

## Berlin Tourist Info Centres

For visitors to the city, our Berlin Tourist Info Centres offer a first stop for expert and comprehensive advice on how to enjoy Germany's capital to the full – a service attracting over 1,400,000 customers every year.

Our Berlin Tourist Info Centres can be found at prime tourist hotspots in the city – from Tegel Airport, the Central Station (Hauptbahnhof), and the Central Coach Station Berlin (ZOB) to the Brandenburg Gate, the Europa Center, and Hotel Park Inn by Radisson at Alexanderplatz square. At these locations, we are optimally positioned to advise Berlin visitors and book their event tickets, hotel accommodation and city and boat tours. You too can leverage our strong visitor numbers and frequent customer contact for yourself.

- **Hire leaflet holders for your flyers**

Present your flyer (in DIN long format) at the prominent leaflet dispensers in our Berlin Tourist Info Centres. These wall-mounted leaflet holders are near the advice counter and in direct view of visitors. In this way, our team in the Centres can directly pass information on your services to interested customers.

Our flyer service is easy to use. You deliver your flyers to our distributor and they arrange the rest. They deliver to the Berlin Tourist Info Centres and check at least once a day that your flyers are properly displayed. If the Centres appear to be running out of your flyer, you are informed in good time to supply additional flyers so they can be continually displayed.

**Central Station (Hauptbahnhof), Brandenburg Gate, Europa Center:**

**Fee:** €110 per month plus VAT

**Minimum period:** 1 month

**Hotel Park Inn by Radisson, Tegel Airport, Central Coach Station Berlin (ZOB):**

**Fee:** €89 per month plus VAT

**Minimum period:**

1 month

**Hotel Park Inn by Radisson Berlin Alexanderplatz:**

**Fee:** €49 per month plus VAT

**Minimum period:** 1 month

- **Active flyer distribution**

When advising customers, the staff in the Berlin Tourist Info Centres offer your flyer actively and exclusively. In addition, your flyer is on our advice counters for the time period booked. This, naturally, is not a guarantee that visitors take your flyer with them. Active flyer distribution can be arranged at all our locations and is a service limited to one customer per week at each location.

**Fee:** €300 plus VAT per week

**Rhythm:** bookable weekly, or for several weeks

**Other details:** Only one customer per week

- **Advertising spot**

Present your promotional ad (max. 30 seconds, without sound) on one of our HDTV screens in our Berlin Tourist Info Centres at the Central Station (Hauptbahnhof), Brandenburg Gate, Europa Center, Tegel Airport and at the Park Inn by Radisson on Alexanderplatz square. Your advertising spot will be shown six times an hour on screens in direct view of waiting customers. Your promotional ad must be agreed in advance with visitBerlin, and can be on the screens in the Berlin Tourist Info Centres just one hour later.

**Fee:** €400 per month plus VAT

**Formats:** Pal 16:9, 1920x1080 pixel as a file in MPEG-1, MPEG-2, MPEG-4 or AVI format

**Production:** Advertising partners bear the entire production costs.

**Minimum screening period:** 1 month

- **Floor graphics**

Floor advertising is an innovative medium for an unusual yet memorable point-of-sale presence. Floor graphics offer eye-catching advertising when people are waiting or walking, since they are placed exactly where potential customers look.

By installing your floor graphics in our Berlin Tourist Info Centres in Berlin's Central Station or the Europa Center, you can gain our customers' attention for your services immediately they walk in, and achieve a strong advertising effect.

**Fee:** €200 per week / location plus VAT

**Production:** Advertising partners are responsible for the production and installation costs.

## **Our Berlin Tourist Info Centres**

### **Central Station (Hauptbahnhof)**

Ground floor, Europa Platz entrance  
daily 8am-9pm

### **Europa Center**

Tauentzienstraße 9 (Ground floor)  
Mon-Sat 10am-8pm

### **Brandenburg Gate**

South gatehouse  
daily 9.30am--6pm\*

### **Park Inn by Radisson am Alexanderplatz**

Alexanderplatz 7  
10178 Berlin  
Mon-Sat 7am-9pm  
Sun 8am-6pm

### **Flughafen Berlin-Tegel**

Terminal A, Gate 1  
daily 8am-7pm

### **Flughafen Berlin-Tegel**

Main Hall  
daily 7am- 10pm

\*Extended opening hours April to October

**Just contact us**



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