

Berlin, March 19th, 2009

Positive Results for Berlin Tourism in 2008

17.77 million total overnight stays / International segment up to 39.6%

Tourism in Berlin climbed in 2008. From January through December, a total of 7.9 million hotel guests came to the German capital from both within the country and abroad. That represents an increase of 4.2%. The travelers booked 17.77 million nights in the city's hotels and overnight accommodations, registering an increase of 2.8%.

Berlin was especially popular with international guests. The number of guest arrivals from abroad climbed by 7.2% to 2.75 million. In terms of overnight stays, an increase of 6.5% was achieved, to 7,045.394. The portion of international visitors rose from 38.3% to 39.6%.

The flows of visitors from individual countries varied considerably as a consequence of the worldwide economic crisis. Guest arrivals in 2008 from some major markets registered increases up to double digits, including Italy (up 2.5%), the Netherlands (up 5.4%), Denmark (up 13.3%), and France (up 14.8%), while fewer tourists made the trip from the United Kingdom (down 4.3%). In contrast, there were especially high increases from Eastern European countries, with travelers from Russia increasing 34.4% and those from Poland climbing by 48.1%.

The number of visitors from within Germany, on the other hand, rose only modestly. A total of 5.15 million guests from Germany paid a visit to their capital (up 2.4%), booking 10.73 million nights in commercial accommodations (up 0.5%).

Burkhard Kieker, CEO/President of Berlin Tourismus Marketing GmbH, comments, "2008 was another successful year for Berlin tourism. However, the global economic crisis can already be felt in the drop in visitors from certain markets. We will certainly be faced with a difficult 2009. But with its excellent quality for the price, Berlin has an advantage with which to resist the diminishing number of visitors."

December 2008: Increasing Numbers of Visitors from Abroad

Moderate rates of increase were recorded in December 2008 with the numbers of visitors: a total of 584,003 hotel guests came to the German capital from both within the country and abroad. This represents an increase of 3.7% compared to the same period in the previous year. The visitors spent 1,256,130 nights in the city, an increase of 0.6% over December 2007.

The pre-Christmas atmosphere in the city drew above all international guests. A total of 205,033 visitors from abroad spent 528,051 nights in Berlin. That represents

increases of 6.9% and 3.5%, respectively, compared to the same period in the previous year. Guest arrivals from other European countries registered an increase of 2.8%. Especially positive results were seen with bed night numbers from Poland (up 50.3%), Russia (up 28.9%), Denmark (20.6%, and France (14.8%). But there were decreases in visitors from the United Kingdom (down 15.2%), Norway (down 12.9%), and Spain (down 8.3%).

There was very little change in the visitor numbers from within Germany. Around 2.1% more visitors from Germany visited their capital in December, a total of 378,970 travelers. They spent 728,079 nights in the city's accommodations, a decrease of 1.4% over the same period a year earlier.

In December 2008, guests could choose from 659 different accommodations in the German capital. The total number of beds was 97,441, with an occupancy rate of 50.8%.

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