


# Sustainable Tourism Development in Berlin

## Protecting what makes a destination worth visiting

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Rovaniemi, Finland
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# WHO WE ARE

**visitBerlin. Berlin's official tourism and convention organisation.**

**We connect the world with Berlin – and Berlin with the world.**

**We promote** Berlin **internationally**,
**we manage** the destination **responsibly**,
and **we shape** tourism in a way that benefits both **visitors and residents**.

From global campaigns to neighbourhood stories, from major congresses to local community projects – we bring people, ideas and opportunities together.

**Berlin – City of Freedom.**

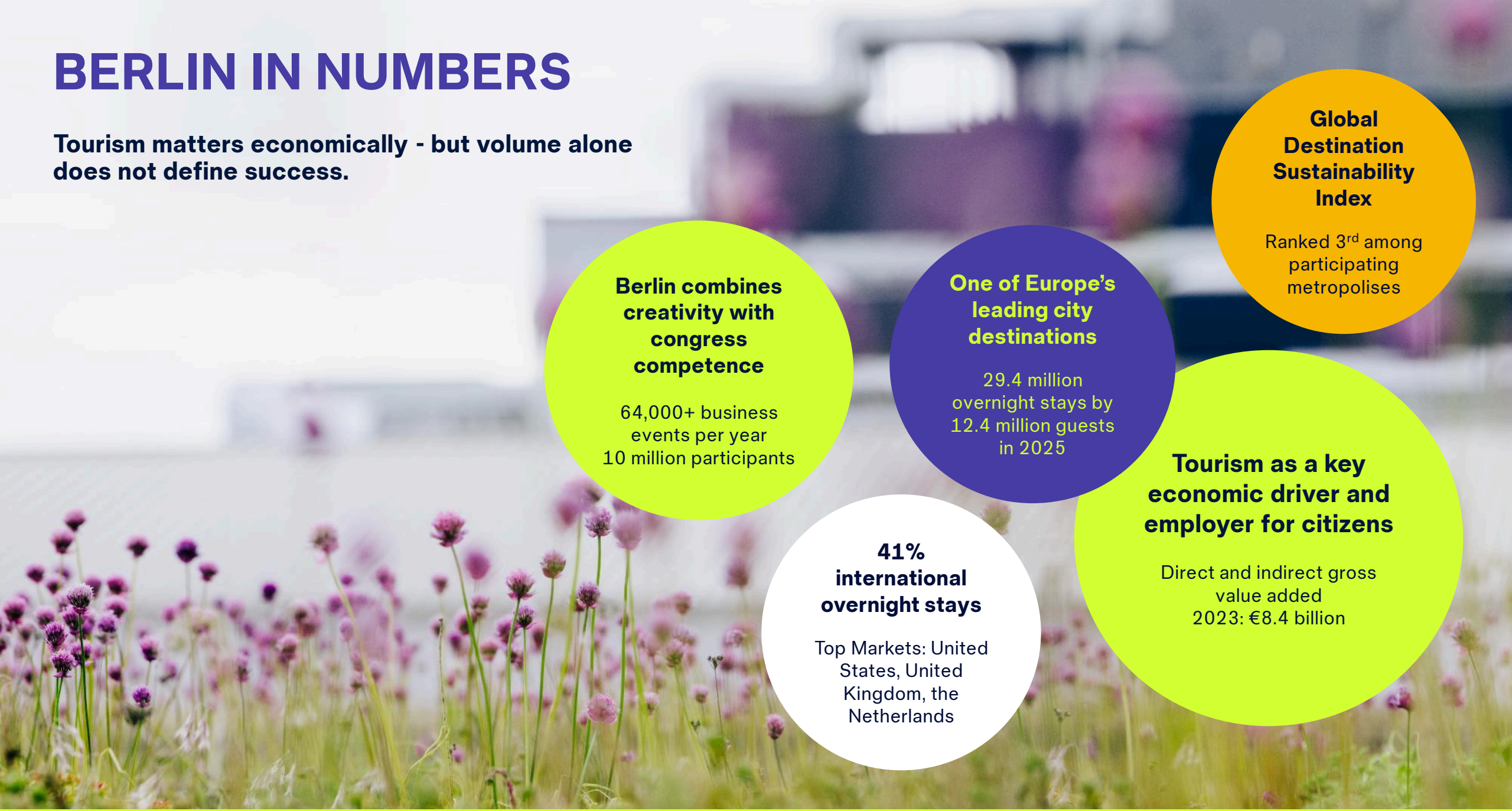



Photo: visitBerlin / Dagmar Schwelle

visit BERLIN

# BERLIN IN NUMBERS

**Tourism matters economically - but volume alone does not define success.**



**Global Destination Sustainability Index**

Ranked 3rd among participating metropolises

**Berlin combines creativity with congress competence**

64,000+ business events per year
10 million participants

**One of Europe's leading city destinations**

29.4 million overnight stays by 12.4 million guests in 2025

**Tourism as a key economic driver and employer for citizens**

Direct and indirect gross value added
2023: €8.4 billion

**41% international overnight stays**

Top Markets: United States, United Kingdom, the Netherlands

Photo: Estrel Berlin / Johannes Berger

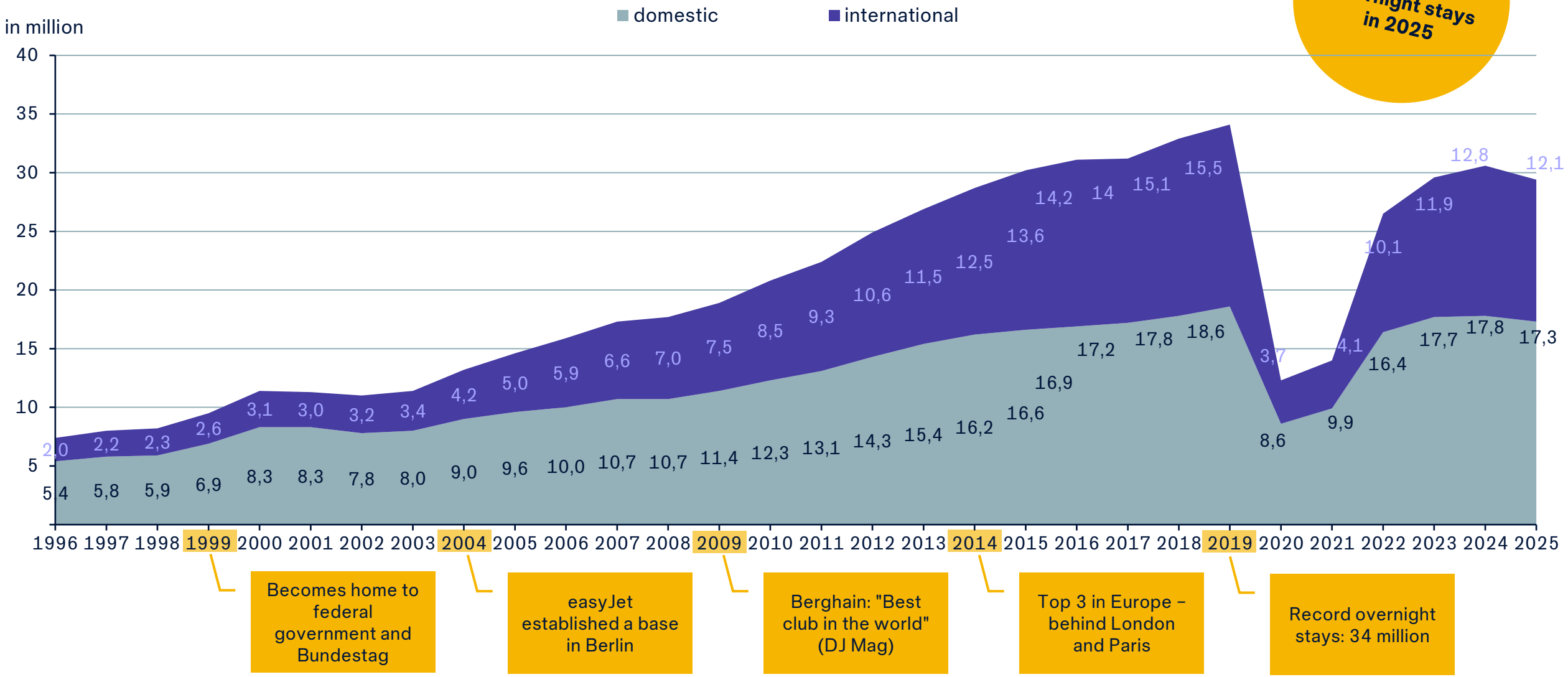
visit BERLIN

Foto: visitBerlin, Brian Harris - Alamy Stock Photo

# DEVELOPMENT OVERNIGHT STAYS IN BERLIN

## 1996-2025

**29.4 million overnight stays in 2025**



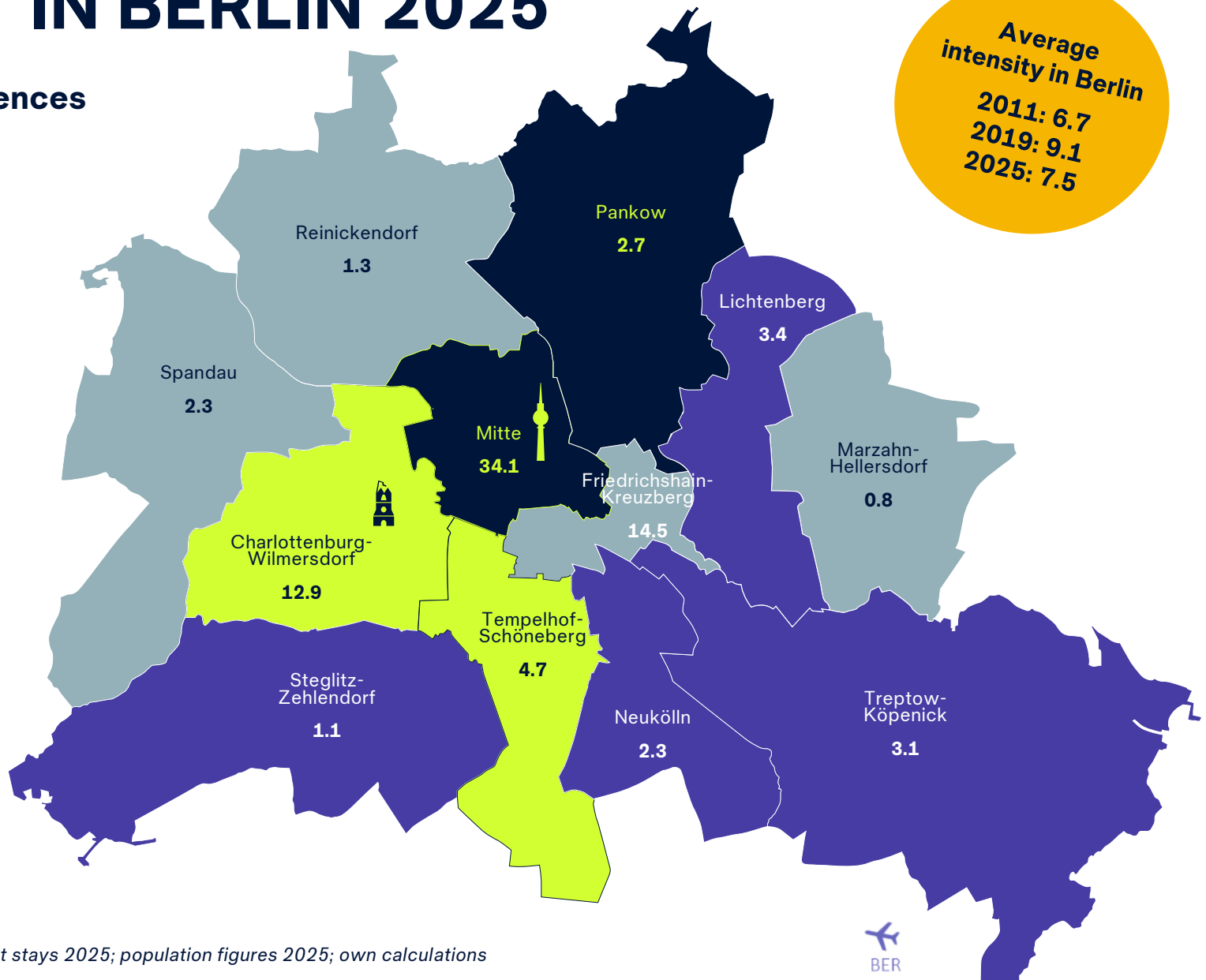



Source: Amt für Statistik Berlin-Brandenburg (Berlin, February 2026)

# TOURISM INTENSITY IN BERLIN 2025

## A citywide average hides major local differences

**Average intensity in Berlin**
**2011: 6.7**
**2019: 9.1**
**2025: 7.5**




**Overnight stays in commercial accommodations per resident**

**Population in k (2025)**

- ≥ 380
- ≥ 340 to < 380
- ≥ 300 to < 340
- ≥ 260 to <300
- < 260

*Source: Berlin-Brandenburg Office for Statistics (Berlin, March 2026), overnight stays 2025; population figures 2025; own calculations*

# BERLIN‘S TOURISM PLAN 2018+

**First strategic plan to focus on tourism and its influence on urban development**

## Enhancing the quality of the visitor experience goes hand in hand with improving the quality of life for Berliners

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Quality, not volume alone.

District-specific approaches.

Economic, social and environmental sustainability.

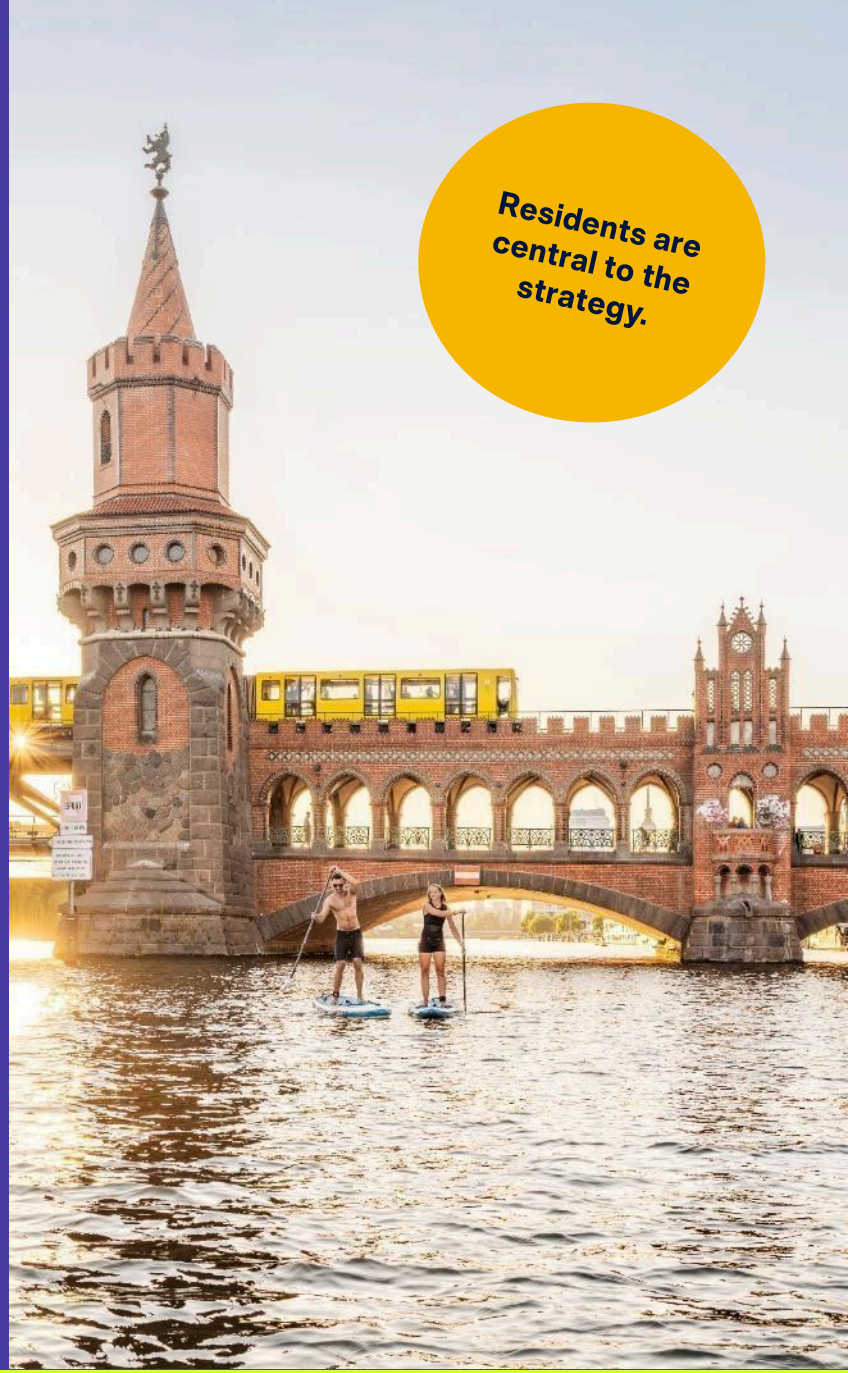



Photo: Dagmar Schwelle

# BERLIN‘S SHIFT

**Our responsibility has become broader**




Since the Tourism Plan 2018+, visitBerlin has increasingly acted as connector, moderator and enabler – not only as promoter.

# PRINCIPLES FOR DESTINATION BALANCE

**Protect. Distribute. Involve.**

1 · PROTECT

## Safeguard the source of attraction

Creative ecosystems, public space, resident quality of life and local identity are part of the tourism product.

2 · DISTRIBUTE

## Use the whole city

A polycentric city can guide visitors towards more places, more stories and more balanced benefits.

3 · INVOLVE

## Make residents and the Visitor Economy co-authors

Acceptance grows when people can shape tourism instead of only experiencing its effects.

# PROTECT LIVEABILITY

**Build shared evidence and work with public authorities on solutions.**

- **Data & Monitoring:** Shared evidence for shared decisions (e.g. visitor flows, hotspots, sentiment surveys)
- **Climate Roadmap for Berlin Tourism:** A clear path towards a low-carbon visitor economy
- **Berlin Housing Misuse Prohibition Act:** regulating short-term holiday rentals and shared accommodation

**→ Protect the conditions that make a place liveable and attractive.**

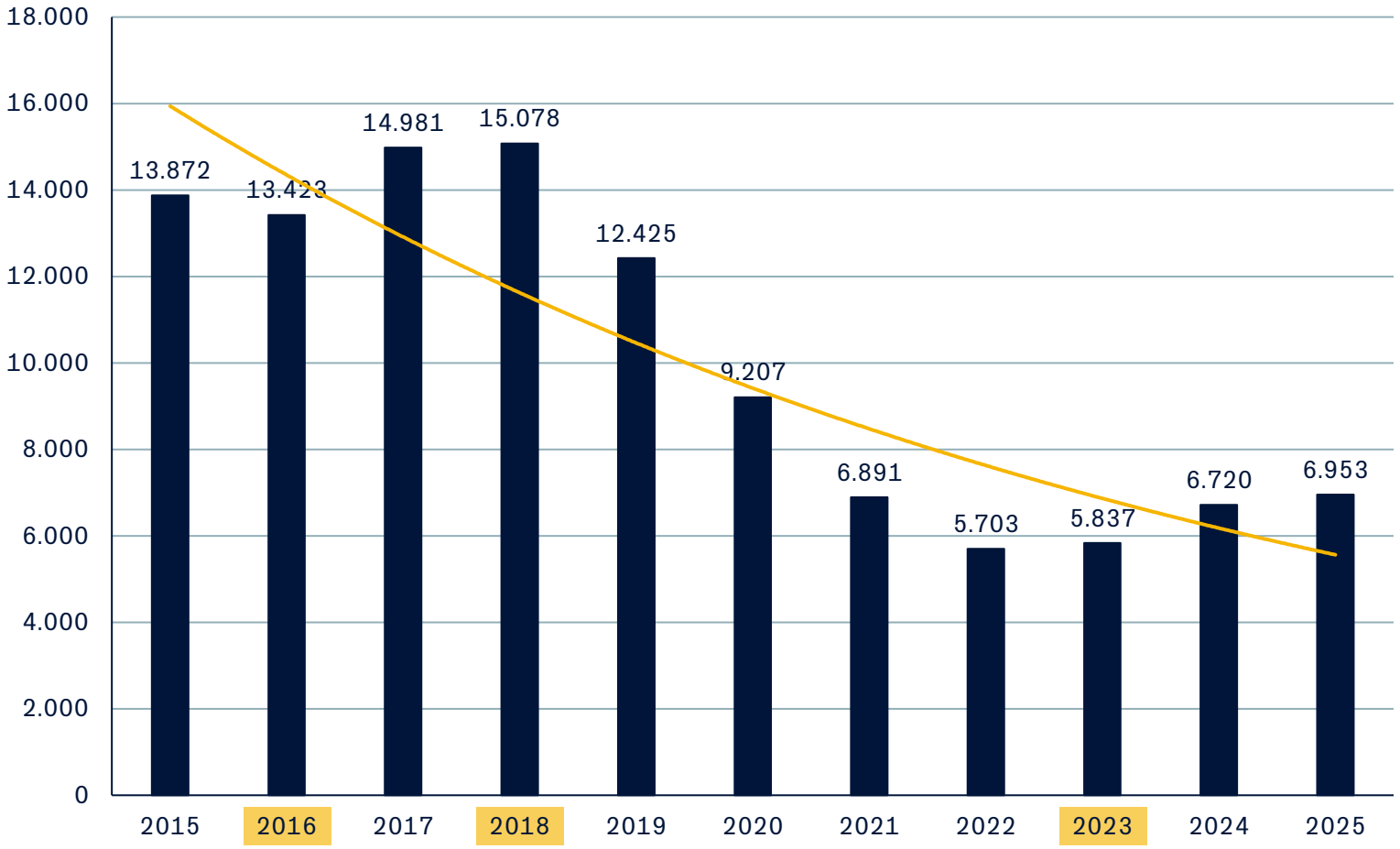




Photo: © visitBerlin, Foto: Mo Wüstenhagen

# SHORT-TERM RENTAL LISTINGS

## Regulation as a tool with effect.




*Source: airDNA, Available Listings, 16.09.2026*





Photo: visitBerlin, Wolfgang Scholvien

# DISTRIBUTE ATTENTION

**Berlin’s 12 districts are not a complication. They are the strategy.**

**Place-based tourism means:**

- **no one-size-fits-all policy**
- **district-specific profiles and needs**
- **joint annual planning**
- **authentic neighbourhood narratives**
- **local needs and limits guide what we promote**

**→ The goal is not to push visitors away from hotspots, but to make the diversity of Berlin visible and desirable.**

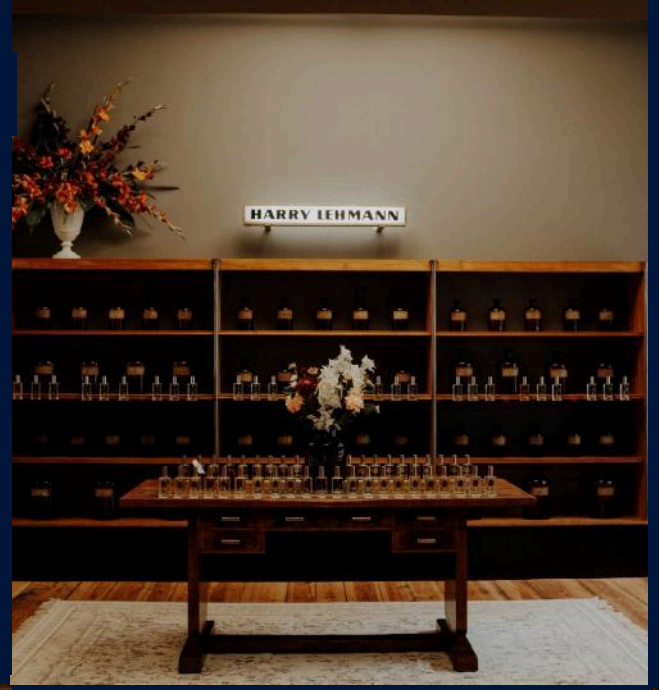




Photo: visitBerlin

# CRAFTED IN BERLIN

Promotion of Berlin-based crafts

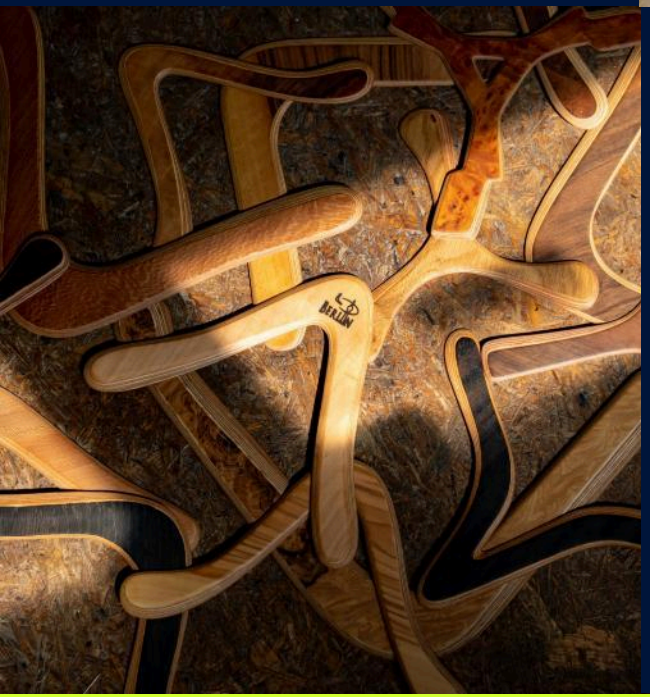



## Goals

› Marketing and promotion of the city's small manufacturers and artisan businesses

› Berlin visitors discover authentic products and experiences from the German capital



## Key elements

› Currently 43 Crafted in Berlin manufacturers

› Representing all 12 districts of Berlin

› Focus on sustainability, high quality and reference to Berlin




› A wide range of sectors:

food & beverages, design, fashion, arts & crafts, cosmetics, and more



Photos: DSM Deutsche Spirituosen Manufaktur, Popcornkonditorei Knalle GmbH, Eveline Klink/ideenmanufaktur, Sawade Berlin

# INVOLVE RESIDENTS AND BUSINESSES

**Listen to residents. Help businesses take practical action.**

### HIER IN BERLIN

Taking participation into public space: listening to residents, discussing challenges, understanding neighbourhood perspectives.

### SUSTAINABLE BERLIN

A certification and management system for Berlin's Visitor Economy that offers practical tools & support

→ visible sustainability network
→ setting standards for responsible tourism






Photo: Dirk Mathesius

# TRANSFERABLE MODEL

**A transferable logic, not a copy-and-paste solution**

| | | |
|---|---|---|
| 1 | **Decide what must be protected** | Local identity, nature, culture and quality of life |
| 2 | **Work at the scale of local communities** | Neighbourhoods, towns, villages and visitor areas |
| 3 | **Use evidence for shared decisions** | Insight must support participation and better decisions |
| 4 | **Build coalitions** | Cities, districts, industry, culture and residents share "the product” |
| 5 | **Implement meaningful projects** | Turn strategy into delivery |

# THANK YOU!
# Let‘s stay in touch.

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Picture: GettyImages, Matthias Makarinus