

Economic Factor for Berlin

Tourism and Convention Industry Berlin

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Tourist sector development

Tourist magnet: Attracting approx. **29 million overnight stays** in 2014, Berlin has firmly established itself as one of Europe's **top 3 destinations** alongside London and Paris. Around 25% of all overnight stays are generated by conventions and meetings. Thanks to the high proportion of commercial stays combined with additional visitors in private accommodation as well as **105.7 million day visitors**, the tourism industry in Berlin is one of the German capital's key sectors. **Every day**, Berlin has an average of around **500,000 visitors**.

Berlin is a major **driver of jobs** in tourism across Germany. With overnight stays of international visitors increasing by **+ 8,1 %**, Berlin easily leads the rankings in the national trend (+ 5.1 %).



Economic factor

The tourism and convention industry is a key factor in Berlin's economy.

The figures in a recent survey confirm the tourism sector's importance for the city:

In 2014, Berlin's tourism sector generated gross sales of **€10.65 billion** producing tax revenues for the federal government and the Land of Berlin amounting to **€1.91 billion**.



Key indicators for 2014



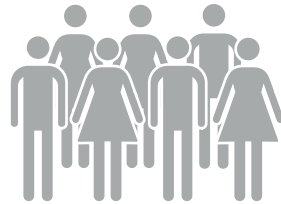
€10.65 billion

Gross sales from
Berlin tourism

7 % of GDP generated
by tourism

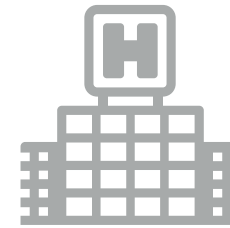
€1.91 billion

tax revenues for the
Federal Government
and the Land of Berlin



240,500

people live from
tourism (equivalent
employment) in
absolute terms



28.7 million
overnight stays
in hotels and guest
houses (commercial)

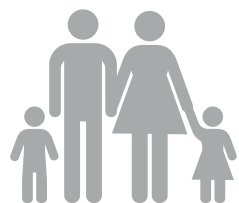
11.9 million
guests in hotels
and guest houses
(commercial)



3.6 million
nights in
holiday flats

32.5 million
overnight stays with
friends or relatives

over **500,000**
overnight stays on
camp sites



105.7 million day visitors

around **171 million** days of stay of tourists in Berlin

Job creation

Tourism provides a strong impulse to growth in Berlin's economy. It is a major driver of employment, stabilizing existing jobs and generating new jobs across a range of sectors. In absolute terms, **240,500 people** in Berlin live from tourism (equivalent employment), **up by 70,000** from ten years ago (+ 42 % over 2004).



Average spend and sales volume

Average spend per visitor:

In 2014, each visitor to Berlin spent an average of **€62.40** every day in the city.

This figure is **up by €20 per person** from ten years ago. Visitors with hotel accommodation spent **€204.80** per day.

In 2014, participants attending conventions and congresses with hotel accommodation spent up to **€232** each day.

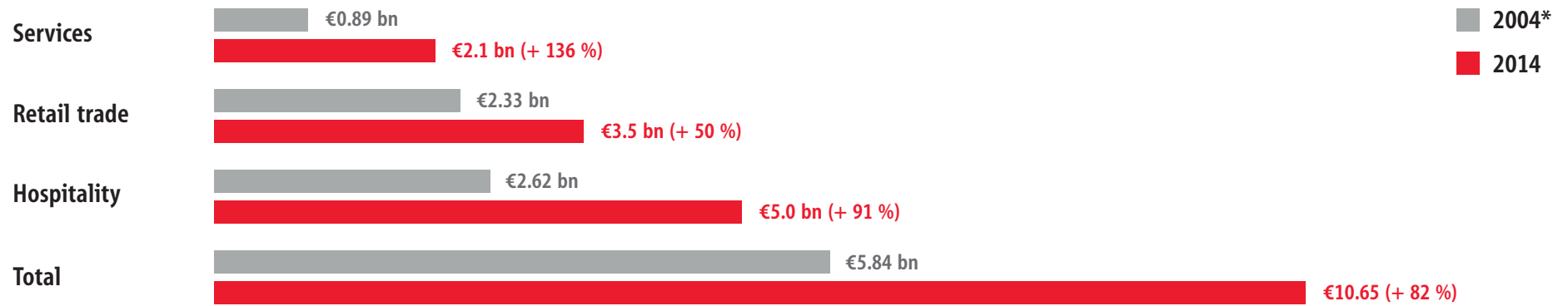


Sales volume:

In 2014, tourism returned **gross sales** of **€10.65 billion**.

As a result, the economic significance of tourism in Berlin has nearly doubled over the last ten years. In comparison to 2003 when gross sales amounted to €5.84 billion, the 2014 figures represent an increase of + 82 %.

Sales in tourism by sector

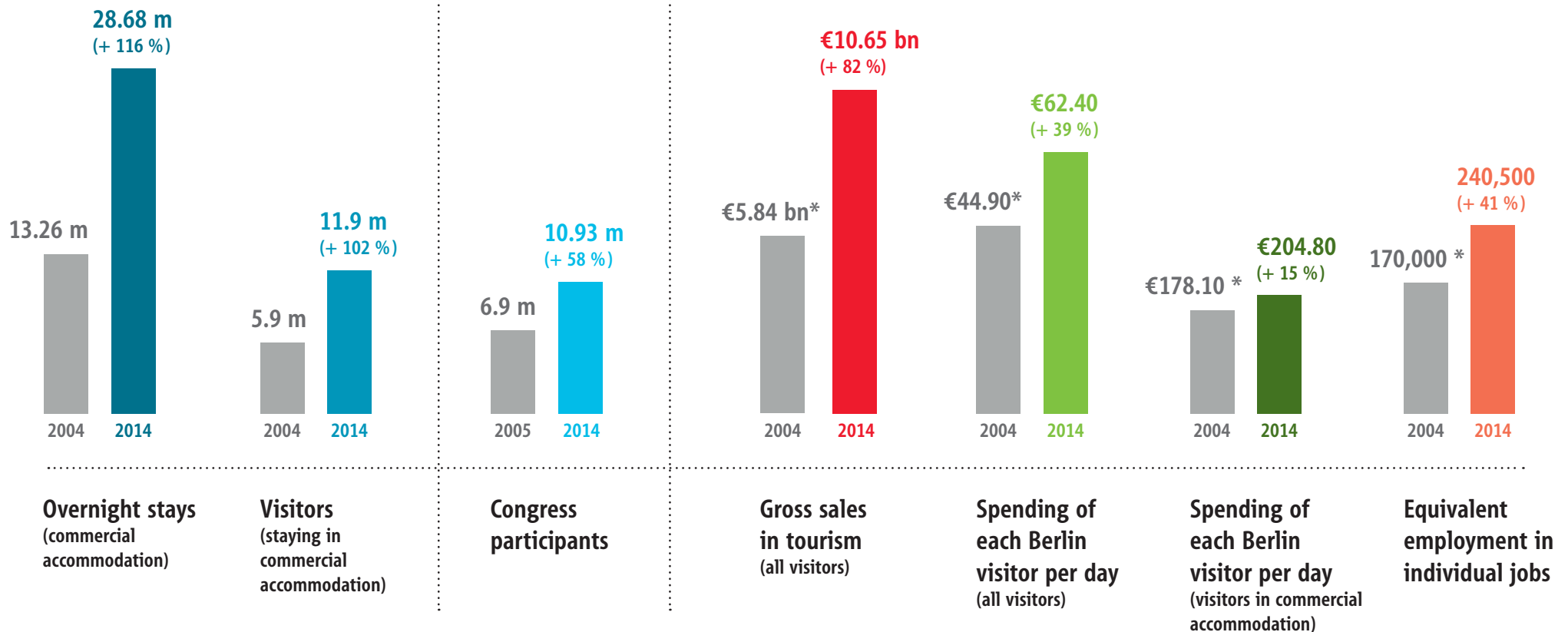


*Economic Factor 2004, data based on 2003 survey

Tourism secures jobs in Berlin and sales in gastronomy and the hospitality industry as well as in retail trade and various service industries. The **hospitality industry** profits most with **sales of €5 billion**, representing 47.5 % of sales in the tourist sector.

In the **retail sector**, visitors generate sales of **€3.5 billion**. Tourism also produces a further **€2.1 billion** worth of sales in the **service industries**.

Key indicators and their development



*Economic Factor 2004, data based on 2003 survey

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Sources

The facts and figures presented here are taken from the “Economic Factor for Berlin: Tourism and Convention Industry” survey conducted by dwif-Consulting GmbH (dwif) on behalf of *visitBerlin* (Berlin Tourismus & Kongress GmbH). The survey focuses on the economic significance of the tourism and convention industry for the German capital. It takes into account the latest key indicators and statistics, providing a full and complete picture of the tourism and congress sector in Berlin. These include Berlin’s unique selling points and data on the travel behaviour of Berlin visitors as well as the population figures and other findings from the 2011 census.

The detailed figures on the meetings and congress market have been taken from the convention statistics for Berlin compiled by ghh consult GmbH on behalf of *visitBerlin* Berlin Convention Office.