

Press Release

Focus on Tourist Trends in the Capital Region

Largest international meeting of the tourism industry: Pow Wow Berlin Brandenburg from 31.1.–2.2.2014

Berlin, 9 December 2013 A weekend for Germany's capital region: from 31 January to 2 February 2014, international tour operators will be gathering in Berlin for the Pow Wow incoming event. This is already the third Pow Wow to be organised by *visitBerlin* and TMB (Tourismus-Marketing Brandenburg GmbH).

Pow Wow provides a platform for the Berlin-Brandenburg region to present itself to representatives of the sectors of business and leisure travel and small MICE business. The combination of workshops, themed tours and evening events make the Pow Wow an informative and popular event within the travel industry. In 2012, around 250 participants from 28 countries came to Berlin for the Pow Wow, making it one of the largest incoming events of its kind.

During the three-day meeting, tourism experts have the opportunity to (re-)discover Brandenburg and Berlin. The workshops take place at the centrally located Best Western Premier Hotel MOA Berlin. Different tours take participants to sites across Berlin and Brandenburg. Choices include "The Diversity of Berlin", "Berlin's Latest Changes" or "Flowers and Bulbs in the Havel District – Looking Ahead to BUGA 2015". On the evening of the first day, participants will be treated to one of several shows. They can choose from shows at the Admiralpalast, the Quatsch Comedy Club, the Wintergarten Varieté, the Chamäleon Theater or the Estrel Hotel Berlin. The Filmpark Babelsberg hosts an exceptional programme in the evening of the Pow Wow's second day.

For more information, go to www.berlin-pow-wow.de.

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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. Berlin belegt als europäische Tourismusmetropole mit 24,9 Millionen Übernachtungen im Jahr 2012 Platz 3 nach London und Paris. Auch im Ranking der internationalen Kongressdestinationen ist Berlin gefragt und ebenfalls unter den Top 3. 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. Information on the German capital are available in 13 different languages at visitBerlin.com.

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Programme: Pow Wow Berlin Brandenburg 2014

Friday, 31.1.2014

from 4.00pm Individual arrival/ check-in at host hotel in Berlin

from 6.00pm Dinner at host hotel

from 8.00pm Ticket to a show of your choice
e.g. at Wintergarten Varieté, Chamäleon Theater, Admiralspalast, Quatsch Comedy Club, Stars in Concert at the Estrel Hotel, incl. public transport ticket for individual return journey.

Saturday, 1.2.2014

9.00am–12.15pm Specialist workshop at Best Western Premier Hotel MOA Berlin, alternating with different themed tours

12.15pm–2.15pm Specialist lecture followed by lunch

2.15pm–5.15pm Specialist workshop at Best Western Premier Hotel MOA Berlin, alternating with different themed tours

from 7.30pm Evening event at Filmpark Babelsberg

Sunday, 2.2.2014

from 9.00am Individual departure or free time,
optional post-workshop tour of Brandenburg:

- "Palaces, Parks and Gardens"
(for group tour operators, half-day tour)
- "Science/Culture Locations"
(for conference and event organisers, half-day tour)
- "Flowers and Bulbs in the Havel District – Looking Ahead to BUGA 2015"
(for group tour operators; full-day tour incl. 1 overnight stay)
- "Event Locations between the Oder and Scharmützelsee" (for conference and event organisers; full-day tour incl. 1 overnight stay)

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