

Berlin Fall of the Wall anniversary adds to Berlin's image

visitBerlin CEO Burkhard Kieker: "If you're not here for this event, you'll soon find yourself making travel plans to come"

Berlin, 8 November 2014 The images of the "Border of Light", a lighting installation that will pass through the heart of the German capital from 7–9 November, will add to the world's image of Berlin. The result, *visitBerlin* estimates, will be a large number of people who will decide to take their first trip to Berlin.

Burkhard Kieker, CEO of *visitBerlin* remarks: "The images are certainly going to attract the world's attention. If you're not here for this event, you'll soon find yourself making travel plans to come to this fascinating city of freedom." There has been a growing interest in the German capital among visitors coming from outside Europe. "Berlin is becoming a must-see for people from Asia and North and South America planning trips to Europe", says Kieker.

Berlin is perceived as being an authentic place in history. Visitors can see the places where some of the formative events of the twentieth century took place. It is for this reason that the Robert-Havemann-Stiftung is sponsoring one hundred information points along the "border of light". They tell stories about the Wall on the very spot where they actually happened.

Berlin tourism has developed rapidly in the quarter century since the Wall fell in 1989. There were 2.4 million overnight visitors in the year the Wall fell; that number had climbed to 11.3 million by 2013. The number of overnight stays jumped from 6.6 million to 26.9 million in the same period. The trend has continued in 2014: compared to the same period (January to August) last year, the number of overnight stays has jumped by 6 percent.

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"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.

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