

Berlin, September 17, 2009

## **Berlin Tourism Marketing announces summer high 12 percent increase in overall July arrivals**

Showing double-digit increases in visitor arrivals and overnights, July 2009 was an exceptionally successful month for Berlin Tourism Marketing. According to the latest statistics, 794,400 guests spent a total of 1.94 million overnights in the German capital, which represents an increase of over 12 percent compared to July 2008.

From the USA, Berlin's most important overseas market, the numbers were even higher: In July, 31,360 U.S. citizens spent 80,028 nights in Berlin's hotels—an increase of more than 20 percent compared to the previous year.

In July, the overall boost in international overnights reached 9.9 percent with impressive increases from not only from the USA, but also in arrivals from Italy (+32%), Denmark (+22%) and France (+28%).

During the first seven months of 2009, Berlin's overall visitor numbers rose by 4.2 percent to 4.6 million. Events, such as the year-long celebration of the 20<sup>th</sup> anniversary of the fall of the Berlin Wall, have shown to be visitor magnets.

Berlin currently boasts 108,000 hotel beds. The occupancy rate was as 57.8 percent (2008: 56.6 percent). For information on travel to Berlin go to [www.visitberlin.de](http://www.visitberlin.de).

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