

Berlin City Cards: Berlin WelcomeCard and more

On this page, we present the options for cooperations with our Berlin City Cards – the **Berlin WelcomeCard**, **Berlin WelcomeCard all inclusive** and our **Berlin CityTourCard**. Here, you can find out about **discount partnerships** as well as sales partnerships for Berlin businesses or the travel industry. If you have any questions about our Berlin Cards, just email Berlin-welcomecard@visitBerlin.de or contact or call your contact partner.

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The **Berlin WelcomeCard** (BWC) is Berlin's official tourist pass. The BWC is not just a ticket for all the city's public transport, but also includes discounts of up to 50% at around 200 sights and attractions.

The BWC is available for between 2 to 6 consecutive days and includes the free use of public transport across either the AB or the ABC fare zones.

For 25 years, the Berlin WelcomeCard has stood for the best in 'all-round sightseeing packages' for Berlin. Not only does it offer visitors flexible travel across the city and Greater Berlin region, but also a wealth of discounts with many (tourist) partners.

The Berlin WelcomeCard comes with an accompanying CityGuide with details on discount partners, insider tips, suggested **themed tours** and a detachable city map. Thanks to this practical package of services, the Berlin WelcomeCard is the perfect companion for exploring the city.

With free entry to the Museum Island museums once a day (excl. special exhibitions), the 3-day BWC including the Museum Island is especially popular with art and heritage lovers.

- **More details:**

berlin-welcomecard.de

[CityGuide 2019](#)

[Flyer 2019](#)

[FAQs](#)

[More information to download](#)

Berlin WelcomeCard all inclusive



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The Berlin **WelcomeCard all inclusive** (BWC ai) has all the BWC's advantages plus free admission to **33 Berlin highlights**. In addition, visitors can look forward to a one-day hop-on/hop-off bus tour already included as well as express entry at selected attractions.

This Berlin City Card is available for between 2 and 6 consecutive days and with a transport option for the free use of either the AB or ABC fare zones. The Berlin WelcomeCard all inclusive (BWC ai) also comes without the transport option.

- **More details:**

berlin-welcomecard.de

[CityGuide 2019](#)

[Flyer 2019](#)

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The **Berlin CityTourCard** includes 20 exciting highlights and attractions granting you up to 35% discount. Your ticket for using Berlin's public transport system is already included.

The CityTourCard is **available** for between 2 to 6 consecutive days and with the free use of public transport across either the AB or the ABC fare zones.

Berlin WelcomeCard distribution channels

The Berlin WelcomeCard is primarily distributed directly through the Berlin Tourist Info Centres, the BVG and S-Bahn sales points, Berlin hotels, the retail trade and numerous tour operators. Online distribution is organised through our visitBerlin.de online shop and our dedicated webpage at berlin-welcomecard.de.

- **Participate**

Advertising in the Berlin WelcomeCard Guide 2018

Format: 105mm x 146mm (DIN A6), perfect binding (subject to change)

Languages: GER/EN

Print run: at least 600,000

Publication: 1 x year

Publication date: 21.11.2017, valid as of 01.01.2018

Advertisement deadline: 19.09.2017

Copy deadline: 06.10.2017

To place a commercial ad in the Berlin WelcomeCard Guide or the folding map with the Berlin WelcomeCard Museum Island, contact our agency Runze & Casper directly: murre@runze-casper.de.

Discount partnerships

Selected regional services and tourist service providers can participate in the Berlin WelcomeCard as discount partners. In this way, they can benefit from showcasing their services for Berlin visitors both in an entry in the BWC Guide and online at berlin-welcomecard.de. All discount partners have to offer Berlin WelcomeCard holders at least 25% off the admission price or a main service. The final selection of

discount partners is at the sole discretion of visitBerlin.

The acquisition phase for discount partners for 2018 is now closed. If you are interested in a discount partnership for the Berlin WelcomeCard 2019, just contact us at berlin-welcomecard@visitBerlin.de

- **Become a sales partner**

International tour operators, incoming agencies and travel offices as well as many Berlin hotels and retail outlets (including small shops and kiosks), and Berlin's public transport services (the BVG and S-Bahn Berlin) already benefit from distributing the Berlin WelcomeCard.

Are you responsible for a hotel, tourist services, or a retail outlet / small shop or kiosk in Berlin? Then you too can easily secure additional income by offering that 'certain extra' to enhance the stay of your guests or customers in Berlin. As a visitBerlin distribution and sales partner, you too can benefit from our exclusive sales conditions for reselling various products and tickets to your customers and guests!

You can also opt to sell the Berlin WelcomeCard on commission or an invoice basis – and, of course, there are no delivery charges. In addition, we offer a wide range of free sales aids, such as posters, stickers and flyers. As one of our sales partners, you can also benefit as a reseller for the **Museum Pass Berlin**. Here too, as with our Berlin WelcomeCard, you can enjoy twice the value added for every item sold.

More details for international tour operators or travel agencies [here](#).

As a Berlin WelcomeCard sales partner, you can choose from two distribution models – either direct sales or an affiliate partnership with a link to the online shop.

- **Berlin WelcomeCard customers**

Supporting sales and distribution partners with information, materials, and account management

The Berlin WelcomeCard already has a firm place in many of Berlin's distribution channels. An overview of our current distribution outlets in the hotel industry and the retail sector provides an insight into the steadily growing Berlin WelcomeCard

network.

Existing sales and distribution partners in the hotel and retail sectors are supported with comprehensive, professional information and advertising materials, e.g., flyers and posters, to present the Berlin WelcomeCard and promote sales.

Account Management

As a sales and distribution partner, you can manage your account and orders easily and flexibly. Simply contact your business sector at the respective email address for hotels, retail trade, and public transport tickets:

hotel-bestellung@visitBerlin.de

handel-bestellung@visitBerlin.de

fahrkarten@visitBerlin.de

The downloadable form is available in our download area.

- **Working in the travel industry? Then become a sales partner!**

Our Berlin City Cards are not only immensely attractive for visitors, but also ideally suited to expanding your product portfolio as a tour operator and reseller. We offer our sales partners in the travel industry special conditions.

- » Attractive rates of commission from 10 passes with every sold pass counting
- » Various distribution channels: Mail order, XML/ API or affiliate handling
- » Fast and worldwide delivery
- » No prepayment and attractive payment terms
- » Free sales aids

Contact

[Kerstin Bock](#)

We look forward to hearing from you!

Our Berlin WelcomeCard Key Account Managers will be glad to help. You can reach us at any time on berlin-welcomecard@visitBerlin.de



Ulrike Dziolloß

Product Management and Development

ulrike.dziolloss@visitBerlin.de

+49 30 264748-819



Kerstin Bock

Project Manager

kerstin.bock@visitBerlin.de

+49-30-26 47 48 420

[View PDF](#)

about.visitBerlin.de