

visitBerlin pushes for the Olympics

Social media campaigns to support Berlin's Olympic and Paralympic Weeks / Londoners recommend Olympics

Berlin, 28 January 2015 *visitBerlin* is supporting Berlin's campaign to host the Olympics and is launching various social media campaigns to support the start of the Olympic and Paralympic Weeks in the German capital.

Burkhard Kieker, CEO of *visitBerlin*, comments: "We had the idea to ask the people of a city that has already had recent experience with the Olympics: London. If the world trusts us to host the Games, then we need to have trust in ourselves, too. Our city has proved many times that it can inspire people all over the world and is a good host."

The result is a short film that features the experiences of Londoners with the 2012 Olympics. It is currently available on the major *visitBerlin* social media channels, including Facebook (facebook.com/Berlin with its 1.8 million fans) and Twitter (twitter.com/visitBerlin). About 45,000 people have already viewed and liked the video. Statements of the Londoners were: "The atmosphere was great; it was really cool and such a feeling of community. It was really nice to be in London" (Grace) and "The Olympics are a unique event that you'll remember for years to come" (Graeme).

Other social media campaigns will follow in the next two weeks. *visitBerlin* will be primarily focusing on its international network and bringing in outside perspectives on Berlin's bid.

More information at visitBerlin.com and at www.wirwollendiespiele.de

visitBerlin

"We know Berlin." Berlin Tourismus & Congress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. The *visitBerlin* Berlin Convention Office markets the many convention and meeting options offered by the German capital. 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. At visitBerlin.de, you can access information about Germany's capital in 14 languages.

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