

visitBerlin 2020 in figures

Communication for Berlin

visitBerlin aligned its work with the various phases of the COVID-19 pandemic – from crisis communication in the lockdown phases to advertising during the recovery phase

International activities



28 webinars and digital workshops with approx. **3530** customers

15 online OTA campaigns

Berlin. Be surprised. campaign



National advertising campaign generating a reach of 215 million people and 65 million through PR coverage

Offers for Berliners



In summer and autumn, the **Berlin WelcomeBackCard** and **"Erlebe Deine Stadt" hotel offer** for residents of Berlin and the federal state of Brandenburg

Information and awareness



Outdoor advertising, street art and promotional material for Berlin's gastronomy sector in an awareness-raising initiative to help prevent the spread of COVID-19

Press and Public Relations



press and public relations reaching over **1.5 billion** people in **21** countries



approx. **800** media enquires answered from 30 countries as well as interviews

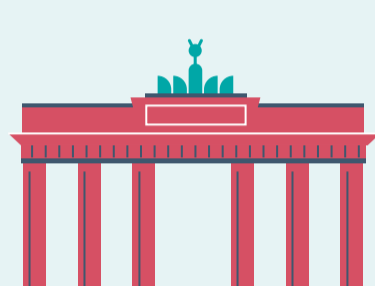


62 press, blogger & Fam trips from **22** countries with **130** participants



29 editorial interviews in Germany and **3** press meetings held in Berlin

Destination management in Berlin



visitBerlin supported its partners during the crisis by providing the latest on the situation in the city, emergency aid, and other support measures

supporting Berlin's phone hotline and email infoline on the city's emergency aid measures, regular sector mailings, and advisory meetings with the local boroughs

approx. **40,000** views of the corona website with B2B service information for partners on about.visitBerlin.de

networking events in digital formats with **350** participants from Berlin's tourism sector

Visitor information

Berlin's official tourism portal

approx. **4.8 million** users



around **11.3 million** page views

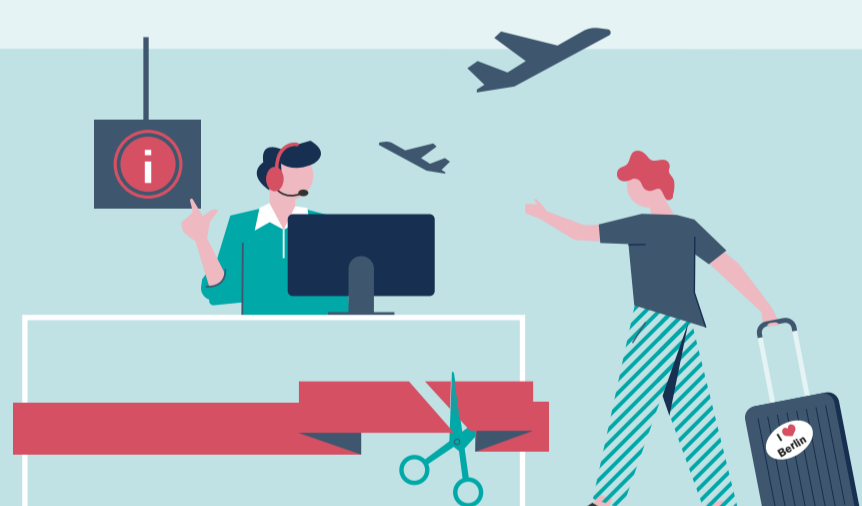
Newsletter

approx. **200,000** recipients informed via **95** specific newsletters about Berlin and visitBerlin



Berlin Tourist Info

new opening of the Tourist Info Centre at the **BER Airport**



Social Media

● Follower B-2-C ● Follower B-2-B

FB @Berlin 1,686,989

Instagram @visit_Berlin 247,132

FB @visitBerlin 156,356

Twitter @visitBerlin 89,799

Twitter @BerlinTourism 34,980

↑ 6%
more followers in social media channels

NEU

LinkedIn Since 2020, professionally maintained LinkedIn channel

Twitter @BerlinMeetings 1,894

LinkedIn @visitBerlin 1,740

Twitter @visitBerlinNews 620

Working for visitBerlin



around **190** employees



Company service on average **7 years**



over **80%** of employees working from home



average age **39.1 years**



Trainee ratio **8.4%**