

New Berlin-Philadelphia flight connection provides significant impetus for the capital region

- **Start of the new non-stop Berlin-Philadelphia connection as of today**
- **American Airlines will be flying four times a week until the end of September 2019**
- **An important step towards connecting to international air traffic**

Berlin, 8 June 2019 Berlin gets a new long-haul connection: as of today, American Airlines will connect the German capital with Philadelphia by means of a non-stop flight. This makes the capital region even easier for private and business travellers from North America to reach. The connection will be offered four times a week from Berlin-Tegel until 28 September 2019.

"The new flight to Philadelphia underlines the economic and touristic attractiveness of the German capital," says **Burkhard Kieker, CEO of visitBerlin**. "American Airlines is one of the world's largest airlines and Philadelphia is one of the most important hubs in North America. In the long-haul initiative, we are actively working to win additional non-stop connections for Berlin."

Jan Eder, Managing Director of the Berlin Chamber of Industry and Commerce: "The USA is the most important trading partner for the economy of the capital region. Last year, Berlin and Brandenburg companies exported goods worth three billion euros across the Atlantic. The interests of the economy in having fast and direct flight connections to its largest sales market are correspondingly high. The building of new business relationships or the conclusion of contracts often make attendance in person indispensable. As an initiative for more long-haul connections, we therefore expect a lot from the new connection and see even more potential for flight connections, for example to the Asian region."

Cristian Lizana, Regional Sales Manager Central and Eastern Europe for American Airlines: "As the world's largest airline we are delighted to launch the new non-stop service from Berlin to Philadelphia. The route will be a welcome addition to the German market as it offers customers a chance to experience the historic city of Philadelphia, as well as opening up a wealth of connections to destinations across American's extensive network in North America, the Caribbean, Latin America and Canada."

The USA is the overseas market with the most visitors in Berlin and an important economic partner for the German capital. In addition to the United Kingdom, the United States is the chief international market for conferences and congresses. In the first three months of the year, around 73,000 guests from the United States came to the capital (+ 8.3 per cent compared to 2018). They accounted for more than 205,000 overnight stays (+ 12.1 per cent) in Berlin hotels. Visitors from the USA stay in Berlin longer than the average guest with a stay of 2.8 days compared with 2.4 days.

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Press Release



Long-haul initiative

Almost 30 years after German reunification, the German capital Berlin is still cut off from long-distance traffic, while the hubs in Frankfurt and Munich dominate. The long-haul initiative calls for this imbalance to finally be redressed and works closely with numerous international airlines. The long-haul initiative includes the Hotel and Restaurant Association of Berlin, the German Trade Union Federation of Berlin-Brandenburg, the Chambers of Industry and Commerce of Berlin, Cottbus, East Brandenburg and Potsdam, the Business Associations of Berlin-Brandenburg, visitBerlin, Berlin Partner, Wirtschaftsförderung Brandenburg as well as TMB Tourismus Marketing Brandenburg. More information about the initiative can be found at: www.ihk-berlin.de/langstrecke

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 2018, Berlin recorded 13.5 million guests and around 33 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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