

## 'BERLIN 365/24' marks one-year anniversary

**More than 100 Berlin-related events and campaigns worldwide**

**Reaching 1.5 million+ users via social media**

**New campaign magazine and new online events calendar for 2017**

**Berlin, 6 March 2017** visitBerlin and Kulturprojekte Berlin have been marketing the German capital under the BERLIN 365/24 slogan for one year. The new initiative designed to highlight Berlin's role as a centre for culture and events was launched last year at ITB Berlin and has since been used in advertising campaigns, press conferences, and at more than 300 Berlin events around the world.

"Our city needs a slogan that acts like a wide open gate that everyone will want to pass through," says **Burkhard Kieker**, CEO of visitBerlin. "BERLIN 365/24 expresses the culturally charged atmosphere of our city, but also leaves room for the individual point of view and it's a message that's immediately understood throughout the world."

"Berlin is always open to everyone," says **Moritz van Dülmen**, Managing Director of Kulturprojekte Berlin. "In the German capital there is always something going on, at any time of day, on every day of the year."

**More than 100 Berlin-related events and campaigns worldwide**

In the past twelve months, the new slogan has been put to the test worldwide. Warsaw, Madrid, and Zurich each saw a **pop-up store** presenting design products from Berlin for two weeks. Last year also saw the launch of the **pop-up clubs** in which events about architecture, art, music and club nights helped to bring that authentic Berlin feeling to the three European cities. In **Beijing and Hong Kong, the German Embassy hosted** events under the BERLIN 365/24 motto.

An **advertising campaign** in Germany, the most important market for Berlin tourism, reached more than ten million people in selected states with a message focused on Berlin as a centre for high culture (2017.visitberlin.de)

Around 1,000 international journalists and bloggers were also invited to Berlin in the past year to research stories related to the Berlin 365/24 theme.

## **#Berlin365 reaches millions of users on social networks**

The campaign is supported by the hashtag #Berlin365 across the major social networks. Since the beginning of the campaign, nearly 10,000 images have been uploaded to Instagram with this hashtag. The campaign is also spreading on Twitter and Facebook. On Twitter alone, more than 1.5 million users have already been reached.

## **2017 Forecast**

The global BERLIN 365/24 campaign will continue in 2017. The focus this year will be on the German market. By summer, a new events calendar will appear at visitBerlin.de, Berlin's official tourism portal. It will help users explore the city's cultural offerings and book tickets. A new campaign magazine and a new campaign trailer have been prepared for ITB 2017, which starts the day after tomorrow.

BERLIN 365/24 was launched at ITB Berlin 2016 and is an initiative of visitBerlin and Kulturprojekte Berlin. It was designed in-house by visitBerlin and Kulturprojekte Berlin.

More information about the campaign can be found at [www.365-24.berlin](http://www.365-24.berlin).

## **Downloads**

- 'BERLIN 365/24' marks one-year anniversary [.pdf 503.29 KB]

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