

visitBerlin MARKET RESEARCH PRESENTATION

What to expect?

Cooperation
between
HNEE & visitBerlin

Introduction



Getting to know each other; mission of visitBerlin

Presentation



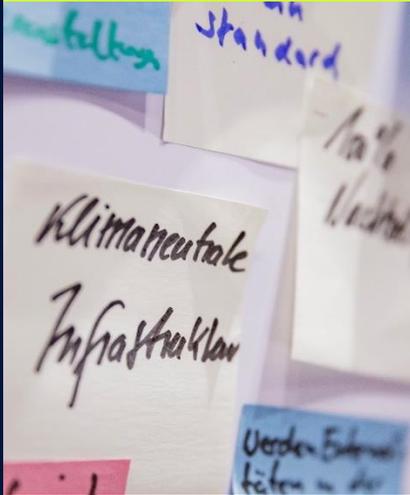
What role do data play at visitBerlin, what kind of data does visitBerlin have, how relevant and meaningful are these data, how are they used, and how does visitBerlin work with them?

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's 3 pillars

marketing

- › Image building
- › Increasing brand awareness
- › Travel decision support
- › Provision of Information

management

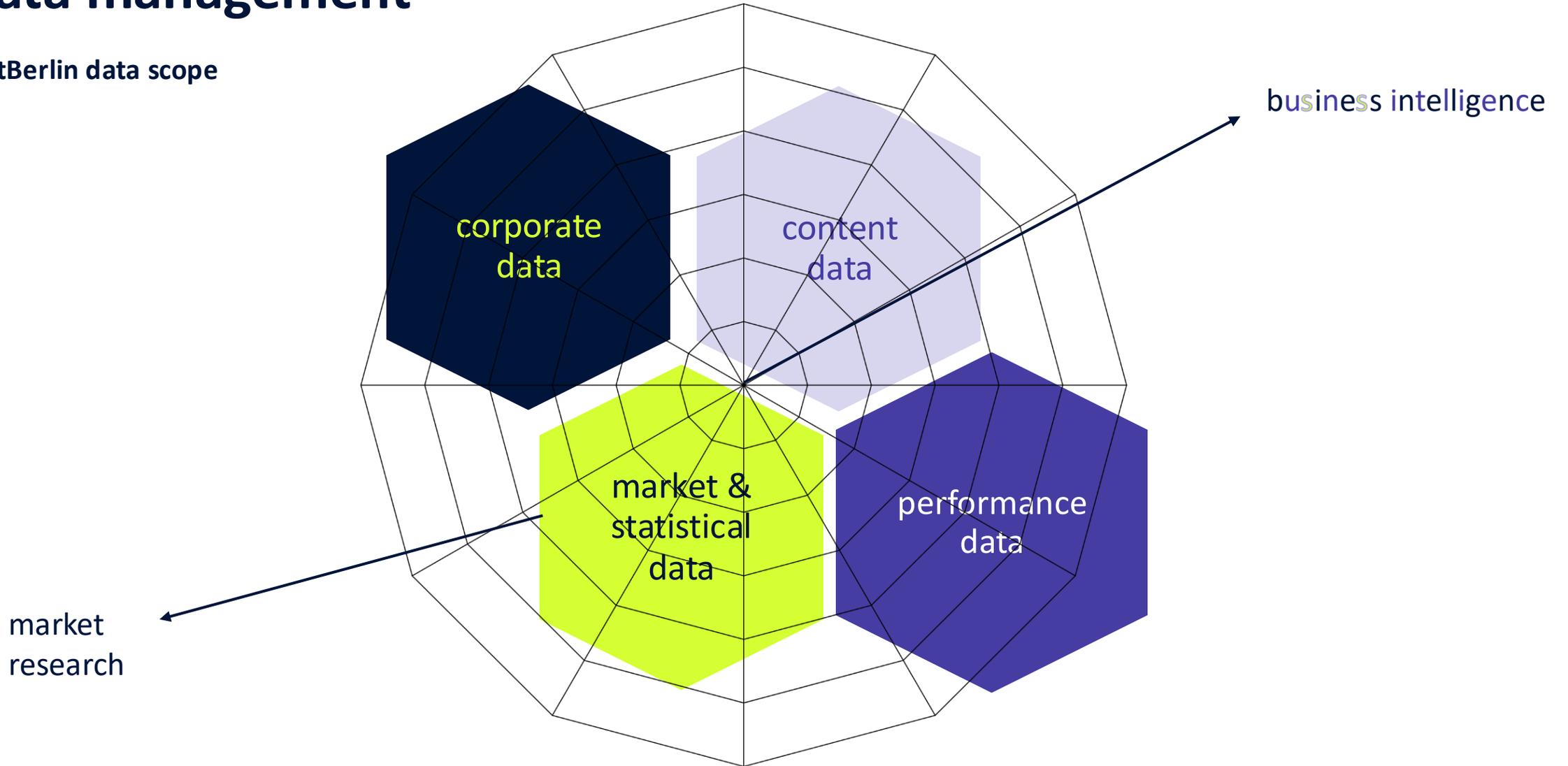
- › Sustainable destination management
- › participation within the urban community
- › Analyze tourism impacts based on data

product & sales

- › Diversification of products & target groups
- › Establish resilient sales structures
- › Secure risk & revenue management

Data management

visitBerlin data scope





FROM DATA TO IMPACT

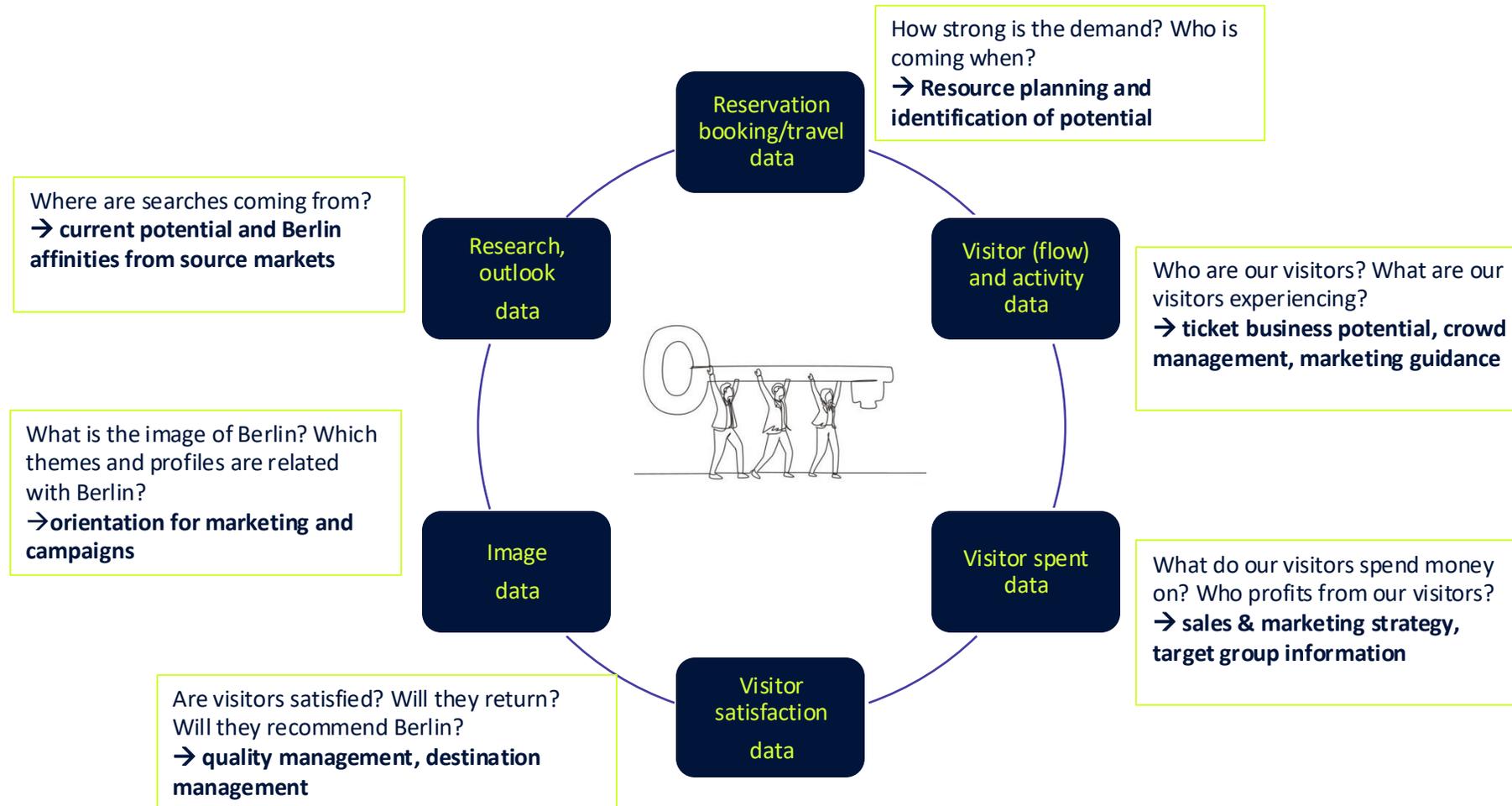
MARKETING

MANAGEMENT

#INFORMATION

SIGNIFICANCE OF DATA

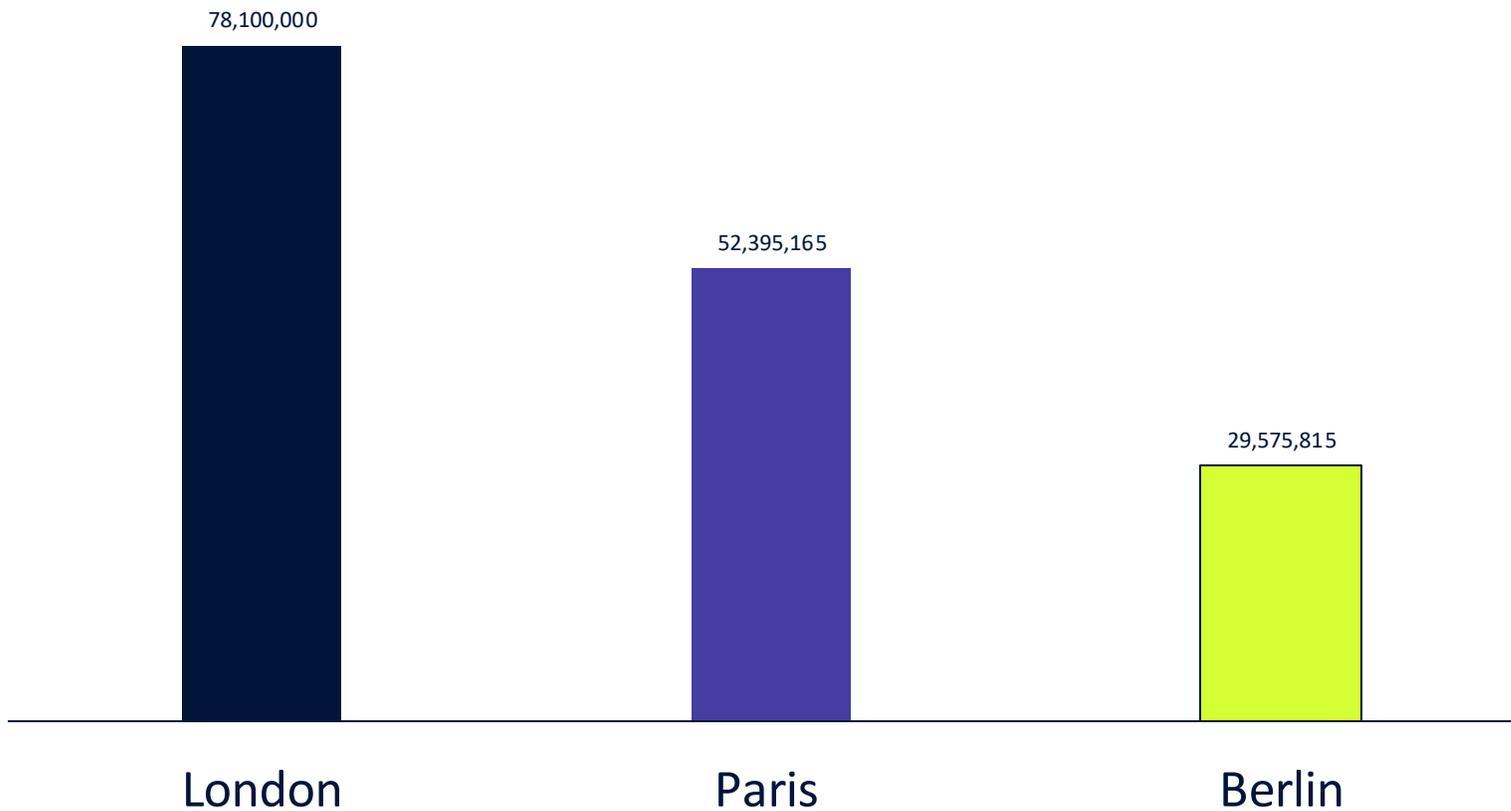
Which data for what purpose?



6

POSITIONING

How successful is our destination marketing and management?

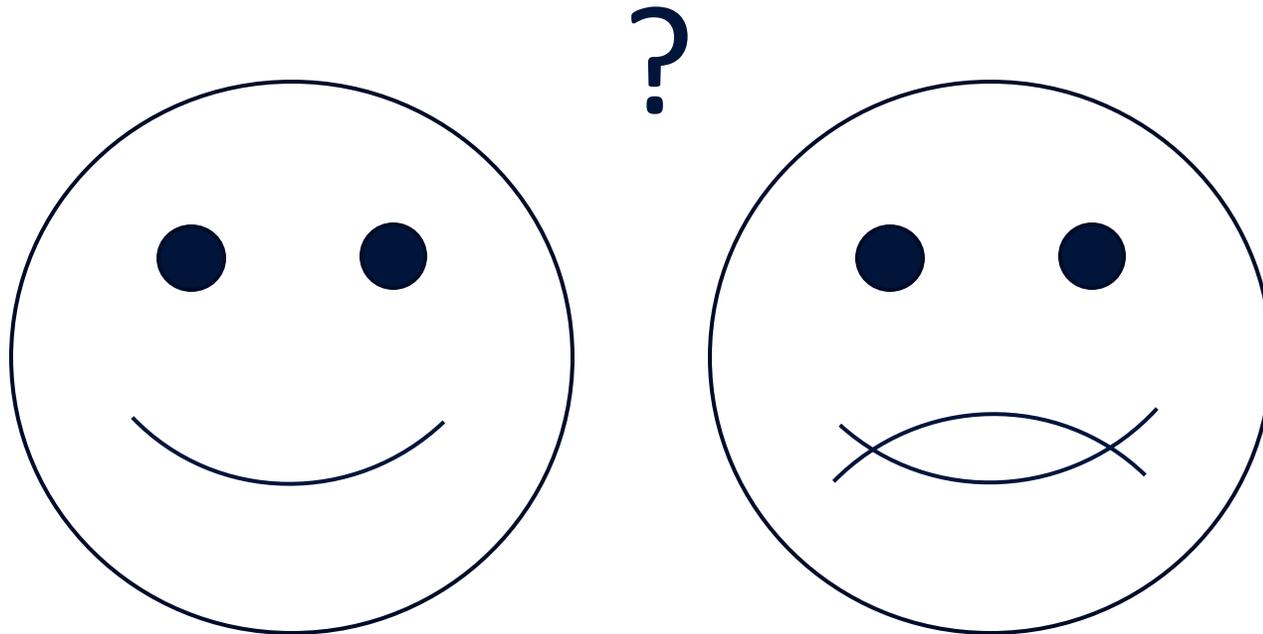


Berlin ranks 3rd in Europe in terms of hotel bednights

Accommodation statistics

PERFORMANCE

How effective is our destination management?



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

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

Visitor Survey

FUTURE PROOFING

Future-ready: Are we prepared?

Understanding **what** and **who** matters to **future**-proof success

What motivates our guests to visit?

Visitor survey data

Who is coming to visit Berlin?

Target group data

How resilient is the demand?

Forecast data

INFORMATION

How do we pass on our expertise to create impact?

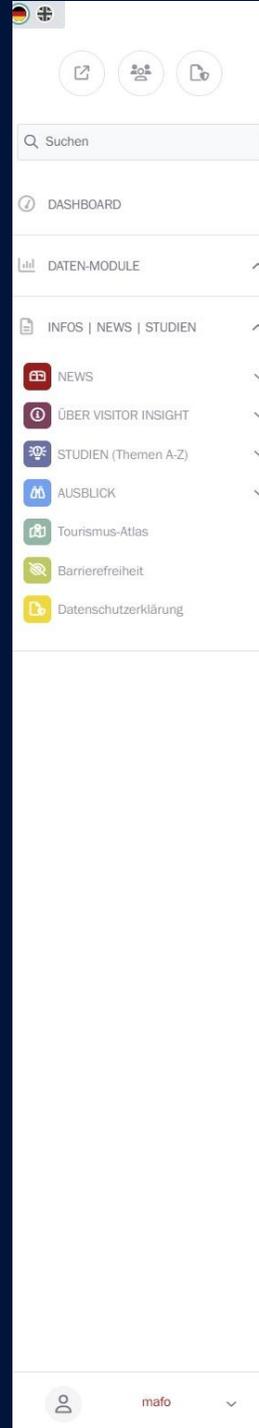


VISITOR INSIGHT

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.



- Suchen
- DASHBOARD
- DATEN-MODULE
- INFOS | NEWS | STUDIEN
 - NEWS
 - ÜBER VISITOR INSIGHT
 - STUDIEN (Themen A-Z)
 - AUSBLICK
 - Tourismus-Atlas
 - Barrierefreiheit
 - Datenschutzerklärung

Willkommen, MaFo, vB

Berlin.visitorInsight.eu

280 Users
150 Data-input partners
14 Data modules
More than 60 Reportings per year

Aktuelles / News



21-01-2025

Neuer vB-Monats-Report online

Stabile Entwicklungen der Visitor Economy Berlins im Monat Dezember



20-01-2025

Kurzreisen 2025 wieder im Trend

ReiseAnalyse dokumentiert deutlichen Interessenszuwachs für Städtereisen



03-01-2025

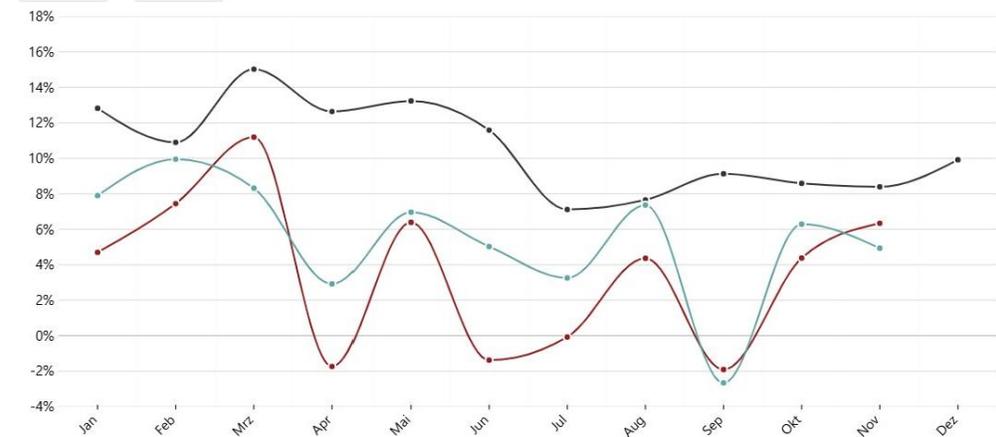
WILLKOMMEN 2025

Wünsche und Auftakt

Weitere Neuigkeiten →

Wachstumsrate

2024 — 2023



prozentuale Veränderung zuletzt veröffentlicht



Übernachtungen in allen bezahlten Unterkünften im Stadtgebiet

2.394.769

6,3%

Nov