

## New Air Berlin flight from New York to Berlin

Berlin Tourismus Marketing welcomes new flight connections from the USA

**Berlin, 22 September 2010** The German capital can now be reached on a total of four non-stop flights from the USA. Air Berlin announced today that starting in the summer of 2011 it will offer four flights a week from New York (JFK) to Berlin (TXL). Furthermore, in its winter flight schedule there will be three instead of the planned two weekly flights connections Miami- Berlin. Air Berlin thus adds to the existing USA offering of Continental Airlines and Delta Air Lines, which have successfully operated flights from New York to Berlin for several years now.

“The new flight connection strengthens Berlin’s links to the most important intercontinental market in the travel and convention industry”, says Burkhard Kieker, CEO of Berlin Tourismus Marketing GmbH (visitBerlin). “Attractive long-haul flights combined with an extended European flight network are decisive contributory factors to the ongoing positive development in visitor numbers.”

Since the launch of flights by Delta Air Lines and Continental Airlines in the summer of 2005, the Berlin arrivals from the USA have risen by more than 50 percent. In 2004 a total of 156,257 guests from the USA visited the German capital. By 2009 this figure had already climbed to 238,403. The number of room nights rose by just under 40 percent from 423,667 in 2004 to 585,564 in 2009.

In response to this positive development, Berlin Tourismus Marketing GmbH now works with its own PR agency in the United States. Furthermore, the marketing activities in the North-American MICE industry have been stepped up since the beginning of the year with its own representation in New York City.

Further information is available on [www.press.visitBerlin.de](http://www.press.visitBerlin.de).

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