

Berlin – No. 1 of Chinese travellers

The capital is Germany's most popular travel destination

Berlin, 31 July 2015 China is fascinated by Berlin. In 2014, the capital proved the favourite destination for Chinese visitors to Germany. According to the "Chinese International Travel Monitor" study by Hotels.com, Berlin takes top place in the rankings of the country's most popular cities, ahead of Munich, Bad Soden am Taunus, Frankfurt, Cologne, and Hamburg. The official tourism statistics indicate that in 2014 around 90,000 Chinese visitors (+ 6.9 % in comparison to the year before) spent more than 210,000 nights (+ 12.5 %) in Berlin.

"China is in the process of developing into the most attractive intercontinental market for Berlin, together with the USA. China has a middle-class of around 250 million people who enjoy travelling and have significant purchasing power", states **Burkhard Kieker, CEO of visitBerlin**. "The potential is enormous, in the MICE segment, too. We are currently involved in intensive negotiations with partners from China who are interested in major incentive trips and congresses."

For many years now, *visitBerlin* has led the way in developing operations on the Chinese market, and has built up strong relationships with the Chinese travel industry and airlines. The *visitBerlin* marketing activities have also included a focus on the so-called second tier of major Chinese cities such as Chongqing, Qingdao, and Chengdu.

The Chinese website of *visitBerlin* laibolin.com provides a wealth of information about Germany's capital city. The possibility of promoting Berlin using social media is also applied intensively in China, for example, by means of a dedicated Weibo fan community. Since the middle of 2014, the German capital has also been advertised via WeChat, the Chinese version of Whatsapp and by some distance the most popular channel of communication on the smartphone. In addition, Chinese native speakers at *visitBerlin* ensure that the information and marketing promotions which are implemented are in line with cultural expectations.

The full "Chinese International Travel Monitor" study is available here: www.citm2015.com

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Facts: Chinese visitors to Berlin

Statistics and development

Development 2015

Berlin is becoming more and more popular with Chinese visitors. **This positive trend is continuing in 2015** – so far this year, Berlin has already registered 74,918 overnight stays (+ 25.0 %) by 34,687 guests (+ 29.5 %) from China (statistics for January to May 2015).

visitBerlin / Berlin Tourismus & Kongress GmbH

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Annual statistics for 2014

- 89,569 visitors, increase: **6.9 %**
- 210,172 overnight stays, increase: **12.5 %**
- Chinese visitors spend an average of **2.3 days** in Berlin
- China and Hong Kong represent **Asia's second-biggest market**
- **September is the most popular month:** 14,081 Chinese guests (+ 29.5 %) and 37,379 overnight stays (+ 36.1 %)
- Strongest growth: In **February**, Berlin welcomed 5,053 Chinese visitors (**+ 36.3 %** compared to 2013).
- In 2014, Chinese visitors to Berlin spent an average of **588 euros** per person on tax-free shopping (study: Global Blue).
- What Chinese visitors appreciate most about Berlin: its **sights, history, natural surroundings, lifestyle, shopping, architecture** and the **value for money which the city offers**.

More current tourism statistics and studies at:

press.visitberlin.de/en/facts-and-figures

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 convention and meeting options offered by the German capital. After London and Paris, Berlin is the third-most popular European city for tourism, with 28.7 million overnight stays in the German capital during 2014. Berlin is also one of the most popular destinations for conventions and meetings and has been 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 six 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, you can access information about Germany's capital in 14 languages.

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