

Press Release

XXL-Light Shows start in Berlin

Starting on 4 October, the "Lichterfest" and the "Festival of Lights" will both shed new light on Germany's capital

Berlin, 1 October 2013 This year brings two major events simultaneously shedding light on the German capital: The new "Lichterfest" will illuminate the city for the first time from 4–20 October, while the ninth edition of the successful "Festival of Lights" will kick off on 9 October, illuminating landmarks, buildings and squares across the city with colourful projects all evening long. This year, *visitBerlin* expects some 600,000 additional overnight-stays.

Burkhard Kieker, *visitBerlin* CEO, comments: "This year, we will for the first time have two events literally shining the spotlight on the city for a total of 17 days. We're expecting a lot more visitors – a brilliant start to the winter season."

Many visitors will be using the holidays around the Day of German Unity on 3 October for a long weekend in the German capital. In addition to the light shows, they will also have the chance to experience a four-day street festival for the whole family at Brandenburg Gate.

The spotlight will be on Berlin's landmarks

The "Lichterfest" is being organised for the first time this year by Berlin leuchtet e.V. and will offer fascinating illuminations on various topics across the city. Over 70 light installations, 3-D-projections and pyrotechnics are on the programme and will shed light on the Victory Column, the Gendarmenmarkt and the Oberbaumbrücke, among other sights. Seven tours of the artfully lit buildings are also planned.

The "Festival of Lights" is one of the largest illumination festivals in the world. It turns Berlin landmarks such as the TV Tower, the Brandenburg Gate and the Berlin Cathedral into colourful structures at night. Berliners and visitors alike will be able to discover the light projections on foot, bus or boat. Alternatively, they might like to explore the illuminated monuments during the Light-Running, on a Segway, by bicycle taxi or in an old Volkswagen Beetle.

Programme highlights such as "Music@Festival of Lights" and "Festival of Lights for Kids" add further focus to the proceedings. Another special feature this year: Berliner Bären Stadtrundfahrt BBS is offering barrier-free bus tours for visitors with hearing impairments in German Sign Language.

visitberlin.de/en/see/light-festivals-in-berlin and visitberlin.de/en/event/10-05-2013/german-unification-day-street-party

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 advertise Berlin globally as a travel destination. The Berlin Convention Office of *visitBerlin* markets the German capital as a convention destination. After London and Paris, Berlin is third-most popular European city for tourism, with 24.9 million overnight stays in the German capital during 2012. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers several travel packages and issues the official tourist ticket, the Berlin WelcomeCard. The company operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the full range of tourist services in Berlin. Information about the German capital is available at visitBerlin.de in 13 languages.

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