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Marketing Pillars

Four marketing pillars for all target groups

Our marketing pillars pursue strategies tailored to diverse styles of hotels and their target groups. The pillars subdivide topics into working groups where you can actively contribute to the decision-making processes. Here, you find an overview of our four marketing pillars and the various working groups.

- [Premium](#)

This pillar successfully markets Berlin for discerning visitors. Fam trips and a presence at international trade fairs grow the share of overnight stays in the [premium 'leisure FIT'](#) and high-value MICE segments.

- [Youth & Sport](#)

We develop strategies to grow visitor rates in this segment – and you can design your own target-group activities especially for teachers, students and school pupils, and sports events. The annual information trips for [teachers](#) form a main plank in our planning. Let's work together to shape the image of Berlin for the next generation of the city's visitors!

- [Meetings, fairs and congresses](#)

Together with the visitBerlin [Berlin Convention Office](#), the city is promoted successfully and sustainably in the MICE sector – and you too can represent and sell

Berlin as a major business and congress location. Benefit from our partner network, presence at international trade fairs, roadshows and the Meeting Place Berlin platform.

- **Content and target group marketing**

Projects on current themes and trends are bundled and promoted across a wide range of marketing projects.

You can join our working groups on such topics as accessible Berlin, family and cycling tourism, LGBTI travel and Berlin's cultural landscape:

Accessible Berlin

Cycling tourism

Families

Culture & Events

pink pillow Berlin Collection

Sehen Sie [hier](#) einen Rückblick über die Highlights der Marketingsäulen in 2018.

Haben Sie Fragen zu den Marketingsäulen? Dann nehmen Sie doch gerne Kontakt mit uns auf!



Ynske de Jong

Team Cooperations

Key Account Manager Hotels

ynske.dejong@visitberlin.de

+49 30 264748-928



Sabrina Mehlitz

Senior Project Manager

sabrina.mehlitz@visitBerlin.de

+49 30 264748-977

Contact

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