

Take-off of the Air Berlin flight to New York

visitBerlin anticipates growing US visitor numbers for the Germany capital

Berlin, 1 May 2011 Several minutes ago the first Air Berlin flight to New York took off. After the successful launch of the Miami service during the winter of last year, Air Berlin now also heads for the Big Apple. The airline further extends its hub in the German capital.

"Berlin and New York are soul sisters", says *visitBerlin* CEO Burkhard Kieker. "The two cities are extremely cosmopolitan, vibrant and have the world's best art scenes."

With the new service *visitBerlin* not only expects more American guests to visit the German capital. The now fourth air link to the USA will also strengthen Berlin as a congress location. For US event planners the German capital is now even more attractive.

Since the take-off of Delta Air Lines and Continental Airlines in the summer of 2005, Berlin arrivals from the USA rose by 67percent: In 2004 a total of 156, 257 US visitors came to the German capital; in 2010 there were already 261,319. The number of room nights rose by 50 percent from 423,667 in 2004 to 635,672 in 2010.

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