

Presseinformation

Berlin advertises itself with worldwide image film

Joint campaign by *visitBerlin* and *be Berlin* will run until 9 November

Berlin, 20 October 2014 Starting today, Berlin will have its own image spot broadcast worldwide by international broadcaster CNN. This joint campaign by *visitBerlin* and *be Berlin* will run until the 25th anniversary of the fall of the Berlin Wall on 9 November. The thirty-second film will be broadcast in Europe, the Middle East and Africa, North America and Asia. The spot concludes with an invitation to the celebration of the fall of the Wall, which will run from 7-9 November.

Burkhard Kieker, CEO of *visitBerlin*: "Berlin and its people want to show what they have made out of their opportunity: from a divided city to one of the most exciting cities in the world."

Melanie Bähr, CEO of Berlin Partner für Wirtschaft und Technologie: "We are showing Berlin's new image: Berlin is today a creative metropolis, start-up hub, innovative centre of technology and business and one of the most dynamic economic regions in Germany. Creative minds and traditional companies from all over the world are again attracted to Berlin."

Using the slogan 'Berlin 25 years later. Welcome', the spot shows the development of Berlin after the fall of the Wall into a modern metropolis and complements the 25th anniversary of the fall of the Wall. This follows *visitBerlin*, *be Berlin* and CNN's successful cooperation of five years ago.

The clip can be viewed here: <http://goo.gl/qIWgwY>

Further information: wall.visitBerlin.com, sowie visitBerlin.com und be.berlin.de

visitBerlin

"We know Berlin." Berlin Tourismus & Kongress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin*'s Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is the third-most popular European city for tourism, with 26.9 million overnight stays in the German capital during 2013. Berlin is also one of the most popular destinations for conventions and meetings and has been among the top five for ten years now. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six 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. At visitBerlin.com, you can access information about Germany's capital in 14 languages.

be Berlin

Working on behalf of the *Bundesland Berlin*, Berlin Partner für Wirtschaft und Technologie GmbH has been successfully realising the *be Berlin* campaign since 2008. The campaign uses a variety of ideas, activities and events to show what makes Berlin special, establishing the city as an international brand – be it as a growing centre of business and science, a creative metropolis or a 'city of opportunity'. With its diverse objectives, *be Berlin* will continue to feel, understand and communicate to the world the pulse of Berlin. For further information, see be.berlin.de.

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