



# The Tourism Industry

in the Berlin-Brandenburg Capital Region

THE GERMAN CAPITAL REGION  
MORE VALUE FOR INVESTMENT

# The Tourism Industry in Berlin-Brandenburg

## Tourism – A Major Growth Sector in the Capital Region

### Invest in the Capital Region

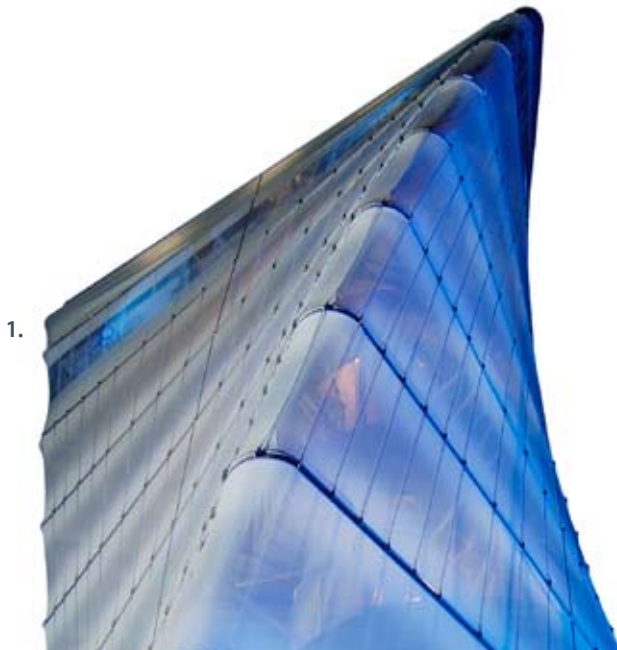
Berlin-Brandenburg is a booming tourist region that offers enormous development potential to tourism-related companies, in particular as a result of its central location in Europe, its brand new Hauptbahnhof Railway Station and the state-of-the-art Berlin Brandenburg International Airport (BBI) scheduled for completion in 2011.

### A Region with Unlimited Possibilities

The German capital region thrives on diversity and offers space for a wide range of innovative tourist concepts from upscale hotels to trendy boathouse accommodations for young travelers. Unique European recreational projects are set into motion in Berlin and Brandenburg, including the O2-World in Europe's most modern multi-functional stadium, the Tropical Islands Experience in the world's biggest free-standing hall and the cinematic adventures at Babelsberg Filmpark. The region boasts a selection of more than 270 event locations for conferences and congresses, with an additional assortment of historic palaces for international political and business summits.

### A Great Place to Live and Visit

The Berlin-Brandenburg capital region is characterized by a unique combination of the cosmopolitan flair of Berlin and the stunning historical and natural landscape of the surrounding state of Brandenburg. More than 170 museums, 150 stages and roughly 500 palaces, churches and parks are waiting to be explored. With over 3000 lakes and 30,000 kilometers of waterways, the capital region is also one of Europe's largest playgrounds for water sports. Berlin-Brandenburg has eight hot springs for pure relaxation and rejuvenation. There are also no limits to more active travel opportunities with 22 golf courses, roughly 600 horse stables and stud ranches, several sport airfields, the longest bike path in Germany and the longest inline skating path in Europe. Berlin alone offers roughly 1500 events each day - including several major international highlights such as the 2008 World Athletics Championships – as well as countless exclusive exhibitions and one of the most dynamic club scenes in Europe.



1.



3.



4.



5.



## Berlin Brandenburg International Airport (BBI) – An Added Boost for the Tourism Industry

The Berlin Brandenburg International Airport (BBI) is set for completion by the end of 2011. On an area of 1470 hectares, Europe's most modern airport will have an initial capacity of 22 to 25 million passengers.

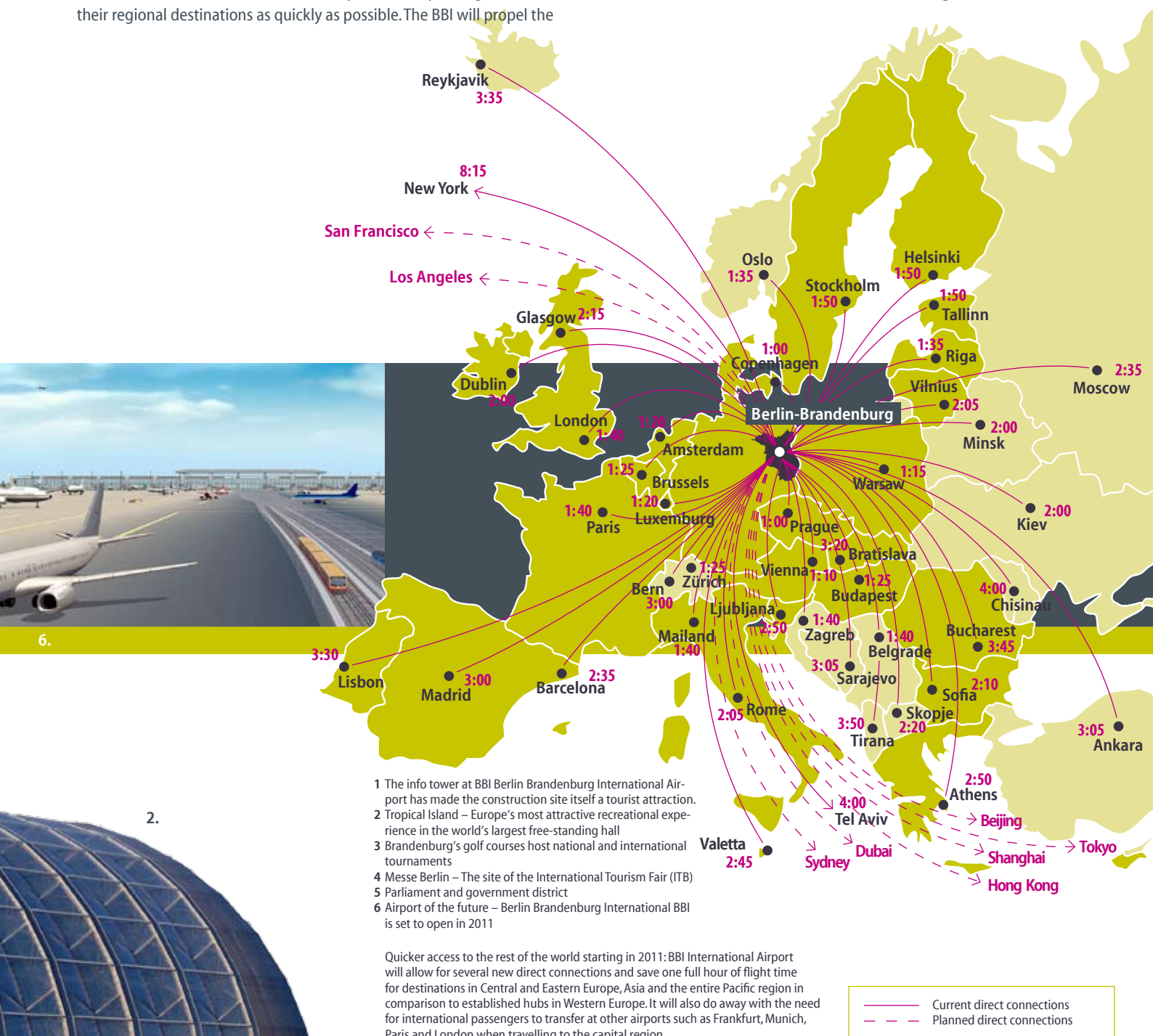
In time, the BBI will be further equipped to handle up to 360,000 flights and a passenger volume of roughly 40 million. Berlin-Brandenburg's strategic location in Europe provides access to destinations in Central and Eastern Europe, Asia and the entire Pacific region one hour faster than from other hubs in Western Europe.

The BBI will allow business travelers, tourists and companies to profit from a high-tech airport and excellent transport links, including a train station located directly beneath the terminal. The BBI's airport shuttle will take travelers to the center of Berlin in roughly 20 minutes. Direct access to the Autobahn will also make it possible for passengers to reach their regional destinations as quickly as possible. The BBI will propel the

German capital region into the top five airport cities in Europe – it is currently in eighth place.

Berlin-Brandenburg is already the third largest area for air transportation in Germany with 132 national and European destinations as well as several long-distance connections. In 2007, the capital region's three airports had more than 20 million passengers, an increase of 8.5 percent over 2006. Berlin-Brandenburg is also the largest hub for low-cost carriers on continental Europe.

Investors interested in the BBI area will have access to new commercial space directly next to the airport, including the BBI Airport City and the BBI Business Park Berlin – Berlin's largest industrial park – as well as a number of other attractive commercial locations along the Autobahn.



Quicker access to the rest of the world starting in 2011: BBI International Airport will allow for several new direct connections and save one full hour of flight time for destinations in Central and Eastern Europe, Asia and the entire Pacific region in comparison to established hubs in Western Europe. It will also do away with the need for international passengers to transfer at other airports such as Frankfurt, Munich, Paris and London when travelling to the capital region.

## Working Together for the Capital Region

### Willy Weiland

»We're expecting a more than five percent increase in overnight stays in 2008 alone. The city offers increasingly outstanding conditions for tourists – including an impressive array of high-profile cultural events – and continues to enjoy a very strong image both at home and abroad. Our major goal now is to attract more foreign guests from the business and congress segments to Berlin. The city is a very unique and interesting location for such travelers – not only in terms of available hotels and congress halls, but also because it has such a prominent group of top universities and notable personalities who act as ambassadors and hosts attracting guests to Berlin from business sectors worldwide. In order to achieve our goal, we will have to draw from the large pool of highly qualified and multilingual workers available to us right here in Berlin and Brandenburg. In addition, Berlin continues to attract young people from Germany and abroad, who come to live and work here because the city is so interesting and such a great place to live.«

[www.hoga-berlin.com](http://www.hoga-berlin.com) | [www.intercontinental.com](http://www.intercontinental.com)

### Dietmar Otremba

»When we invested in the resort town of Bad Saarow, there were already several recreational and sport opportunities around Sharmützelsee Lake, including the sailing area, the large golf and tennis facilities and the riding stables. Much has been built and expanded upon since then. The resort area – with its special charm – has developed quite well. Here one finds the hot springs and the port, which we have expanded as part of our hotel development. Brandenburg is well worth investing in, not only for us but also for many companies who continue to develop real estate projects. We all profit from the proximity to Berlin. Bad Saarow is perfectly situated not too far from the capital, but also not too close. Our guests travel the short distance via Autobahn or by train from Berlin and thus have the feeling of getting away from the city without the long driving time. Add to this the unique landscape that is perfect for hiking and biking and you've got pure relaxation.«

[www.esplanade-resort.de](http://www.esplanade-resort.de)

### Dr. Rainer Schwarz

»Berlin-Brandenburg exerts a magnetic attraction on tourists from all over the world. One of the major engines of the tourism boom is air travel, which has grown by roughly 50 percent in the last five years in the capital region. 2007 was a record year for Berlin's airports – we passed the magic number of 20 million passengers. We've already set the tone for the years to come as well: with the new Berlin Brandenburg International Airport BBI, the German capital region will provide business people, tourists and companies with an airport featuring the best connections, international flights, direct access to the Autobahn and a train station directly beneath the terminal. The BBI will act as a gateway to the Berlin-Brandenburg region for tourists from all over the world.«

[www.berlin-airport.de](http://www.berlin-airport.de)

### Michael Rabe

»When we host the Tourism Summit, our annual top meeting at the Hotel Adlon with almost 600 participants, we always try to set a strong political tone. This emphasis is made possible by our prominent political guests who come together with our members from 40 different associations and top industry representatives from all over Germany. Berlin is simply the perfect place for this meeting. This is where relationships to ministerial officials, parliamentarians and government representative are managed within a 10-minute radius around the Brandenburg Gate. Indeed, the tone for the lobbying industry is set in Berlin.«

[www.btw.de](http://www.btw.de)

From left to right: **Willy Weiland** General Manager InterContinental Berlin and Director of Operations for all InterContinental Hotels in Germany, Poland & Ukraine and President of the Berlin Hotel and Restaurant Association **Dietmar Otremba** Entrepreneur and Investor in the Hotel Esplanade Resort & Spa in Bad Saarow **Dr. Rainer Schwarz** CEO Berlin Airports **Michael Rabe** General Secretary of the German Tourism Industry Association (BTW)



# Berlin-Brandenburg – A Leading International Tourist Destination

## Home of Major International Players, Considerable Workforce Potential, Attractive Real Estate

### Home of Major International Players

Berlin-Brandenburg is the strategic home of several major international companies. It is also a key economic area for innovative medium-size companies and an important region for founders and entrepreneurs. Deutsche Bahn, Air Berlin Gruppe (Germany's second-largest national airline) and Globe Ground Berlin Group have their headquarters here. Lufthansa, Thomas Cook's Condor Berlin, the Marriot Group and Accor Hotellerie are among Berlin's major employers. The British airline EasyJet is expanding at Schönefeld Airport and recently moved its international customer center – including its call center – from London to Potsdam.

### Considerable Workforce Potential

Roughly 380,000 people are employed in the tourism industry in Berlin alone. In addition, there are over 13,000 apprentices learning the trade in the hotel and restaurant industry. The labor market in Berlin-Brandenburg offers investors a large pool of qualified and flexible workers. People from 180 nations call the capital region their home. They provide the tourism industry with a wealth of easily available foreign language skills.

### Attractive Real Estate

In the German capital region, investors have at their fingertips a wide array of attractive real estate opportunities for everything from representative offices, dynamic conference and congress industry projects, health and wellness facilities and new and innovative hotel and

The international hotel chains Holiday Inn, Accor, Radisson, Dorint and Van der Falk have invested in Brandenburg, as have water tourism companies such as Locaboat, Crown Blue Line and Kuhnle Tours. Regional companies value above all the major potential of the Berlin-Brandenburg tourist region as well as its direct proximity to the German federal government and the nation's most important tourist associations. Berlin hosts several major industry meetings including the two-day Tourism Summit of the National Association of Tourism Industry (BTW) and the Day of Tourism on February 19th, 2008.

Most speak at least one foreign language, while up to 77 % can master two to five foreign languages. And roughly 89.5% of Berliners polled stated that they have already worked for an international company.\* In addition, many young people from abroad come to live in Berlin because it is such an interesting and cutting-edge metropolis with a very affordable and high quality of life.

\* Foreign Language Skills in Berlin, The Gallup Organization, Berlin 2007

recreational concepts. The region boasts a wide array of commercial, industrial and office space in all locations and sizes at well below the cost in other European metropolitan regions.

### Association and Institutes

Alliance of Independent Travel Companies\*  
[www.asr-berlin.de](http://www.asr-berlin.de)

Federal Association of the German Tourism Industry  
[www.btw.de](http://www.btw.de)

German National Tourist Board (DZT)  
[www.germany-tourism.de](http://www.germany-tourism.de)

German Travel Association (DRV)  
[www.driv.de](http://www.driv.de)

German Tourism Association (DTV)\*  
[www.deutschertourismusverband.de](http://www.deutschertourismusverband.de)

Berlin Hotel and Restaurant Association\*  
[www.hoga-berlin.com](http://www.hoga-berlin.com)

Hotel-und Gaststättenverband Brandenburg e.V.\*  
[www.hoga-brandenburg.de](http://www.hoga-brandenburg.de)

German Hotel Federation (IHA)  
[www.hotellerie.de](http://www.hotellerie.de)

Active in Nature Network\*  
[www.brandenburg-aktiv.de](http://www.brandenburg-aktiv.de)

IATA International Air Transport Association  
[www.iata.org](http://www.iata.org)

Berlin Tourism Marketing (BTM) and TMB Tourism Marketing Brandenburg are the two central organizations and partners responsible for the worldwide marketing of tourist offers in Berlin and Brandenburg.  
[www.visitBerlin.de](http://www.visitBerlin.de) | [www.brandenburg-tourism.com](http://www.brandenburg-tourism.com)

### Education and Training

German Seminar for Tourism Berlin (DSFT)\*  
[www.dsft-berlin.de](http://www.dsft-berlin.de)

Berlin Chamber of Commerce and Industry (IHK)\*  
[www.berlin.ihk24.de/servicemarken/branchen/tourismus](http://www.berlin.ihk24.de/servicemarken/branchen/tourismus)

Brandenburg Chambers of Commerce and Industry  
[www.potsdam.ihk24.de](http://www.potsdam.ihk24.de)  
[www.ihk-ostbrandenburg.de](http://www.ihk-ostbrandenburg.de)  
[www.cottbus.ihk.de](http://www.cottbus.ihk.de)

Brandenburg Tourism Academy\*  
[www.tourismusakademie-brandenburg.de](http://www.tourismusakademie-brandenburg.de)

Institute for Tourism and Development  
[www.studienkreis.org](http://www.studienkreis.org)

Willy Scharnow Institute for Tourism\*  
[www.fu-tourismus.de](http://www.fu-tourismus.de)

### Subsidies and Financing

Berlin State Investment Bank  
[www.investitionsbank.de](http://www.investitionsbank.de)

Brandenburg State Investment Bank  
[www.ilb.de](http://www.ilb.de)

\* website in German

7 Bad Saarow with its new port  
8 Potsdamer Platz



# The Tourism Industry in Berlin-Brandenburg

## Your Location for Investment



### Facts and Figures

- Berlin is the most popular tourist destination in Germany and, after London and Paris, the third most popular destination in Europe
- More than 26 million overnight stays counted in the capital region with further increases expected
- 240 million guests with an average stay of 2–3 days
- 380,000 employed in the Berlin-Brandenburg tourism industry with an annual turnover of 11.7 billion euro
- Dynamic conference and congress industry with significant growth potential
- Tourist highlights unique in Germany and Europe

Data taken from the Brandenburg Ministry of Economics as well as »Tourism as an Economic Factor« (»Wirtschaftsfaktor Tourismus«), published by the Berlin State Investment Bank (IBB) and Berlin Tourism Marketing (BTM), 2007.

### Subsidies

The Berlin-Brandenburg region offers the best possible financial assistance in Europe. Investment subsidies are awarded as direct grants. The region's subsidy programs bring together funds from the EU, the German federal government and the states of Berlin and Brandenburg. Investments are supported by grants of up to 30 percent for large-scale companies, 40 percent for middle-size companies and 50 percent for small-sized companies.

### Service

The region's two business development agencies, Berlin Partner and Brandenburg Economic Development Board (ZAB), offer comprehensive support in the establishment of your business: professional, quick, with no red tape and free of charge.

- Location: Facts and figures on the tourism industry and the Berlin-Brandenburg business region.
- Personnel: Support in recruiting and training new staff
- Real Estate: Assistance in locating the ideal space to rent or buy
- Financing: Advice on subsidies and financing opportunities
- Contacts: to government agencies, banks, chambers of commerce, associations and business networks

- 9 Museum Island – A UNESCO World Heritage Site in Berlin
- 10 Sanssouci Palace – A UNESCO World Heritage in Potsdam
- 11 Berlin Hauptbahnhof – The largest and most high-tech train station in Europe
- 12 The Schwielowsee Resort, Conference and Seminar Hotel in Werder

[www.businesslocationcenter.de/tourism\\_industry](http://www.businesslocationcenter.de/tourism_industry)

### Your Contacts in Berlin



**Marion Messmer**  
Head of Business Unit | Service Industries  
Tel. +49 30 399 80 -244 | Fax -239  
marion.messmer@berlin-partner.de

**Justina Siegmund-Born**  
Advisor to Business Unit | Service Industries  
Tel. +49 30 399 80 -223 | Fax -239  
justina.siegmund.born@berlin-partner.de

**Berlin Partner GmbH**  
Ludwig Erhard Haus | Fasanenstrasse 85 | 10623 Berlin  
info@berlin-partner.de | www.berlin-partner.de

### Your Contacts in Brandenburg



**Ute Bankwitz**  
Assistant Manager, Team Logistics,  
Aerospace and Traffic Engineering  
Tel. +49 331 660-3110 | Fax -3123  
ute.bankwitz@zab-brandenburg.de

**Brandenburg Economic Development Board (ZAB)**  
Steinstrasse 104-106 | 14480 Potsdam  
info@zab-brandenburg.de | www.zab-brandenburg.de

[www.capital-region.de](http://www.capital-region.de)

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