

visitBerlin and easyJet launch strategic partnership

- **easyJet's commitment strengthens Berlin's touristic development**

Berlin, 27 March 2018 easyJet, Europe's leading airline, has today announced a long term partnership deal with *visitBerlin*, the capital's official promotional organisation, which will see the airline become one of its main transport partners. The airline will join forces with *visitBerlin* to promote tourism in Europe and Germany to Berlin. The deal builds on a €5m advertising campaign by easyJet to launch services to and from Berlin Tegel.

Through the first ever strategic partnership, easyJet and *visitBerlin* will develop different areas of collaboration, from creating and spreading great local content that will inspire the world to visit Berlin and experience its culture, people, atmosphere and lifestyles to digital and social media activities. Additionally the partnership will generate revenue for *visitBerlin* through the sale of the *Berlin WelcomeCard* on board and we will exchange information to continuously develop the network and services. The campaign #berlinwelcomesyou, which will run from summer onwards, will act as an umbrella brand to help travellers get the most out of exploring Berlin.

Last year easyJet flew 3.5m international passengers into Berlin. That is more than any other airline including Lufthansa and with our expansion at Tegel this will increase by 60% year on year to 5.6m visitors.

Thomas Haagensen, easyJet's Country Director for Germany, Austria & Switzerland: "Berlin is such an important destination in the German market and remains popular with our customers throughout the entire network. This first ever strategic partnership with *visitBerlin* will seek to explore different areas of collaboration in order to show everything Berlin has to offer to the great diversity of easyJet's passengers."

Burkhard Kieker, CEO of *visitBerlin*, added: "The engagement by easyJet is great facilitator for the economic and the touristic development of Berlin – which is a great occasion to establish the first strategic partnership between the capital's official promotional organisation and an airline. With the hashtag #berlinwelcomesyou we will join forces to promote tourism in Europe to Berlin."

For further information, please contact:

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visitBerlin

"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH, operating under the *visitBerlin* brand, has been promoting Berlin globally since 1993 as a tourism and congress metropolis. Berlin now has more visitors than ever before. In 2017, Berlin recorded around 13 million guests and 31 million overnight stays. Berlin is also extremely popular for meetings and congresses – for over ten years, it has been one of the top 5 cities for international association conventions. As a tour operator, Berlin Tourismus & Kongress GmbH, a private sector company, also offers hotel accommodation and issues the Berlin WelcomeCard, the city's official sightseeing pass. *visitBerlin* operates the Berlin Tourist Info Centres and the Berlin Service Center available on +49 (0)30-25 00 25. On visitBerlin.com, Berlin's official tourism website, Berlin visitors can find all the information they need about every aspect of their trip to the city. Find out more about *visitBerlin* on about.visitBerlin.de

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