

visitBerlin reached more than 400 million internet users with its live anniversary weekend coverage

“User figures show just how much sympathy the world has for Berlin”

Berlin, 11 November 2014 With its reporting about the commemorations marking a quarter century since the Fall of the Berlin Wall, *visitBerlin* reached more than 400 million internet users around the globe. Under the hashtags [#Bln25YearsLater](#) and [#fotw25](#), the *visitBerlin* social media team provided comprehensive, real-time coverage of the highlights at the event of the decade.

Burkhard Kieker, CEO of *visitBerlin* remarks: “People around the world were inspired by the images of the border of light and wanted to be there live. User figures show just how much sympathy the world has for Berlin.”

On Twitter alone, the message about the eleven best places to view the balloon release reached 17.4 million users; the short video about the light show at the Brandenburg Gate was seen by 16.3 million people. A short video posted on Facebook about the appearance of Berlin techno DJ Paul Kalkbrenner at the Brandenburg Gate reached over a million fans.

Under the motto of “Real Time Storytelling”, the team reported live from the main locations for the anniversary commemorations on both Twitter ([@visitBerlin](#)) and Facebook (Berlin and *visitBerlin*). Users were able to follow what was happening in Berlin over the past few days with photos, short videos and blog posts.

The wide audience came about because many of *visitBerlin*’s posts spread virally.

(1,510 characters)

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.

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