

Summer in Berlin – Fact Sheet



August strongest month for Berlin tourism

About 3 million overnight stays expected / Berlin a popular summer destination for southern Europeans

Berlin, 15 July 2015 Berlin is a popular destination with guests from all over the world, especially in summer. Just as the Berliners head off on holiday (summer break for school is 16 July to 30 August), that's when the most visitors from all over the world, but especially visitors from southern Europe, descend on the German capital. With just under 3 million overnight stays, August 2014 was the strongest month for Berlin tourism ever, closely followed by last July with 2.8 million overnight stays.

- August is the **most popular month for tourists** to visit Berlin. In 2014, August saw almost **3 million overnight stays** (2,998,283), while July posted almost **2.8 million** (2,792,859).
- The enthusiasm of German visitors for a summer trip to Berlin continues unabated: **more than half of the visitors to the German capital last August came from Germany** (655,597 guests and 1,623,399 overnight stays).
- For international visitors, summer visits to Berlin (August 2014) are most popular with guests from **Italy** (166,789 overnight stays), the **United Kingdom** (116,421), Spain (112,191) and the **US** (93,997).
- Guests from growth markets tended to have longer stays on average in the city: guests from the **Gulf States** stayed an average of 4.1 days; those from **Israel** 3.7 days, and those from **souther Europe** (3.2 days).
- Berlin posted **record growth** in the number of visitors from **South Korea** (+54.1% more overnight stays), the **Gulf States** (+45.1%) and **Ireland** (+51.9%).

Source: Statistical Office Berlin-Brandenburg (year-over-year comparison)

Other current Berlin tourism statistics and studies can be found at: <http://press.visitberlin.de/en/facts-and-figures>

- **Event highlights** in Berlin for summer 2015 include the "Museum Summer" (museumssommer.de) with numerous exhibitions, guided tours, and other events; the European Maccabi Games from 27 July; the Young Euro Classic Festival at the Konzerthaus from 6 August and "Water Music" at Haus der Kulturen der Welt (17 July–8 August). Also on display is "A Woman's Touch: How Brandenburg Became Prussia" at Charlottenburg Palace from 21 August and photographs of the "Two Germanys 1977–1987" at C/O Berlin from 22 August.
- **Particularly popular in Berlin as a trendy summer destination:** Berlin as a green city on the water, where people dance in the streets, chill out at beach bars and in beer gardens, and sing on open-air stages. Street food's on the menu and vegetables are being grown in urban gardens, art enthusiasts gather in open-air galleries, film buffs enjoy cinema under the stars, and athletes paddle their way along the River Spree.

More events and festivals this summer in Berlin:

http://www.visitberlin.de/sites/default/files/berlin-highlights_en.pdf

visitBerlin / Berlin Tourismus & Kongress GmbH

Press Office
Am Karlsbad 11
10785 Berlin, Germany
Fax: +49 (0)30 26 47 48 – 983

visitBerlin.de
facebook.com/visitBerlin

Press Contacts

Christian Tänzler, Press Officer
Tel.: +49 (0)30 26 47 48 – 912
christian.taenzler@visitBerlin.de

Katharina Zierenberg, Deputy Press Officer
Tel.: +49 (0)30 26 47 48 – 895
katharina.zierenberg@visitBerlin.de