

Berlin popular with Asian guests

German capital represented at ITB Asia from 21 to 23 October

Berlin, 21 October 2015 More and more guests from Asia are opting for a city trip to Berlin. From January to August 2015, around 313,000 people from the Asian region travelled to the German capital, up 28.3% from the same period the year before. To strengthen this trend, *visitBerlin*, Deutsche Bahn and Air Berlin will be sharing a stand at ITB Asia being held in Singapore from 21 to 23 October.

Asia: important growth market for Berlin

Berlin hotels registered around 166,000 nights spent by Asian guests this August, an increase of 26.3% compared to August 2014. The number of nights spent by guests from India showed a growth rate of 70.7%; while guests from China spent 48.5% and guests from the Arab Gulf States spent 41.7% more nights in the German capital this August. Other Asian countries with strong growth rates include South Korea (+35.2%) and Taiwan (+105.5%).

Shopping: Chinese visitors to Berlin spend the most

Berlin is a popular shopping destination for visitors from abroad; especially Chinese guests use their trip to Berlin for an extensive shopping tour. According to the current study released by Global Blue*, each guest from China spends €588 for each tax-free purchase, while visitors from the Arab Gulf States (UAE, Saudi Arabia, Kuwait, Qatar, Bahrain and Oman) spend €339 on average. Other leading shoppers are those from Azerbaijan, who spend an average of €494 on each tax-free purchase. In comparison, on average, visitors to Berlin spend a total of €204.70 per day.

New markets in focus: *visitBerlin's* marketing activities in Asia

For more than fifteen years, *visitBerlin* has been active in the Asian market. In addition to ITB Asia, *visitBerlin* organises numerous marketing campaigns and cooperative efforts on behalf of the German capital, including trade shows, product events, and road shows in a number of Asian nations, including China, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Thailand, Taiwan and Vietnam. The *visitBerlin* website laibolin.com is especially designed for the Chinese market. Berlin has also been marketed on "WeChat", the Chinese version of WhatsApp, since mid-2014. In addition, native speakers of Chinese working for *visitBerlin* ensure culturally appropriate information and marketing.

Since September 2015, the German Convention Bureau (GCB) in cooperation with the German National Tourist Board has had its own representative office in China. The *visitBerlin* Berlin Convention Office also participates in this office in order to take advantage of the growing potential in the Chinese market to use Berlin as a location for conferences and conventions in the heart of Europe.

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* Global Blue is the world's largest provider of VAT refund services. The 2014 Global Blue Tourist Barometer calculated the spending of tourists outside the European Union based on VAT refund requests placed with Global Blue. globalblue.com

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Press Release



visitBerlin

"We know Berlin." Berlin Tourismus & Congress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. The *visitBerlin* Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is third-most popular European city for tourism, with 28.7 million overnight stays in the German capital during 2014. Berlin has been among the top five most popular destinations for conventions and meetings for the past ten years. As a tour operator, the private company 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 range of tourist offerings in Berlin. visitBerlin.de provides information about the capital in 14 languages.

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