

Tourism in Berlin 2018

Overnight stays **32.87 million** ↗5.5%

Visitors **13.50 million** ↗4.1%

NATIONAL

54.1%

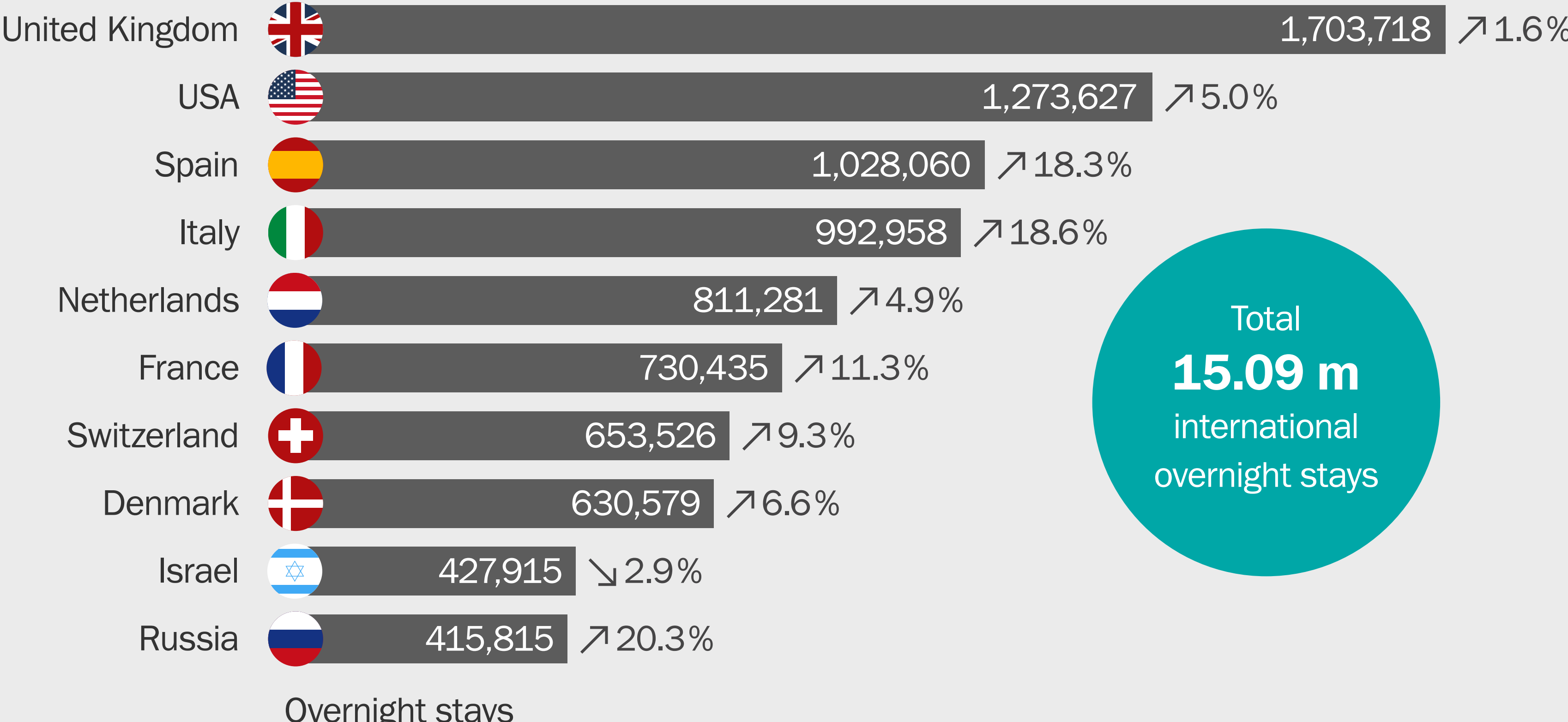
INTERNATIONAL

45.9%



8.06 million of all overnight stays were generated by convention participants. ↗2%

Top 10 markets abroad



Total
15.09 m
international
overnight stays

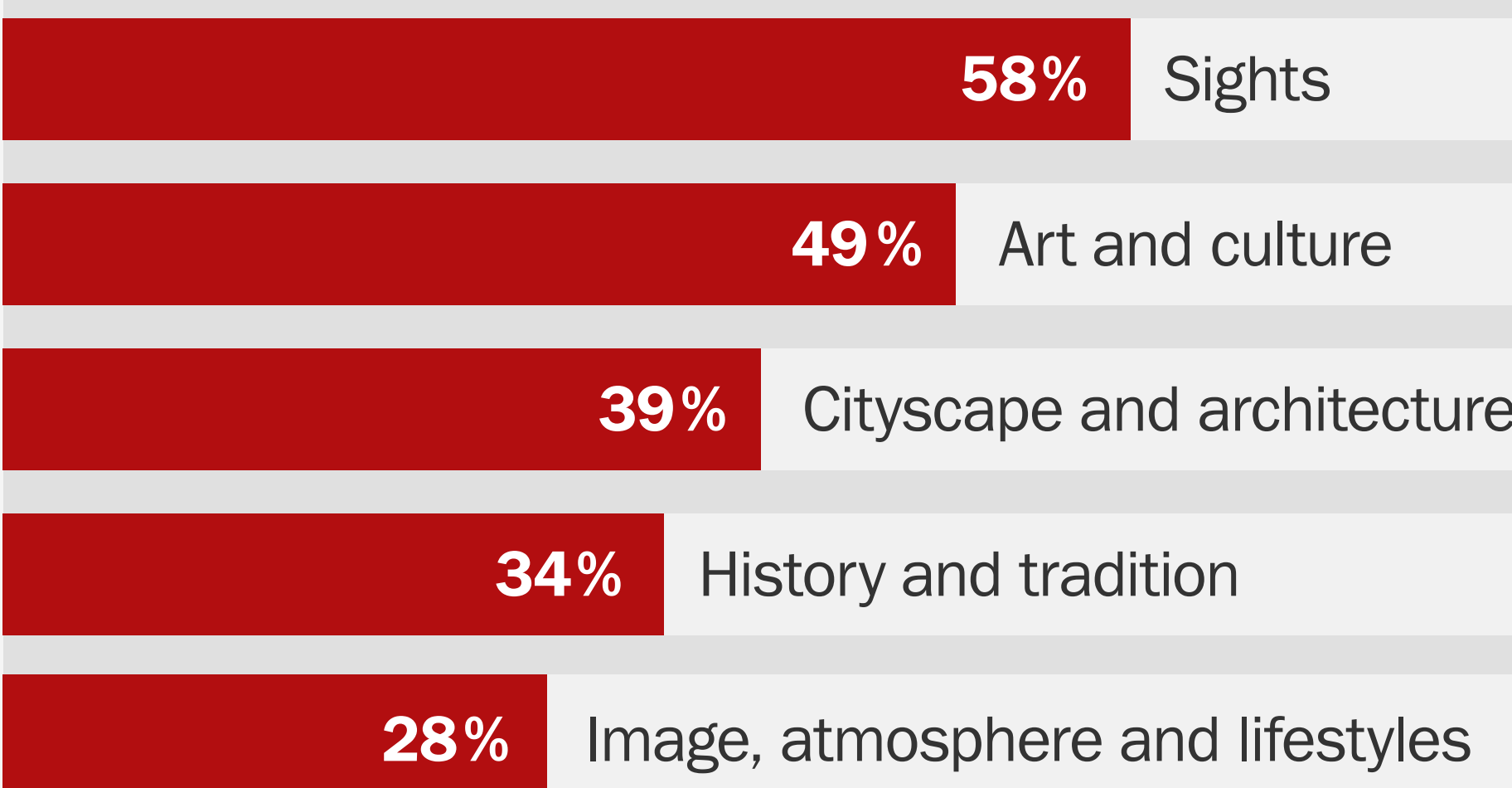
The Berlin visitor



Ø 40.1 years old

50% of holiday visitors from abroad have already visited Berlin at least once.

TOP 5 REASONS FOR A VISIT



The Berlin visitor stayed **Ø 2.4 days**.

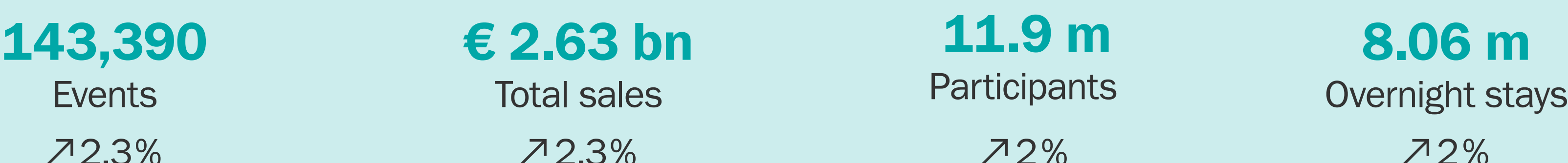
WHO STAYS LONGEST IN BERLIN?



(Markets with over 100,000 visitors)

Congresses in Berlin 2018

Congress Survey 2018



Aim: More congresses in Berlin

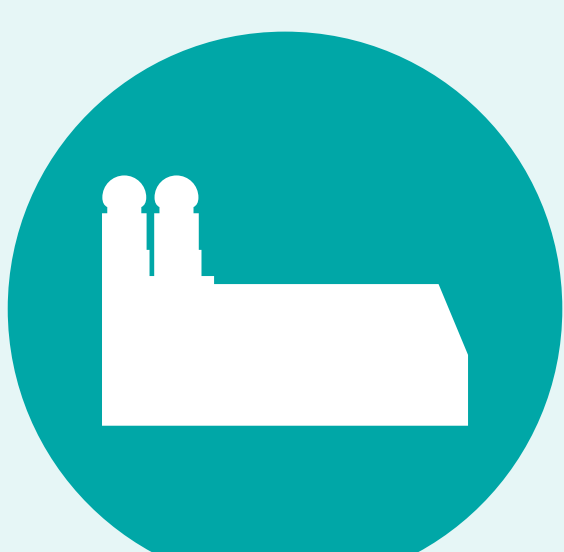
In the international top 5 for over ten years



1st place in Germany for ten years



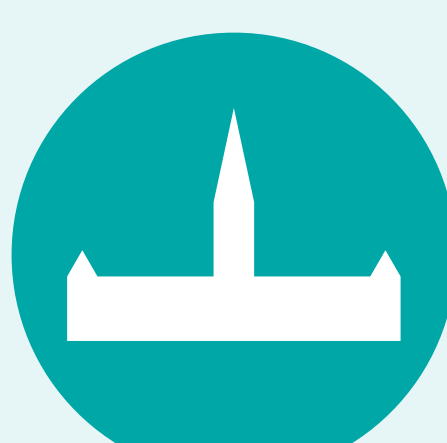
1.
Berlin



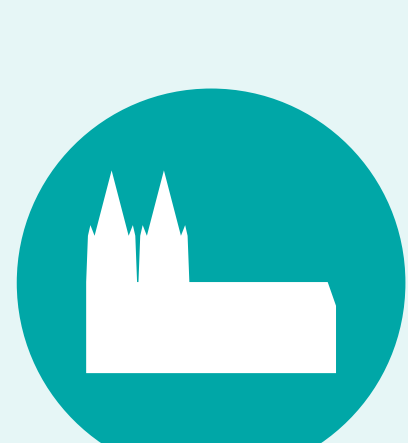
2.
Munich



3.
Dresden



4.
Hamburg



5.
Cologne

Congress Duration



Average congress duration 2018:
1.9 days



20% of events in Berlin were international.

MULTI-DAY EVENTS

36% ↘2%

SINGLE DAY EVENTS

64% ↗2%

Top 3 Sectors



Medicine/Pharmaceuticals/
Health Science
22%



Politics/
Public Institution
18%



IT/
Digital Economy
12%