

## Press Release

### 'BERLIN 365/24' marks one-year anniversary

- **More than 100 Berlin-related events and campaigns worldwide**
- **Reaching 1.5 million+ users via social media**
- **New campaign magazine and new online events calendar for 2017**

**Berlin, 6 March 2017** *visitBerlin* and Kulturprojekte Berlin have been marketing the German capital under the BERLIN 365/24 slogan for one year. The new initiative designed to highlight Berlin's role as a centre for culture and events was launched last year at ITB Berlin and has since been used in advertising campaigns, press conferences, and at more than 300 Berlin events around the world.

"Our city needs a slogan that acts like a wide open gate that everyone will want to pass through," says **Burkhard Kieker**, CEO of *visitBerlin*. "BERLIN 365/24 expresses the culturally charged atmosphere of our city, but also leaves room for the individual point of view and it's a message that's immediately understood throughout the world."

"Berlin is always open to everyone," says **Moritz van Dülmen**, Managing Director of Kulturprojekte Berlin. "In the German capital there is always something going on, at any time of day, on every day of the year."

#### **More than 100 Berlin-related events and campaigns worldwide**

In the past twelve months, the new slogan has been put to the test worldwide. Warsaw, Madrid, and Zurich each saw a **pop-up store** presenting design products from Berlin for two weeks. Last year also saw the launch of the **pop-up clubs** in which events about architecture, art, music and club nights helped to bring that authentic Berlin feeling to the three European cities. In **Beijing and Hong Kong, the German Embassy hosted events** under the BERLIN 365/24 motto.

An **advertising campaign** in Germany, the most important market for Berlin tourism, reached more than ten million people in selected states with a message focused on Berlin as a centre for high culture ([2017.visitberlin.de](http://2017.visitberlin.de))

Around 1,000 international journalists and bloggers were also invited to Berlin in the past year to research stories related to the Berlin 365/24 theme.

#### **#Berlin365 reaches millions of users on social networks**

The campaign is supported by the hashtag #Berlin365 across the major social networks. Since the beginning of the campaign, nearly 10,000 images have been uploaded to Instagram with

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this hashtag. The campaign is also spreading on Twitter and Facebook. On Twitter alone, more than 1.5 million users have already been reached.

### 2017 Forecast

The global BERLIN 365/24 campaign will continue in 2017. The focus this year will be on the German market. By summer, a new events calendar will appear at [visitBerlin.de](http://visitBerlin.de), Berlin's official tourism portal. It will help users explore the city's cultural offerings and book tickets. A new campaign magazine and a new campaign trailer have been prepared for ITB 2017, which starts the day after tomorrow.

BERLIN 365/24 was launched at ITB Berlin 2016 and is an initiative of visitBerlin and Kulturprojekte Berlin. It was designed in-house by visitBerlin and Kulturprojekte Berlin.

More information about the campaign can be found at [www.365-24.berlin](http://www.365-24.berlin).

All press materials including downloads are available at [press.visitberlin.de/en](http://press.visitberlin.de/en).

(3,171 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 city as an event location for conferences and conventions. Berlin's popularity as a tourist destination continues to grow: With more than 30 million overnight stays in 2015, the German capital is busier than ever. The city is also in great demand as a place to hold conferences: Berlin is currently the #1 destination for conferences and conventions held by international organisations. As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* 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](http://visitBerlin.de) provides information about the capital in 14 languages.

#### **Kulturprojekte Berlin**

The non-profit Kulturprojekte Berlin is a state-owned organisation that promotes Berlin's art, culture, and history to a wide audience, creates networks for those involved in the city's cultural projects, and funds cultural education projects. Citywide major projects such as the "25 Years After the Fall", the Long Night of Museums, and Berlin Art Week are a part of its portfolio as are education and tour programmes for museums. The organisation links artists, creatives and cultural institutions with service-oriented web portals, including Creative City Berlin, Crowdfunding Berlin, Museumsportal Berlin, Berlin Bühnen (Berlin Theatres), Kubinaut - Navigation Kulturelle Bildung (Kubinaut – Cultural Education Navigation) and Kulturförderpunkt Berlin (Cultural Funding Berlin). It provides funding advice and administers the €2 million annual Berlin Project Fund for Cultural Education. [www.kulturprojekte.berlin](http://www.kulturprojekte.berlin)

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