

# Press Release

## Culture Brings Visitors to Berlin

New survey of visitors to Berlin cultural institutions: 90 per cent of visitors to museums and memorial sites are tourists

**Berlin, 10 December 2013** What role does tourism play in Berlin's cultural scene? What role does culture play in a visit to the German capital? More than half (59%) of visitors to Berlin's cultural institutions are tourists. This statistic was reported in the latest annual figures from KULMON, a survey of visitors to Berlin's cultural institutions. *visitBerlin* presented these results today at a German National Tourist Board press conference on "UNESCO World Heritage Sites and Sustainable Nature and Culture Tourism".

Burkhard Kieker, *visitBerlin* CEO, comments: "Culture is a tourist magnet. Visitors come to Berlin to see the places where history was made. This is why museums and memorial sites are particular favourites. Cultural tourists are also a plus for the city's hoteliers, because they tend to stay longer in the city."

On average, one out of every three visitors (31%) to Berlin's cultural institutions comes from a German state outside of Berlin. Foreign guests make up 28 per cent of the visitors, a 2% increase over the previous year.

Museums and memorial sites are especially popular with visitors from Germany and abroad: Tourists made up 85 per cent of museum visits (45% from abroad and 40% from other parts of Germany). The share of non-Berliners at memorial sites is even higher at 90 per cent (59% international visitors and 31% other Germans).

### Cultural tourists stay longer in the city

The average stay for domestic and international respondents to the survey in museums and memorials was 4.2 days. Those coming to the city for stage performances stay an average of 3.9 days, which is longer than the 2.4 days average that visitors generally stay in Berlin. A [study](#) published by *visitBerlin* in Summer 2013 showed that visitors with a high interest in culture also spend the most during their stay in Berlin.

Another result of the study showed that Berlin's cultural institutions are a key part of what draws visitors to the city from all over the world: about one-third (28%) of domestic and foreign respondents indicated that the only or primary reason for their visit to Berlin was to attend an orchestra concert. Twenty-six per cent of those attending opera, ballet and dance performances indicated that this was the reason for their trip to the capital. As can be seen, Berlin's museums and theatres are helping Berlin's growth as a tourist destination.

The KULMON project is managed by *visitBerlin*. In collaboration with the Senate Office of Cultural Affairs, KULMON began collecting data from visitors to Berlin cultural institutions in 2008. The questions asked concern age, origin, accommodations and how visitors obtain information. KULMON now counts 22 cultural institutions of all sorts as its participants, including the Neues Museum, the Deutsches Theater, the city's opera ensembles, the Berlin Wall Memorial and, for the first time, the Humboldt-Box. More than 50,000 interviews were conducted for the most recent survey. The project is supported by funding from the EU. The study can be downloaded at the *visitBerlin* [Press Portal](#).

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## **visitBerlin**

"We know Berlin". This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. The *visitBerlin* Berlin Convention Office markets the German capital as a convention destination. After London and Paris, Berlin is third-most popular European city for tourism, with 24.9 million overnight stays in the German capital during 2012. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. Information on the capital city is available in 13 languages at [visitBerlin.de](http://visitBerlin.de).

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