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# Finally again. Berlin.

**Berlin's Germany-wide tourism campaign for the long-awaited new start after the Corona crisis**

Endlich wieder gemeinsame Momente.

# Endlich wieder. Berlin.

JETZT  
**BERLIN-  
REISE**  
BUCHEN

[visitBerlin.de/endlich-wieder](https://visitBerlin.de/endlich-wieder)

BERLIN



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Plakatmotiv der Kampagne "Endlich wieder. Berlin."

Berlin, May 2021

The travel bug is here and Berlin can't wait to welcome its guests back as soon as travel is possible again. Berlin is a city to dream and experience - and what could be more fun in these times than finally planning and booking a Berlin trip again? A trip to the capital in summer or autumn with visits to restaurants and theatres, exhibitions and concerts, park, street art and neighbourhood walks or swimming and cycling tours. The city invites you to discover it anew and finally enjoy shared metropolitan moments again. **Finally again. Berlin.**

Berlin is known worldwide as the capital of freedom - and it is typically Berlin. The most diverse cultures meet here, and this determines not only the people of the city but also the twelve Berlin neighbourhoods with their high-quality art and cultural offerings, the dazzling gastronomic scene and the countless parks, lakes and gardens. The hustle and bustle of the big city and urban nature are surprisingly close to each other: from the Brandenburg Gate to the Wannsee, from the Berghain to the Tierpark, from the Olympic Stadium to Berlin's water paradise "Little Venice", it takes just 30 minutes to drive. And cultural sites such as the Gendarmenmarkt, Museum Island and the Berlin Wall Memorial are not far away from each other. The new cultural centre wants to be discovered, a high-speed sightseeing tour is possible with the newly extended underground line U5, many exhibition openings can be expected in the course of the year in Berlin's new tourist magnet, the Humboldt Forum. Berlin is looking forward to welcoming visitors from Germany and all over the world. See you again at last. In Berlin.



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## About "Finally again. Berlin."

visitBerlin's new tourism campaign "Finally back. Berlin." is aimed from the end of May 2021 at travellers who, after a long period of travel restrictions, want to dream themselves away to Europe's most exciting metropolis and gather Berlin inspiration for their next holiday. The new campaign reflects the extraordinary diversity in the areas of art and culture, gastronomy and urban nature in combination with the Berlin lifestyle. Travellers should feel like discovering Berlin anew or again and be positively encouraged to spend their first trip this year in the capital and experience Berlin moments together. The City Light posters can be seen extensively in Bavaria, Baden-Württemberg, North Rhine-Westphalia and Hesse. The videos and ads will be played out as part of an online campaign. More at [visitBerlin.de/endlich-wieder](https://visitBerlin.de/endlich-wieder)

The tourism campaigns in the run-up: With the adaptation of the marketing initiative launched in 2020 "Berlin. Auch das." marketing initiative launched in 2020, Berlin promoted the German travel destination from mid-February to the end of May 2021 under the motto "We'll see each other again soon". The aim was to awaken the first yearning for the capital. More at [visitBerlin.de/en/berlin-be-surprised](https://visitBerlin.de/en/berlin-be-surprised).

## Ein Überblick zu visitBerlins Marketingkampagnen hier

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## Berlin. Bewegt.

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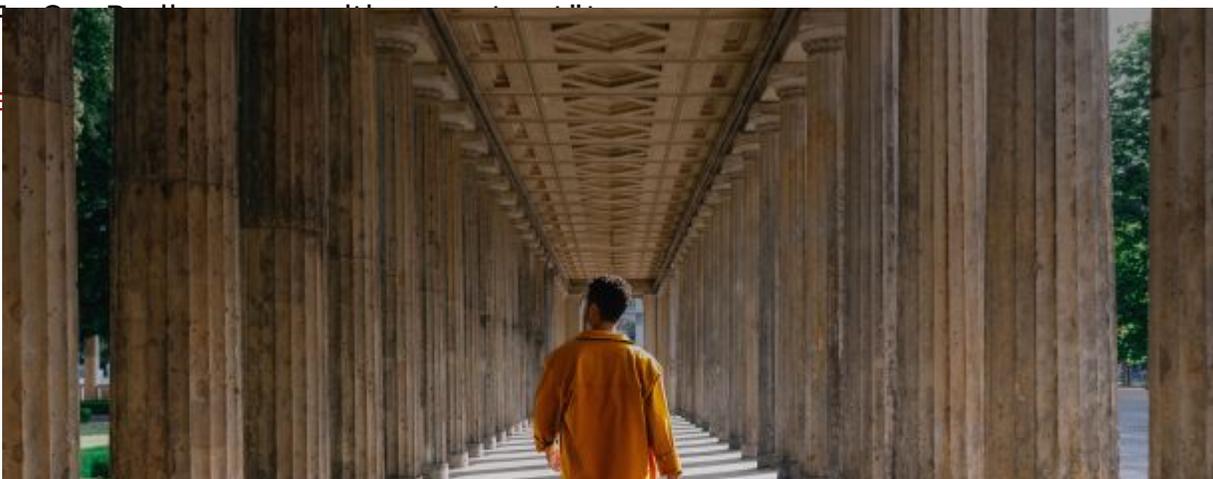
© Getty Images, Foto: Martin Dimitrov

## #AllForOneBerlin - visitBerlin lädt Berliner Tourismusbranche zu gemeinsamer Sommeraktion ein

Berlin, 24.6.2021

visitBerlin ruft die touristischen Anbieter der Stadt dazu auf, sich unter dem Hashtag #AllForOneBerlin zu vereinen und gemeinsam für die Sommeraktion zu werben.

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## **"Berlin. Be surprised." - Discover the capital differently**

New marketing initiative of visitBerlin shows that Berlin is the perfect destination for a weekend or holiday trip right now

Read more

**[about.visitBerlin.de](https://www.visitberlin.de)**