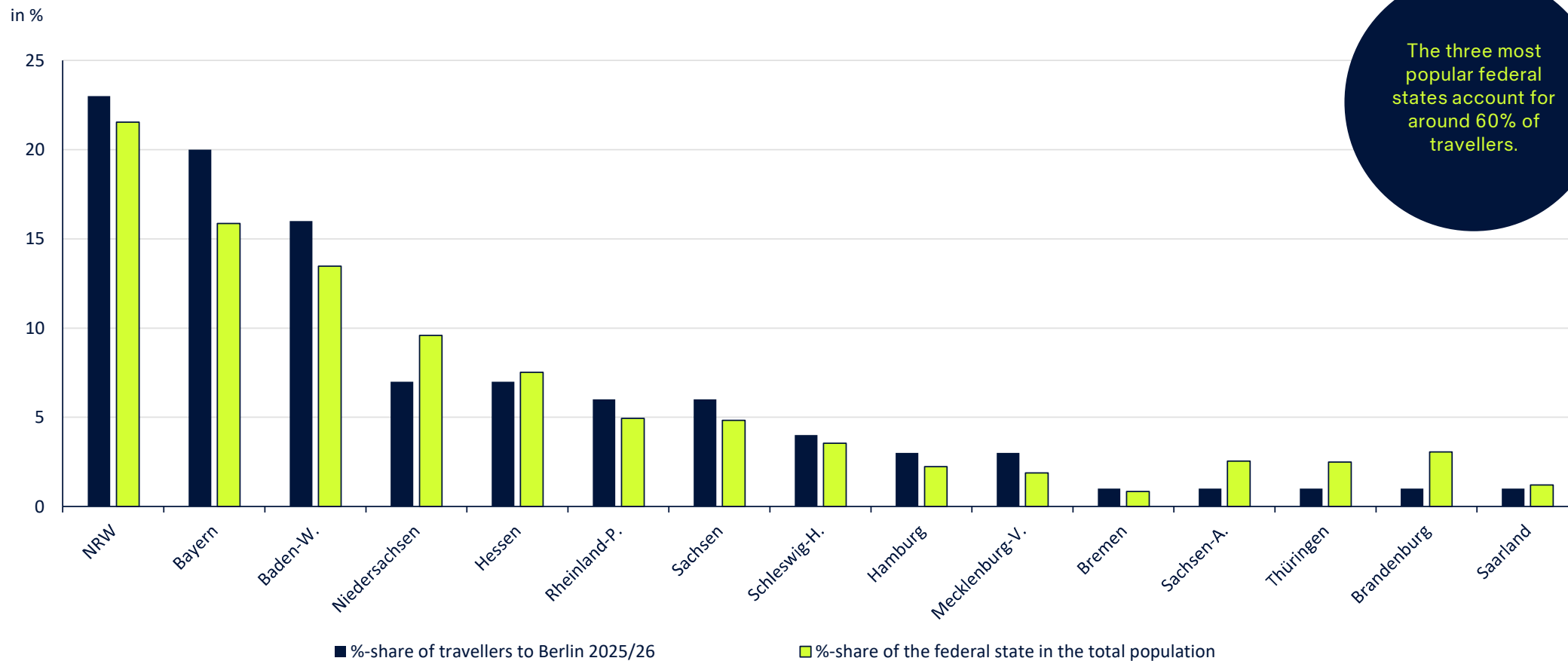
Overnight visitors in Berlin



visit
BERLIN 

ORIGIN

GERMAN FEDERAL STATE ORIGIN OF LEISURE AND BUSINESS TRAVELLERS

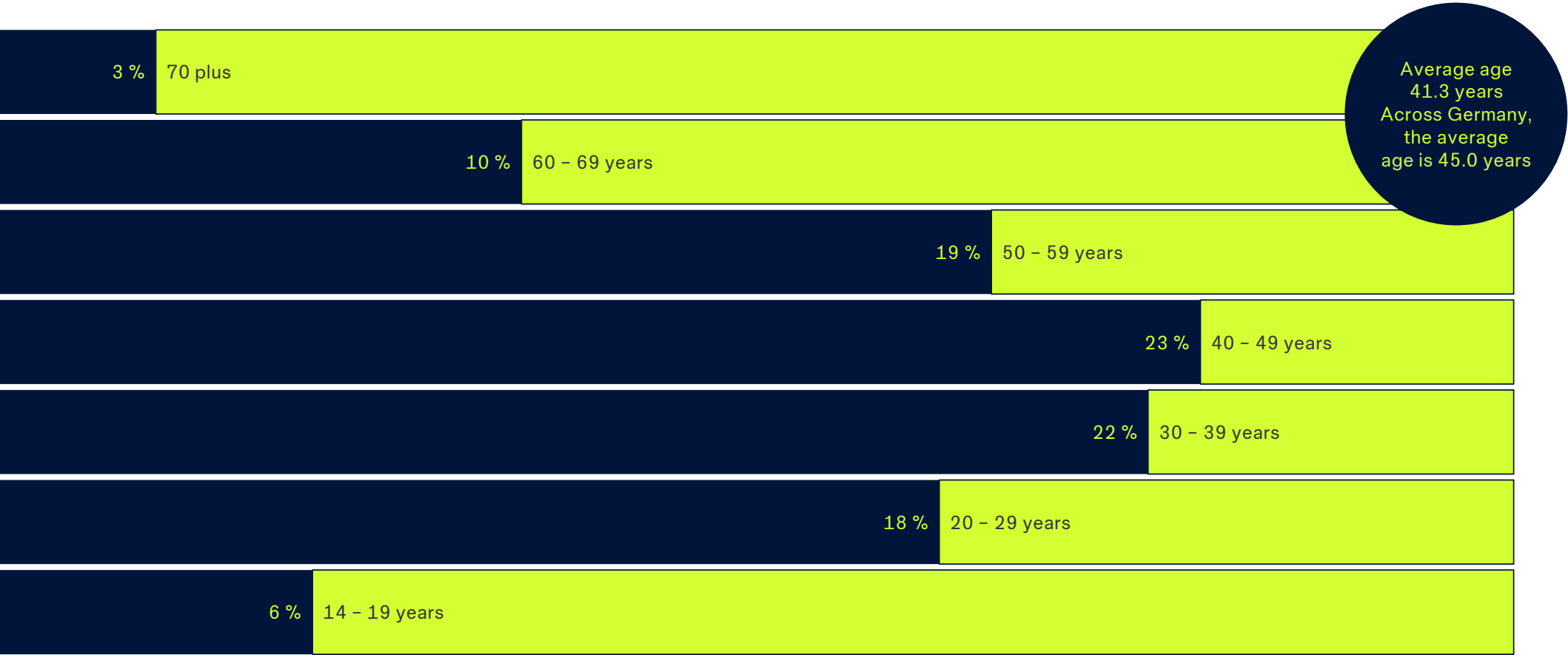


The three most popular federal states account for around 60% of travellers.

Source: Quality Monitor Germany-Tourism 2025/26, Statistical Office Berlin 2025; Statistic: n = 378

AGE

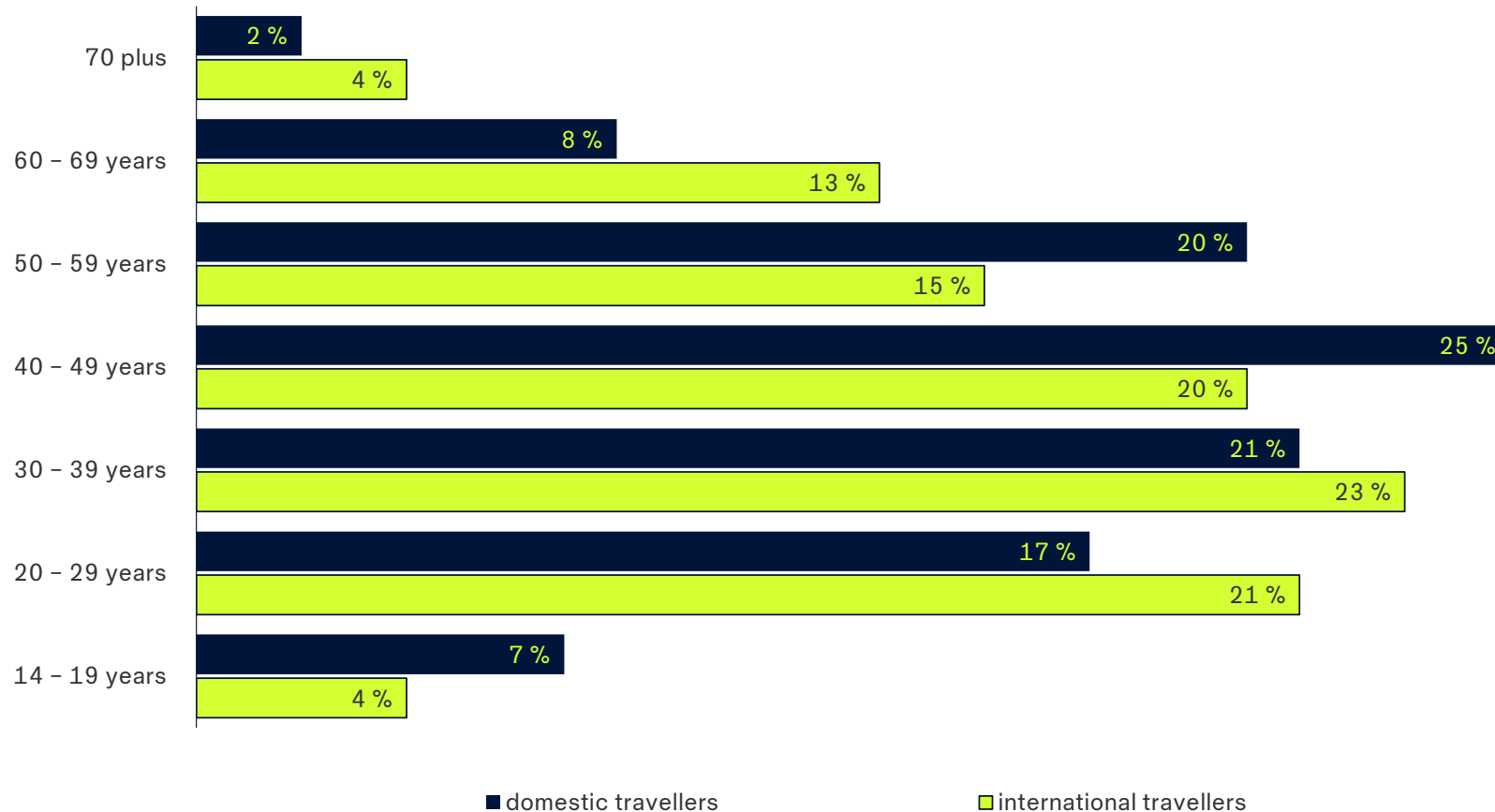
AGE OF LEISURE AND BUSINESS TRAVELLERS



Source: Quality Monitor Germany-Tourism 2025/26; Statistic: n= 1,490, $\Sigma \neq 100 \%$, as % values rounded

AGE

AGE COMPARISON OF DOMESTIC AND INTERNATIONAL TRAVELLERS TO BERLIN

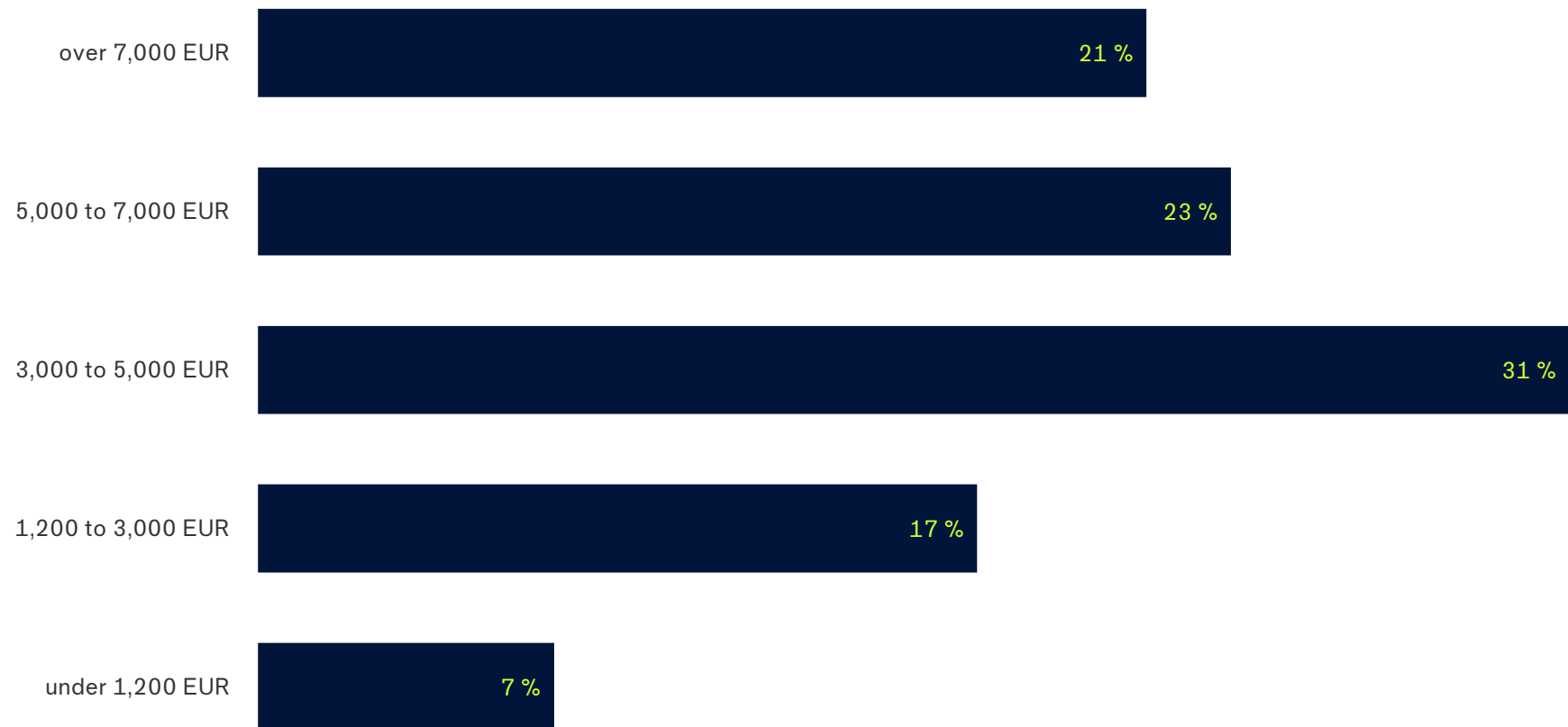


Average age of
travellers from
Germany: 41.1
Other countries:
41.9

Source: Quality Monitor Germany-Tourism 2025/26; Statistic: n „domestic travellers“ = 498, n „international travellers“ = 992, $\Sigma \neq 100\%$, as % values are rounded

INCOME

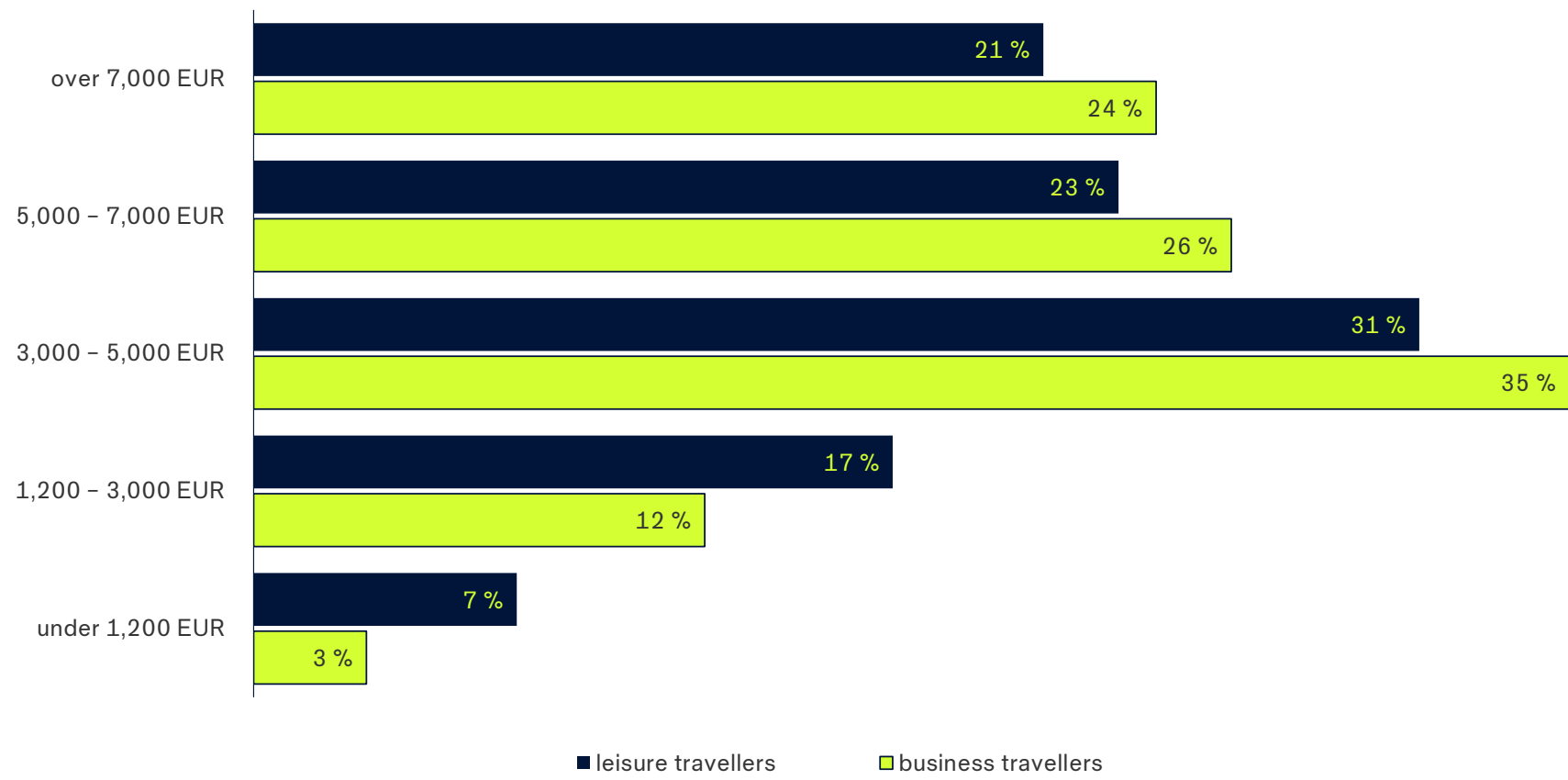
NET MONTHLY HOUSEHOLD INCOME OF DOMESTIC AND INTERNATIONAL LEISURE TRAVELLERS



Source: SQuality Monitor Germany-Tourism 2025/26; Statistic: $n = 698$; $\sum \neq 100\%$, as % values rounded

INCOME

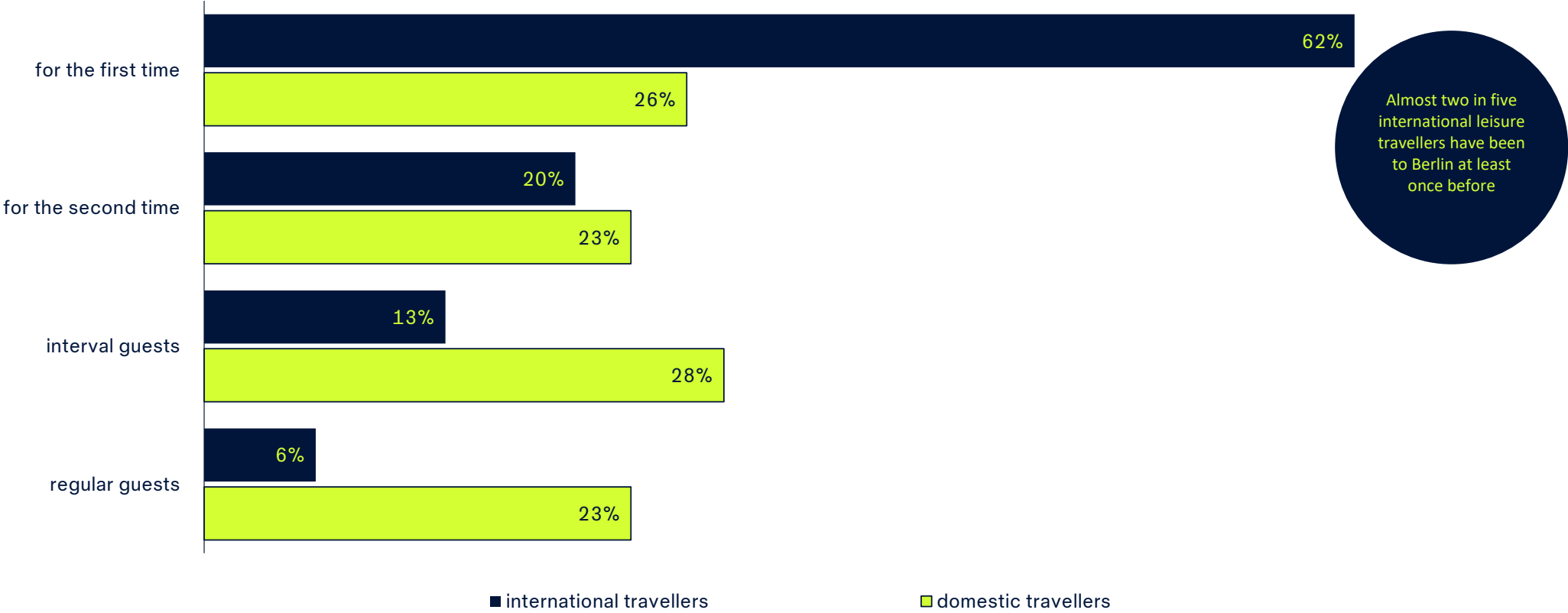
NET MONTHLY HOUSEHOLD INCOME 2025/26 (LEISURE VS. BUSINESS TRAVELLERS)



Source: Quality Monitor Germany-Tourism 2025/26; Statistic: n = „business travellers“ = 270; n= „leisure travellers“ = 698 $\Sigma \neq 100 \%$, as % values are rounded

VISIT FREQUENCY

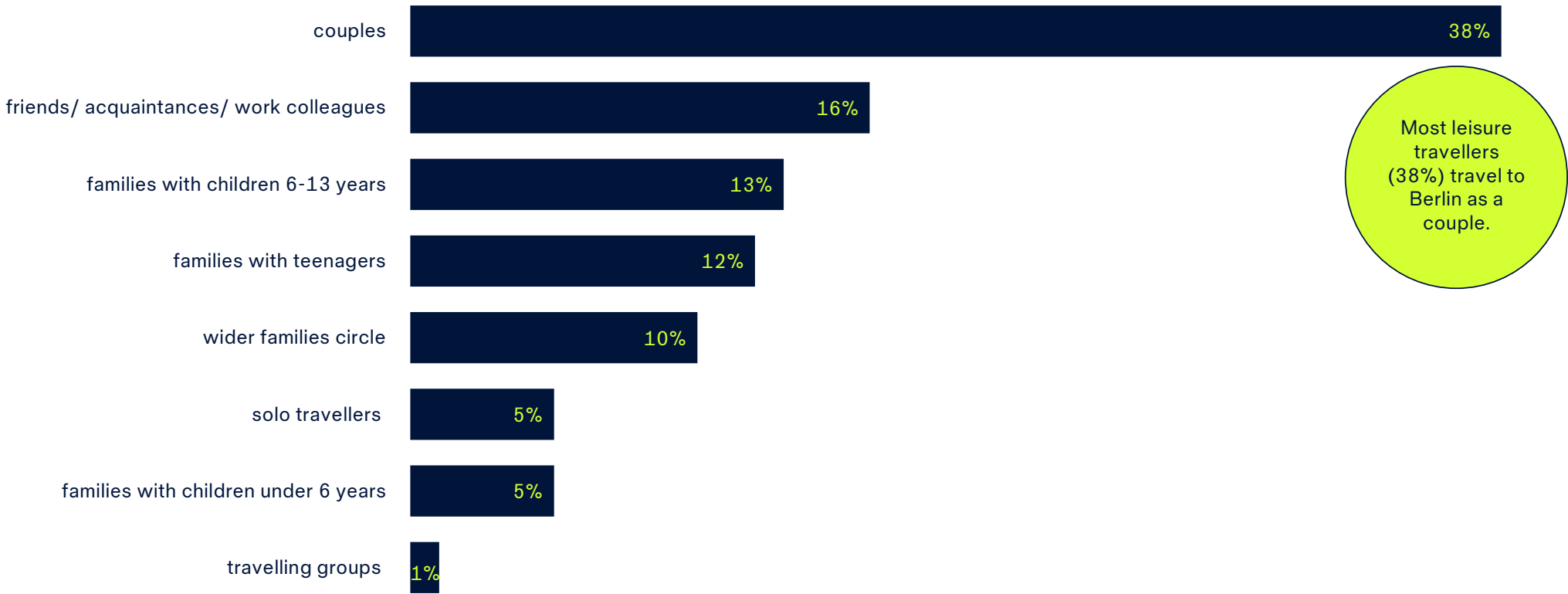
PREVIOUS STAYS BY DOMESTIC AND INTERNATIONAL LEISURE TRAVELLERS IN BERLIN



Source: Quality Monitor Germany Tourism 2025/26; statistics: n "domestic travellers" = 293, n "international travellers" = 714, $\Sigma \neq 100\%$ due to rounding of percentage values | Regular guests: have already visited 2 or more times and spend a holiday/stay here (almost) every year; Repeat visitors: have already visited 2 or more times but do not visit as regularly as regular guests | From 2021/22 onwards: change in question wording

TRAVEL COMPANIONS

TRAVEL COMPANIONS FOR BERLIN LEISURE TRAVELLERS (GROUPED)



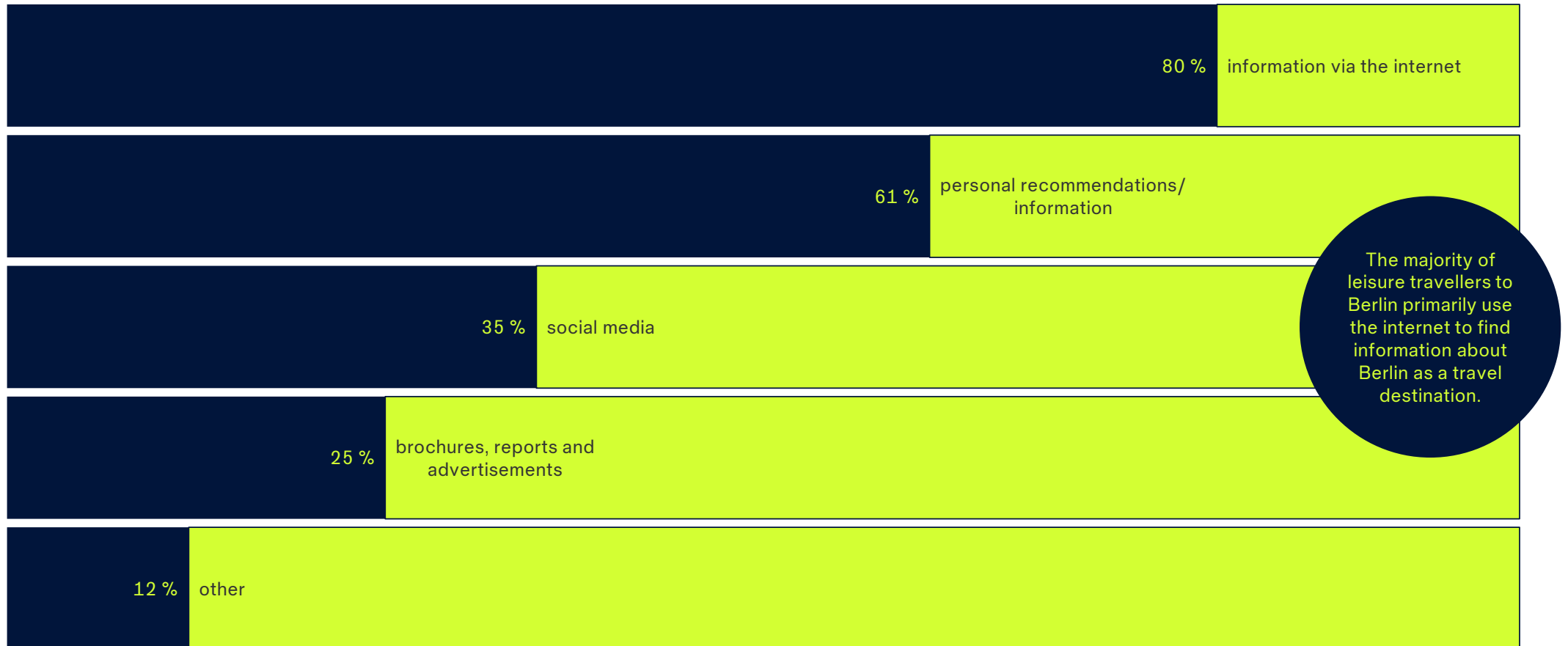
Source: Quality Monitor Germany Tourism 2025/26; sample size: n = 1,091; families with children = families with children under 6 years of age; families with teenagers = families with children aged 14–18; Extended families = families with older children, aunts, grandparents; $\Sigma \neq 100\%$ due to rounding of percentage values.

Information | Booking | Decision

When and where do guests get information?

SOURCES OF INFORMATION

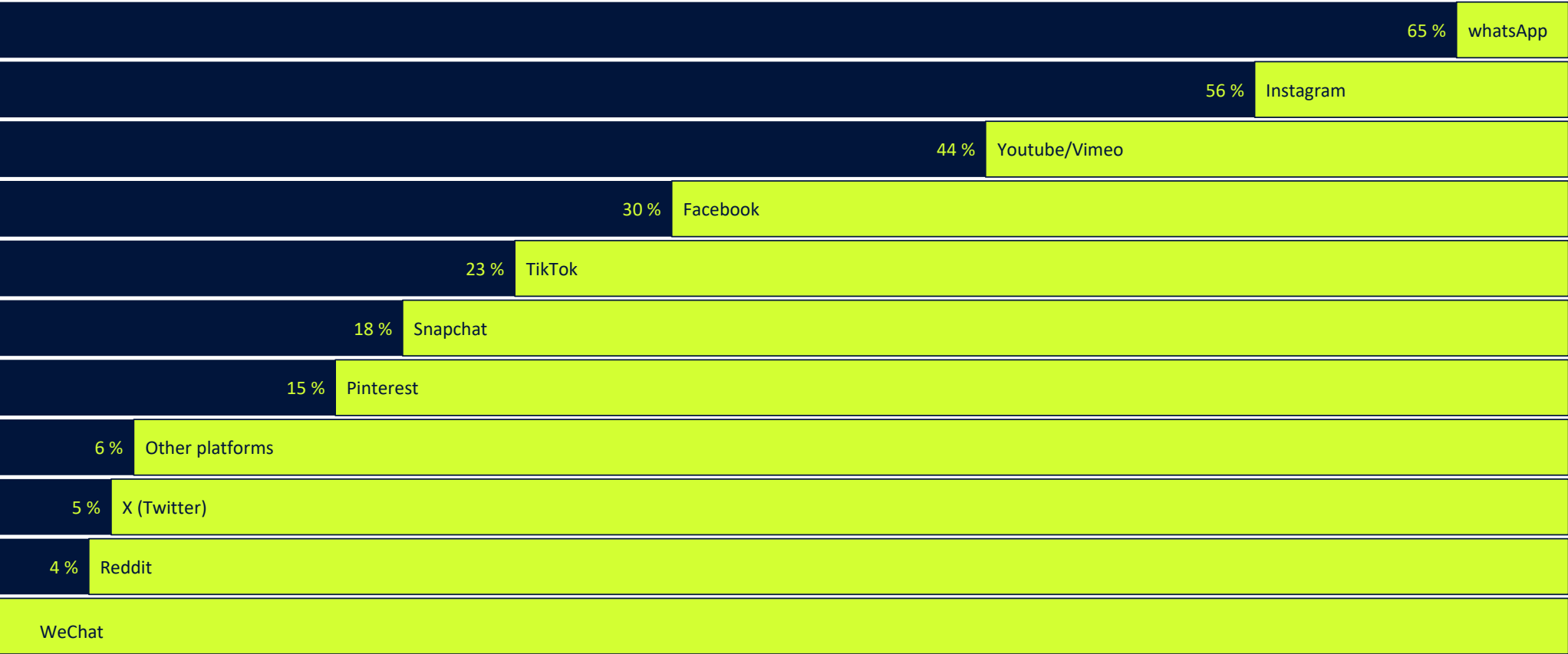
OVERVIEW OF INFORMATION SOURCES FOR LEISURE TRAVELLERS (OR THEIR TRAVEL COMPANIONS)



Source: Quality Monitor Germany Tourism 2025/26; n = 660, multiple responses possible

SOURCES OF INFORMATION – PLATFORMS | SOCIAL MEDIA

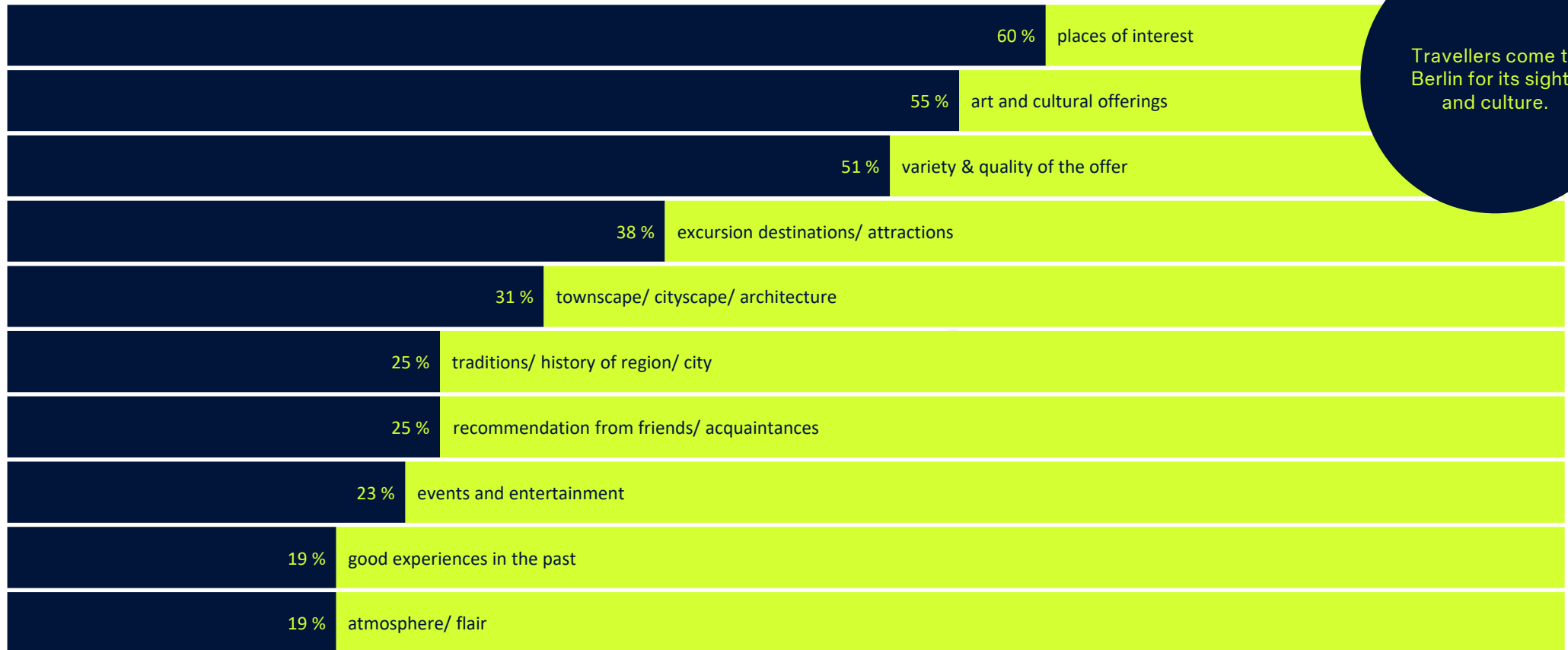
PLATFORMS USED BY DOMESTIC AND INTERNATIONAL LEISURE TRAVELLERS



Source: Quality Monitor Germany Tourism 2025/26; sample size n = 1,069; multiple responses possible

DESTINATION DECISION

TOP 10 REASONS TO VISIT FOR DOMESTIC AND INTERNATIONAL LEISURE TRAVELLERS

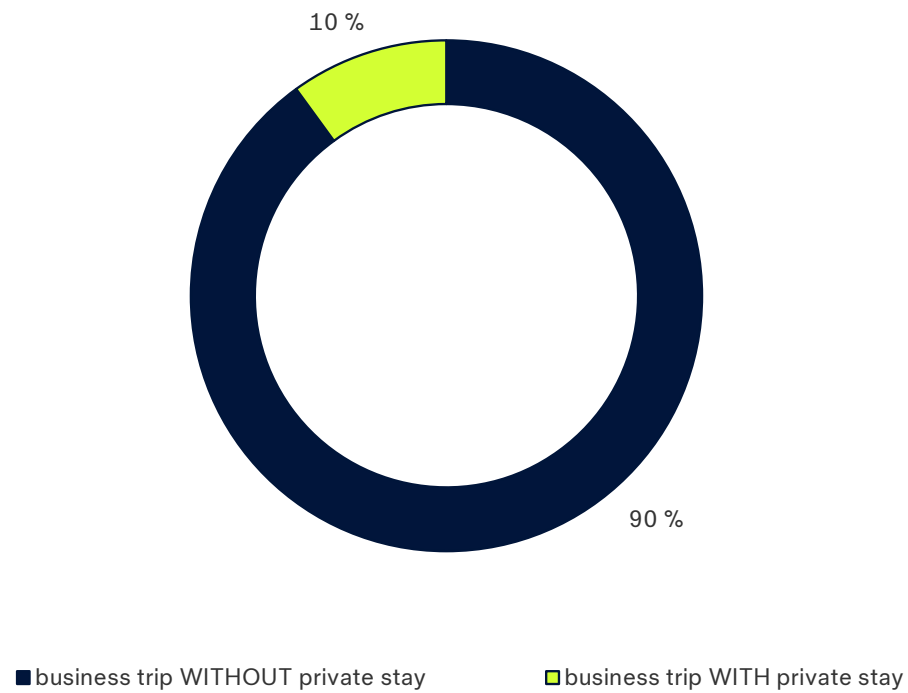


Travellers come to Berlin for its sights and culture.

Source: Quality Monitor for German Tourism 2025/26; Statistics: n = 1,091; multiple responses possible

TRAVEL MOTIVE

MAIN TRAVEL MOTIVE OF BUSINESS TRAVELLERS



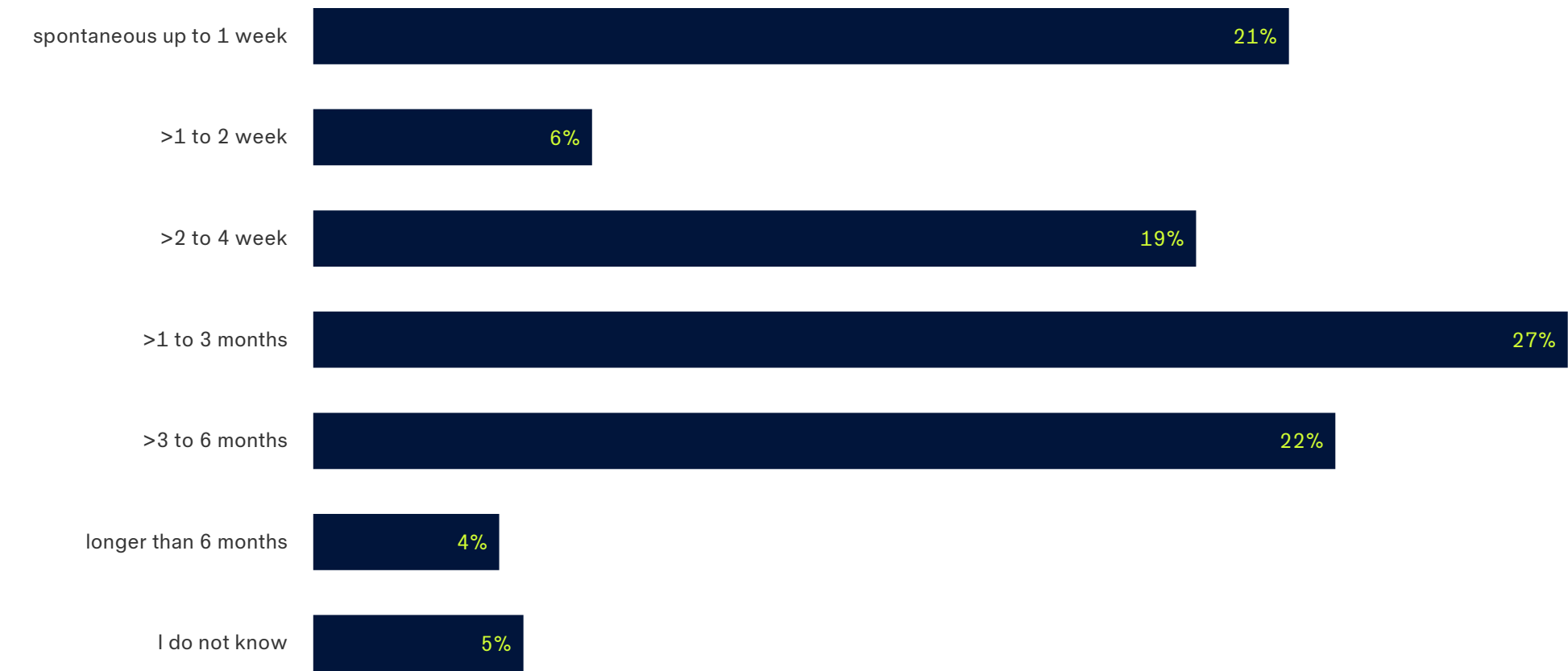
Source: Quality Monitor Germany Tourism 2025/26; Sample size: n = 339



Gettyimages/Foto: FG Trade Latin

BOOKING TIME

LEAD TIME FOR TRAVEL BOOKING (DOMESTIC AND INTERNATIONAL LEISURE TRAVELLERS)



Source: Quality Monitor Germany Tourism 2025/26; statistics: n = 1,066

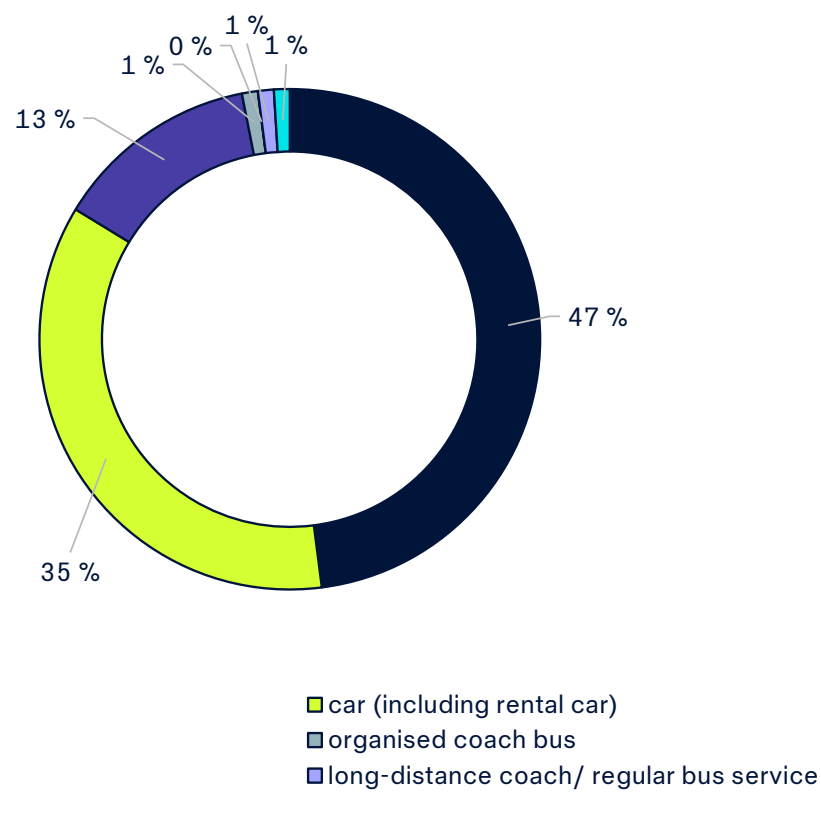
Stay – arrival method, duration, type of accommodation, activities

How do travellers arrive, how long and where do they stay?

What do travellers to Berlin do in the capital?

MEANS OF TRANSPORT

DOMESTIC AND INTERNATIONAL LEISURE TRAVELLERS (TIME COMPARISON)

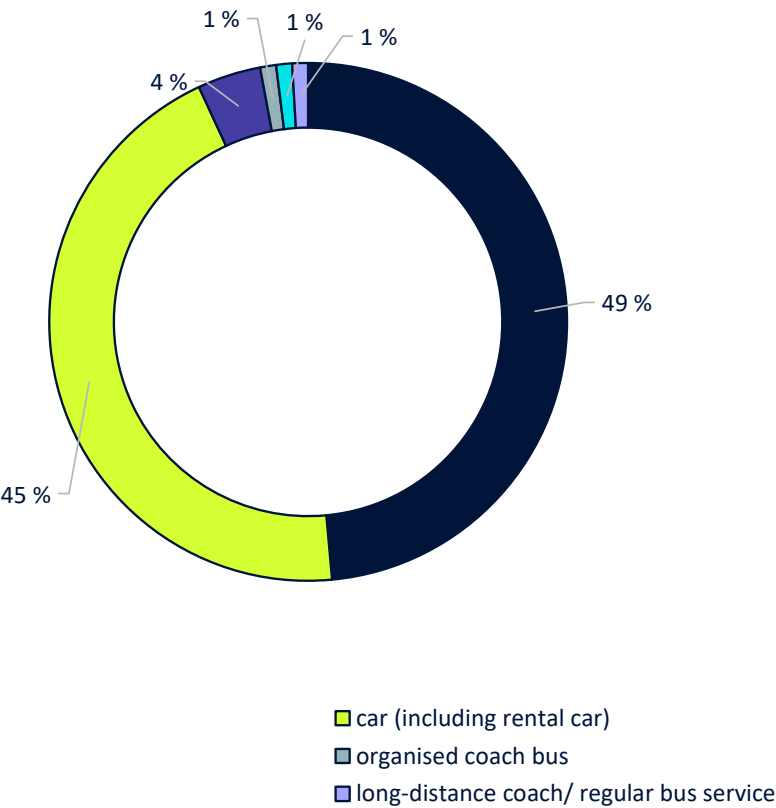


Development 2023/24 vs. 2025/26			
Means of transport	2023/24	2025/26	Difference (percentage points)
train	48 %	47 %	-1
car (including rental car)	33 %	35 %	+2
plane	15 %	13 %	-2
bus	2 %	2 %	+/-

Source: Quality Monitor Germany Tourism 2023/24 and 2025/26; statistics: n "Leisure travellers 2023/24" = 1,221; n "Leisure travellers 2025/26" = 1,086; remainder due to rounding differences.

MEANS OF TRANSPORT

DOMESTIC LEISURE TRAVELLERS (TIME COMPARISON)

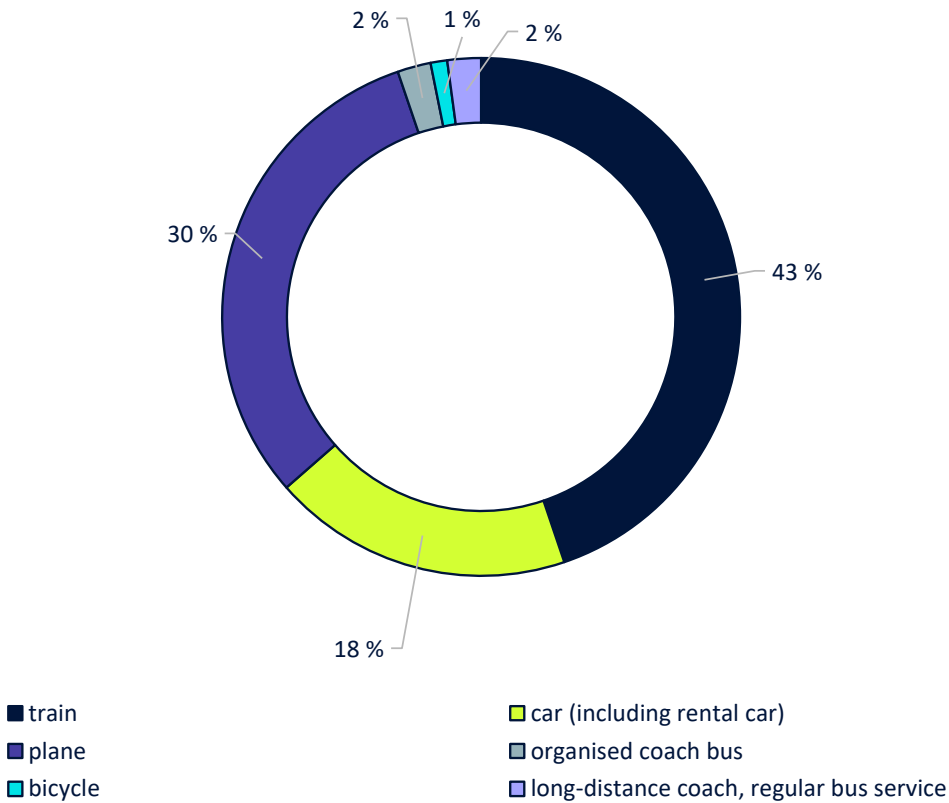


Development 2023/24 vs. 2025/26			
Means of transport	2023/24	2025/26	Development
train	53 %	49 %	-4
car (including rental car)	40 %	45 %	+5
plane	4 %	4 %	+/-
bus	1 %	1 %	+/-

Source: Quality Monitor Germany Tourism 2023/24 and 2025/26; Sample size: n "Leisure travellers 2023/24" = 348; n "Leisure travellers 2025/26" = 311

MEANS OF TRANSPORT

INTERNATIONAL LEISURE TRAVELLERS (TIME COMPARISON)

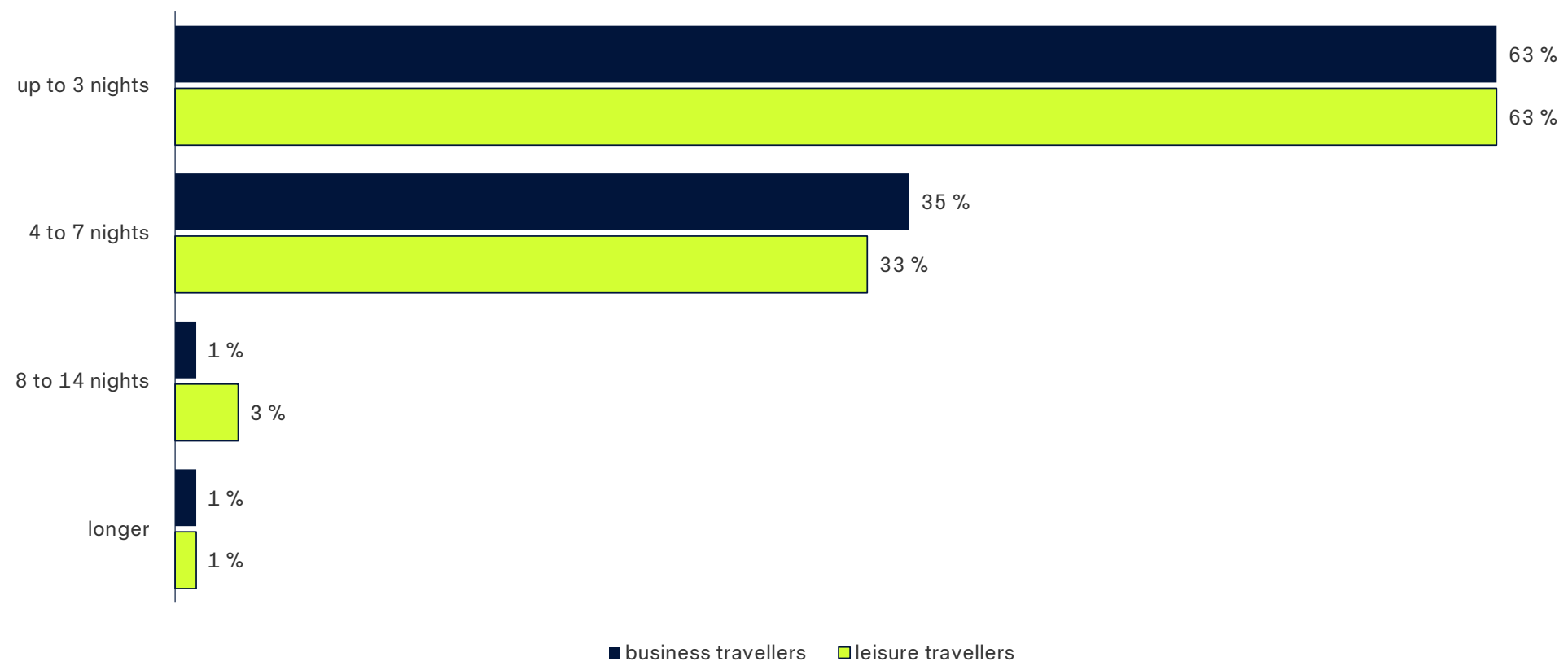


Development 2023/24 vs. 2025/26			
Means of transport	2023/24	2025/26	Development
train	38 %	43 %	+5
car (including rental car)	15 %	18 %	+3
plane	40 %	30 %	-10
bus	5 %	4 %	-1

Source: Quality Monitor German Tourism 2023/24 and 2025/26; Statistics: n "leisure travellers 2023/24" = 873; n "leisure travellers 2025/26" = 775

LENGTH OF STAY

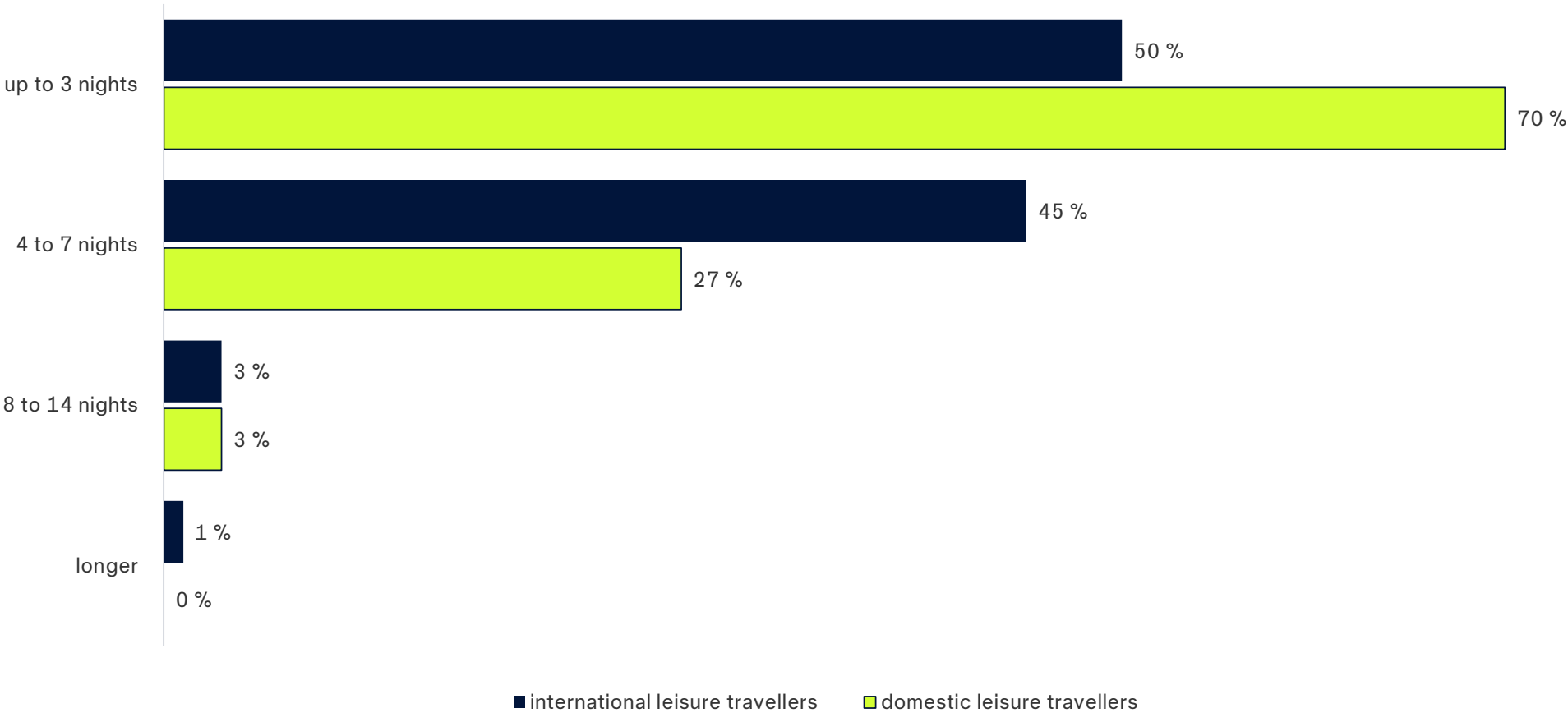
LEISURE AND BUSINESS TRAVELLERS IN COMPARISON



Source: Quality Monitor German Tourism 2025/26; Statistics: n "Leisure travellers" = 1,093; n "business travellers" = 403, $\Sigma \neq 100$ % due to rounding of percentage values.

LENGTH OF STAY

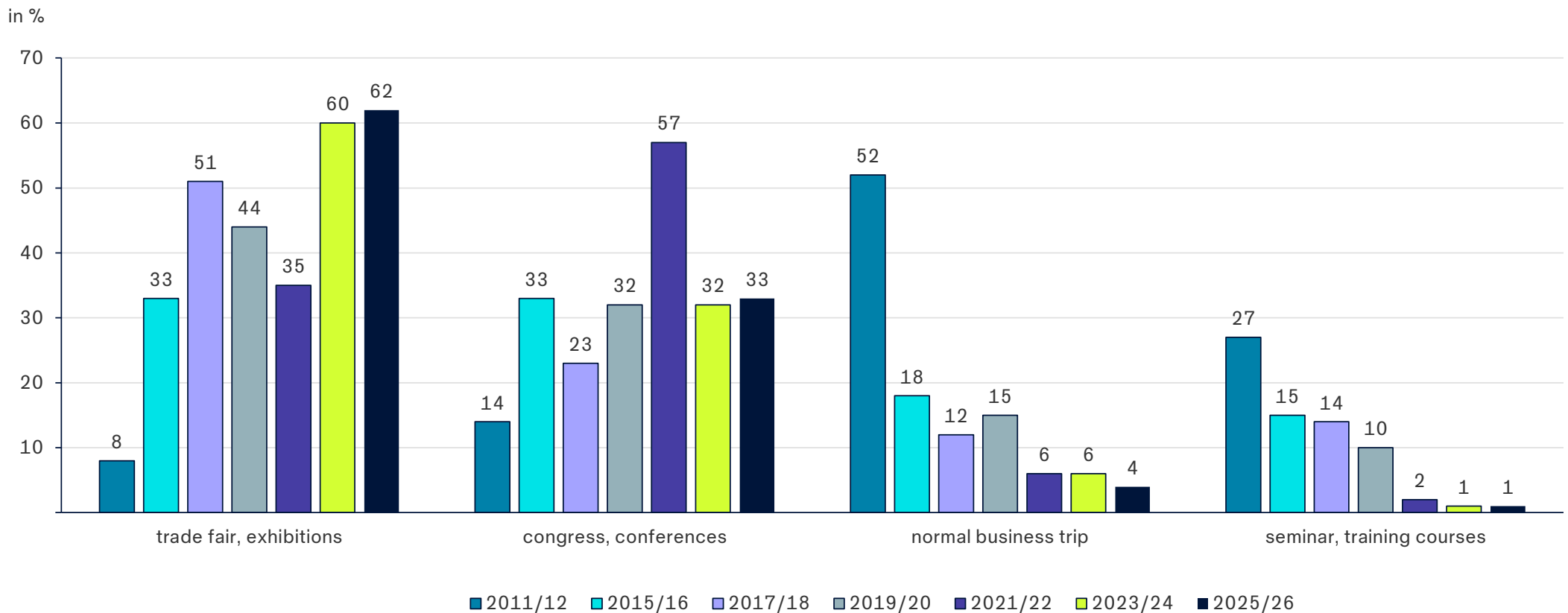
COMPARISON OF LENGTH OF STAY OF DOMESTIC AND INTERNATIONAL LEISURE TRAVELLERS



Source: Quality Monitor Germany Tourism 2025/26; statistics: n "international leisure travellers" = 780, n "domestic leisure travellers" = 313; total ≠ 100% due to rounding of percentage values.

TYPE OF BUSINESS TRIP (TIME COMPARISON)

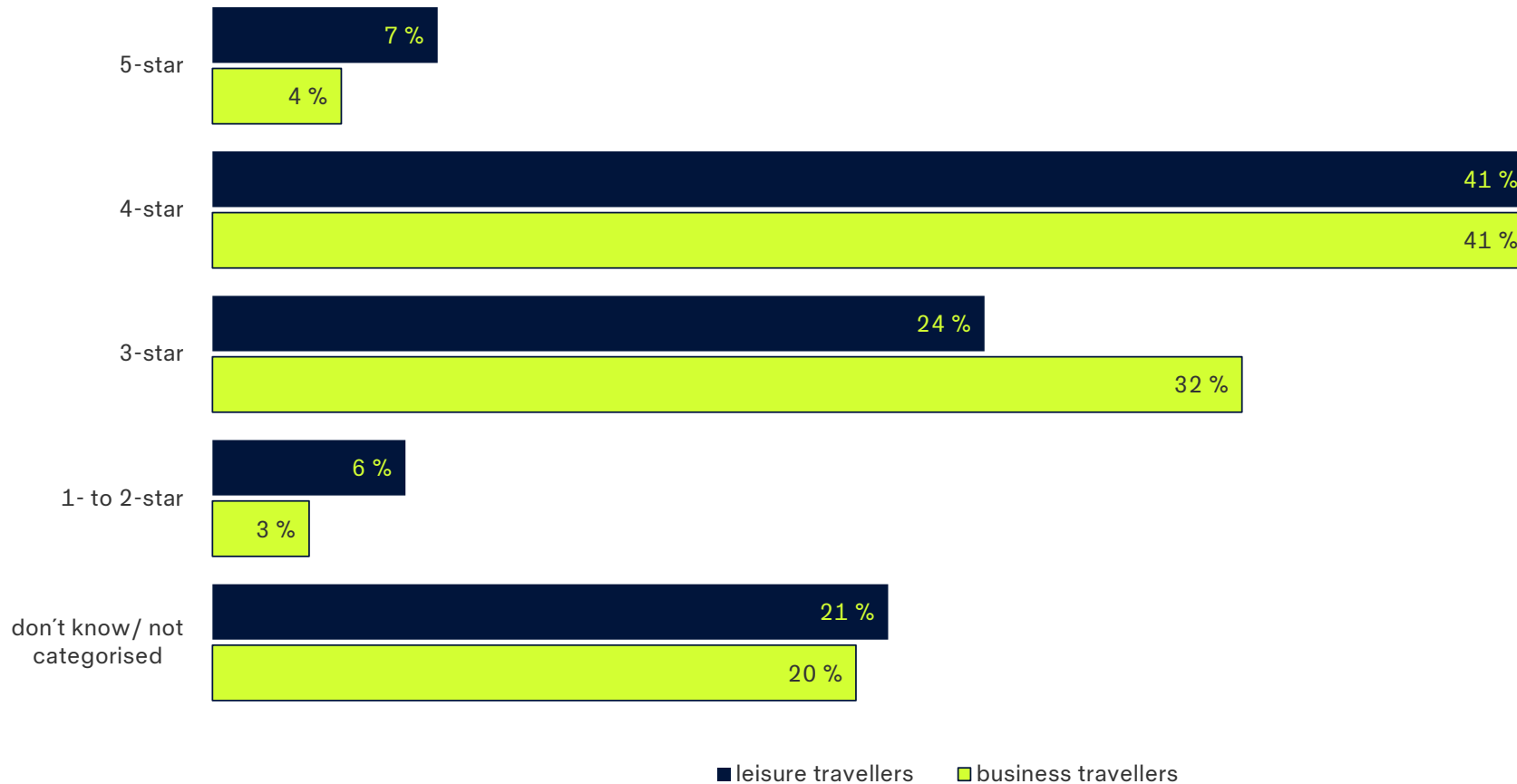
(MULTIPLE ANSWERS POSSIBLE | TIME COMPARISON)



Source: Quality Monitor Germany Tourism 2011/12 to 2025/26; Statistics: n "Business Travellers 2011/12" = 258; n "Business Travellers 2015/16" = 284; n "Business Travellers 2017/18" = 462; n "Business Travellers 2019/20" = 327; n "Business Travellers 2021/22" = 416; n "Business Travellers 2023/24" = 413; n "Business Travellers 2025/26" = 393.

ACCOMMODATION CATEGORY

STAR CATEGORY OF ACCOMMODATION FOR LEISURE AND BUSINESS TRAVELLERS

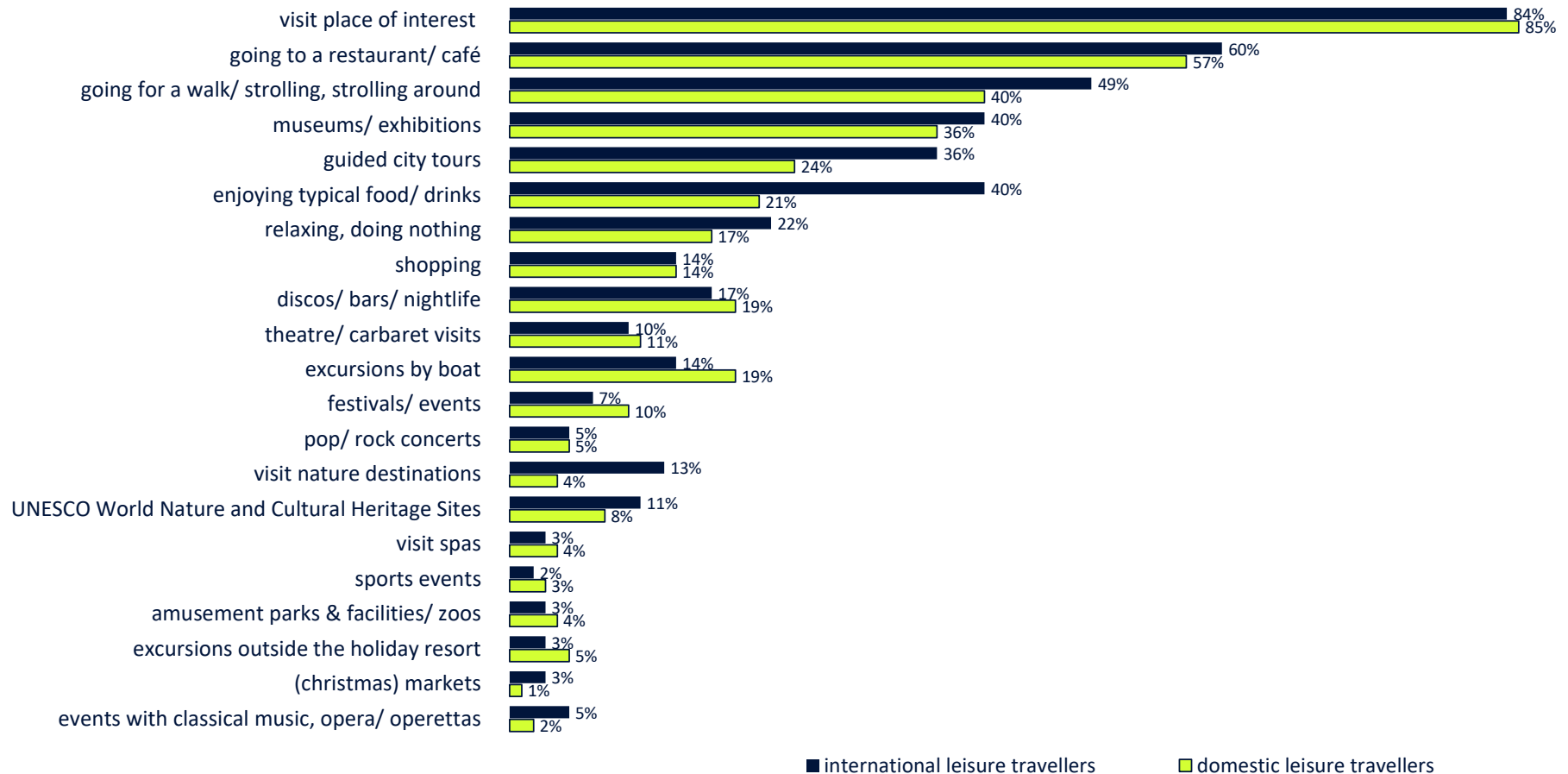


4- and 3-star hotels are by far the most popular accommodation categories.

Source: Quality Monitor Germany Tourism 2025/26; Statistics: n "leisure travellers" = 1,049; n "business travellers" = 395; $\Sigma \neq 100\%$ due to rounding of percentage values.

ACTIVITIES

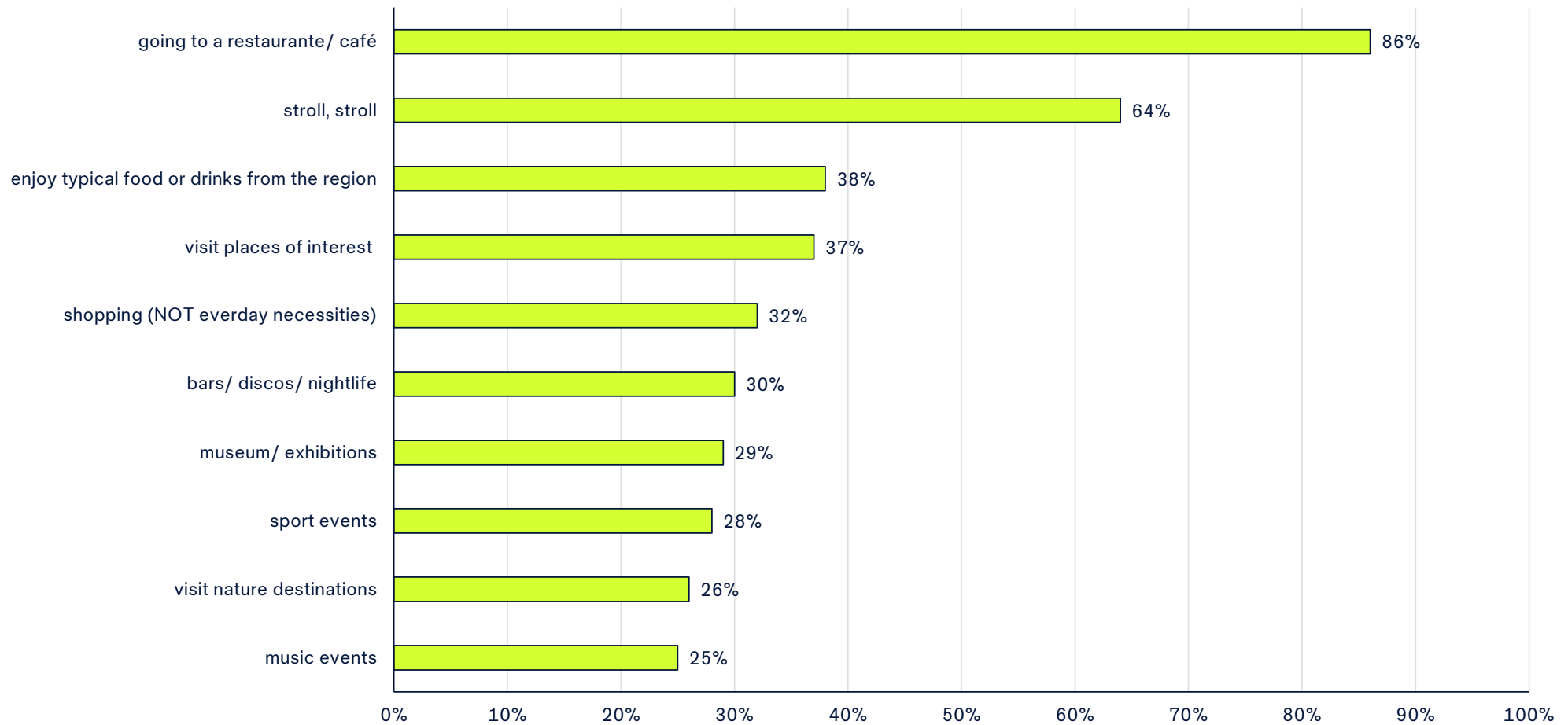
A COMPARISON OF THE ACTIVITIES OF DOMESTIC AND INTERNATIONAL LEISURE TRAVELLERS



Source: Quality Monitor for German Tourism 2025/26; Statistics: n "international leisure travellers" = 754, n "domestic leisure travellers" = 304; multiple responses possible.

ACTIVITIES

TOP 10 ACTIVITIES OF BUSINESS TRAVELLERS



Source: Quality Monitor Germany Tourism 2025/26; n "Business Travellers" = 382

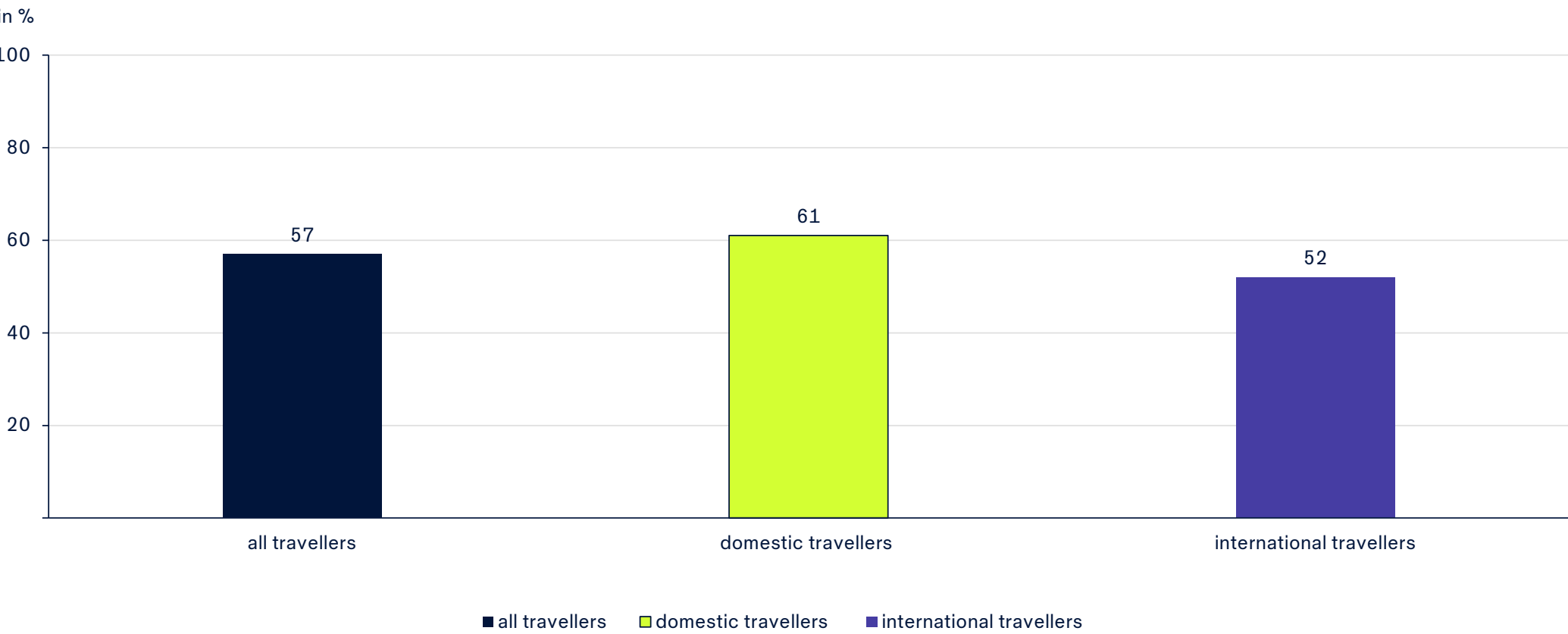
SATISFACTION AND INTENTION TO RECOMMEND

HOW LIKELY ARE TRAVELLERS TO RETURN TO BERLIN IN THE FUTURE?

HOW LIKELY ARE TRAVELLERS TO RECOMMEND A STAY IN THE CAPITAL?

INTENTION TO RETURN

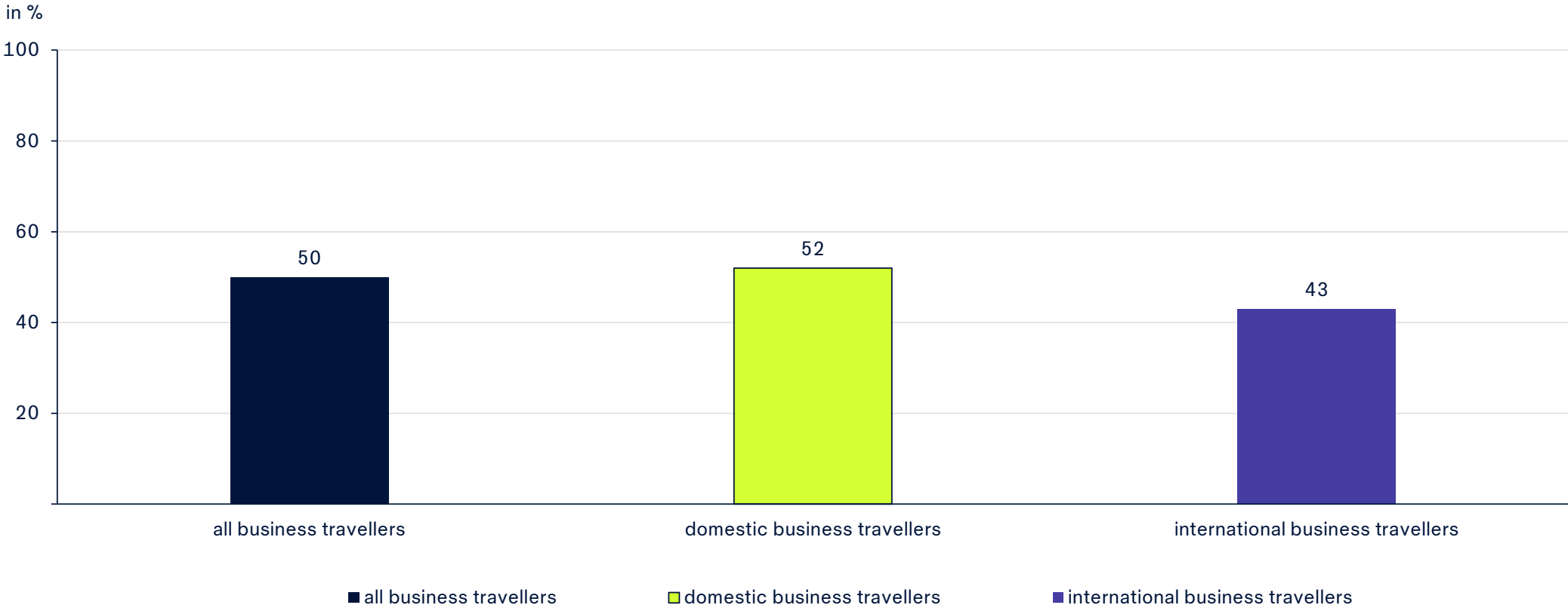
SHARE OF LEISURE TRAVELLERS WHO SAY THEY ARE “VERY LIKELY” OR “LIKELY” TO VISIT BERLIN AGAIN WITHIN THE NEXT 2-3 YEARS



Source: Quality Monitor Germany Tourism 2025/26; statistics: n “all travellers” = 913–1,052; n “domestic travellers 2023/24” = 269–301; n “international travellers 2023/24” = 644–751

INTENTION TO RETURN

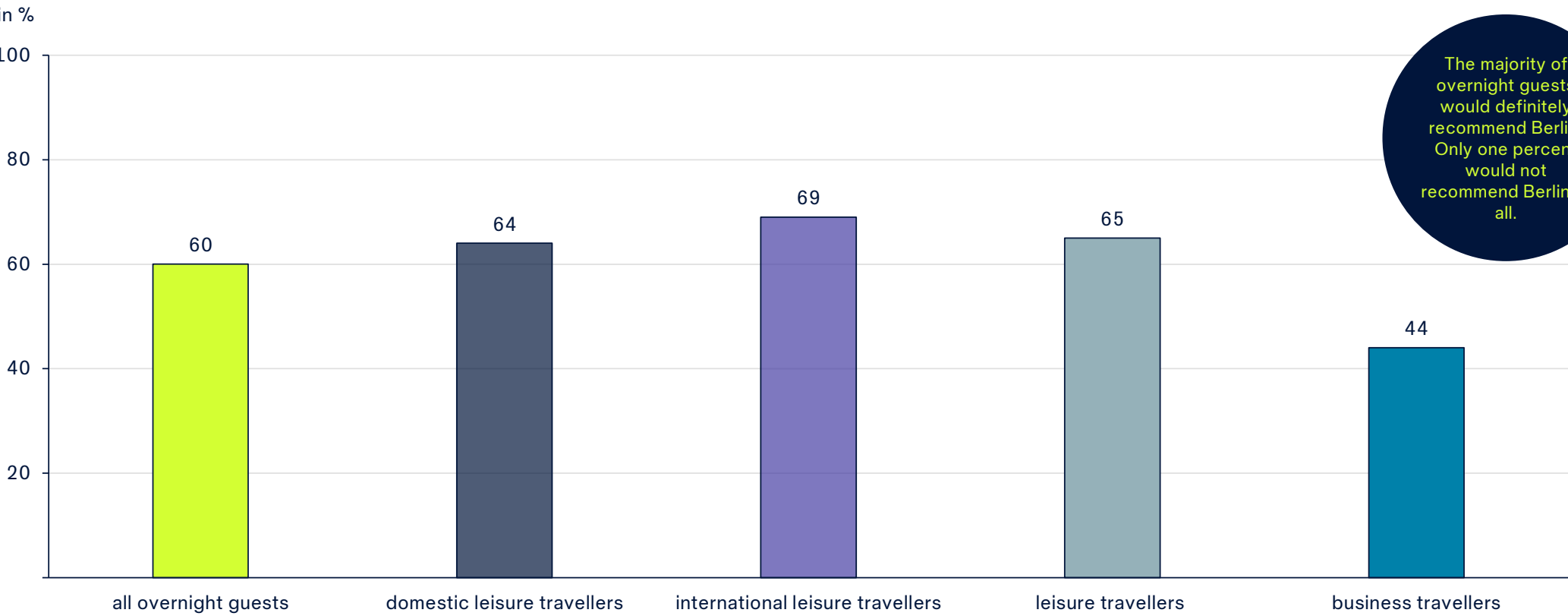
SHARE OF BUSINESS TRAVELLERS WHO SAY THEY ARE “VERY LIKELY” OR “LIKELY” TO VISIT BERLIN AGAIN WITHIN THE NEXT 2–3 YEARS



Source: Quality Monitor German Tourism 2025/26; n “all business travellers” = 397; n “domestic business travellers” = 184; n “international business travellers” = 213

INTENTION TO RECOMMEND

SHARE OF BERLIN VISITORS WHO ARE EXTREMELY LIKELY TO RECOMMEND A STAY IN BERLIN



Source: Quality Monitor Germany Tourism 2025/26; n "All overnight Guests" = 1,324; n "Domestic Leisure Travellers" = 284; n "International Leisure Travellers" = 666; n "Leisure Travellers" = 950; n "Business Travellers" = 389

METHODOLOGICAL NOTES

INTERNAL EXPLANATION

➤ SURVEY YEARS

The surveys conducted as part of the Quality Monitor are carried out in “survey years.” A survey year always runs from May through April of the following year.

➤ AVAILABLE DATA

To date, Berlin has participated in the 2007/8, 2008/9, 2009/10; 2011/12; 2013/14; 2015/16; 2017/18; 2019/20; 2021/22; 2023/24; and 2025/26. Data analyses are available for these years.

➤ CHANGES TO THE QUESTIONNAIRE AND SURVEY METHODOLOGY AS OF 2011

Since 2011, new response categories have been introduced (e.g., “social media” as a source of information). In addition, according to dwif GmbH, the survey has been conducted using the **supervised self-administered method** since 2011. In this method, questions and response options are no longer read aloud individually, thereby reducing the influence of the interviewers. This change in methodology leads to lower response rates, particularly for questions allowing multiple answers. As a result, the overall percentages—for example, regarding the reasons for destination choice or the activities undertaken—are lower. A comparison of results before and after 2011 is therefore only possible to a limited extent and should be conducted with appropriate caution.

➤ QUOTA SAMPLING

To ensure representative results, the sample is selected using quota sampling based on key characteristics. The distribution of surveyed guests by nationality is based on their actual share of Berlin’s total visitor numbers, as reported in official statistics. In addition, the sampling process takes seasonal fluctuations into account, so that more interviews are conducted during the busier summer months than in the winter.

Statements regarding the type of lodging used (e.g., hotel, guesthouse, or vacation rental) should be interpreted with caution based on the Quality Monitor, as the gray market for lodging—including sharing platforms—is not fully captured.

Source: *Quality Monitor Germany-Tourism 2025/26*

EVALUATION BERLIN 2025/26



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