

visitBerlin on the cancellation of the January 2015 Bread & Butter

Berlin, 10 December 2014

"The German capital is a strong centre of the fashion industry", says *visitBerlin* CEO **Burkhard Kieker**. "Bread & Butter and its founder Karl-Heinz Müller have done so much to establish and develop Berlin as a leading international fashion capital. It's encouraging that the labels have been referred to the concurrent Panorama and Premium trade shows. We also note that there's a constantly increasing number of smaller, more specialised fashion events."

Since the Bread & Butter is exclusively open to trade visitors, its cancellation is unlikely to cause a significant change to the visitor numbers for January. *visitBerlin* expects more than 200,000 visitors to come to the city for Fashion Week this January.

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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