

# Economic Factor for Berlin

Tourism and Convention Industry Berlin

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# Tourist Sector Development

With over **31 million overnight stays** in 2016,  
Berlin has firmly established itself as one of Europe's top 3 travel destinations.

For the first time, Berlin welcomed **over five million international visitors**.  
Just as in previous years, the largest share of visitors – **54.4%** of all overnight stays –  
came from within Germany.

With the large number of overnight stays in the hotel sector (approx. 31 million),  
additional overnight stays in private accommodation (approx. 38 million) as well as  
**109 million day visitors**, the tourism industry is one of the key economic sectors in  
Germany's capital city. **Every day** Berlin has an average of around **500,000 visitors**.





## Economic Factor

The tourism and convention industry is a key factor in Berlin's economy.

The current figures for 2016 confirm the sector's importance for the city –

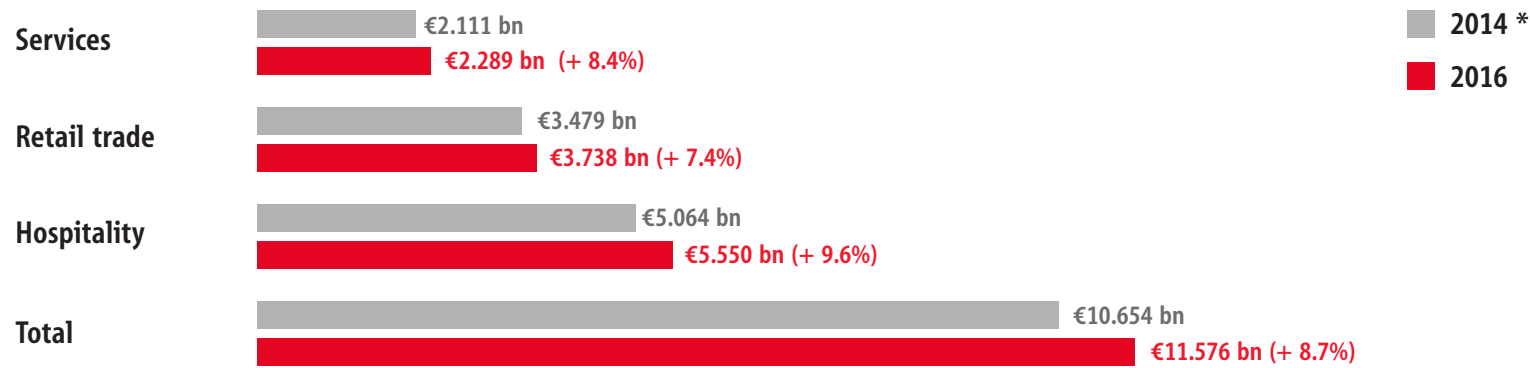
generating around **€11.58 billion** in gross sales.

In comparison: this sector generated gross sales of approx. €10.65 billion in 2014.



## Sectors Benefiting

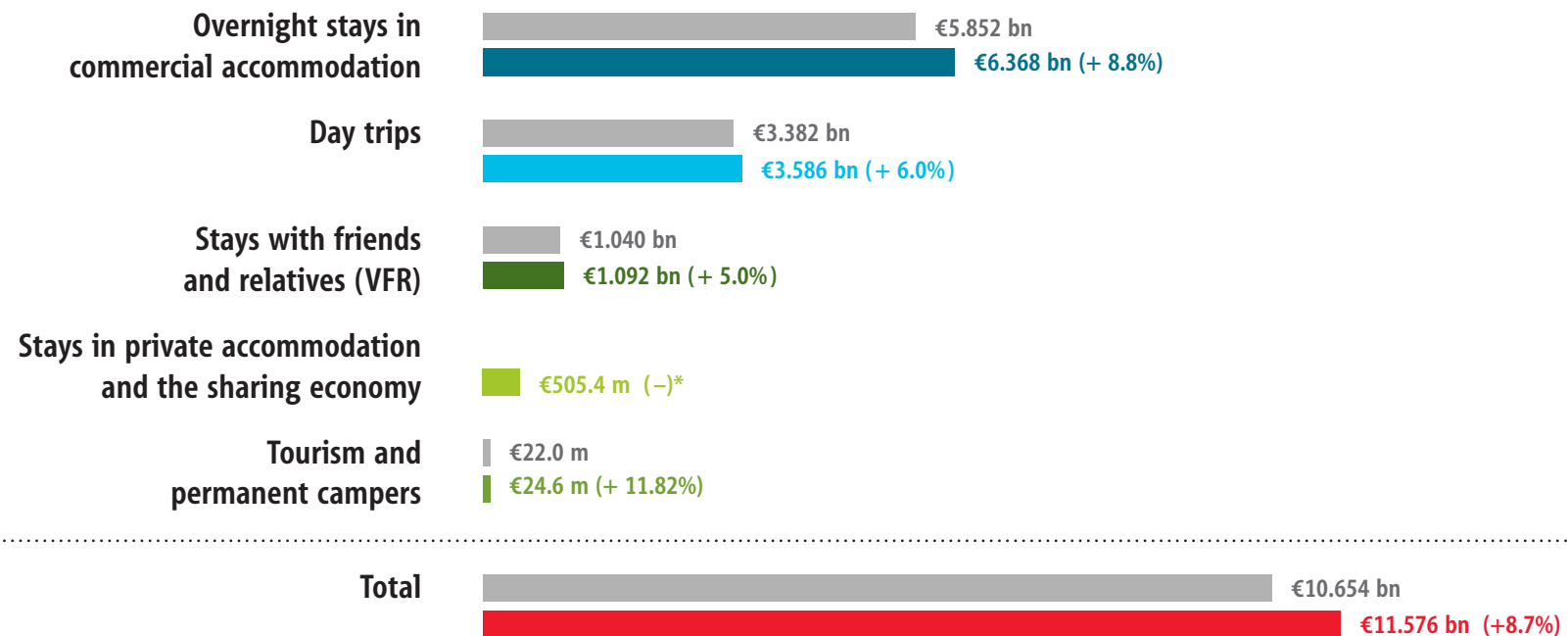
The tourism and convention industry secures jobs and the volume of sales in Berlin.



\* Tourism as an Economic Factor for Berlin 2014

The **hospitality industry** benefits the most, with accommodation, food and beverages accounting for **€5.6 billion** or 47.9% of the total volume of sales. The **retail sector** generates 32.3% of the total gross sales, while the **service sector**, for example public transport services or admission fees, accounts for 19.8%.

# Sales by Visitor Group



\* No comparison with 2014 possible as the sharing economy figure could only be integrated in 2016.

\*\* Tourism as an Economic Factor for Berlin 2014

2014 \*\*
 




 2016

# Income Effect

In 2016, tourism contributed **€5.390 billion** to Berlin's aggregate income (2014: €4.949 billion).

Purely in statistical terms, **235,000 people** in Berlin live from tourism (equivalent employment), with an average aggregate income **per capita** of **€22,941** (2014: €20,575)



## Average Spend and Sales Volume

In 2016, each visitor to Berlin spent an average of **€64.89** every day in the city.

Visitors in hotel accommodation spent an average of **€205.80** per day, one euro more than in 2014.

Visitors in holiday apartments or the sharing economy spent around **€107.50** every day.

Visitors staying with friends and relatives spent on average **€32.90** per day.

The spend of day visitors was also **€32.90** on average, an increase of one euro per day over 2104.

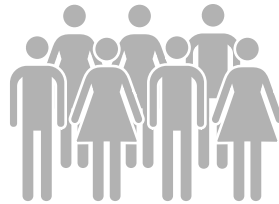


## Key Indicators Overview 2016

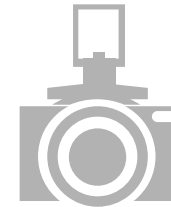


**€11.58 billion**  
in gross sales generated  
by Berlin tourism

**€5.39 billion**  
contributed by tourism  
to the aggregate income



**235,000**  
people live in Berlin  
in absolute terms from  
the tourism and con-  
vention industry (equi-  
valent employment)



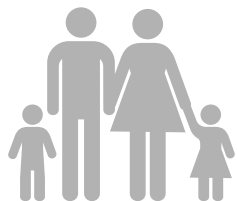
**31.1 million**  
**overnight stays**  
in commercial  
accommodation

**4.7 million**  
overnight stays in  
**holiday apartments**  
and the sharing economy

**33.2 million**  
overnight stays with  
**friends or relatives**

**550,000**  
overnight stays on  
camping sites

**109 million**  
day visitors

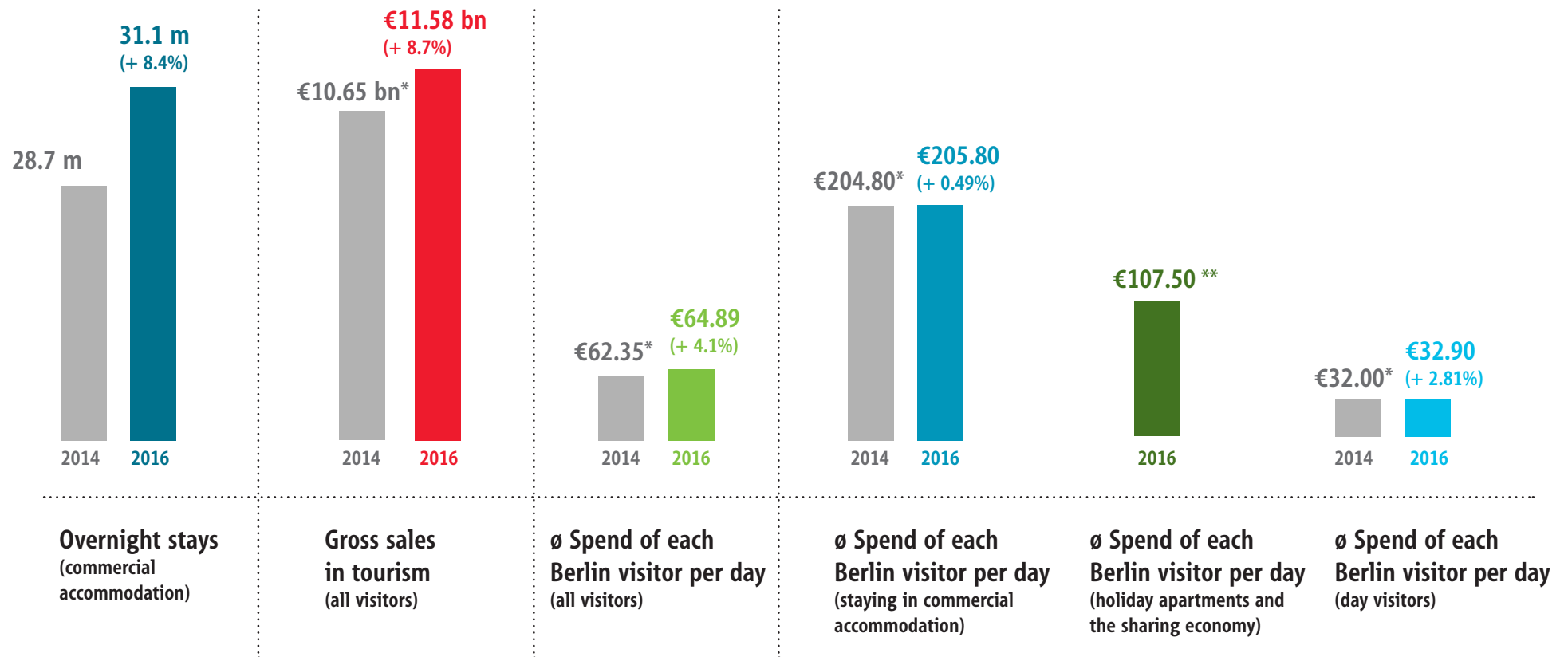


a total of around **500,000** visitors every day

**178.4 million** days of stay for tourists in Berlin



# Key Indicators and their Development



\* Tourism as an Economic Factor for Berlin 2014

\*\* No comparison with 2014 possible as the sharing economy figure could only be integrated in 2016.

# Glossary

## Day visitors

Day visitors include tourists on day outings and excursions as well as business people in Berlin for the day.

## Days of stay

Every day outing, day business traveller and overnight stay are counted as a day of stay. Adding the figures for the demand segments then gives the entire demand in the tourist sectors in terms of days of stay.

## Equivalent employment

The equivalent employment rate corresponds to full-time employment.

## Sources

The facts and figures presented here are taken from the findings of the study “Tourism as an Economic Factor for the City of Berlin 2016” conducted by dwif-Consulting GmbH (dwif) on behalf of visitBerlin (Berlin Tourismus & Kongress GmbH). The survey focuses on the economic significance of the tourism and convention industry for Germany’s capital city. It incorporates the latest key indicators and statistics (e.g. Berlin-Brandenburg Statistical Office (Amt für Statistik)) relevant in providing a full and complete picture of the tourism and convention industry in Berlin. These include Berlin’s unique selling points and data on the travel behaviour of Berlin visitors (Qualitätsmonitor Deutschland-Tourismus 2016).

The key indicators and facts here include visitors to Berlin in the meetings sector.

The detailed figures on the meetings and congress market have been taken from the congress statistics for Berlin compiled by ghh consult GmbH on behalf of the visitBerlin Berlin Convention Office (see download area: [about.visitBerlin.de](http://about.visitBerlin.de)).

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