

Berlin app a hit:

"Going Local Berlin" already downloaded 10,000 times

visitBerlin mobile travel app first to put focus on Berlin districts

Berlin, 30 March 2015 In the first month after its launch, the new, free app "Going Local Berlin" by *visitBerlin* has already been downloaded 10,000 times. Since its launch on 18 February, the app has been offering orientation to the city's many and diverse neighbourhoods to visitors and Berliners alike with tips for discovering previously unexplored sides of Berlin.

"Our app is a great success. It gives Berlin visitors the chance to experience the 'real Berlin' and make new discoveries. We are quite pleased with the high number of downloads in just the first month alone. Based on the feedback and suggestions we've received, we see that the app has been very well received by both Berliners and guests from within Germany and from abroad", says Burkhard Kieker, CEO of *visitBerlin*.

The digital guide presents 60 neighbourhoods in all twelve Berlin districts. More than 600 personal tips are organised into categories such as "Must See", "Hidden Places" and "Eating and Drinking". In addition, the app offers a tour of each district that's also available as a video, giving insight into the unique atmosphere of that part of the city. The tips are aimed primarily at repeat visitors to the city and Berliners themselves. Suggestions include the Lipstick Museum in Charlottenburg, the New Venice neighbourhood in Treptow-Köpenick, and the Christophori Piano Salon in Wedding's Uferhallen. In addition, the app provides users with the opportunity to send their own tips and additions to *visitBerlin*. All of the tips in the first version of the app were personally selected by *visitBerlin* staff and in cooperation with the districts themselves. More than 100 tips have already been received via email at app@visitBerlin.de and have been added after subsequent editorial review.

Technical Details

The app "Going Local Berlin" for smart phones and tablets 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 having to use data allowances. The size of the app's data packet is around 125 MB; a WiFi is recommended when downloading. The app is available in the app stores or at app.visitBerlin.com.

(2,410 characters)

visitBerlin

"We know Berlin". This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. The *visitBerlin* Berlin Convention Office markets the German capital as a convention destination. After London and Paris, Berlin is third-most popular European city for tourism, with 28.7 million overnight stays in the German capital during 2014. 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 range of tourist offerings in Berlin.. Information about the German capital is available in 14 different languages at visitBerlin.de.

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