

## Made in Berlin: the German capital presents itself at ITB

Berlin in hall 12: Focus on health, "Brands - Made in Berlin" and the *pink pillow Berlin Collection* / Special guests on visitors' weekend

**Berlin, 5 March 2013** Berlin presents itself to the world as it hosts the International Tourism Fair ITB. From 6 to 10 March, the German capital is inviting members of the tourism industry and the public to the ITB Tourism Show. In partnership with TMB Tourismus-Marketing Brandenburg GmbH, *visitBerlin* is presenting the tourist highlights of the capital region in a stand covering about 1,600 square metres. 77 tourism partners from Berlin and Brandenburg complement the offering in Hall 12 at the fairgrounds.

*visitBerlin* CEO Burkhard Kieker comments: "The ITB is the world's largest platform for the travel industry, but is also an important source of inspiration for travellers. Berlin is presenting itself as a top brand, a pioneer in health and research, a creative capital for new products and a welcoming, diverse metropolis".

At the Berlin-Brandenburg booth, *visitBerlin* is showing tourism professionals, journalists and bloggers from more than 180 countries and the general public that Berlin is a trend-setting metropolis. A modern booth design with a Berlin panorama gives visitors a good sense of the Berlin lifestyle. This year, Berlin at ITB focusses on three issues: health, Berlin design, and gay and lesbian travel.

### Get a check-up and take a deep breath: Health tourism is a key aspect at ITB

Big city instead of a spa town? Health tourism is a promising segment in city tourism, including Berlin. A focus of the 2013 joint *visitBerlin*/TMB booth is prevention and wellness. Visitors can undergo a stress test under medical supervision and then get tips on relaxing and unwinding in the international health centre that is Berlin. [health.visitBerlin.de](http://health.visitBerlin.de)

### "Brands - Made in Berlin": Berlin Design

Berlin has earned the UNESCO award "City of Design" for a good reason: The capital is a creative hub and a forge for new talent, new products and international brands. "Brands - Made in Berlin" are at experiential display: fashion, accessories and food developed and manufactured in the city, for example products by Liebeskind and s.wert, KPM porcelain and design objects made from brushes at the DIM workshop for blind artisans are presented.

### Berlin Hotels join the new *pink pillow Berlin Collection*

*visitBerlin* launches a new brand at ITB: the *pink pillow Berlin Collection*. *visitBerlin* and Berlin's hotels want to make the city even more attractive as a destination for lesbian, gay, bisexual and transgender people. They are now collaborating in setting new standards for hotel hospitality with the *pink pillow Berlin Collection*. [pinkpillow-berlin.de](http://pinkpillow-berlin.de).



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# Press Release



visitBerlin is also participating in the Gay Corner in Hall 2.1 and is sponsoring the Gay ITB Party, 6 March at The Liberate bar.

**Health Battle, pink pillow-Breakfast, Blogger Speed Dating – visitBerlin events at ITB**  
visitBerlin invites you to join one of its many events during this year's ITB: lectures and discussions will focus on the topics of health and gay and lesbian travel. In addition, visitBerlin is sponsoring the "ITB - recommended for bloggers" campaign with a panel discussion and networking events for bloggers. Please see the separate events list.

## **Visitors' weekend with special guests: "War Horse" and sports fans**

After three days for the trade, ITB opens up to the general public on the weekend. The horse Joey, a life-size puppet that looks like a real horse, will be present as a preview of the world-famous stage event "War Horse," which will celebrate its German première in the autumn at Theater des Westens in Berlin. In addition, Berlin sports mascots Herthinho, Ritter Keule and company will ensure fun for the whole family and will join visitors big and small as they explore the Berlin booth.

The capital is also drawing leisure travellers with the *Bahnhit Berlin* special rail package. This deal from visitBerlin includes a three night stay in a Berlin hotel and a return journey from any German rail station on the high-speed ICE, starting at just €172.

Last year, a total of 170,000 visitors came to the exhibition halls under the Funkturm (*Radio Tower*), including 7,000 journalists and 110,000 trade visitors from 180 countries.

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### **visitBerlin**

"We know Berlin". This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name visitBerlin, has been using since 1993 to globally advertise for Berlin as a travel destination. visitBerlin's Berlin Convention Office markets the German capital as a congress metropolis.

As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard.

visitBerlin operates four Berlin Tourist Infos. The Berlin Service Center (Tel. 030-25 00 25) provides information on the complete spectrum of tourist services in Berlin. [visitBerlin.de](http://visitBerlin.de)



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