

I short version

visitBerlin

For over 20 years, *visitBerlin* (Berlin Tourismus & Kongress GmbH) has been globally promoting **Berlin as a brand**. Today, around 200 employees are actively working in Berlin and around the world to position Berlin as a major tourism destination and congress location. *visitBerlin* showcases Berlin at hundreds of events globally, attracts international journalists and bloggers to the city and supports them on their research trips here. In the convention sector, the *visitBerlin* **Berlin Convention Office** acquires conferences, fairs and congresses for Germany's capital city.

visitBerlin also functions as a **travel agency** offering hotel accommodation and tickets, and issuing the **Berlin WelcomeCard**, Berlin's official sightseeing pass. In addition, it operates the **Berlin Tourist Info Centers** and the **Berlin Service Center**. With its vast range of useful information plus exclusive offers, visitBerlin.de, Berlin's official online **tourism platform**, makes it easy for visitors to prepare their trip to Germany's capital city. about.visitBerlin.com

I long version

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visitBerlin is funded by the Berlin Senate as a **public-private partnership**. However, a sizable proportion of its budget is generated by its own activities and reinvested in promotional campaigns for Berlin.

visitBerlin is ranked as one of Europe's most successful destination management organisations. The [company shareholders](#) are the non-profit organisation *visitBerlin* Partnerhotels e.V., as well as the *Land* of Berlin and the Investitionsbank Berlin, and three limited companies: the Flughafen Berlin Brandenburg GmbH, the Messe Berlin GmbH and TMB Tourismus Marketing Brandenburg GmbH. about.visitBerlin.com