

City Profile - Berlin; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail.

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Abstracts

City Profile %li%Berlin; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail.

Summary

“City Profile %li%Berlin” provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Detroit.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Berlin metropolitan area, with an area coverage of 17,106km², comprises Berlin city, Potsdam (Kreisfreie Stadt), Barnim, Dahme-Spreewald, Havelland, M?rkisch-Oderland, Oberhavel, Oder-Spree, Potsdam-Mittelmark, Teltow-FI?ming contributing 6.1% to the total GDP of Germany in 2022. Berlin's economy stayed subdued in Q3 2023 despite a strong recovery in tourism and hospitality. Negative business expectations, particularly in manufacturing, as reported by the Chamber of Industry and Commerce of Germany, also slowed down the local labor market

Scope

The service sector mainly drives the economic growth of Berlin metropolitan area, accounting for 83.3% of total GVA in 2022

Berlin's tourism sector rebounded strongly in 2022, with 10.4 million arrivals, a 103.3% increase from the previous year, thanks to eased pandemic restrictions. From January to September 2023, 9.0 million tourists visited the area, though international visitors remained subdued. The Senate Department of Economics, Energy, and Public Enterprises, along with visitBerlin, implemented various measures to stimulate post-pandemic tourism recovery, including international campaigns like "Visit the World of Berlin" and a national winter campaign benefiting local businesses and shopping centers.

Reasons to Buy

Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.

Analyze and understand the business environment in the city to align your investment and expansion strategies.

The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.

Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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