

Strongest November ever as tourists visit Berlin to mark 25 years since the Fall of the Berlin Wall

More than 10 per cent jump in visitors from all over the world

Berlin, 14 January 2015 With a leap of about ten per cent more visitors to Berlin, November posted the highest increase in visitors last year. For the first time, there were more than two million overnight stays in November, climbing 10.2 per cent.

Burkhard Kieker, CEO of *visitBerlin*, remarks: "The anniversary of the Fall of the Wall has given Berlin's tourism sector the strongest November ever. Many guests accepted our invitation to join in the festivities around the 9th of November. They joined with Berliners to experience an unforgettable weekend full of a celebratory, exhilarating spirit. The images of Berlin as a city of freedom that went around the world will continue to move many people to visit our city."

Record growth from Israel, Brazil, South Africa and USA and strong interest from Germany's neighbours

"We are particularly pleased with the strong growth in visitors coming from further away," says Kieker. The German capital saw record growth in visitors from many non-European markets such as Israel (+57.1% in overnight stays), India (+47.2%) and Brazil (+44.9%). There was also a significant increase in overnight stays by people from South Africa (+40%), the USA (+24%) and Japan (+12.7%). More guests came from Germany's neighbours such as Denmark (+29.7%) and Belgium (+ 20.2 %) as well as the United Kingdom (+19%), all contributing to the sharp increase in November visits.

November 2014				
Country of origin	Guests	Change in % over November 2013	Overnight Stays	Change in % over November 2013
Germany	655,700	+9.2%	1,313,700	+10.0%
From abroad	328,700	+9.3%	869,700	+10.4%
Total	984,500	+9.2%	2,183,400	+10.2%

January–November 2014				
Country of origin	Guests	Change in % comp. to Jan–Nov 2013	Overnight Stays	Change in % comp. to Jan–Nov 2013
Germany	6,802,200	+4.4%	15,046,700	+5.0%
From abroad	4,142,300	+4.6%	11,458,700	+7.8%
Total	10,944,400	+4.4%	26,505,300	+6.2%

Source: Amt für Statistik Berlin-Brandenburg

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"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 26.9 million overnight stays in the German capital during 2013. Berlin has been among the top five most popular destinations for conventions and meetings for the past ten years. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six Berlin Tourist Information Offices. 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 14 languages at visitBerlin.com.

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