

Berlin at EIBTM in Barcelona

Focus: Berlin 25 years after fall of the Wall / Expanded convention capacity

Berlin, 17 November 2014 From 18 to 20 November 2014, the *visitBerlin* Berlin Convention Office (BCO) will be presenting the German capital at EIBTM in Barcelona. EIBTM is one of the leading trade fairs for the congress, conference and incentives industry. The BCO will be offering attendees and hosted buyers information about new hotels, venues and incentives in Berlin at its booth F50/32. The focus of Germany's convention capital's presentation this year will be the quarter century since the fall of the Berlin Wall.

"Since the fall of the Wall, Berlin has developed into a unique attraction for meeting and convention organisers. At EIBTM, we will be presenting the many options that Berlin and its partners offer today", says Heike Mahmoud, Director of Conventions of the *visitBerlin* Berlin Convention Office.

In addition to the BCO, Berlin will be represented by 15 partners of the city at the German Pavilion F50. These include hotels, venues, event planners and service agencies. The stand will give visitors a chance to give the Brandenburg Gate a new coat of paint. A digital graffiti wall organised together with the German Convention Bureau, Berlin's top landmark will be custom-decorated by visitors to the stand.

Additional convention capacity for Berlin: Estrel Convention Center

In addition to the new multi-purpose CityCube, Berlin is currently expanding its existing convention capacity with the Estrel Berlin, Germany's largest hotel. "Convention Hall II" will offer 10,000 m² of meeting space for conferences and congresses with up to 5,200 participants. The new facility is scheduled to open in September 2015. Together with its existing meeting space, the Estrel Berlin will offer more than 25,000 m² of space for conventions.

Successful planning with the new Meeting Guide

The Berlin Convention Office will also be presenting the new edition of the Meeting Guide at EIBTM. It features hotels, venues and service partners of the city and gives convention and meeting organisers a reliable orientation to all that the city has to offer.

More information about Berlin as a meeting destination: convention.visitBerlin.com.

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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 26.9 million overnight stays in the German capital during 2013. Berlin has been among the top five most popular destinations for conventions and meetings for the past ten years. 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 Information Offices. 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 14 languages at visitBerlin.com.

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