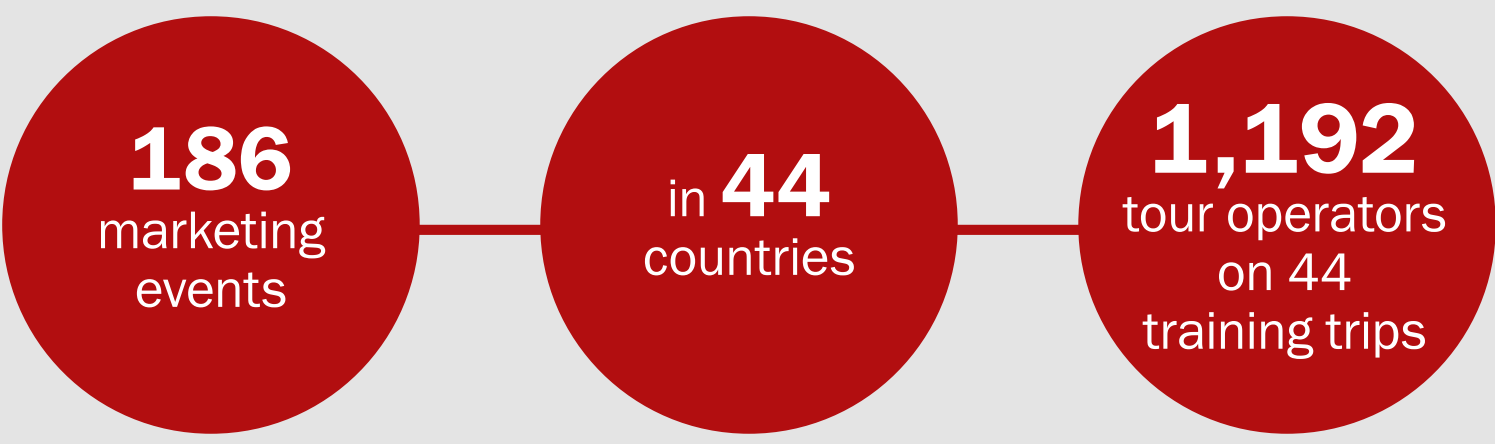


International Marketing



In 2017, *visitBerlin* promoted Berlin in **57** countries.
In over **250** events and presentations, *visitBerlin* promoted Germany's capital to representatives of the tourism and conventions industry, in the media and to potential visitors.

Tourism Marketing



Convention Marketing



Press and Public Relations



34 media events in **28** countries
140 editorial interviews



approx. **3,500** press enquiries answered
around **250** interviews



444 press trips with **794** journalists from **49** countries
incl. **133** blogger/influencer trips



over **200 million** readers reached by *visitBerlin* press and media relations

Cooperation in Berlin

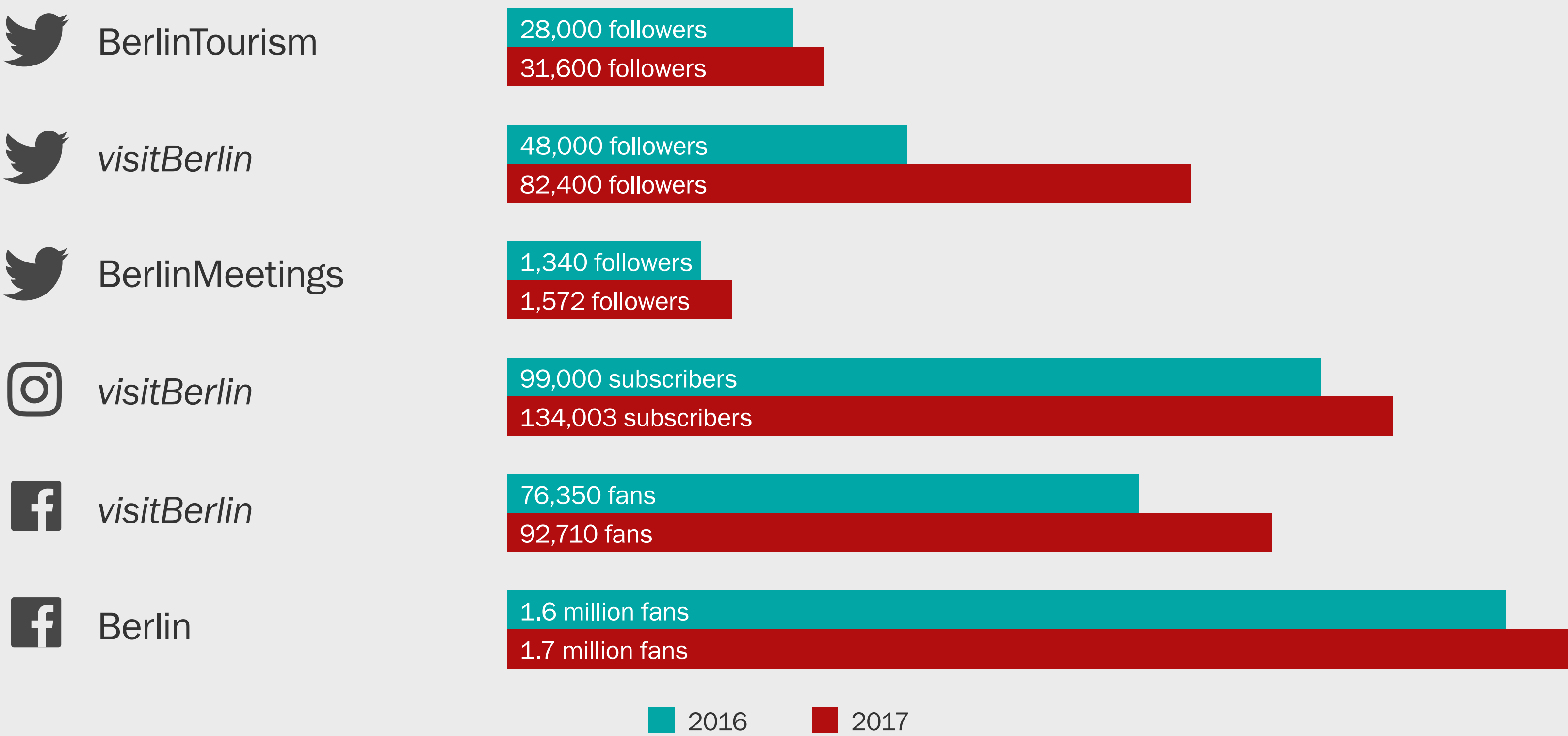


approx. **1,000** meetings for cooperations
over **1,500** cooperations with businesses and institutions from the travel trade, and cultural, economic, and social sectors
80 events with partners from the *visitBerlin* network

Berlin's official tourism website



Social Media



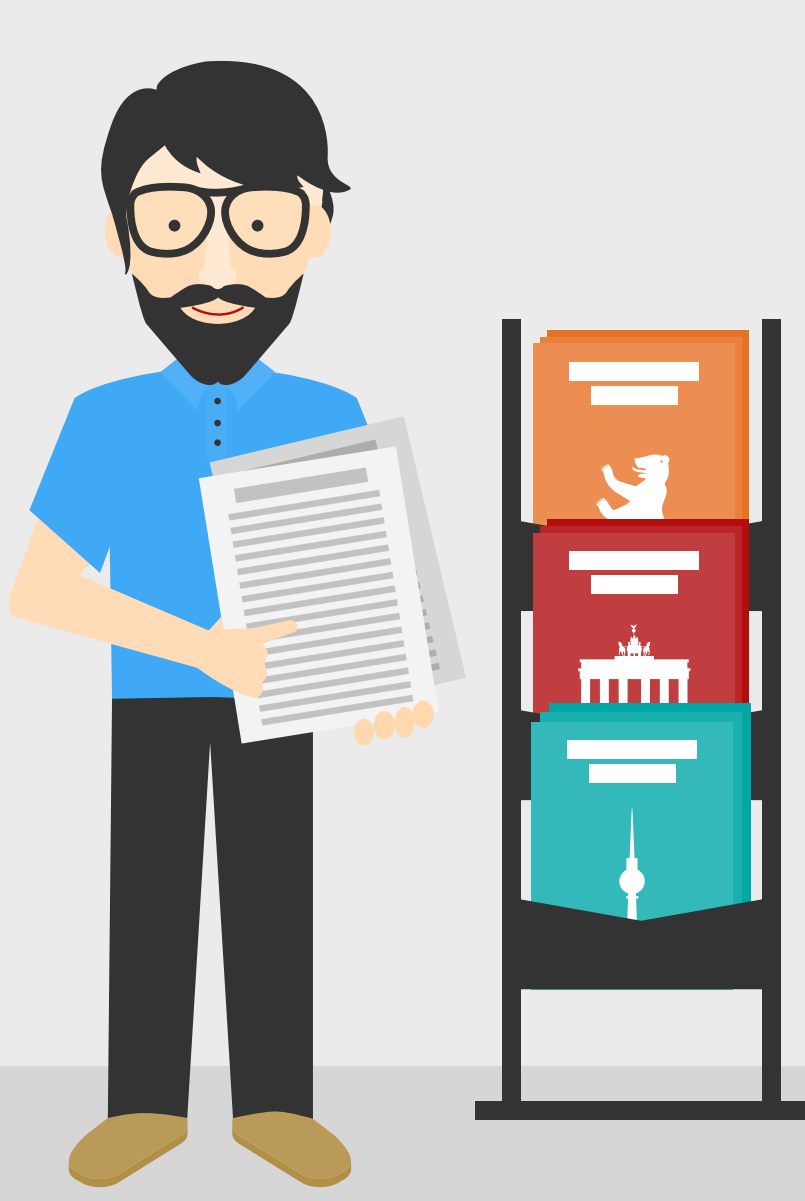
Visitor Information

Berlin Tourist Info Centres



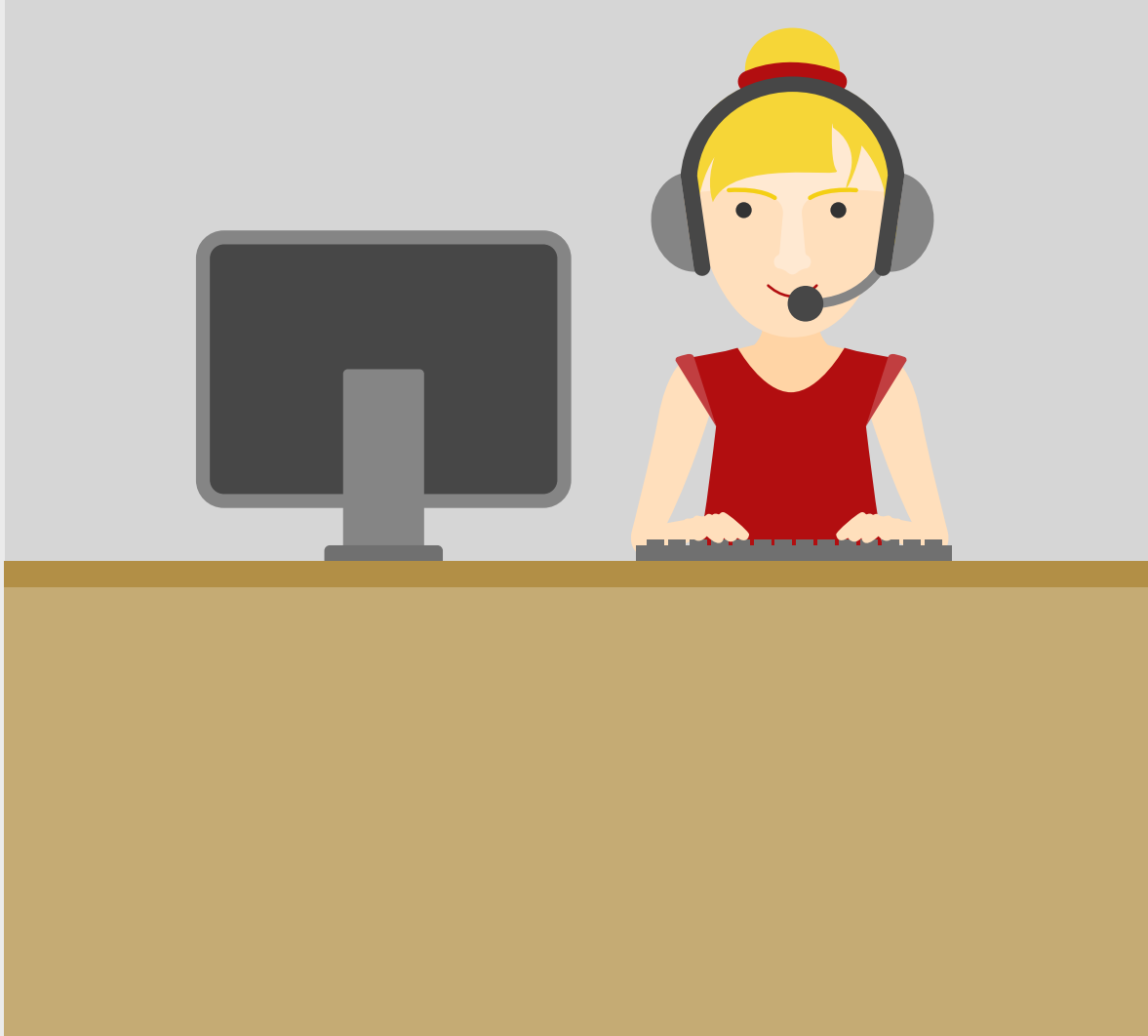
7 Berlin Tourist Info Centres with over **1.5 million** visitors and information in **16** languages

Publications



nearly **30** publications in up to **10** languages

Berlin Service Center



around **10,000** calls answered, **2,400** enquiries for reservations and **7,000** answers to written enquiries

Working for visitBerlin



around **220** employees



Company service* on average **8.2** years
* permanent employees



average age **36.6** years old



Trainee ratio **10 %**

Budget allocation



€23.7 million total budget