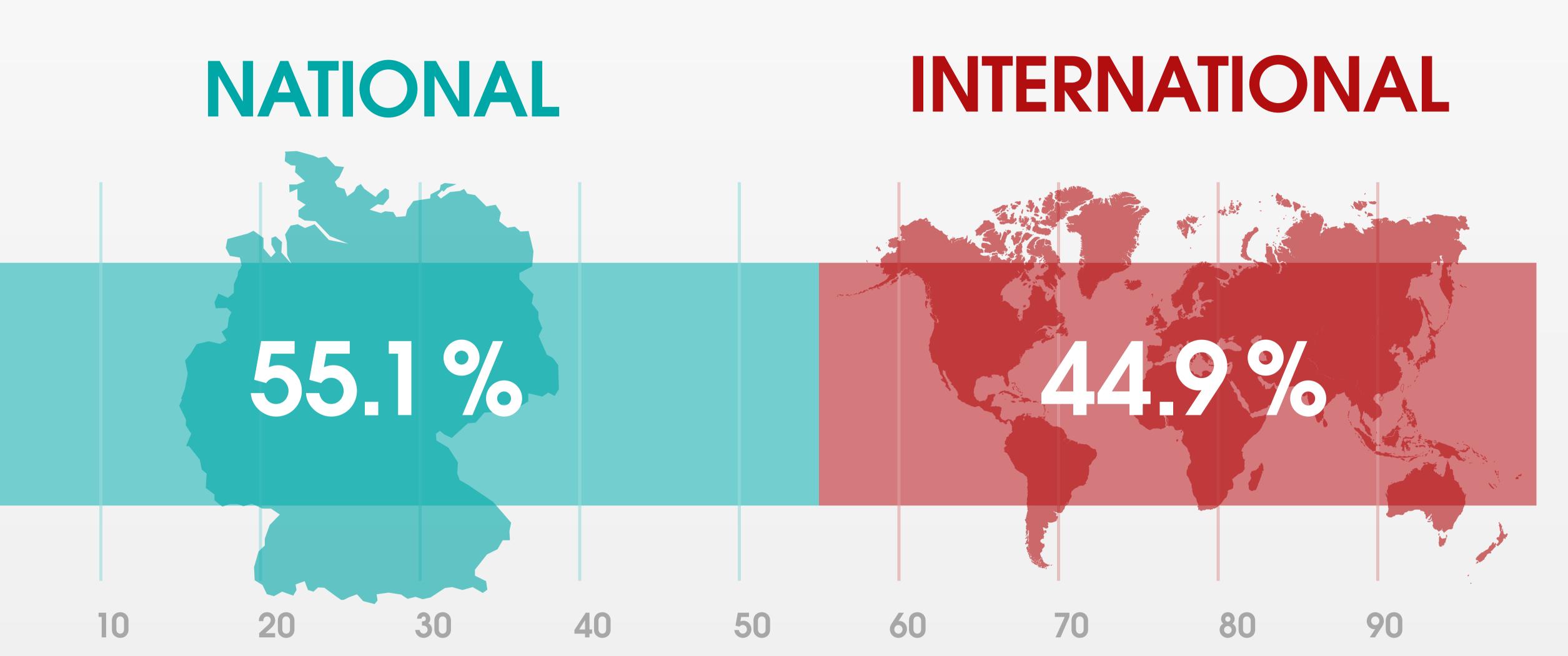
Tourism in Berlin 2017





Overnight stays 31.15 million 70.3%

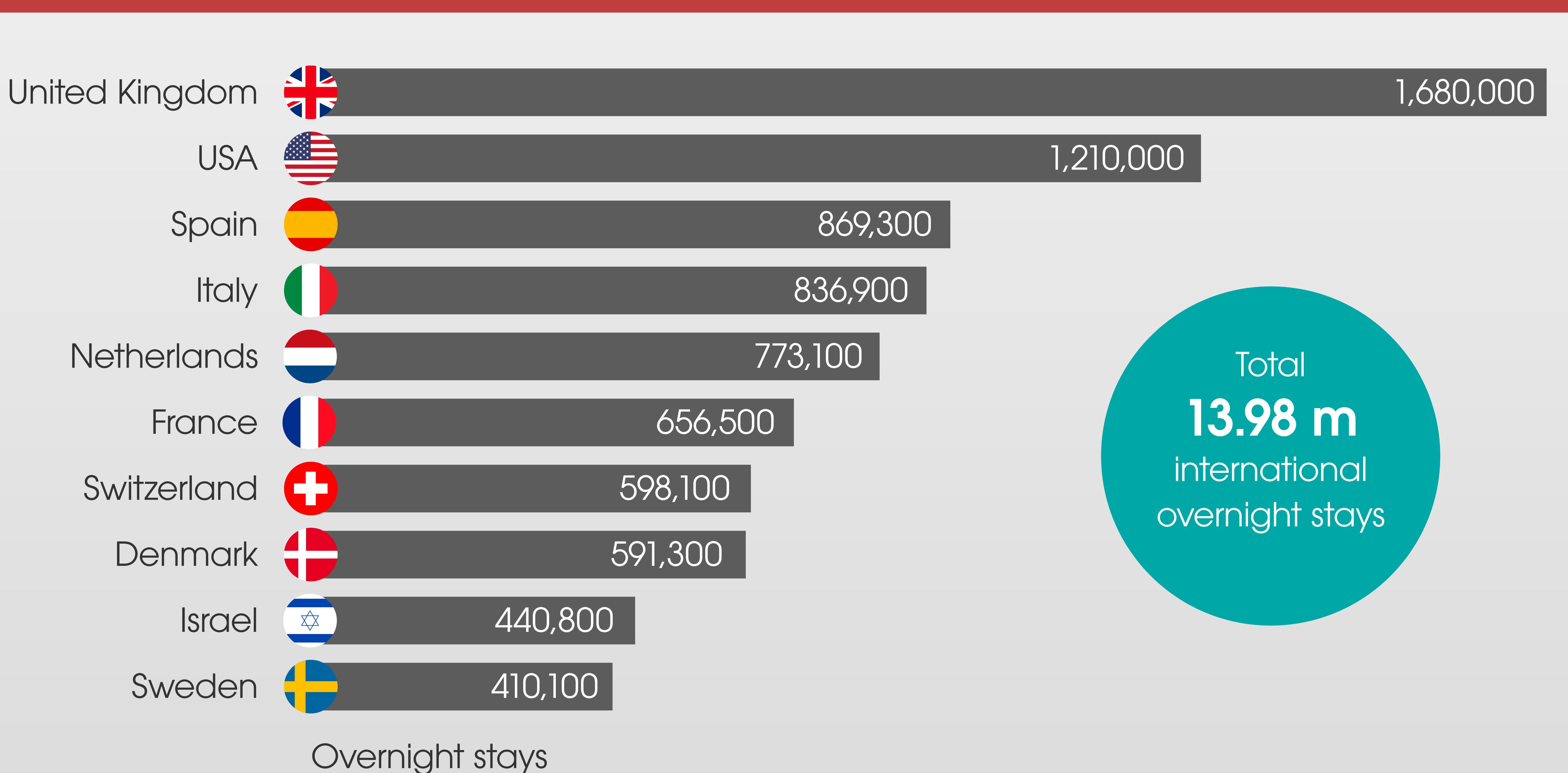
Visitors 12.97 million 71.8%





7.9 million of all overnight stays were generated by convention participants. 7 2.6%

Top 10 markets abroad



Growth champions

1. Russici

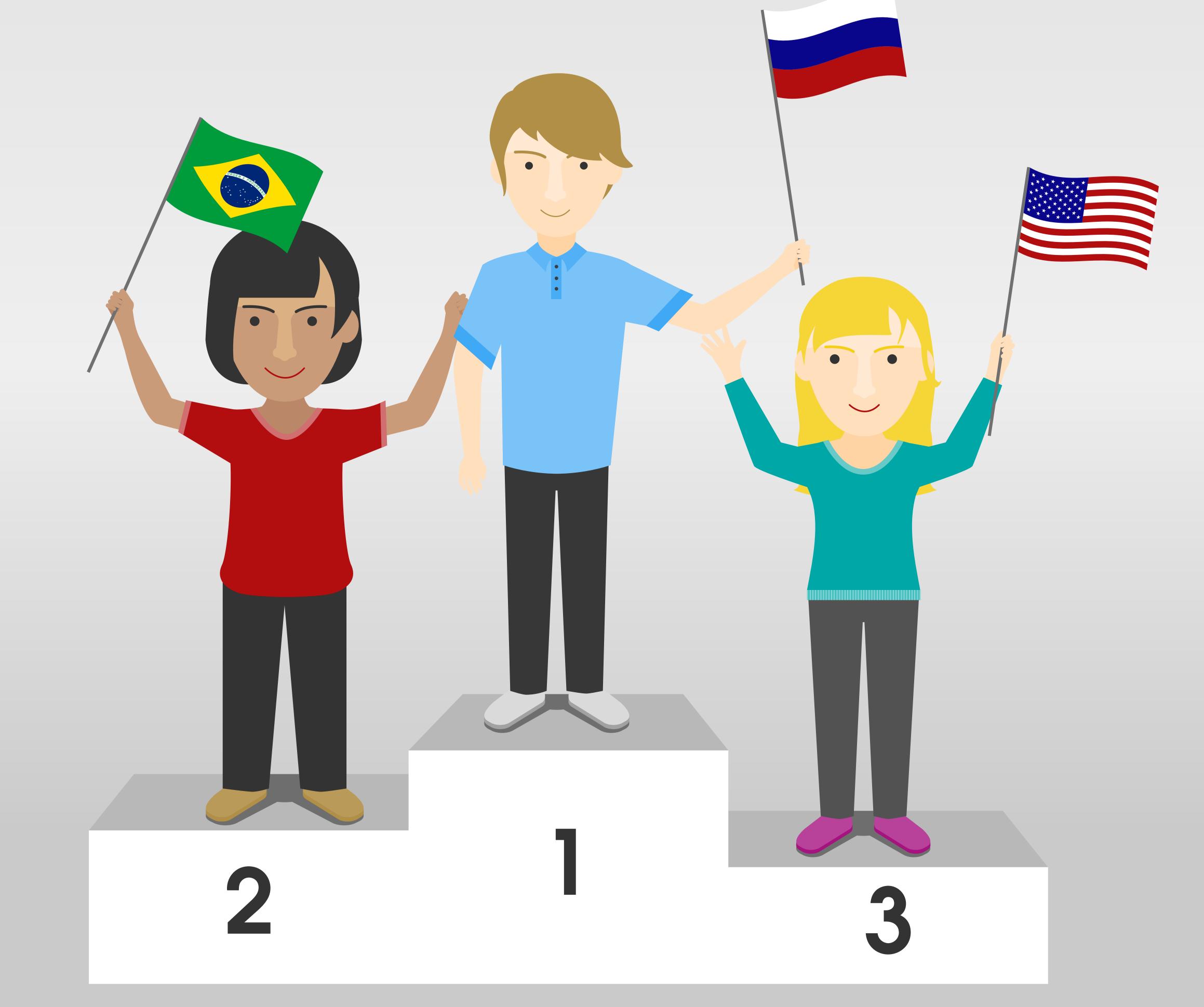
345,691 overnight stays 7 16.6%

2. Brazil

232,085 overnight stays 7 10.2%

3. USA

1.21 million overnight stays 77.5%



Markets with over 100,000 overnight stays

Congresses in Berlin 2017

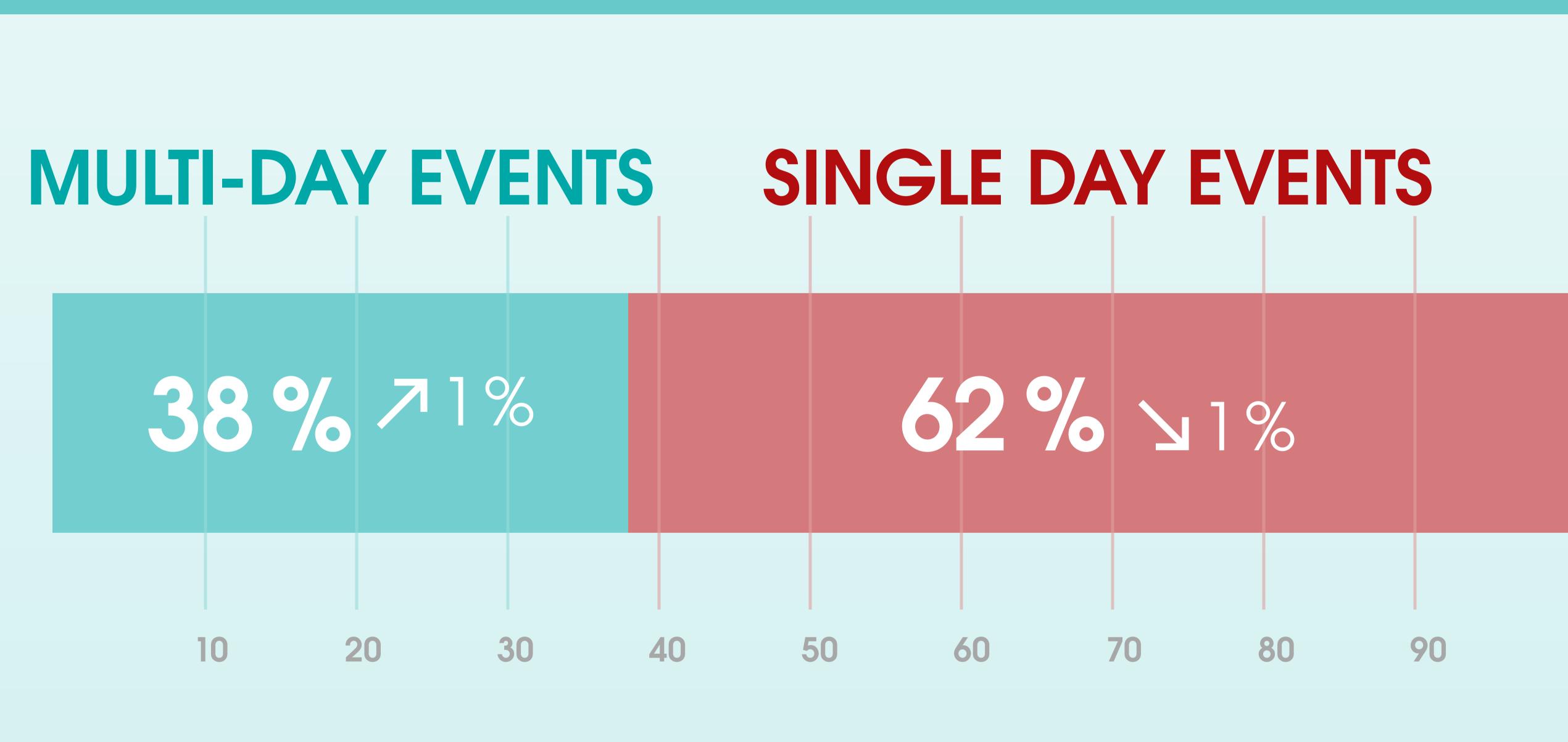
Congresses 140,200 72%

Participants 11.70 m 71%

Congress Duration



Average congress duration 2017: 2 days



Top 3 Sectors



Medicine / Pharmaceuticals / Health Science

26%



IT /
Digital Economy



Politics /
Public Institution
11 %