

## PRESS RELEASE

10 February 2015

### **Brandenburg and Berlin make tandem appearance at ITB Berlin**

#### **Cycling Tours as common theme**

**From 4 to 8 March 2015, Germany's capital region will once again be making a tandem appearance at ITB Berlin. As in previous years, Brandenburg and Berlin will be presenting their tourism highlights at a shared 1,600 m<sup>2</sup> stand in Hall 12. TMB Tourismus-Marketing Brandenburg GmbH and visitBerlin will be representing a total of 79 tourism services providers at ITB 2015, 43 from Berlin and 36 from Brandenburg.**

The tourism marketing organizations have chosen to focus this year's stand on the wide range cycling opportunities available in the two neighbouring German states. The stand will provide expert advice and the chance for visitors to take virtual rides on segments of some popular tours. As they push the pedals of the tandem bicycle, the monitor will show videos cycling routes such as Berlin to Copenhagen, the Spree cycling trail, Berlin to Usedom, or selected Berlin neighbourhood tour. The video will play faster or slower depending on the speed of pedalling. A large touch-screen display will provide a lot more information about these and other routes.

#### **The countdown is on. Brandenburg looks forward to the Federal Garden Show coming to the Havel Valley**

Brandenburg's tourism focus for 2015 is the Bundesgartenschau (BUGA: Federal Garden Show) coming to the Havel river region from 18 April to 11 October. The country is hosting the BUGA for the third time and looks forward to presenting guests with a completely new, decentralized BUGA concept. For the first time, the Federal Garden Show will be held at five different locations simultaneously, with as much as 80 km between sites. The sites are connected by the River Havel which flows through each of them. A concept ideally suited for spending several days in the region and perhaps adding a trip to Potsdam and Berlin. The BUGA will have its own special area at the ITB Berlin stand, decorated with a host of flowers giving a foretaste of the upcoming spring season and the opening of the Federal Garden Show.

#### **New online information offer invites visitors to go off the beaten path**

Berlin's heart is in its neighbourhoods, often off the well-beaten tourist path. Berlin will be presenting *a new tourist information tool* in Hall 12. Guests will be able to explore the unique atmosphere of each Berlin district, complete with tips, tours, event listings and short videos about all 12 districts. At the ITB Berlin stand, guests can use the new tool to experience a book tree, urban gardening, and a secluded Berlin rear courtyard.

#### **Berlin Bar offers samples**

Berlin's nightlife is famous all over the world, with its clubs and wide range of bars a magnet for visitors from both Germany and further afield. The "Berlin Bar" in Hall 12 will showcase

different bars and hotels that make their home in Germany's capital, together with samples of their cocktail creations. The bar will be a major attraction for visitors, journalists and guests alike.

More information can be found at [www.reiseland-brandenburg.de](http://www.reiseland-brandenburg.de) and [www.visitBerlin.de](http://www.visitBerlin.de)

#### **Service Information for the Media at ITB BERLIN**

The TMB Tourismus-Marketing Brandenburg GmbH and *visitBerlin* Press Offices will have a press office at the shared stand in Hall 12. The following are available for conversations:

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**If you'd like to arrange a longer conversation, we recommend making an appointment.**

**Please contact us at the following email addresses:**

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