

Press Release

Berlin Shows Its True Colours

visitBerlin is expecting 1.5 million visitors from Germany and abroad for the Christopher Street Day weekend / 100 days since the start of the *pink pillow Berlin Collection*

Berlin, 20 June 2013. The German capital is getting ready to celebrate its colourful diversity! Over half a million LGBTQ people will be making their way through the centre of Berlin during the Christopher Street Day Parade on 22 June, taking a stand for greater equality and tolerance. *visitBerlin* expects a total of 1.5 million people to come to Berlin from Germany and abroad for the CSD weekend, an event that has long drawn people from beyond Germany's borders to the country's capital. According to a study conducted by *visitBerlin* and CSD Berlin in 2010, almost 600,000 people were involved in the CSD parade. A third of these were visitors to the capital, with 45 per cent of visitors coming from outside of Germany. The highlight of this year's CSD will be the closing rally at the Brandenburg Gate, which is to be followed by a whole host of LGBT parties at various locations throughout Berlin.

100 days standing united: the *pink pillow Berlin Collection*

One hundred days after its launch, the *pink pillow Berlin Collection* is starting to report positive results. The number of hotels taking part in the initiative has doubled from 23 to almost 50, with these hotels becoming increasingly prominent in the scene. The participating establishments include the NH hotels, the Novotel Berlin am Tiergarten, the Grand Hotel Esplanade, the abba Berlin Hotel and the Adina Apartment Hotel Berlin at Hackescher Markt. The *pink pillow Berlin Collection* is a network of Berlin hotels which are especially welcoming to gay and lesbian visitors. It is the only initiative of its kind in the world. Many of the establishments are active in Maneo's Berlin Tolerance Alliance and the Campaign Against Homophobia.

visitBerlin uses selected marketing activities to advertise the collection of hotels. As such, the *pink pillow* initiative will be present at the Berlin CSD parade this weekend as well as at the New York Gay Pride event the last weekend of June. The hotels from the collection will also be involved in the Life Run for the Berlin AIDS task force. A road show through the Scandinavian cities of Oslo, Copenhagen and Stockholm took place earlier this year. To follow up, a delegation from each of these cities will be invited to Berlin in October. Another road show is also planned for the second half of the year, this time visiting England.

For more information visit pink-pillow.com.

pink pillow Berlin Collection

The hotels from the *pink pillow Berlin Collection* are especially welcoming to gay and lesbian visitors to Germany's capital. All participating hotels have signed a special welcoming charter and have pledged their commitment to valuing all guests equally. The *pink pillow Berlin Collection* provides further evidence that Berlin is a tolerant and open metropolis and one of the world's leading gay travel destinations.

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.

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