

ITB results for the capital region

First joint trade fair appearance of Berlin and Brandenburg with good feedback

Berlin, 13 March 2011 Only a few hours before the end of the International Tourism Exchange (ITB) there is no doubt for the capital region that the premiere of its joint trade fair appearance has been successful. The new concept was very well accepted during the past days by many trade visitors from all over the world.

"We are pleased that with our new stand we have again a platform for the many tourism offerings of the city", says *visitBerlin* CEO Burkhard Kieker.

"Brandenburg and Berlin perfectly complemented each other. Each partner had the possibility to show his strengths and hence visitors experienced a perfect interplay of a cultural metropolis and a natural landscape", comments Dieter Hütte, CEO of TMB Tourismus Marketing Brandenburg GmbH, on the joint appearance.

ITB was used by *visitBerlin* and the Berlin-based providers for intense professional talks: the focus was mainly on tour operators from countries with a high visitor influx and future-proof markets. Overall, 79 exhibitors presented the diversity of the capital region on 1,600 square metres. The new brochure "Kiez erleben" of *visitBerlin*, which presents the 12 Berlin districts, was in particularly high demand amongst visitors.

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