

## Tourism sector with dynamic growth rates

**Hamburg, March 2016 - Hamburg has established itself as one of the most popular city break destinations in Europe. In 2015, a total of 6.3 million guests accounted for 12.6 million overnight stays (+5.3 percent). The room occupancy rate was at an annual average of 78.3 percent. An increase by 3 to 5 percent in overnight stays is forecast for 2016. 82 percent of Hamburg's residents believe that this development has solely positive effects on the city.**

The tourism sector is one of Hamburg's key growth areas. 631,000 additional overnight stays in 2015 generated additional revenue of EUR 133 million e.g. in the fields of hotel and catering, retail and cultural institutions.

### **Public approval essential for successful tourism development**

HHT recently conducted a survey on public approval towards tourism development. Following earlier surveys in 2012 and 2014, this was the third study of its kind. The key finding was: public approval towards tourism development is at a consistently high level. 82 percent of Hamburg's residents believe that the effects of tourism are mainly positive. Or, looking at it the other way around: only 3 percent of respondents feel that tourism has mainly negative or solely negative effects on the city. For Hamburg, this high approval level provides both an excellent starting point and an essential prerequisite for further developing tourism in Hamburg.

In 2015, the occupancy rate in Hamburg was at an annual average of 78.3 percent. Thus Hamburg is in second position behind Munich (78.5 percent) and ahead of Berlin (76.4 percent). The average room rate has risen by 2.8 percent to EUR 109 compared with the same period in the previous year, while the revenue per room (RevPAR) in Hamburg currently stands at EUR 85 (+2.2 percent).

### **Record levels in international demand**

The momentum gained from international markets has turned into a substantial growth driver. The number of overnight stays by international guests increased by 5.9 percent and is now at 3.1 million. Hamburg thus succeeded in raising the share of overnight stays by international guests to 24.5 percent.

Some of Hamburg's top ten international target markets recorded strong growth rates also in 2015. The largest share of international guests staying over in Hamburg comes from Denmark (with 367,000 overnight stays, an increase of 12.5 percent compared with the same period of the previous year.) With an increase of 8.9 percent and a total of 309,250 overnight stays, Switzerland comes second. Hamburg's top five markets also include Great Britain with 278,000 overnight stays, Austria with 257,000 overnight stays and the United States with 195,000 overnight stays.

### **Outlook: positive investment climate to continue**

In 2016, Hamburg is aiming to increase the number of overnight stays by 3 to 5 percent, which amounts to more than 13 million overnight stays.

## **Tourism as an economic factor**

Since 2001, the number of individuals who earn a living from the tourism sector has grown by 50,000 to more than 97,000. Today, the sector's turnover amounts to EUR 6 billion.

According to research, Hamburg has developed a new image and an attractive quality profile both in Germany and abroad. The rise in tourism has contributed to Hamburg's positive image abroad and has added to its emotional appeal. The tourism sector thus plays a key role in getting investors and young talent interested in Hamburg and the Hamburg Metropolitan Region.

In an effort to respond to the strong demand, more than 30 hotel projects are to be developed by 2018, with a level of investment of EUR 1 billion. In addition, there are various other high-profile projects lined up, among them the opening of a new cruise terminal in 2018 and the revitalisation of the Congress Center Hamburg in 2019.

In light of these figures, it seems highly likely that Hamburg will record more than 18 million overnight stays in 2018.

## **Hamburg Tourismus GmbH**

Hamburg Tourismus GmbH (HHT) is an innovative destination management organisation that markets Hamburg as a travel destination in Germany and abroad. With its market and target group-specific focus, HHT serves an interface between the city's tourism sector, travel industry and international marketing initiatives such as Deutsche Zentrale für Tourismus e.V., Magics Cities e.V. and Deutsches Küstenland e.V. As experts on Hamburg, HHT offers guests to the city comprehensive packages in Hamburg. HHT's multilingual website at [www.hamburg-tourismus.com/](http://www.hamburg-tourismus.com/) is the city's main tourism online portal with the highest audience reach.

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