visitBerlin MARKET RESEARCH PRESENTATION

What to expect?

Cooperation between HNEE & visitBerlin

Introduction

Getting to know each other; mission of visitBerlin

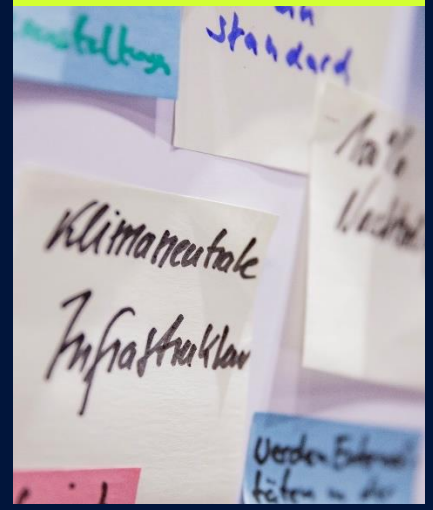
Presentation

What role do data play at visitBerlin, what kind of data does visitBerlin have, how relevant and meaningful are these data, how are they used, and how does visitBerlin work with them?

Operational work

What tools does visitBerlin use in the field of market research, where lie the opportunities, where are the limitations, and what really matters?

Project approach



Relevance of your work – a brief explanation of why your work is valuable for visitBerlin.

visitBerlin

Company & mission

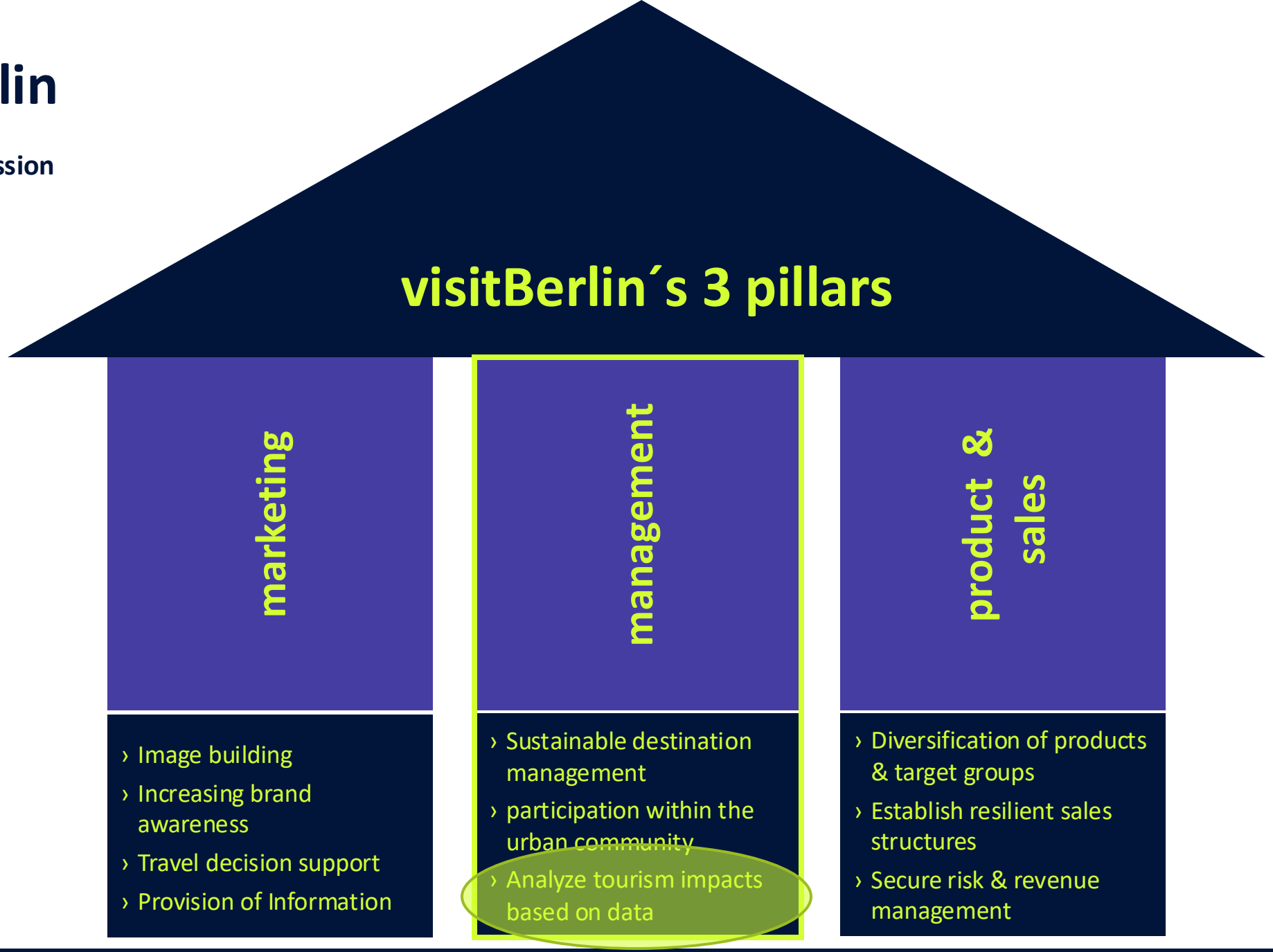
visitBerlin is the city's **official marketing agency** and **promotes Berlin as a tourism** and **convention destination worldwide.**

Together **with partners** from politics, business and society, visitBerlin pursues the goal of further **developing Berlin tourism** and **positioning** it **for the future**.

The focus is on **urban compatibility** and **sustainability.**

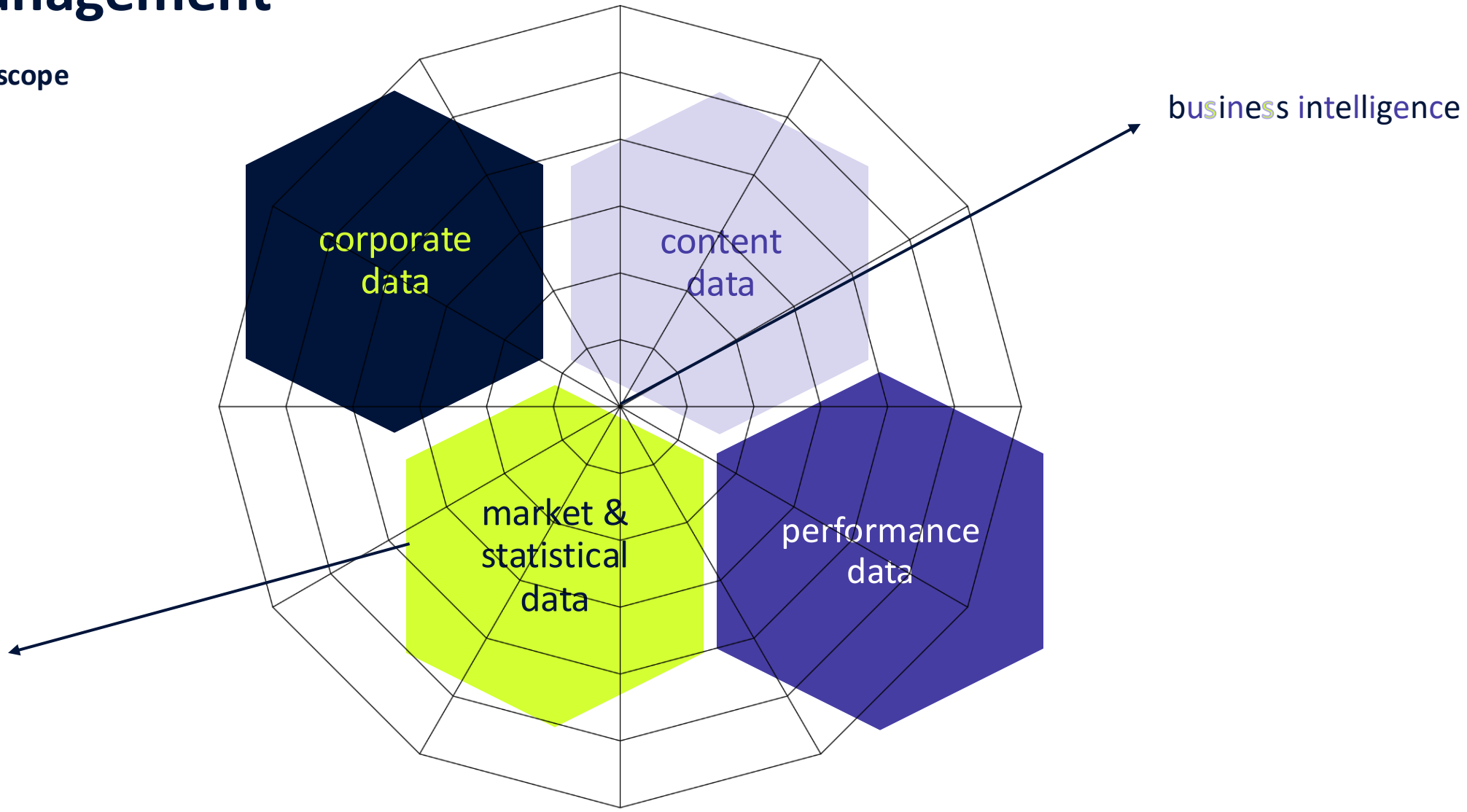
visitBerlin

Company & mission



Data management

visitBerlin data scope



FROM DATA TO IMPACT

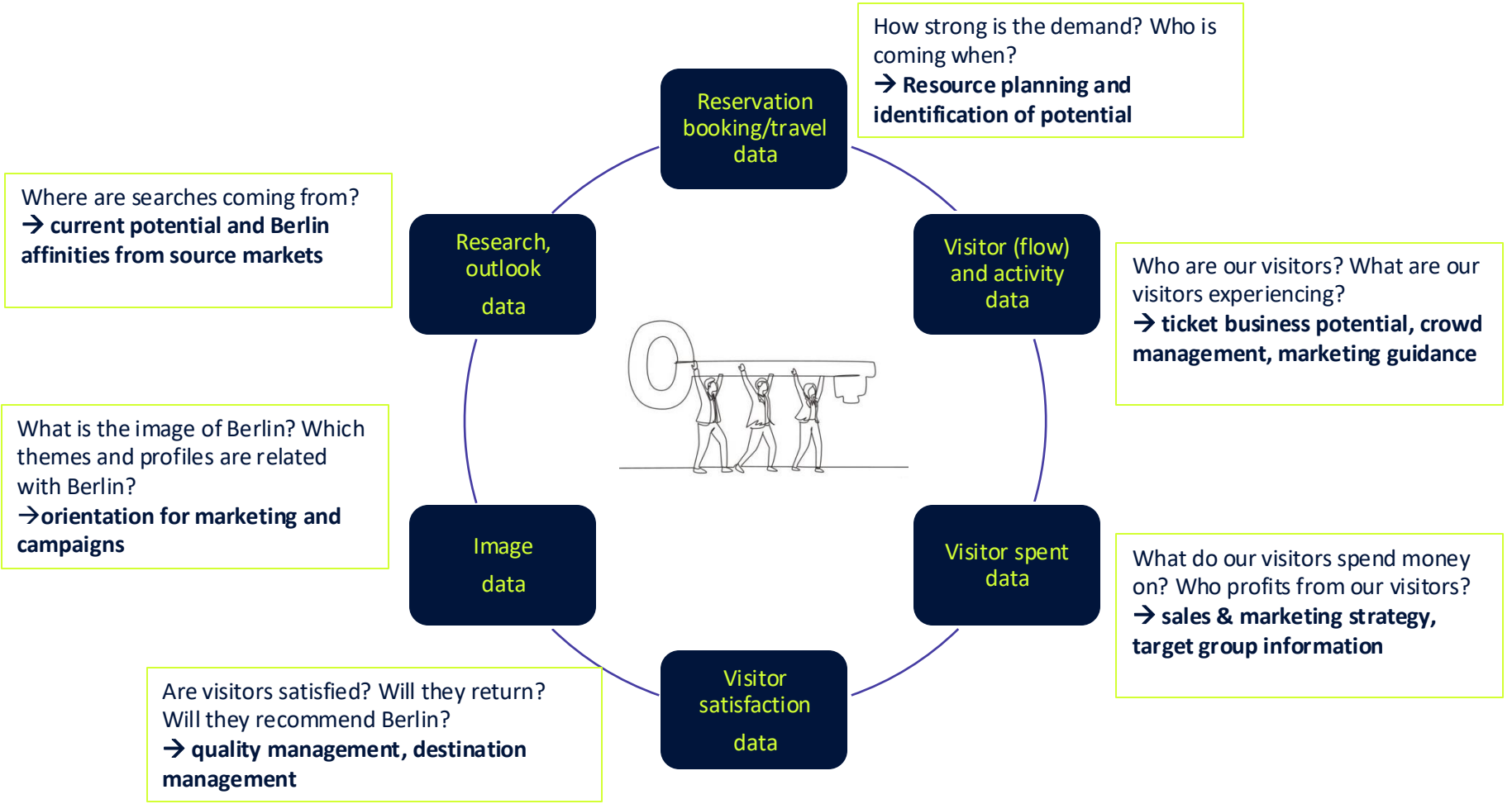
MARKETING

MANAGEMENT

#INFORMATION

SIGNIFICANCE OF DATA

Which data for what purpose?



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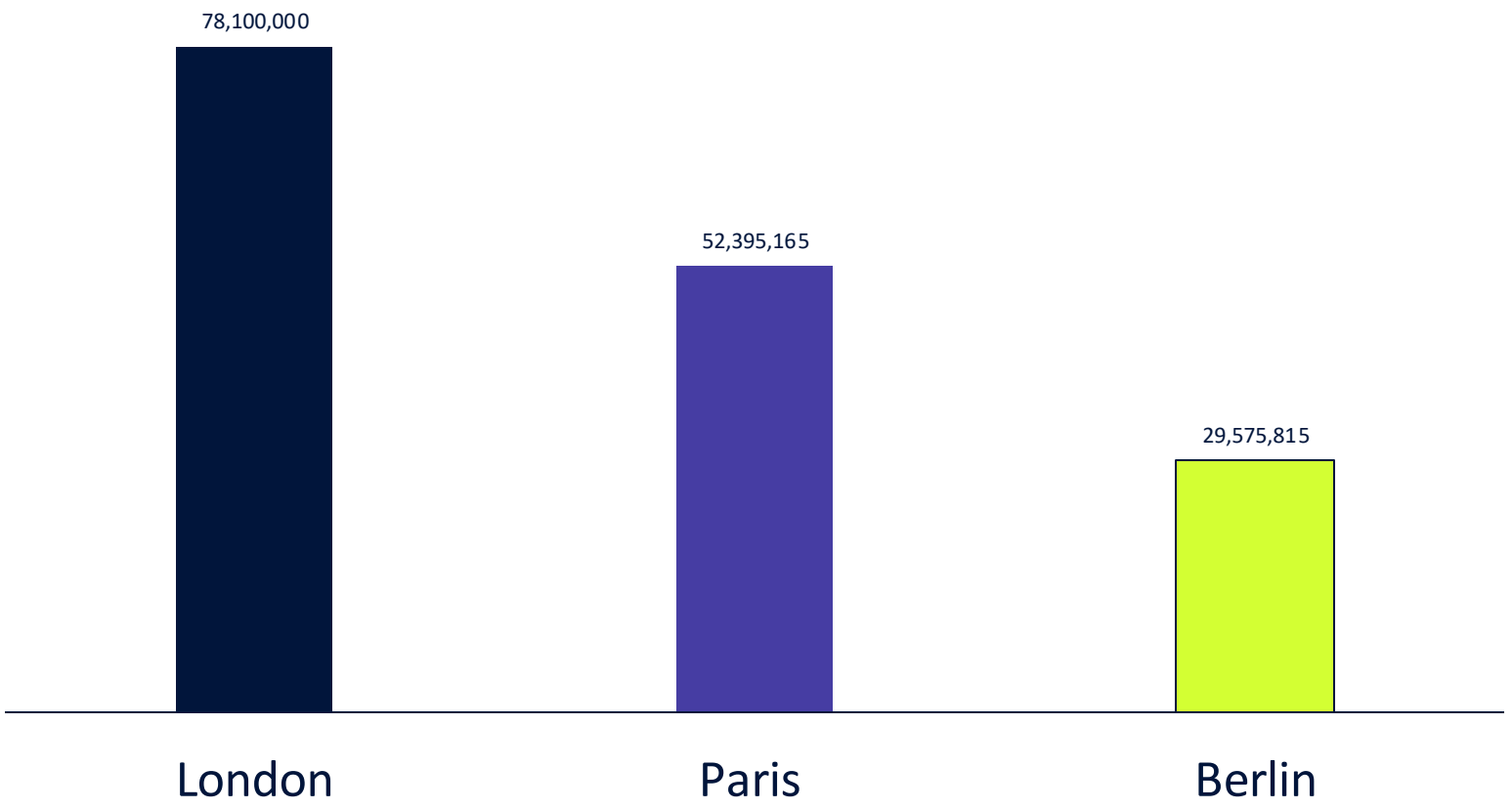
POSITIONING

How successful is our destination marketing and management?



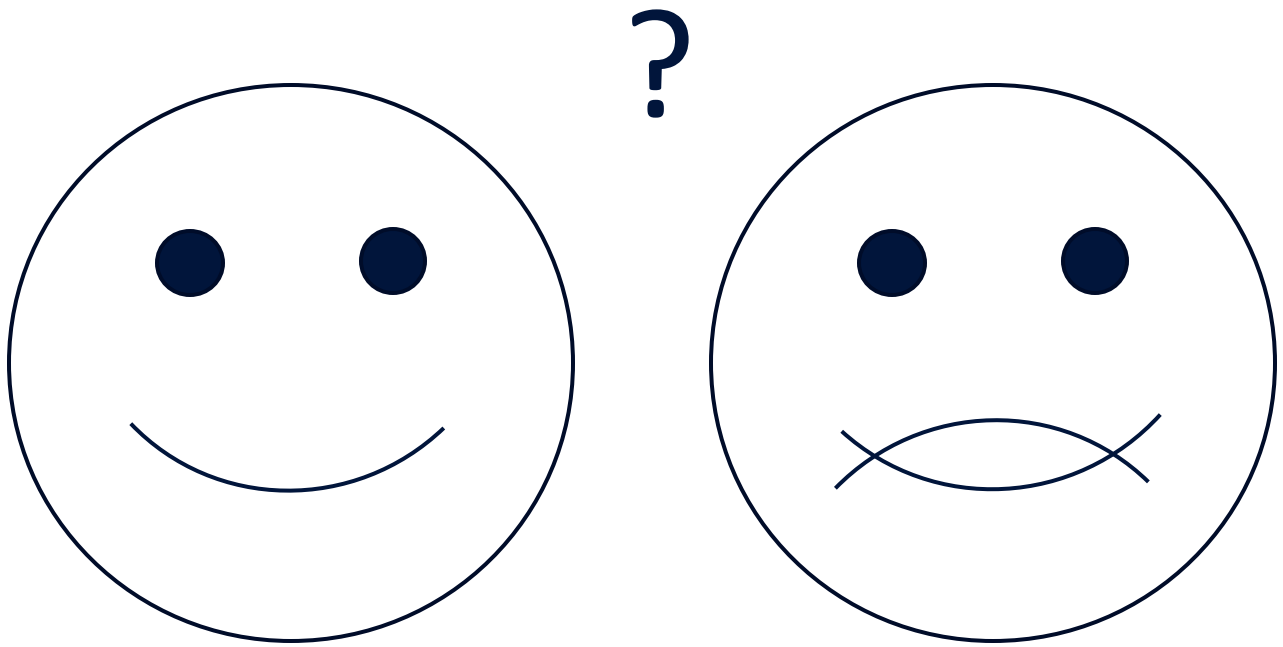
Berlin ranks 3rd in Europe
in terms of hotel bednights

Accommodation statistics

PERFORMANCE

How effective is our destination management?

70 % of our visitors would recommend Berlin as a travel destination.



The majority of our visitors wants to come back to Berlin (~60%)

Visitor Survey

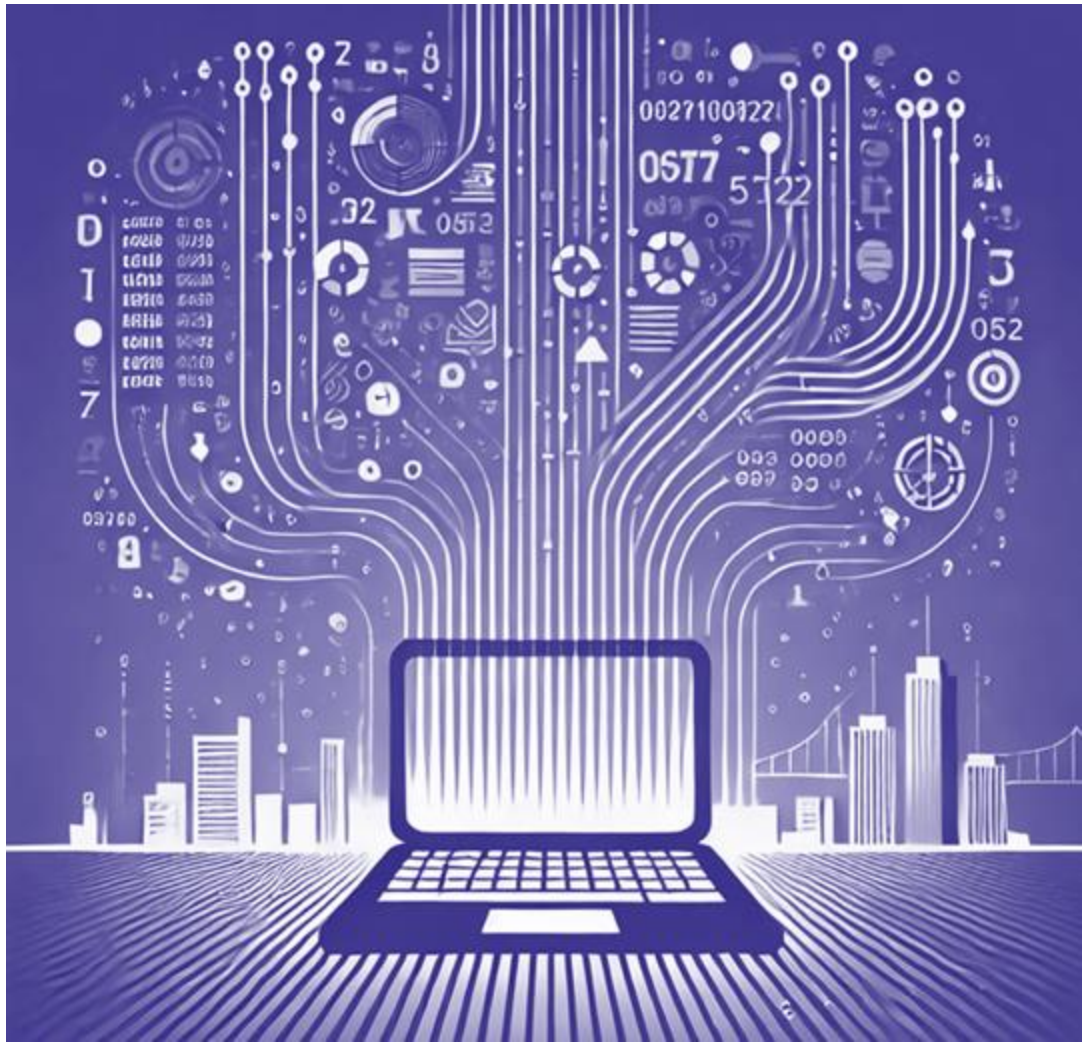
FUTURE PROOFING

Future-ready: Are we prepared?

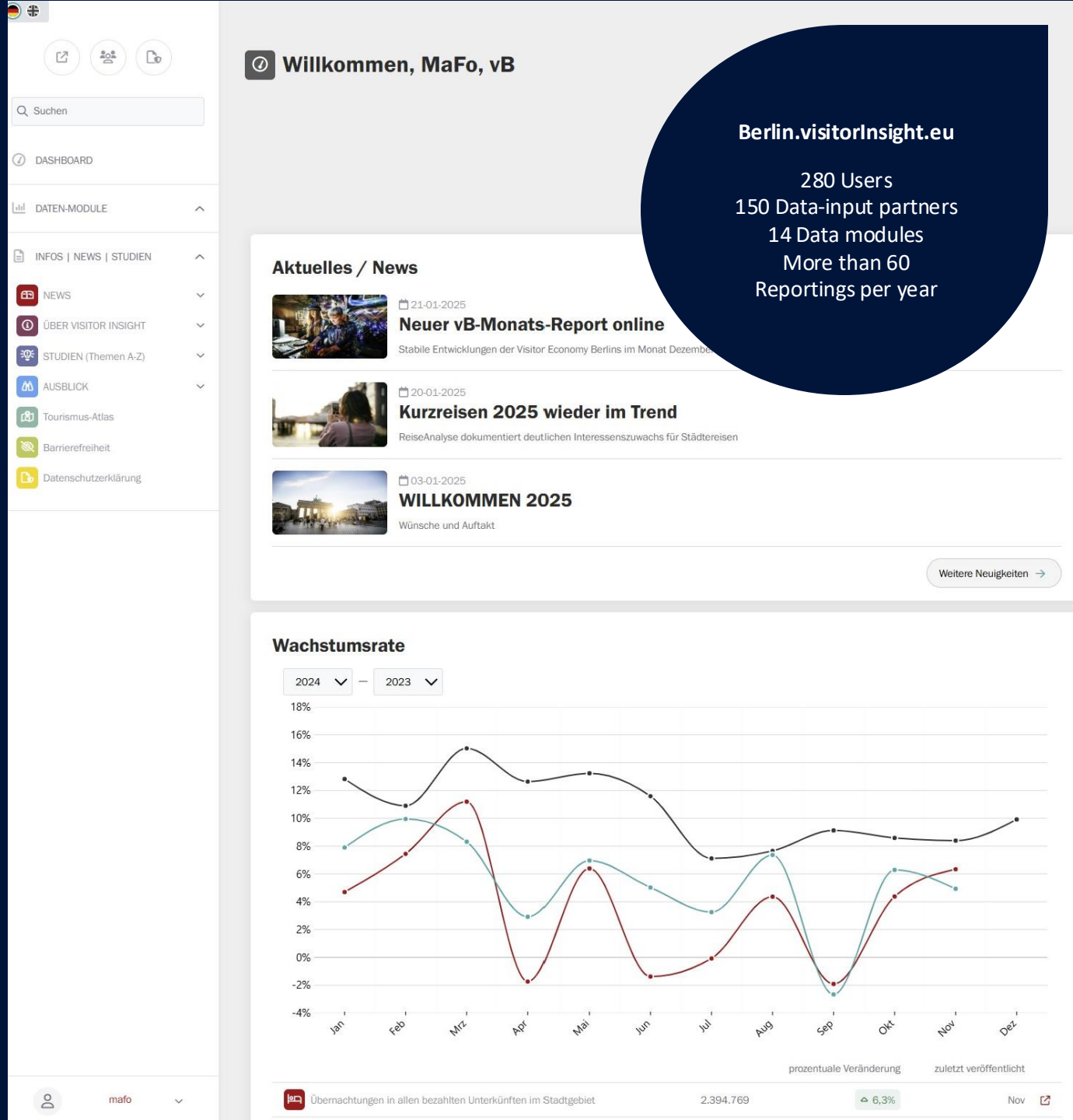
Understanding what and who matters to future-proof success

INFORMATION

How do we pass on our expertise to create impact?



VISITOR INSIGHT

Visitor Economy Monitoring for Berlin.

Goals 2025:
Expansion of data scope. Increase in the number of data contributors. Further development of the tool through automated reporting and AI assistance.