

# visitBerlin MARKET RESEARCH PRESENTATION

## What to expect?

Cooperation  
between  
HNEE & visitBerlin

### Introduction



Getting to know each other; mission of visitBerlin

### Presentation



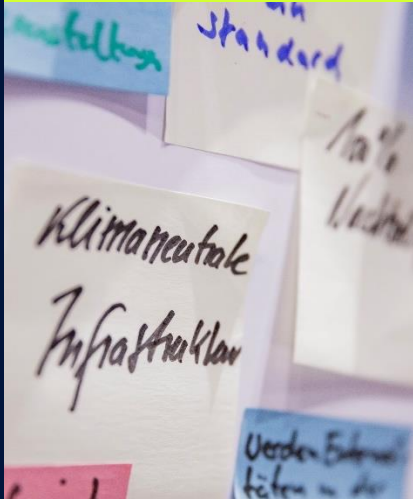
What role do data play at visitBerlin, what kind of data does visitBerlin have, how relevant and meaningful are these data, how are they used, and how does visitBerlin work with them?

### 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.

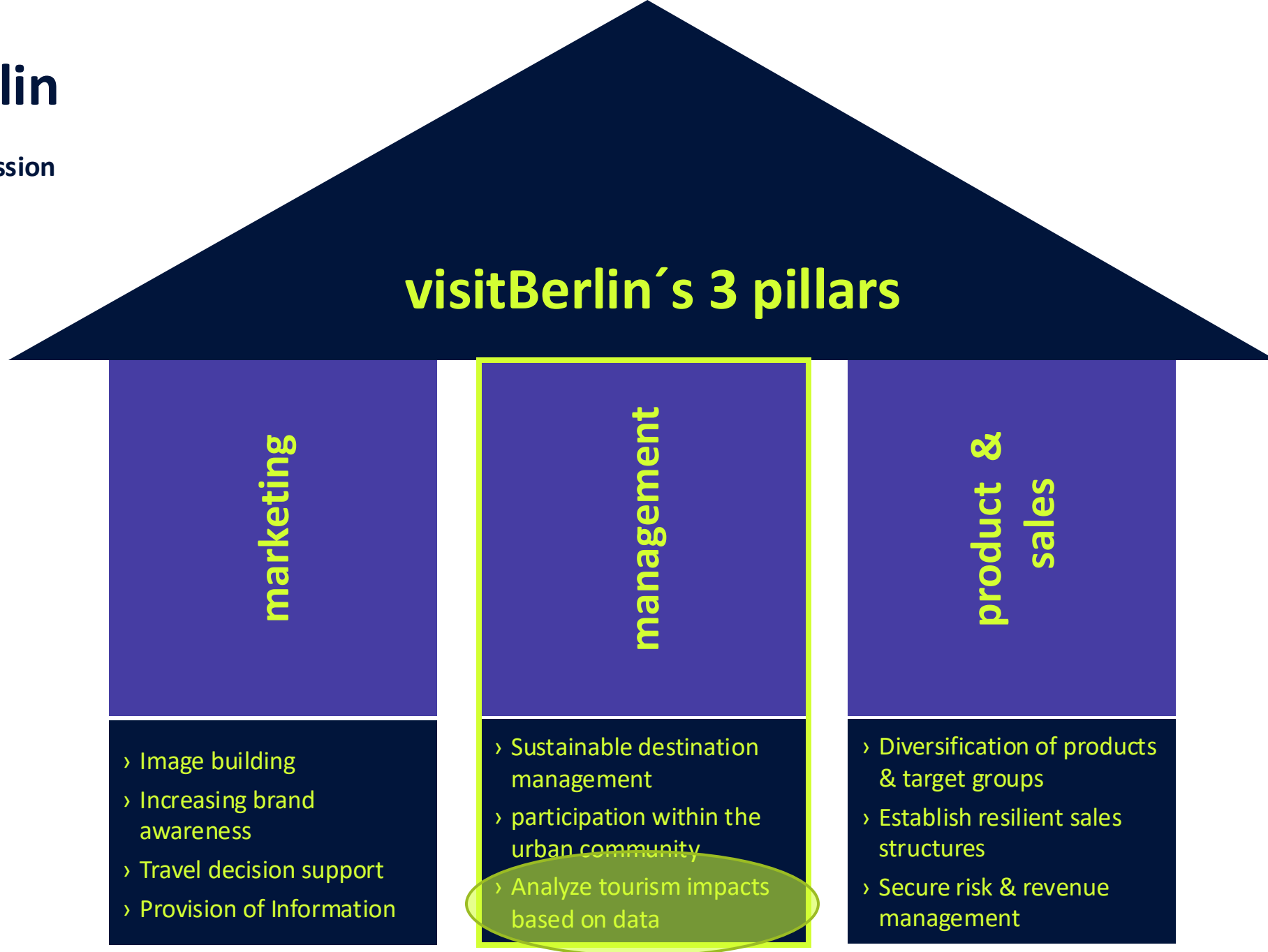
# visitBerlin

## Company & mission

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

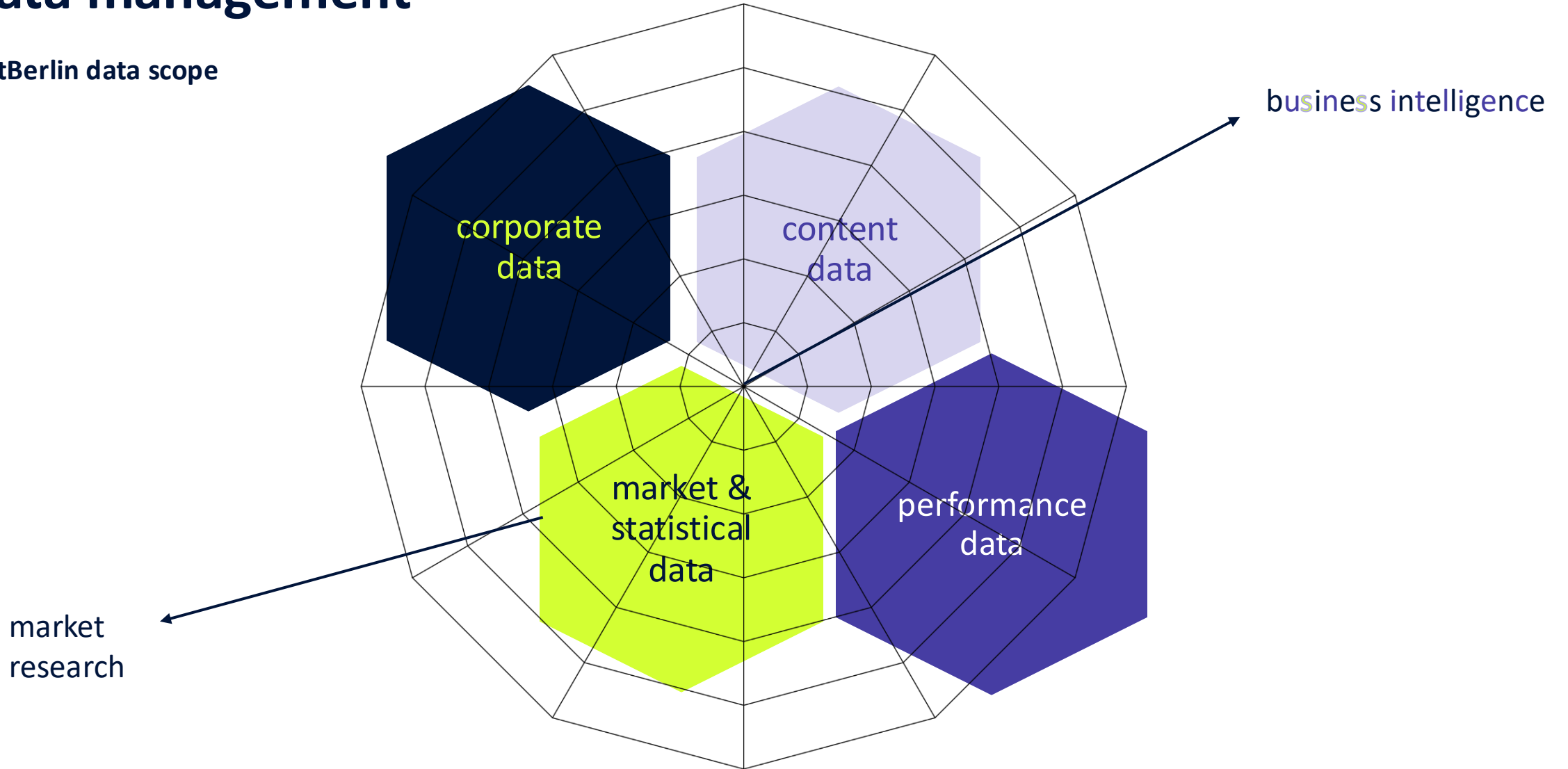
Together **with partners** from politics, business and society, visitBerlin pursues the goal of further **developing Berlin tourism** and **positioning it for the future.**

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



# Data management

visitBerlin data scope



# FROM DATA TO IMPACT

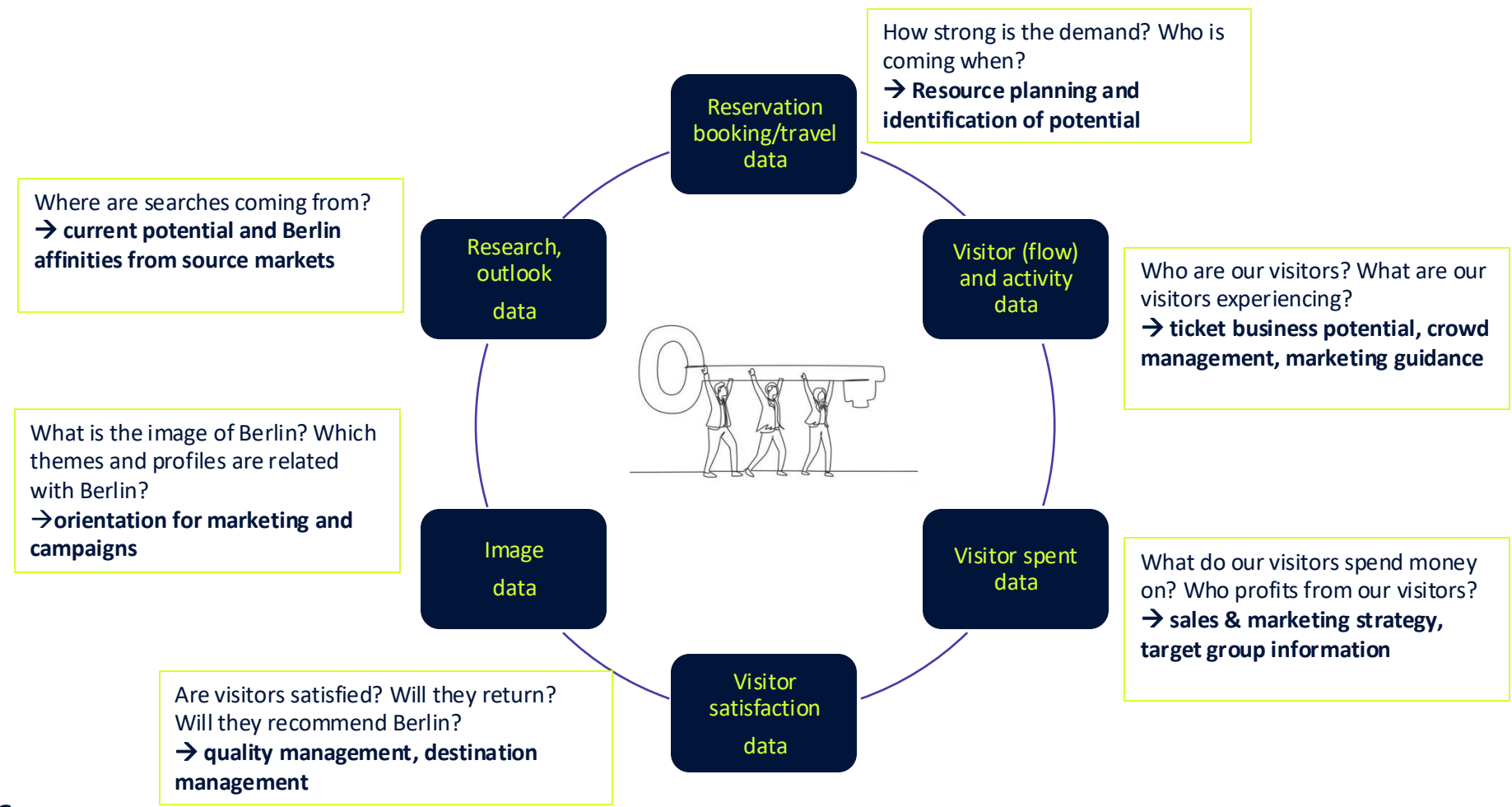
# MARKETING

# MANAGEMENT

#INFORMATION

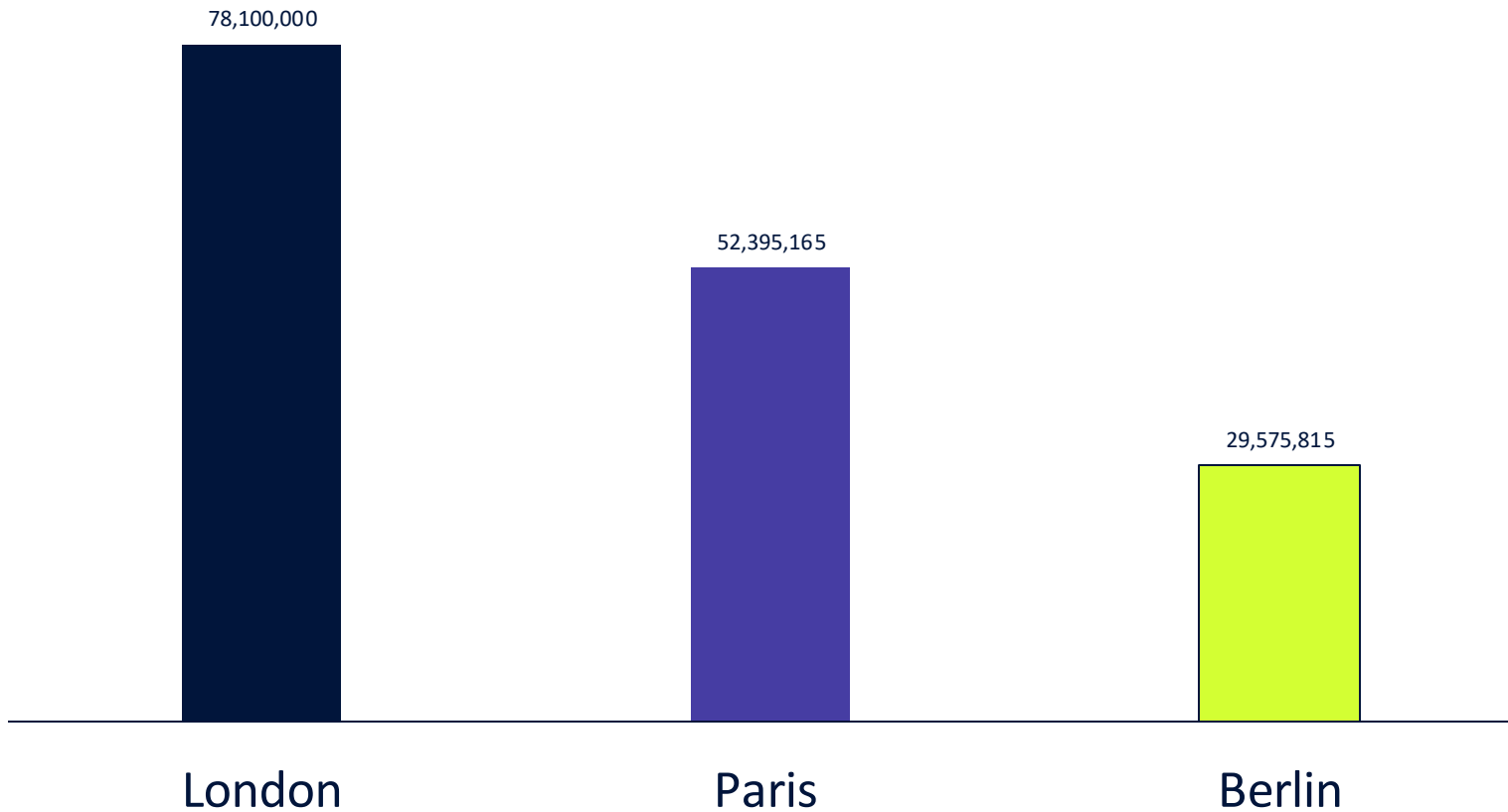
# SIGNIFICANCE OF DATA

Which data for what purpose?



# POSITIONING

How successful is our destination marketing and management?

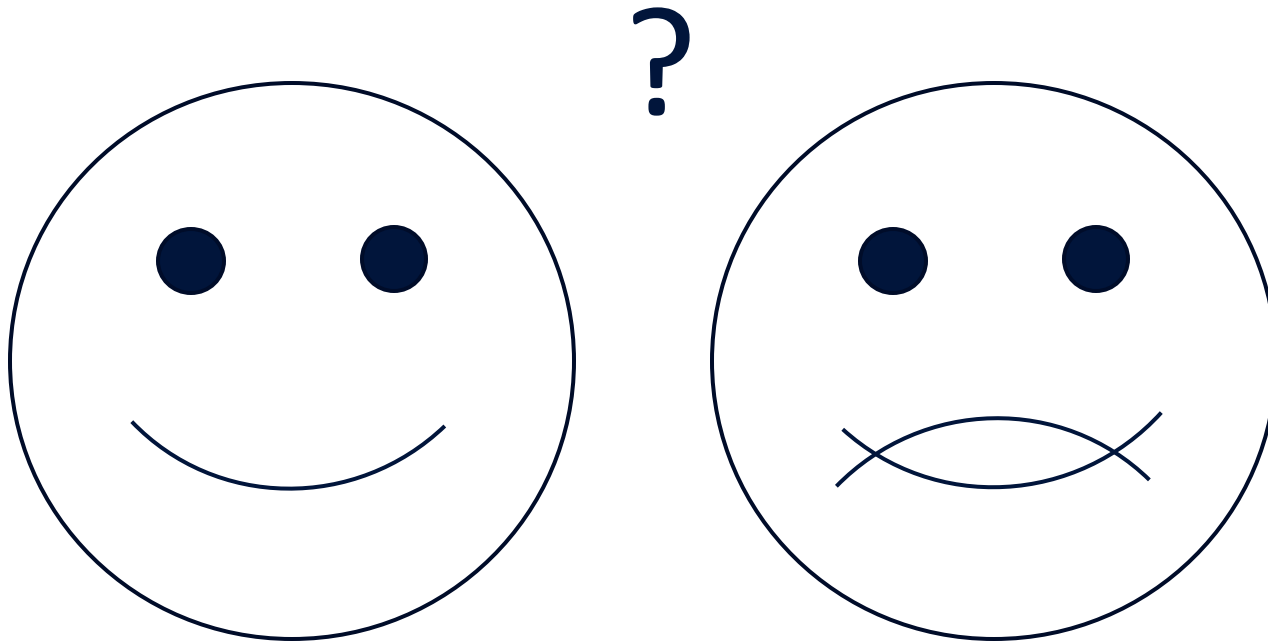


Berlin ranks 3<sup>rd</sup> in Europe in terms of hotel bednights

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?

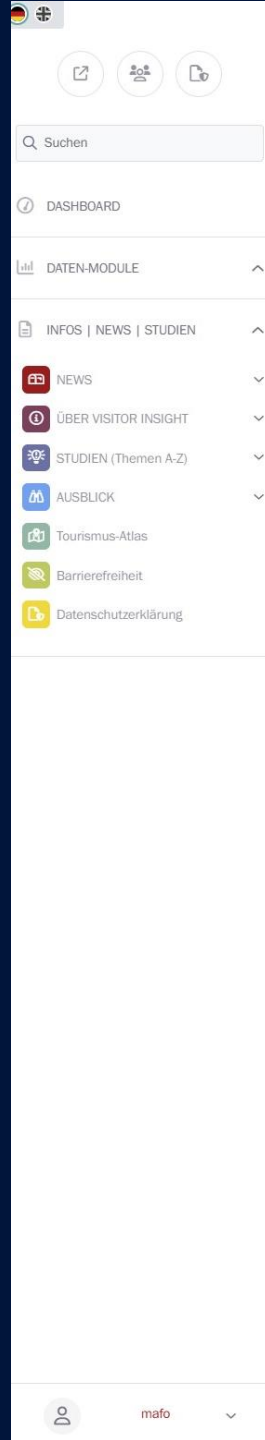


# VISITOR INSIGHT

## 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.



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



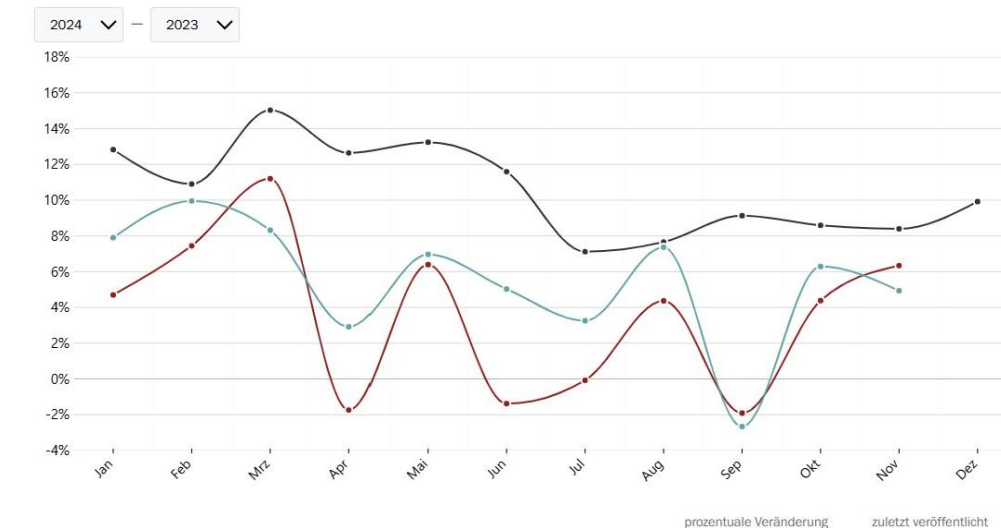
03-01-2025

#### WILLKOMMEN 2025

Wünsche und Auftakt

Weitere Neuigkeiten →

### Wachstumsrate



Übernachtungen in allen bezahlten Unterkünften im Stadtgebiet

2.394.769

6,3%

Nov