

| The *visitBerlin* "Going Local Berlin" App

Berlin shows its distinctive character particularly in its neighbourhoods, where things are both down-to-earth and full of international flair, where restaurants as well as lots of local culture, parks and lakes stand in close proximity.

The new *visitBerlin* "Going Local Berlin" app helps visitors and Berliners alike to the city's many diverse neighbourhoods with tours and tips as inspiration for going off the "beaten path" in the city's 12 districts. The app presents selected neighbourhoods, with attractions, walks and recommendations.

The app is aimed primarily at guests who are back for a second visit and want to explore the city beyond the classic tourist hotspots. In addition, it can even give Berliners new, unusual insight to areas of their city they've rarely explored. The top sights of Berlin are therefore deliberately not included in the app.

| **App launch:** Wednesday, 18 February 2015

| What's new?

For the first time, all twelve districts of Berlin and their special features are presented in a Berlin app: with selected sites, photos, videos, and a tour per district. All tips represent the personal recommendations of *visitBerlin* employees.

| The Facts

The app references more than 600 sites and tips:

- At least four neighbourhoods are presented in each of Berlin's 12 districts.
- For each neighbourhood, the tips cover:
 - *Must-Sees*
 - *Hidden Places*
 - *Eating + Drinking*
- 12 walks, also presented as videos, give insight into the atmosphere and the highlights of a neighbourhood.
- The app complements the *visitBerlin* "Going Local" brochure which has been available for a few years.

| Technical Details

- free
- available in German and English
- suitable for Android and iOS smartphones
- the corresponding tablet versions will be ready for ITB 2015
- can be used offline, no data connection required after downloading
- Download size: 8 MB, size of the data packet: max. 125 MB

| Further Development

The *visitBerlin* "Going Local Berlin" app can be expanded. Users can click on "My Tip for Berlin" at the end of each neighbourhood overview and share their advice and feedback about the app content. *visitBerlin* will evaluate the feedback and potentially add the new recommendations to the app.

| Fact Sheet Going Local Berlin



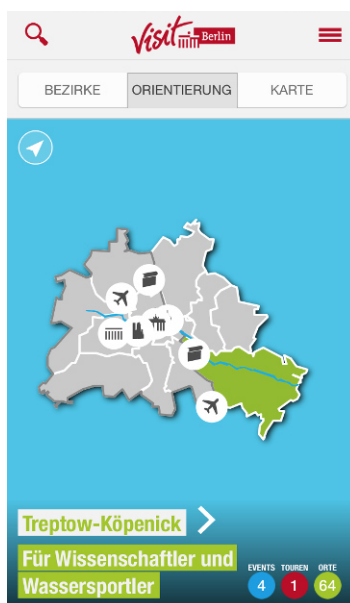
| An Overview of the App

1) The content can be accessed in three ways, either via...

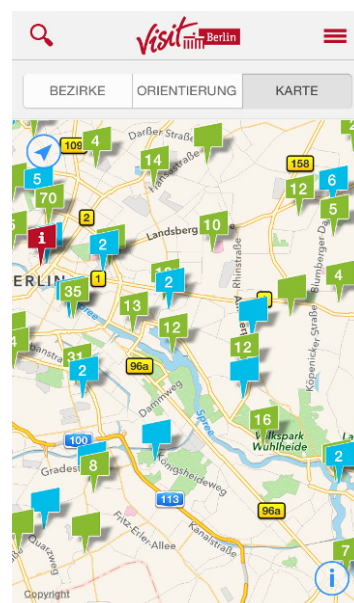
... a list of all the 12 districts with short-profile;



... an interactive map graphically displaying the 12 districts of Berlin for better orientation;



... an interactive map showing all of the tips contained in the app.

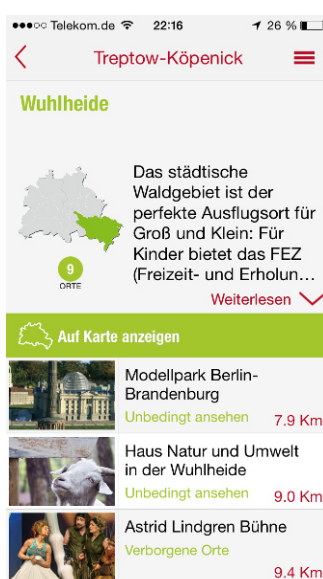


2) District Presentation (Shown here: Treptow-Köpenick)

District Info Page



Select a neighbourhood in the district



Detail page for a site

