

## Berlin is becoming a top international travel destination

Half-year tourism figures: 13.2 million overnight stays

**Berlin, 11 August 2014** More and more international tourists are discovering Berlin and staying in the city for longer. In the first six months of the current year, the number of foreign visitors increased by 4.6 per cent and the number of their overnight stays increased by 8.4 per cent. In total, 5.5 million visitors (plus 4.4%) came from Germany and abroad, which generated 13.2 million overnight stays (plus 6.3%). This has emerged from the latest numbers from the Berlin-Brandenburg State Office for Statistics, which accounts for registered hotel guests. Additionally, up to 15,000 legal and illegal holiday homes accommodate visitors in the city.

Most tourists came from the UK (218,000, plus 4.6 % compared to the first half of 2013), the USA (156,000, plus 3.9 %), and Italy (143, 000, plus 6.8 %). The tourist figures from the Netherlands (133,000, plus 7.2 %), Poland (76,000, plus 25.7 %) and Spain (93,000, plus 8.3 %) also increased substantially.

Cornelia Yzer, Senator for economics, technology and research, comments: "Berlin is booming. The new record numbers in tourism show the German capital is more popular than ever before with international and national visitors. Tourism remains a key factor for the Berlin economy. With a turnover of approximately 11.5 billion euros and 275,000 employees, the increasing visitor numbers ensure investments and job openings in Berlin."

Burkhard Kieker, CEO of *visitBerlin*, says: "Working continuously with the European and intercontinental markets is increasingly paying off. Berlin has become a highly sought after travel destination."

*visitBerlin* predicts that the positive tourism balance sheet for the first half of the year will continue in the second: in July, the Fan Mile was an excellent start to the summer season and August has now established itself as the strongest month for visitors.

Berlin has also been expanding its position as an event location for international congresses. Its percentage increased from 15 to 17 per cent. In total, 61,000 events with 4.75 million attendees in the first half of the year mean a plus of 2 per cent each. Jointly with the hotel industry, trade fairs, and other partners, the *visitBerlin* Berlin Convention Office promotes Berlin internationally as a congress location.

You can find more tourism statistics at [press.visitBerlin.com](http://press.visitBerlin.com).

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# Press Release



## 2014 Half-year statistics

January – June 2014				
Country of origin	Guests	Change in % from 2013 1 <sup>st</sup> half	Overnight stays	Change in % from 2013 1 <sup>st</sup> half
Germany	3,498,400	4.2	7,551,100	4.9
Abroad	2,045,400	4.6	5,618,800	8.4
<b>Total</b>	<b>5,543,700</b>	<b>4.4</b>	<b>13,169,900</b>	<b>6.3</b>

June 2014				
Country of origin	Guests	Change in % from June 2013	Overnight stays	Change in % from June 2013
Germany	690,400	4.5	1,536,700	7.1
Abroad	392,700	6.6	1,053,100	11.0
<b>Total</b>	<b>1,083,100</b>	<b>5.2</b>	<b>2,589,800</b>	<b>8.7</b>

### visitBerlin

"We know Berlin." Berlin Tourismus & Kongress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin's* Berlin Convention Office markets the many conventions and meeting options offered by the German capital. After London and Paris, Berlin is the third-most popular European city for tourism, with 26.9 million overnight stays in the German capital during 2013. Berlin is also one of the most popular destinations for conventions and meetings and is among the top five for ten years now. 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. At [visitberlin.com](http://visitberlin.com), you can access information about Germany's capital in 13 languages.

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