

Press Release

20 Years of the *Berlin WelcomeCard*

Europe's most popular city pass

Berlin, 18 December 2013 Next year, the *Berlin WelcomeCard* will be celebrating a special anniversary: the 20th edition of the tourist pass will go on sale in January. Since 1994, *visitBerlin* has cooperated successfully with local and regional transport companies like BVG, S-Bahn Berlin and VBB, as well as various providers of touristic services-to ensure visitors to Berlin have a rich and varied stay in Germany's capital.

Burkhard Kieker, CEO of *visitBerlin*, remarks: "The *Berlin WelcomeCard* is Europe's most successful city pass. No other city sells more tourist passes. The revenues we receive make up a significant part of our marketing budget for Berlin as a destination. All proceeds are reinvested in tourism advertising."

***Berlin WelcomeCard* 2014: New Partners, Discounts & Specials to Mark 25 Years after the Wall**

About 200 tourist attractions will be participating again in next year's *Berlin WelcomeCard*.

Visitors will be able to save between 25 and 50 per cent off admission at these partners. New tour providers for 2014 include the likes of Trabi-Safari and "Das isst Berlin", offering culinary tours in Berlin's neighbourhoods. For the first time, the pass also offers a wellness section with discounts at the Liquidrom and at Doctor Fish Spa. Also, the number of participating restaurants and bars has grown. Of course, visitors to Berlin can still take advantage of discounts with long-term partners such as the Zoo, Tierpark Berlin and the Berlin TV Tower. The focus remains on the city's many museums, exhibitions, stages and theatres. To mark the 25th anniversary of the fall of the Berlin Wall, users of the *Berlin WelcomeCard* will receive reduced admission at such topical venues as the Asisi Panorama, the DDR Museum (GDR Museum), the Trabi Museum, the Black Box Kalter Krieg (Cold War Black Box) and the Wall museum at Haus am Checkpoint Charlie.

Survey shows: city pass very popular

In the past summer, *visitBerlin* surveyed 1,500 Berlin visitors about the *Berlin WelcomeCard*. The result: 97 per cent of users were very satisfied or satisfied and would recommend the *Berlin WelcomeCard* to others. Plus points: guests appreciate the convenience of being able to use the pass for public transport and to obtain discounts at so many attractions.

Berlin-WelcomeCard.de – even on the go

The *Berlin WelcomeCard* website will debut its new online design during the ITB, before the start of 2014's high tourist season. The berlin-welcomecard.com webpage is being optimised for mobile devices to serve as an informative travelling companion. Visitors will find new tour suggestions and additional functions such as lists of favourites, information about the surrounding area and much more. The *Berlin WelcomeCard* can, of course, also be purchased online: the ticket tool is designed to help every visitor to Berlin find the right pass for their stay in the capital.

Berlin WelcomeCard

The *Berlin WelcomeCard* not only serves as a ticket for public transportation, but also provides reduced admission at around 200 partners in Berlin and Potsdam. There are eight variations of the *Berlin WelcomeCard* (valid for 2, 3 or 5 day; valid in Berlin tariff zones AB or ABC, and the version of the *Berlin WelcomeCard* that includes free admission to the Museum Island). You can pick up

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your pass in one of the Berlin Tourist Info Offices, at Berlin's airports, in 400 hotels, the sales points and vending machines of BVG (Berlin public transport), the S-Bahn and Deutsche Bahn (German Rail). The *Berlin WelcomeCard* has been for sale since 1994 and is Europe's most successful city pass.

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 *visitBerlin* Berlin Convention Office 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 a wide range of travel packages and also issues the official tourist ticket, the Berlin *Berlin WelcomeCard*. *visitBerlin* operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. Information on the capital city is available in 13 languages at visitBerlin.de.

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