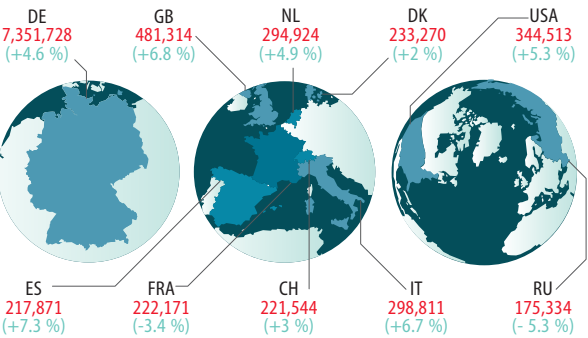


The Top 10 Countries

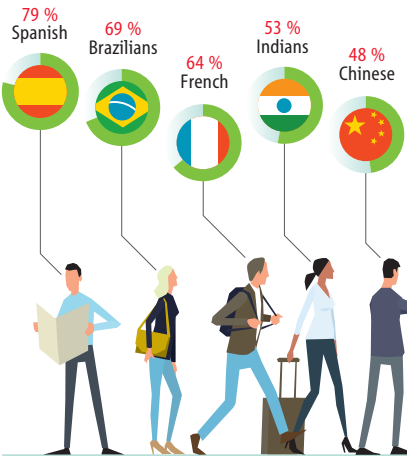
More and more visitors to Berlin are coming from abroad, although the majority still comes from within Germany. Change in comparison to 2013 in brackets.



Where the World Gathers

First-time Visitors

A visit to Berlin is becoming more popular in many countries.



Repeat Visitors

Many guests return to Berlin.



Berlin Visitors in 2014

visitBerlin.com

45 is the oldest average age of visitors from a single country (the US).

35 is the youngest average age of visitors from a single country (Switzerland).

42.6 is the average age of German visitors to Berlin.

The youngest visitors to Berlin are between 14 and 29 and mostly come from Italy or Denmark.

Spending per Day

Berlin visitors add money to the economy

232 € convention visitors who stay overnight

204.70 € tourists who stay overnight

35.70 € day-trippers

28.7 million overnight stays

+ 6.5 %

11.9 million visitors + 4.8 %

Berlin, Berlin, we're going to Berlin!

In recent years, the German capital has become a magnet for tourists. Compared to the previous year, Berlin welcomed 546,000 more guests in 2014.

43.6 %

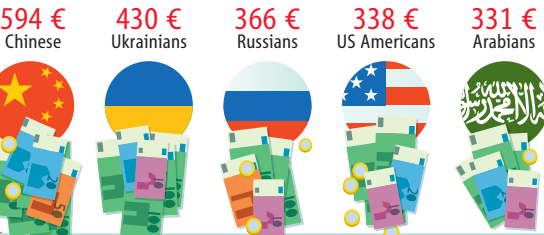
of overnight stays come from abroad

56.4 %

of overnight stays come from Germany.

Spending per Shopping Trip

Many people come to Berlin to shop. Here are the top 5.

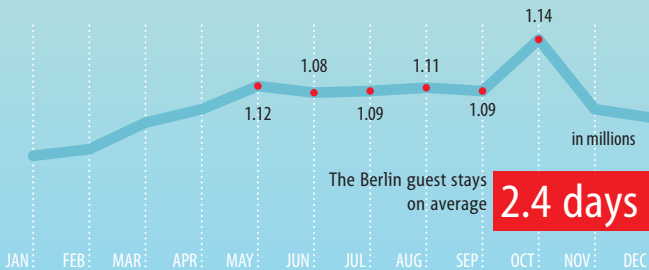


Top Sights

The classics are visited especially by first-time visitors.

Top Months

People love to visit Berlin year-round, but particularly in autumn, spring and summer. Berlin welcomes more than a million guests in each of these months.



The Berlin guest stays on average 2.4 days

Top Topics

Berlin's Lifestyle

Enjoy the special flair.

Berlin Wall

Experience history up close at the East Side Gallery and the Berlin Wall Memorial.

Dining and Shopping Options

37% of Russian guests and 38% of Swiss guests especially appreciate these.

Markets

Discover the city's neighbourhoods at street food, design and Christmas markets.

Green Berlin

54% of Chinese tourists appreciate Berlin's nature. Indians (44%) and Brazilians (38%) also love the opportunity to enjoy the city's green areas.

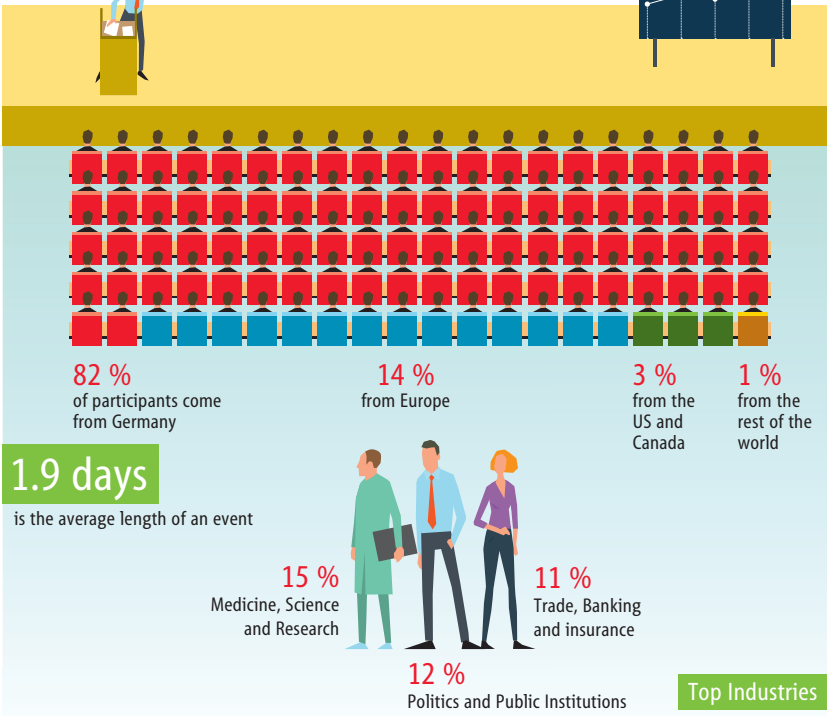
Culture and Sports

Berlin attracts visitors with sporting events such as the Berlin Marathon and extraordinary cultural programmes.

Convention Attendees

People attending conferences and meetings account for one in four nights spent in hotels in Berlin. Most participants come from Germany.

10.93 million participants
7 million overnight stays
131,200 events



The Largest Convention

9,000 participants 2014 DGPPN Congress

The German Society for Psychiatry and Psychotherapy, Psychosomatics and Neurology held its congress at City Cube Berlin.

The Longest Convention

These three events each lasted 6 days.

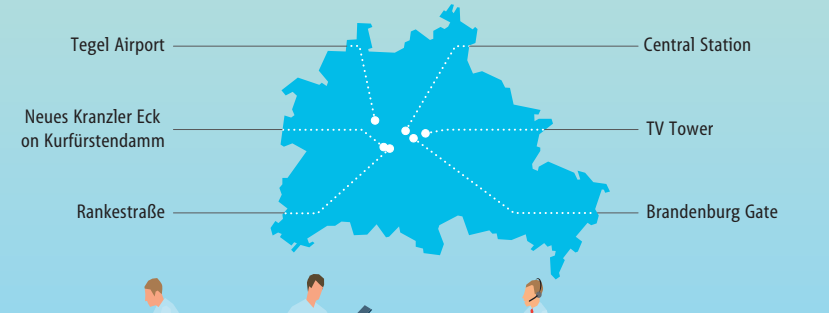
Union Congress 2014 300 participants

17th International Symposium on Silicon Chemistry 500 participants

CMS Berlin 2014 – Cleaning. Management. Services. 250 participants

visitBerlin Informs About The Capital

1.4 million visits in 2014 in the Berlin Tourist Offices



7 million people

check out visitBerlin.com each year.

1.7 million fans

of Berlin on Facebook.

75,513 calls

were answered by the Berlin Service Center in 2014.

Publications such as our affordable and compact travel guides are available on visitBerlin.com or in one of the Berlin Tourist Information Offices.