

Service Industries in Berlin-Brandenburg

Tourism Industry



International appeal

Berlin is a trend destination worldwide. In the European city rankings, Berlin is number 3 – right behind London and Paris. Around 15 million tourists visit the metropolis every year, and Berlin is the most popular destination city Germany-wide. The statistics on guests per day also reflect the tourism boom. In 2013, Berlin broke the previous record with around 26 million guests per day and Brandenburg recorded more than 11.5 million.

Berlin is an ideal investment environment for companies in the tourism sector. Companies along the entire tourism-related value chain are now represented in the city – from airlines and travel agencies, major hotel and service businesses and companies in the customer care & communication area to the large tourism sector associations. They all benefit from Berlin's unique location advantages, which include an outstanding transport infrastructure and affordable office and commercial spaces – plus the city's creativity and vibrancy.

Leading regional players

Several international hotel companies have their headquarters in Berlin, including NH Hoteles, Grand City Hotels and Leonardo Hotels. There are other major sector players in the city: Deutsche Bahn, Air Berlin Group, the second-largest domestic airline, and Deutsche Lufthansa, which has many subsidiaries in Berlin-Brandenburg, for example. They are among Berlin's largest employers. The sector's international service providers headquartered in Berlin include TRX Germany and Affinion International. TUI.com now coordinates all of its corporate online portals in Berlin. And in the area of booking and ticket platforms, major providers such as booking.com – and start-ups such as Wimdu and GetYourGuide – have been successfully established in the city. With 800 hotel operations and 126,000 beds, Berlin also has one of the most varied, most modern hotel landscapes in Europe.

Top skilled specialists

People from 186 countries live and work in Berlin. Since the cost of living in Berlin is affordable compared to other European cities and the universities are excellent, the vibrant cultural and business region mainly attracts young, well-educated people. Many of them complete an internationally oriented training program in the city's diverse hotels and tourism companies. Degree programs designed to meet the needs of the sector are available at many public and private academies and universities such as the Berlin School of Economics and Law and BEST-Sabel University of Applied Sciences Berlin. Almost all working Berlin residents speak at least one foreign language.



Berlin-Brandenburg

The ideal location for your company



„One of the fastest growing major international cities, Berlin has developed into the engine and trend setter of Germany's tourism sector. The capital is a magnet for both visitors and a well educated, international labor force. This makes Berlin the perfect location for our Central European head office, our central booking office and, of course, our 10 hotels in the city.“



Christian Körfgan
NH Hoteles
Deutschland GmbH
CEO

Leading location for trade shows and conventions

Berlin is the most important convention city in Germany. The International Congress and Convention Association (ICCA) rankings give Berlin and its 172 events involving international associations third place. Above all, the unusual venues, competitive hotel prices and the multi-faceted leisure time options make the city attractive to organizers.

visitBerlin, the official tourism promotion company, and the associated Berlin Convention Office support them. Berlin is also becoming more and more established as a destination for the luxury travel segment and high-end health tourism. ITB Berlin, the world's leading travel trade show, takes place in Berlin every spring.

Associations & institutions

www.asr-berlin.de
www.brandenburg-tourism.com
www.btw.de
www.convention.visitberlin.de
www.dehoga-berlin.com
www.deutschertourismusverband.de
www.drv.de
www.germany.travel/de
www.hotellerie.de
www.ihk-berlin.de/branchen/Tourismus
www.ltv-brandenburg.de
www.visitberlin.de

Leading trade shows, conventions and conferences

IFA: Global trade show for consumer electronics and home appliances
b2b.ifa-berlin.com

ILA Berlin Air Show: International aerospace exhibition and conference
www.ila-berlin.de

InnoTrans: International trade fair for transportation technology, www.innotrans.de

ITB Berlin: The world's leading travel trade show
www.itb-berlin.de

World Health Summit: International forum for addressing global health issues
www.worldhealthsummit.org

More information

The regional economic development companies Berlin Partner for Business and Technology and ZAB ZukunftsAgentur Brandenburg GmbH provide you with comprehensive support for your company's inward investment and expansion.

www.businesslocationcenter.de | www.brandenburg-business-guide.de

● Berlin is travel destination **NO. 1** in Germany and comes third after London and Paris in International city rankings

● **TURNOVER x 2:** The tourism and convention industry in Berlin achieved a turnover of 10.3 billion euros in 2011

● **MOST IMPORTANT** convention location in Germany; No.3 in the ICCA ranking

● **300.000** in tourism sector employees in Berlin-Brandenburg

● **QUALIFIED** skilled specialists, 94 percent of all working Berlin residents speak at least one foreign language

● **AFFORDABLE** office and commercial space in all locations

● High accessibility via an **OUTSTANDING** transport infrastructure and 24-hour public transit

● One of the **LARGEST** and most modern telecommunication networks in Europe



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