

Restart Berlin-Tourism

- **Strong focus on the German market**
- **Big city flair is combined with a desire for nature**
- **New activities and offers for Berliners and their guests**



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Pressegespräch zum "Restart Berlin-Tourismus" mit Ramona Pop und Burkhard Kieker

Berlin, 17 June 2020 Berlin tourism and the congress business must pick up speed again. To this end, the Senate Department for Economics, Energy and Public Enterprises and visitBerlin have launched a number of new campaigns and offers.

Ramona Pop, Senator for Economics, Energy and Public Enterprises: "Tourism is a special industry for Berlin, not only economically but also culturally for the attitude to life of our open and hospitable city. I am pleased that we can now gradually herald the restart, Berlin as a cosmopolitan metropolis has missed its guests. With new campaigns we invite visitors to visit us. Berlin is a city travel destination that combines culture with recreation and relaxation in the countryside like no other metropolis."

Burkhard Kieker, CEO of visitBerlin: "visitBerlin is working flat out to get the German capital back on track for the coming weeks and months. The interest is great, trust is important. We focus on the combination of big city flair and relaxed enjoyment of nature. With our campaign "Berlin. That too" we address especially guests from Germany. Soon we will also be expecting guests from our European neighbours again."

Interesting hotel offers coupled with a rail journey and the Berlin WelcomeCard form a massive sales campaign in Germany under the title "Experience your capital city".

Summer edition of "Experience Your City"

In July there will be a summer special for Berliners in the popular format „Erlebe Deine Stadt“ ("Experience Your City"). It took place for the 10th time at the beginning of the year and is now being launched as an economic stimulus package for hotels on two weekends in July. Locals are invited to rediscover their city and its offerings. This works especially well with the Berlin WelcomeBackCard, which is also part of the offer. The travel period is from 11 to 12 July 2020 and from 18 to 19 July 2020, booking starts on 2 July 2020.

At the center of visitBerlin's communication is the image campaign "Nature. Berlin hat too", with which Berlin is positioning itself as an urban and recreational destination. The campaign combines urbanity with relaxation by the water, cultural highlights with activities such as cycling. visitBerlin advertises the capital city nationwide in the digital media and in selected federal states on a large scale in urban areas. The focus is on the approach of a diverse Berlin. First videos are already online.

Congress business starts with hygiene framework concept

The Berlin MICE industry is also prepared for the resumption of business. To facilitate planning, visitBerlin has developed a guide for safe events during the Corona Pandemic in cooperation with the Senate Department for Economics, Energy and Public Enterprises, the visitBerlin Convention Partner e.V. and the Berlin Events Industry Association. The guideline was agreed with the Senate Administration for Health, Care and Equality and recognised as a **hygiene framework concept**.

Further easing stimulates the travel business

In addition to guests from Germany, visitBerlin once again expects international tourists. Germany is considered one of the safest countries to travel to. As a result of the opening of the border, Deutsche Bahn is once again travelling abroad, and there will be direct connections to Berlin from Graz and Innsbruck again in the coming days. Air traffic is also increasing steadily. European tourists can therefore travel to Berlin again.

(Zeichen: 3.752)

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