

## Kreuzberg meets Sugarloaf

*visitBerlin* opens representative office in Brazil

**Berlin, 11 September 2012** *visitBerlin* has now its own representative office in Brazil. The Sao Paulo-based agency "BERG Viagens e Negócios" is to raise the awareness of the German capital as a travel destination and convention metropolis in the South-American country.

"During the past years Berlin has experienced a true Brazil boom", says Burkhard Kieker, CEO of *visitBerlin*. "With its mix of creative and lifestyle metropolis, with its nightlife and gastronomy, the city is considered to be the new insiders' tip in Europe. Most Brazilians are surprised: Berlin is considerably less serious than expected."

### Growth market for Berlin

The growth market Brazil is particularly important for Berlin. The number of Brazilian visitors increased during the first half-year 2012 alone by almost 27 percent to 27,400. The Berlin hotels recorded 81,400 room nights. Many travellers are luxury tourists with a high interest in upscale hotels and exquisite shopping opportunities. Berlin is likewise popular with gay and lesbian visitors. Brazilian guests stay on average for three days in the city; this is significantly longer than other travellers.

### First contact point Sao Paolo

The *visitBerlin* representative office in Sao Paulo will in future be the first contact point for Brazilian tour operators and convention organisers, incentive providers, journalists and tourists interested in Berlin. It will represent Berlin at local travel trade fairs and keep in touch with the travel industry and the media. Furthermore, Social Media activities will be implemented. For the Germany year 2013 *visitBerlin* plans numerous activities, together with the German Foreign Office and the German National Tourist Board. The office in Sao Paulo is the fourth international branch of *visitBerlin*. The company is also represented in London, Los Angeles and New York.

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#### *visitBerlin*

"We know Berlin." Berlin Tourismus & Kongress GmbH, which operates under the brand *visitBerlin*, has been promoting the travel destination Berlin under this motto around the world since 1993. The Berlin Convention Office of *visitBerlin* markets the German capital as a convention metropolis. As a tour operator, the private company offers various travel packages and issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates three Berlin Tourist Infos. The Berlin Service Center (tel. ++49 (0)30-25 00 25) informs about the full range of services of Berlin. [visitBerlin.de](http://visitBerlin.de)

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