Tourism in Berlin 2016

visit Berlin

Overnight stays 2016

31,067,775 ↗ 2.7%

NATIONAL	INTERNATIONAL
54.4%	45.6%

A quarter of all overnight stays were generated by convention participants.

International overnight stays

- Europe* **70.1%**
- America **12.9%**
- Asia **10.3%**
- Australia/Oceania/New Zealand **2.1%**
- Africa **1%**
- No available information (n/a) **3.6%**

* excluding Germany

Top 3 international markets

Top 1	Top 2	Top 3
United Kingdom	USA	Spain
1,682,447	**1,128,466**	**955,023**
↗ 9.9%	↗ 4.5%	↗ 13.5%

Berlin visitors 2016

12,731,640 ↗ 2.9%

Ø 39.3 years

Top 3 reasons to travel

Sights	Arts and Culture	Cityscape and Architecture
65%	**55%**	**45%**

Duration of stay

The Berlin guest stays on average 2.4 days.

NATIONAL	INTERNATIONAL
2.2 days	2.8 days

Expenses in Berlin**

Convention participants

237 Euro

Berlin visitors

205 Euro

** per overnight guest per day

Sources

Statistical Institute Berlin-Brandenburg, (February, 2017)

Qualitätsmonitor Deutschland-Tourismus 2015/2016
These present selection of results are based on the 2015/16 survey.

ghh consult GmbH on behalf of the visitBerlin Berlin Convention Office, 2016

dwif-Consulting GmbH on behalf of visitBerlin (Berlin Tourismus & Kongress GmbH), 2012

Key

↗ = Increase in comparison to the previous year

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