

BERLIN'S HOTELS STILL REPORT 15% OCCUPANCY AT MOST



The fourth week after the re-opening of the Berlin's hotels and only 7 to 15 % occupancy! "It's so little that hoteliers are considering whether to open at all or leave entire floors closed," says Burkhard Kieker from "Visit Berlin".

Twelve billion turnover per year, 250,000 dependent jobs - tourism is very important for the German capital city. The number of overnight stays and visitors dropped by 95 % due to Corona. In April, the pandemic brought tourism in Berlin to an almost complete standstill and the overnight stays and arrivals fell to 5 % of the same month last year.

"The crisis has hit hardest what Berlin lives on," says Economics Senator Ramona Pop. "We have to get things moving quickly now. **If the tourism industry is doing well, Berlin is doing well.**"

According to Ramona Pop, the emergency aid programs have helped to "temporarily secure" around 50,000 jobs in the industry. The tourism board has launched a promotional campaign to attract German visitors. In Southern Germany, 1000 posters advertise a visit to Berlin. Even before the crisis, 60 % were domestic tourists.

Moreover, the city tries to lure back the event planners. **Before the crisis, 84 % of events had fewer than 100 participants and were an important source of revenue.**

The city also attracts domestic visitors with the card "Berlin: welcome back". The new edition of the successful Berlin Ticket offers extended weekends in Berlin's hotels plus activities at package prices.

Date: 2020-06-22

Article link: <https://www.tourism-review.com/berlins-hotels-report-low-occupancy-rate-news11596>