

Berlin Tourism in First Half of 2016: 4.3 Percent More Overnight Stays

14.41 Million Nights Spent in Berlin / 5.9 Million Guests

Berlin, 12 August 2016 In the first six months of the year, the German capital saw 14.41 million overnight stays, an increase of 4.3 percent over the same period last year. The number of guests rose to 5.99 million (+ 3.0 percent).

The number of nights spent in Berlin by guests from abroad jumped by 4.8 percent, while guests from Germany spent 4.0 percent more nights in their capital. These were the results revealed on Wednesday by the Berlin-Brandenburg Statistical Office.

“Berlin’s magnetism remains unbroken,” says **Burkhard Kieker**, CEO of *visitBerlin*. “Tourism has shown a solid growth in the first half of the year and Berlin remains the driving force of tourism to German cities.”

In June, the number of overnight stays rose by 2.2 percent to 2.74 million, with 1.55 million guests from Germany (+ 5.7 percent) and 1.19 million guests from abroad (- 1.9 percent).

Conventions and Meetings Important Growth Driver for the Berlin Tourism Industry

Events in the first half of 2016 generated 3.6 million overnight stays (+9.0 percent over the same period last year). This represents a quarter of all hotel stays in Berlin, as shown in the latest convention statistics from the *visitBerlin* Berlin Convention Office.

Overall, Berlin’s role as a meeting destination continues to grow: In the first six months of this year, more than 4.88 million participants (+ 1.3 percent) attended approximately 62,800 events (+ 1.3 percent) in the German capital.

Burkhard Kieker commented further: “The current statistics show that Berlin scores with convention planners not only with our variety of modern venues and high levels of service, but also with our unique atmosphere.”

Further growth is expected for the second half of 2016, with a number of high-profile conferences coming to Berlin. These include the World Health Summit and Eurospine 2016, the annual meeting of the European Spine Society, in October, and the World Architecture Festival in November.

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Tourism Statistics January-June 2016

January – June 2016				
Country of Origin	Guests	Change in % over Previous Year	Overnight Stays	Change in % over Previous Year
Germany (55.7%)	3,705,660	+ 3.2	8,025,298	+ 4.0
Abroad (44.3%)	2,289,356	+ 2.8	6,388,218	+ 4.8
Total	5,995,016	+ 3.0	14,413,516	+ 4.3

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Press Release



June 2016				
Country of Origin	Guests	Change in % over June 2015	Overnight Stays	Change in % over June 2015
Germany	715,187	+ 6.0	1,547,105	+ 5.7
Abroad	443,886	- 2.6	1,192,919	- 1.9
Total	1,159,073	+ 2.5	2,740,024	+ 2.2

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. *visitBerlin*'s Berlin Convention Office markets the city as an event location for meetings and conventions of all sizes. Berlin's popularity as a tourist destination continues to grow: with more than 30 million overnight stays in 2015, the German capital is as busy as ever. The city's also in great demand as a place to hold meetings: Berlin is currently the #1 destination for conferences and conventions organised by international associations. As provider of tourism services, the company offers a wide range of travel packages and also issues the city's official tourist ticket, the Berlin WelcomeCard. *visitBerlin* also operates six Berlin Tourist Information Offices across the city. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete range of tourist offerings in Berlin. The website visitBerlin.com provides information about the capital in 14 languages.

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