

## Start of the Tourist Trade Show: Berlin is 365/24

Berlin stand at the ITB with a new design

**Berlin, 10 March 2016** Berlin is presenting itself with a new trade fair stand at the 50th ITB in Hall 12. Together with more than 70 individual exhibitors, including several start-ups, the German capital city region is showing itself from its best side at the largest travel trade show. Berlin is one of the most successful tourist cities in the world and last year it broke the mark of more than 30 million overnight stays for the first time.

“There are great many international challenges,” says Burkhard Kieker, CEO of *visitBerlin*. “However, Berlin’s magnetism remains unchanged and I expect 2016 to be a successful tourist and congress year for Berlin.”

### **New marketing initiative – Berlin 365/24**

From this year onwards the German capital will be presenting itself at the ITB with a new slogan: “Berlin 365/24” neatly sums up the way Berlin is perceived. Regardless of the season, the city can offer the very best of high culture and subcultures, high-end, science and lifestyle – 365 days a year, 24 hours a day.

This joint marketing initiative of *visitBerlin* and Kulturprojekte Berlin makes it easier to navigate through the broad range of events in the city, book tickets and experience them at first hand. “Berlin 365/24” is being organised under the umbrella of the city marketing campaign *beBerlin*. It will be presented to its international target group for the first time at the ITB.

All of the measures can be found in the new Internet site [www.365-24.berlin](http://www.365-24.berlin). In addition the page also has a link of an event database – a valuable service for tourists. A magazine and a trailer give an impression of the atmosphere of Berlin and why it is worth visiting the city throughout the year. “Berlin 365/24” will be the topic at more than 300 international marketing events of *visitBerlin* this year.

### **Films and start-ups advertise for Berlin**

The trade fair stand was designed together with one of Berlin’s most innovative start-up companies. The VFXbox company is providing visitors with a special look at city life by means of virtual reality glasses. Without needing to set foot outside of the trade show grounds, visitors can take a walk through the city and take a look at it from various perspectives.

For the first time the significance of Berlin as a filming location will be brought to life at the trade fair stand. A large LED screen and additional monitors will show exclusive film material made available by the Berlin-Brandenburg media board. Art, culture, leisure and sightseeing footage will give visitors an impression of how the numerous facets of the region are portrayed in national and international film productions.

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# Press Release



## **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 Berlin as convention destination. Berlin is increasingly becoming more popular as a tourism metropolis: With more than 30 million overnight stays, the German capital records higher numbers than ever. Berlin is also one of the most popular destinations for conventions and meetings and has been among the international top five for ten years. As 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 touristic services in Berlin. At [visitBerlin.com](http://visitBerlin.com), you can access information about Germany's capital in 14 languages.

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