

Press information

Berlin at ITB: Between Check-in and Chill-out Zone

In the focus: Airport opening / ITB stand with “Silent Disco” club lounge and health experience island / Berlin and Brandenburg present the tourism highlights of the year together in Hall 12 / Overview of Berlin diary.

Berlin, 29 February 2012 *visitBerlin* and TMB Tourismus-Marketing Brandenburg GmbH will present the capital region at ITB, the world’s leading travel trade show. After a successful premiere last year, they will present their tourism highlights together for the second time in Hall 12. Apart from the 300th anniversary of Frederick the Great, the opening of the new airport Berlin Brandenburg Willy Brandt (BER) is a focal theme. At an information event on 9 March, *visitBerlin* and TMB will present the new Berlin Brandenburg Welcome Centre, which they will operate together at the airport from 3 June. It will serve as a showcase for the region and will be the first port of call for tourist services.

Discover Berlin: ITB stand with club lounge and relaxation lounge

The vibrant nightlife of the German capital can be experienced at the “Silent Disco”, produced in co-operation with the Berlin Music Week. In a lounge atmosphere and with earphones the visitors can dip into Berlin’s cultural and night life.

A second highlight of the trade show appearance is the “Health Lounge”, which informs about Berlin as a location for health tourism – a short spa break on relaxation loungers included. Whether health and medical tourism is already a mega trend, its opportunities and risks and the successful players will be discussed by international experts at the “ITB Health Tourism Panel” on 9 March. This event will be followed by the “ITB Health Tourism Battle”, an inspiring exchange on trends in health tourism: eight speakers will have four minutes each to present their health topic. At the end of the event, the congress participants will decide about the most innovative idea.

On the joint 1,600 m² stand, 74 co-exhibitors from Berlin and Brandenburg display their tourism offering and highlights for 2012. On Saturday and Sunday, when the trade show will be open for the public at large, prize game activities will await visitors in Hall 12. During the mixed programme they can also meet renowned Berliners and Brandenburgers, including the Old Fritz or mascots of the sports clubs, who will move around as walk act artists.

Booming tourism in the capital region

The two German states, Berlin and Brandenburg, are fully in vogue as far as visitors from Germany and abroad are concerned. In 2011 new records were achieved in tourism. Brandenburg recorded 2.7% more room nights. In Berlin the number of room nights rose by 7.5% to 22.4 million. Overall, the capital region reached more than 33.4 million room nights in 2011.

Overview of Berlin diary

In addition, *visitBerlin* participates actively in the following events to present the destination Berlin.

Tuesday, 6 March 2012

5 pm-10 pm: Blogger event "Travel Massive @ ITB Berlin"

Palais am Funkturm, ground floor centre

Welcoming for Bloggers

Wednesday, 7 March 2012

10 am: Press conference Berlin Brandenburg Airport

ICC Berlin, Room 17/18

11 am: Press conference of the Land Brandenburg

ICC Berlin, Room 43 (followed by a tour of the exhibition stand)

With the opening of the new BER airport, the Berlin Brandenburg Welcome Centre will receive guests from all over the world. Burkhard Kieker, CEO of *visitBerlin*, presents this new capital entrée. Dieter Hütte, CEO of TMB, Under Secretary for Economic Affairs Henning Heidemanns and the Director General of SPSPG, Prof. Hartmut Dorgerloh, present Brandenburg's annual highlights.

3 pm + 5 pm: Brandenburg awards the quality hallmark "Service Quality Germany" to tourism enterprises and pilot operations in Brandenburg

Hall 12, joint stand Berlin Brandenburg

7 pm-10 pm: Travel and Leisure Design Award

Department Auguststrasse 5a

Premiere in Europe: The Travel and Leisure Design Award is presented for the first time in Europe – and where else than in Berlin? With this award, the renowned US travel magazine recognises excellent design and modern architecture in the world of travel. In 15 categories tourism offerings and products of special hotels, museums and restaurants are rewarded.

Thursday, 8 March 2012

10 am: Press meeting on the Oder Partnership

ICC Berlin, Salon 17/18

The tourism offering of the *Oder* Region is presented in an optimised manner. In close co-operation with its Polish partners, *visitBerlin* invites to a networking event with journalists and decision-makers. The metropolis Berlin gives decisive impulsions in order to shape the *Oder* Partnership in an attractive manner – including within the framework of the UEFA Euro 2012.

Friday, 9 March 2012

11 am -12:30 pm: The Berlin Brandenburg Welcome Centre presents itself

ICC Berlin, meeting room 43

86 days before the opening of the BER airport, *visitBerlin* and TMB present the new Welcome Centre, which is located in the arrival area of the new airport, to all tourism partners.

12:55 pm-1:20 pm: Presentation by Burkhard Kieker "The future of city tourism: liveable cities – professionally managed as a brand"

Hall 7.1a, Room New York 1

Berlin is in season throughout the year and city tourism is booming. What role is played by brand management and how is it supported and upgraded as a brand? The concepts behind the successful



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marketing of a city are explained by Burkhard Kieker, CEO of *visitBerlin*, by referring to the example of the German capital.

1:30 pm-2:15 pm: ITB Health Tourism Panel

Hall 7.1a, Room New York 1

Destinations, hotels, congress organisers, consultants or medical centres – they all have a focus on health travellers. The international panel on opportunities and risks in health and medical tourism has been initiated by *visitBerlin* in co-operation with the ITB Convention Office. The health tourism expert Keith Pollard will open the panel. The panellists include Ralf Baumbach, owner and CEO of the MediPlus Group, Dr. Andreas Gent, member of the Board of Hankenversicherung AG, Nizar Maarouf, Vice-Director Vivantes International Medicine, and Cherinjit Kumar Shori of the Asian Centre for Liver Diseases & Transplantation (ACLDT) in Singapore.

2:30-3:30 pm ITB Health Tourism Battle “Top or Flop in Health Tourism?”

Hall 7.1a, Room New York 1

Innovation, inspiration and entertainment: eight players have the opportunity to make a compact – four minute – presentation of their offering in the field of health tourism. Then the congress participants will decide at the push of a button about who is top or flop in health tourism. The winner will be rewarded with a flight to Berlin (including hotel room and Berlin WelcomeCard).

4 pm: Press meeting: presentation of the Zoover City Award in Gold to Berlin

Hall 12, Stand 101

Berlin is Europe’s best city. This was decided by 85,000 visitors to the hotel rating portal Zoover. Apart from the cultural offering and the atmosphere of the metropolis, the excellent quality of hotels was a decisive factor.

Saturday, 10 March

9:30 am: Press meeting: Pink Pillow breakfast

Novotel Berlin at Tiergarten

Berlin is one of the most attractive destinations for the lesbian, gay, bisexual and trans-community (LGBT). At the Pink Breakfast tour operators will meet guests from the scene.

ITB Berlin is the world’s leading travel trade show. More information on ITB and the ITB Berlin Convention on: www.itb-kongress.de.