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Strategic and Sector Partners

Tourism and convention metropolis

Since 1993, the close cooperation between visitBerlin and numerous partners in the city has played a major role in the success story of tourism in Berlin. Together with partners from the travel trade, meetings and conventions sector, hotel industry, and the cultural, economic and political spheres, visitBerlin works to promote Berlin globally as a major business and congress location.

- [Berlin Senate](#)

visitBerlin cooperates closely with the Senate of Berlin, the city's executive body, and especially with the Senate Chancellery and the Senate Department for Economics. Examples of such cooperation include the activities to promote Germany's capital city under the [be Berlin](#) campaign, with the two partners meeting regularly to align and coordinate measures.

- [Berlin Partner for Business and Technology](#)

The [Berlin Partner](#) for Business and Technology (Berlin Partner für Wirtschaft und Technologie GmbH) is a unique public-private partnership designed to promote Berlin's economic sector and location marketing. With its range of services for business and entrepreneurs, Berlin Partner assists and advises investors locating to the city. It also supports Berlin companies in moves to expand and internationalise, and provides investment incentives. Berlin Partner and visitBerlin cooperate on their presence at selected international fairs and trade events, and also represent each

other's companies and objectives in their own activities.

- **TMB – Promoting Tourism in Brandenburg**

TMB (TMB Tourismus-Marketing Brandenburg GmbH) is Brandenburg's official tourist board, promoting this federal state both nationally and internationally as an attractive tourism destination. Since 2015, visitBerlin and the TMB have presented the capital city region at a joint stand at the ITB, the world's largest travel trade show. The limited company **Berlin-Brandenburg WelcomeCenter GmbH** for the new Berlin Brandenburg Airport is a joint subsidiary owned equally by the TMB and visitBerlin.

- **Berlin Airports**

The **Berlin Airports** (Berliner Flughäfen) operate Berlin's current airports at Tegel and Schönefeld, and are responsible for constructing the new Berlin Brandenburg Airport (BER). visitBerlin supports the Berlin Airports in their work of acquiring new airlines and supporting existing major customers.

- **Kulturprojekte Berlin**

The not-for-profit organisation **Kulturprojekte Berlin GmbH**, funded by the federal state of Berlin, works closely together with visitBerlin. It is entrusted with the tasks of promoting culture to a wide audience both at home and abroad, networking actors in the cultural sector, and acting as an intermediary for institutions and organisations across a wide range of sectors. As a partner in Berlin's cultural scene, Kulturprojekte Berlin designs and organises projects and initiatives, provides services for museums and develops programmes in cultural education.

- **Berlin Public Transport – BVG and S-Bahn**

Working together with the Berlin public transport services (**BVG**) and the **S-Bahn** city railway, visitBerlin has developed the two popular tourists passes, the Berlin WelcomeCard and the Berlin CityTourCard. In this process, Berlin's public transport providers play a major role and are reliable cooperation partners. The tourist passes enhance the quality of stay and service for Berlin visitors.

- **Messe Berlin**

Messe Berlin operates the Berlin ExpoCenter City, the fair and exhibition grounds under the city's landmark Funkturm radio tower, as well as the new CityCube Berlin venue. The Messe Berlin portfolio includes exhibitions, trade fairs and congresses in Berlin and abroad. The visitBerlin **Berlin Convention Office (BCO)** and Messe Berlin

work closely together to acquire global conventions and congresses.

- **visitBerlin Partnerhotels e.V.**

The **visitBerlin Partnerhotels e.V.** represents the interests of the Berlin accommodation companies and provides a platform for the partner hotels at Berlin Tourismus & Kongress GmbH. The partner hotels are committed to marketing columns and working groups and thus actively contribute to tourism marketing. The association is the largest shareholder of visitBerlin.

- **visitBerlin Convention Partner e.V.**

The not-for-profit **visitBerlin Convention Partner** organisation provides an umbrella for a network of event locations, technical and equipment services, logistics companies, caterers, congress organisers and event agencies. The visitBerlin Convention Partner concentrates primarily on strengthening the international focus of its service providers and facilitating an exchange of experience and information between members.

- **German National Tourist Board**

On behalf of the Federal Government, the **German National Tourist Board** (GNTB) works internationally to promote Germany as a travel destination. In its operative business, visitBerlin works around the world with GNTB branches and had been an active GNTB partner since 2012.

- **German Convention Bureau**

The **German Convention Bureau (GCB)** is the main contact for conferences, congresses, incentives and events in Germany. The GCB has approximately 230 members which, in addition to the Berlin Convention Office and visitBerlin, include hotels, congress centres, car hire companies, event agencies and services from the German meetings and conventions sector.

- **BestCities Global Alliance**

In May 2012, Berlin became a full member in the **BestCities Global Alliance**. This network of 12 outstanding international conference cities brings together such premier meeting destinations as Dubai, Singapore, Edinburgh, Melbourne, Copenhagen, Cape Town and Vancouver. Berlin's membership in this alliance offers

an opportunity to pool expertise in joint marketing campaigns around the world.

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