

1st Quarter Results: Berlin Tourism continues to Grow

Visitor numbers rose from January to March, despite a late Easter holiday

Berlin, May 12th 2014 An increasing number of travellers are choosing to come to Germany's capital during the winter months, as can be seen in a year-to-year comparison of the first quarters of 2013 and 2014 respectively. From January to March 2014, Berlin welcomed 2.35 million visitors (+2.8%) who stayed a total of 5.4 million nights (+3.1%). German guests accounted for 3.1 million (57.3%) of the nights spent in Berlin during the first quarter, while the remaining 2.3 million nights (42.7%) were spent by visitors from abroad. These were the results revealed the 9th of March by the Berlin-Brandenburg Statistical Office.

"The trend for Berlin's continued attraction to visitors in the winter months continues", says Burkhard Kieker, CEO of *visitBerlin*. "Although the Easter holidays were in late April this year and March therefore posted weaker numbers than usual, the first quarter as a whole saw an increase in visitor numbers."

Jump in visitors from Asia – core European markets remain stable

In the first three months of the year, Berlin was particularly attractive to guests from China (+24.5% overnight stays over the previous year) and the Arabian Gulf States (+50.4%). The Arab visitors had the highest average stay (4.1 days, compared to the overall average of 2.3 days). There was also strong growth in guests from eastern and south-eastern Europe over the same period last year (Slovenia +59.6%, Estonia +41.8%, Poland +38.4%, Slovakia +28.8%).

The number of overnight stays from the core European markets of Italy and the Netherlands increased by 8.1 and 5.9 per cent, respectively. The figures for overnight stays from the UK have traditionally been the highest in Berlin and increased again in the first quarter of 2014 (+1.8% to 257,470). There was a drop in the number of nights from Spain (-6.1%) and France (-3.6%), however. Overall, guests had 803 accommodation establishments and 134,201 beds to choose from.

January – March 2014				
Country of origin	Guests	Change compared to Jan–Mar 2013 in %	Overnight Stays	Change compared to Jan–Mar 2013 in %
Germany	1,504,200	+3.5	3,098,700	+2.2
Abroad	844,800	+1.5	2,307,100	+4.3
Total	2,349,000	+2.8	5,405,800	+3.1

March 2014				
Country of origin	Guests	Change in % over March 2013	Overnight Stays	Change in % over March 2013
Germany	567,500	-0.8	1,216,200	-4.4
Abroad	327,600	-3.1	899,300	-2.4
Total	904,100	-1.7	2,115,500	-3.5

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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. *visitBerlin*'s 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 26.9 million overnight stays in the German capital during 2013. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Info offices. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. At visitBerlin.com, you can access information about Germany's capital in 13 languages.

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