

The "bbox" Has Arrived: New Tourist Information Office at the ZOB

- **Berlin's central coach station (ZOB) is now home to the "bbox"**
- **Tourist information now readily available for coach passengers**
- **1.5 million visitors stopped in at Tourist Information Offices in 2015**

Berlin, 22 July 2016 Berlin's central coach station (ZOB) is now getting its own *visitBerlin* Berlin Tourist Information Office: the bbox. The number of passengers arriving in Berlin at the ZOB has doubled in the past three years to almost six million, making it one of the main arrival points in the German capital.

Cornelia Yzer, Senator for Economics, Technology, and Research: "For many Berlin tourists, the ZOB is the first point of arrival in the city. It was high time to meet their need for information and modernise the bus station. We have used €250,000 from the City Tax to build the 'bbox'. It will provide tourists with better and more extensive information and other services after their arrival in the city. It was important to me that we do not wait for the €14.4 million renovation of the terminal to be complete, but instead meet the increased demand now. The renovation was funded by my office with funds designated to promote the regional economy."

"Coach travel is growing faster than ever," says **Burkhard Kieker**, CEO of *visitBerlin*. "Now, our visitors arriving at the ZOB will have full access to our services, from hotel accommodations, theatre tickets, and transport passes, always paired with personal advice and tips on current events. We are pleased to be here and add our service to the offerings here at the ZOB."

1.5 million visitors stopped in at Tourist Information Offices

Visitors can book hotels and tickets for events, purchase the Berlin WelcomeCard and city maps, and find out everything important about the German capital. In the past year, 1.5 million people visited one of the six tourist information offices. A third of them came to the office in Berlin's central rail station.

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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. *visitBerlin*'s Berlin Convention Office markets the city as an event location for meetings and conventions of all sizes. Berlin's popularity as a tourist destination continues to grow: with more than 30 million overnight stays in 2015, the German capital is as busy as ever. The city's also in great demand as a place to hold meetings: Berlin is currently the #1 destination for conferences and conventions organised by international associations. As provider of tourism services, the company offers a wide range of travel packages and also issues the city's official tourist ticket, the Berlin WelcomeCard. *visitBerlin* also operates six Berlin Tourist Information Offices across the city. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete range of tourist offerings in Berlin. The website visitBerlin.de provides information about the capital in 14 languages.

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