

Successful start of year for Berlin tourism

Best January ever / Double-digit growth rates for foreign guests

Berlin, 11 March 2011. Berlin Tourism continues its successful course. 562,400 guests came to the German capital in January (+6.5%), as many as never before in this month. They spent 1,221,600 nights in the metropolis (+4.6%). These are the results of the visitor statistics published today by the Statistics Office of Berlin Brandenburg.

“Even in a month with traditionally low visitor numbers Berlin has recorded further growth,” says *visitBerlin*-CEO Burkhard Kieker. “The numbers reflect a strong demand which we also perceive at the International Tourism Exchange (ITB).”

In January the increase in international guests was unusually strong. 183,600 foreign visitors were counted. This corresponds to a 17% growth versus the same prior year month. The number of room nights rose by 12.6% to 470,200. The German capital was particularly popular in January with guests from Poland (+45.7%), Russia (+45.4%) and the USA (+15.1%).

In January 747 accommodation providers were available to Berlin visitors (+2.9%). With 2.2 days the average duration of stay remained unchanged versus the comparable prior year period.

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January 2011				
Country of Origin	Guests	Variation versus January 2010 in %	Room nights	Variation versus January 2010 in %
Germany	378,815	2.0	751,443	0.2
Abroad	183,597	17.0	470,188	12.6
Total	562,412	6.5	1,221,631	4.6

Source: Statistics Office of Berlin Brandenburg

Berlin Tourismus & Kongress GmbH
Press and PR Office
Am Karlsbad 11
D-10785 Berlin

Fax: +49 (0)30 26 47 48 - 983
www.visitBerlin.de

Contact details Press Officer:
Natascha Kompatzki
Tel.: +49 (0)30 26 47 48 - 956
natascha.kompatzki@visitBerlin.de

Christian Tänzler
Tel.: +49 (0)30 26 47 48 - 912
christian.taenzler@visitBerlin.de