

Berlin Tourism 2020 in the times of corona

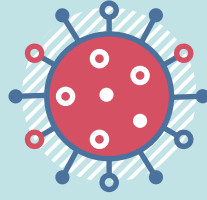
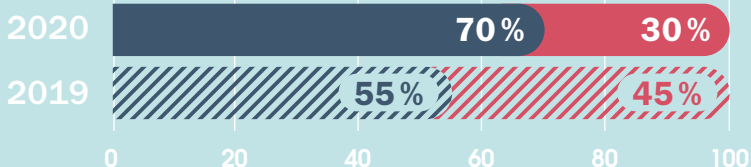
Overnight stays
Visitors

12.3 m $\downarrow$ 64%

4.9 m $\downarrow$ 65%

Proportion of overnight stays:

 national  international



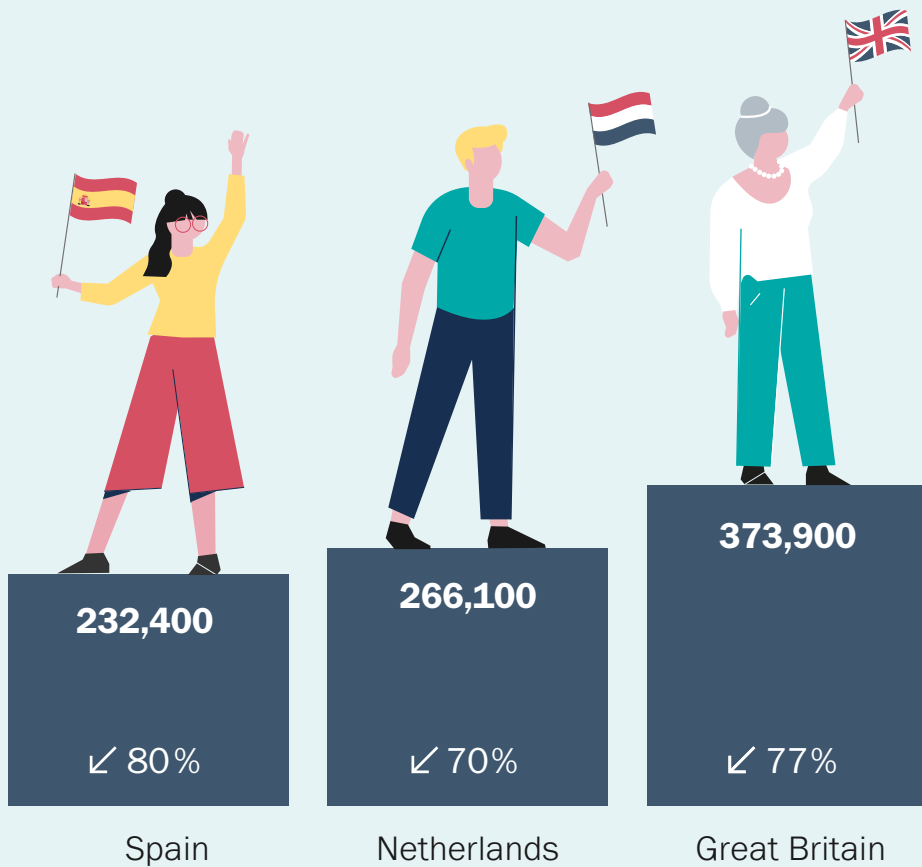
Due to the pandemic and current restrictions, in 2020 Berlin had around **one third** of the visitors in 2019.

Top 3 markets abroad

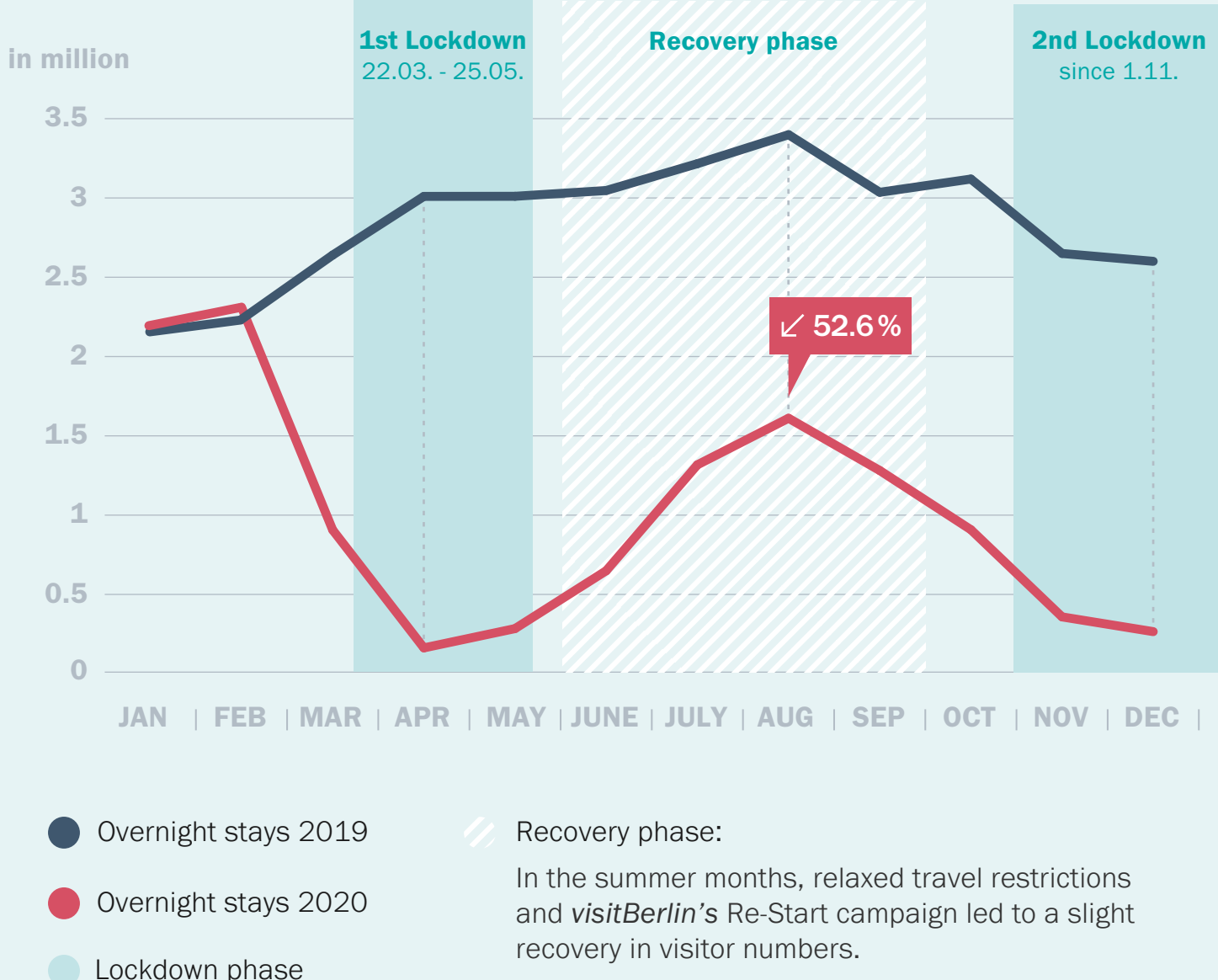
Which countries headed the rankings of Berlin's visitors from abroad?

Total
3.7 million
international
overnight stays

$\downarrow$ 76%



Tourist Development 2020



Congresses in Berlin 2020



In January and February, B2B events recorded a strong start to the year. From March on, due to the Covid-19 pandemic, only limited events could be held. With its digital events, the Berlin Convention Office kept customers up-to-date on the current options in Berlin's MICE sector. In 2020:

Hygiene Guidelines for secure events were drafted from and with partners from politics and business (incl. *visitBerlin* Convention Partner)

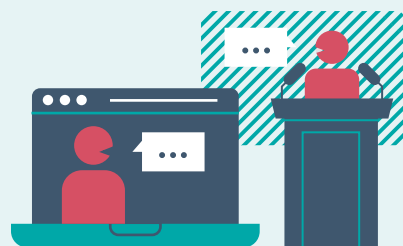
the **Berlin Congress Fund** was launched to acquire events for Berlin

the Sustainable Meetings Berlin **initiative for more sustainability** was further developed to include a Sustainable Partner programme



In 2020, Berlin became a new member of the Global Destination Sustainability Movement, the largest global sustainability improvement programme in the tourism and congress sector.

During the pandemic, the alternatives were interactive **digital and hybrid events**:



17th German Association Congress
1.-2.9.2020
physical event

BOCOM – Borderless Communication Congress
3.9.2020
hybrid event

World Health Summit
25.-27.10.2020
virtual event

Berlin is ranked 3rd globally as a congress city

Berlin's ICCA Ranking

2019: 3rd place
2018: 5th place
2017: 4th place
2016: 4th place
2015: 1st place

