

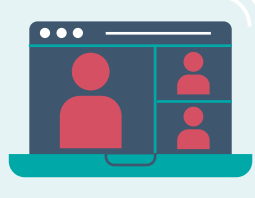


# visitBerlin 2020 in figures

## 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 total reach of 225 million, PR coverage generated a reach of 65 million

### 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

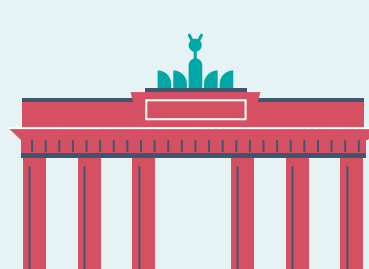


**62** press, blogger & Fam trips from **22** countries with **130** participants



**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](http://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**

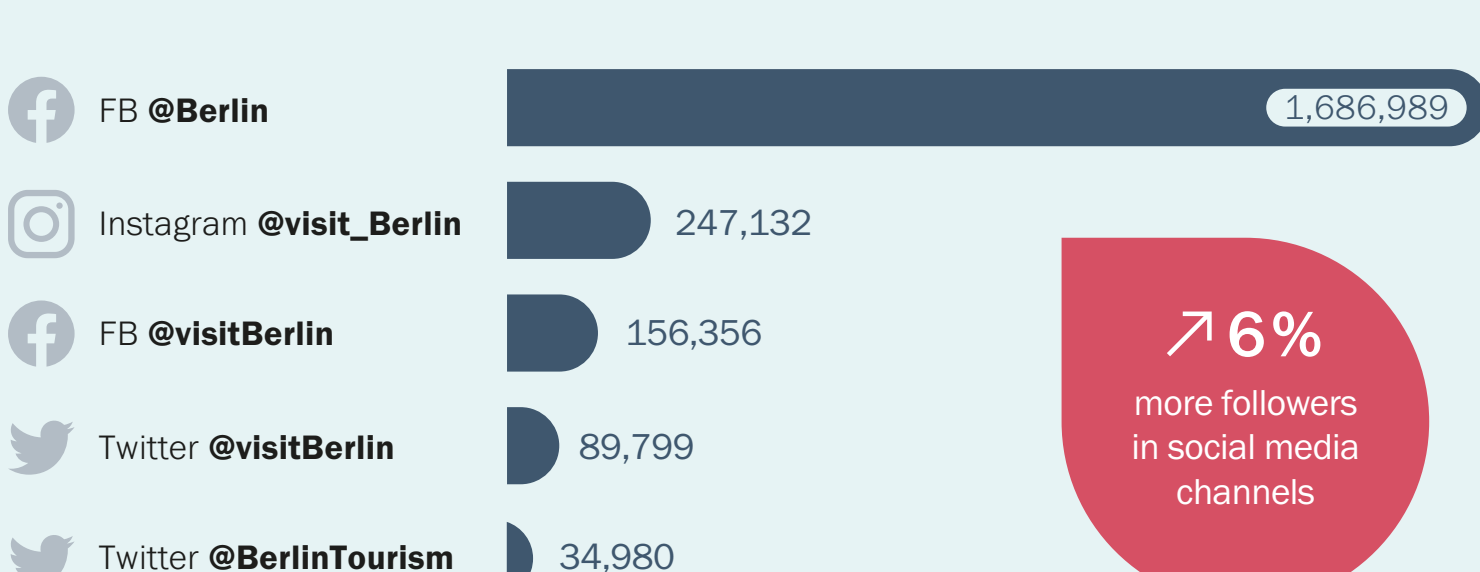


### Berlin Tourist Info

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

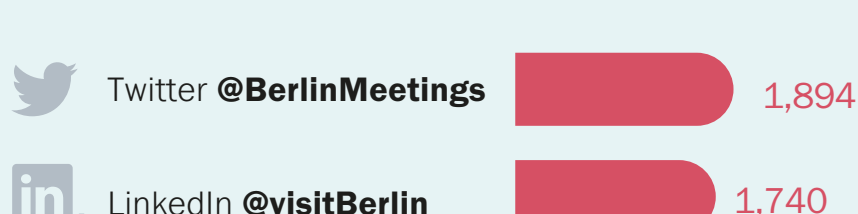
## Social Media

● Follower B-2-C ● Follower B-2-B



### NEU

**LinkedIn** Since 2020, professionally maintained LinkedIn channel



## 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%**

## Budget allocation

**77%** City of Berlin



**22%** own revenues

**1%** hotel trade and grants from the shareholders etc.



**€ 20 million** total budget