

## **visitBerlin celebrates 20 years of Europe's most popular city ticket**

Discounts on around 200 tourism offerings / Visitors invited to photo competition

**Berlin, 18 July 2014** The Berlin WelcomeCard is 20 years old this month. Berlin's official city card offers free travel on public transport as well as reduced rates at tourist attractions. More than 200 institutions offer visitors to Berlin a varied experience with discounts of between 25 and 50 percent.

To mark the anniversary on July 20, *visitBerlin*, which issues the Berlin WelcomeCard would like to thank all guests with a photo competition and prize draws. Visitors to the city are invited photograph themselves holding the tourist card in their favourite Berlin attraction between July 21 and August 20th and publish it under the hash tag # LoveMyBWC. All the photos will be entered into a draw with attractive prizes including accommodation at the Estrel Berlin hotel with a visit to a show and including Berlin WelcomeCards.

Burkhard Kieker, Managing Director of *visitBerlin*: "Over the last 20 years, the Berlin WelcomeCard has become Europe's most successful city card. It opens a lot of doors in our city and Berlin's appeal as a tourist magnet would be unimaginable without our discount partners. We reinvest the revenue in tourist advertising – such as our activities for the theme of 25 years since the Fall of the Berlin Wall this year."

To mark the anniversary of the Fall of the Wall in 2014, Berlin WelcomeCard holders receive discounted admission to the Asisi Wall Panorama, the DDR Museum, the Trabi Museum and the Black Box Cold War Centre. The 200 discount offers cover a wide range of activities. These include classics such as the TV Tower, the theatre, or boat trips on the river Spree. Guests can also use the Berlin WelcomeCard to discover more unusual activities, such as the Jungfernheide high ropes course in the woods, neighbourhood culinary tours, the me Collectors Room or the Museum of Computer Games.

The city card costs from 18.50 euro and is available from Berlin Tourist Information offices and at airports, in many hotels, and BVG (Berlin Transport Services) and S-Bahn ticket machines and numerous other outlets, as well as by calling *visitBerlin* on +49(0)30-25 00 25 or online. Just a few clicks on the mobile site [berlin-welcomecard.de](http://berlin-welcomecard.de) will lead you to the correct ticket type. An animated film on the Internet and in the Berlin Tourist Information offices explains all the benefits and services: [www.berlin-welcomecard.de/en/product-information](http://www.berlin-welcomecard.de/en/product-information)

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