

New App: Going Local Berlin shows the “real Berlin”

visitBerlin mobile travel app is the first to focus on Berlin’s districts

Berlin, 18 February 2015 Berlin’s ready to be explored from a whole new angle with the new *visitBerlin* mobile app: The free “Going Local Berlin” app offers locals and visitors alike tips for orientating themselves in the city’s many diverse neighbourhoods, together with tips for discovering new aspects of Berlin.

“The new app offers personal tips from Berlin insiders,” says Burkhard Kieker, CEO of *visitBerlin*. “Our goal is to provide new ideas for the increasing number of repeat visitors when exploring the city. The digital guide will help visitors and Berliners alike to experience the city from whole new perspectives.”

For the first time in an app, all twelve Berlin districts and their unique highlights are the focus. Initially, 60 neighbourhoods with more than 600 tips are presented. They were personally selected by *visitBerlin* staff and in cooperation with the districts themselves. In addition, the app offers a tour of each district that’s also available as a video and gives insight into the atmosphere and the highlights of that part of the city. The tips are organised into categories such as “Must See”, “Hidden Places” and “Eating and Drinking”.

The app offers visitors the opportunity to send their own tips and comments to *visitBerlin* which will allow the app to be further shaped by the experience of its users. The new mobile app is aimed primarily at guests who are back yet again and want to explore the city beyond the classic tourist sights.

Technical Details

The “Going Local Berlin” app is available for free in German and English. It was developed for Android and iOS devices, thus covering the majority of the mobile device market. Once the app has been downloaded and installed, it is available offline without connection to the internet. The size of the app’s data packet is around 125 MB; a WiFi connection is recommended when downloading.

The app is available in the app stores or at app.visitBerlin.com.

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 28.7 million overnight stays in the German capital during 2014. 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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