

ITB 2018 - Berlin takes visitors back to the Golden Twenties



legendary decade back to life in" receives an update with a new route used at the Medical Tourism Pavilion

Berlin, 6 March 2018 Visitors to ITB Berlin from 7 to 11 March will experience a journey back in time to the legendary Berlin of the 1920s at the joint Berlin-Brandenburg stand. To mark the debut of the TV series "Babylon Berlin" in autumn, the Golden Twenties will come alive with a historic street scene. Visitors can dress up with Twenties accessories, sit in an original vintage car, and take a souvenir photo home with them.

"The Golden Twenties still shape the myth of Berlin and its worldwide reputation as a city of freedom," says Burkhard Kieker, CEO of visitBerlin. "At our booth, visitors can immerse themselves in the city's infamous nightlife with scenes from 'Babylon Berlin'."

"Babylon Berlin" has been airing on SKY since October 2017 with great success. The series takes place in the 1920s and was shot on location around the city. visitBerlin hopes to see positive effects for tourism: around ten percent of Berlin's guests are inspired to visit the city due to films and TV shows shot in Berlin.

The introduction of Berlin's new cultural centre

The coming years will see new buildings open in central Berlin that will expand the cultural offerings around the Museum Island. The Humboldt Forum is a part of this expanding cultural centre. Visitors can get a first impression of this important project in a special display at the Berlin stand at ITB.

Other cultural partners at ITB will be the Bauhaus Archive and Zeiss Planetarium. Kulturprojekte Berlin is also providing information on activities planned to mark the anniversary of German reunification. For the first time, Hotel Oderberger and Hotel Capri by Fraser will be among the 32 partners at the joint Berlin-Brandenburg stand.

Barrier-free Berlin: app "accessBerlin" with a new route

The "accessBerlin" app has been updated for the ITB: it now offers a new route with barrier-free attractions and sights along the S-Bahn line 9 from Spandau to Schönefeld. Whether hotels, restaurants or shopping offers: an overview of all the facilities are shown on the map. "accessBerlin" can be downloaded free of charge in all app stores.

Medical tourism: "Berlin Health Excellence" provides information on the city's services

In the Medical Tourism Pavilion in Hall 21b, visitBerlin together with "Medical Park Berlin Humboldtmühle" and "Vivantes International Medicine" introduce Berlin as a top-class medical centre. At the booth of the "Berlin Health Excellence" initiative, interested visitors can find out about medical treatment options, the city's tourist offers, and other services for foreign patients.

Destination Brandenburg: Holidays in and on the water

Water tourism is one of the main focuses of this year's fair for Brandenburg as a tourist destination. In spring, a campaign will be launched in cooperation with the Mecklenburg-Western Pomerania Tourism Association to promote Germany's largest networked water sports area. A further highlight at the ITB is Theodor Fontane's 200th birthday in 2019. At the exhibition stand, visitors can find out about the events planned in cooperation with Kulturland Brandenburg and Fontane-Stadt Neuruppin. The Naturkino at the Berlin-Brandenburg stand also offers guests a relaxing retreat from the hustle and bustle of everyday trade fair life.

Information about Brandenburg as a tourist destination: www.brandenburg-tourism.com

More information

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