

TOURISM IN BERLIN IS BACK ON THE UPSWING



Berlin has seen a significant increase in tourist arrivals since the end of the COVID-19 pandemic. According to data from the Office of Statistics, approximately 5.7 million visitors traveled to the city in the first half of this year.

Berlin tourism increased by over 30 percent compared to last year's period. In the first half of the year, there were almost 13.8 million overnight stays, a rise of nearly 24 percent. This means tourism has almost reached 86 percent of the pre-crisis level, indicating a significant comeback for the tourism, congress and event industries.

In the first six months of the year, Germany remained the top source of tourists in Berlin, just like in the previous year. Almost 39 percent of all visitors were from abroad, primarily from other European countries. Visitors from overseas made up only about 10.5 percent of the total, with the majority being from the USA. This figure is low due to the limited long-distance travel connections to and from Berlin. This is a significant factor, especially with the resumption of trade fairs and congresses, according to Burkhard Kieker, the head of Visit Berlin. On average, approximately 40 percent of all tourists come to Berlin for congresses, trade fairs, and events, highlighting the importance of good transportation links.

During the first half of the year, most foreign tourists visiting Berlin were from the UK and the US. The number of British tourists has increased by nearly 58% compared to the previous year, while demand from Poland has also seen a sharp rise, with an increase of almost 50%. The hospitality industry in Berlin has survived the crisis thanks to Corona aid from the government and is now thriving again. The focus on strengthening this trend and making Berlin's tourism more resilient to future crises.

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