

Press Release

App, App and away to Berlin: win a journey for you and five friends

Berlin, 10th July 2012. airberlin and *visitBerlin* are launching a big competition on the new Facebook App “Experience Berlin”. From today, all Berlin fans have the chance to win a trip to Berlin with five friends from their global Facebook network.

“With its 1.4 million fans, Berlin has the third largest City Page in the world on Facebook,” says Burkhard Kieker, CEO of *visitBerlin*. “With this Facebook campaign, we hope to inspire our fans and their friends to take a trip to Berlin. The Berlin page at facebook.com/Berlin, which was originally *be Berlin*, was started in December 2009 and is an important and effective marketing tool for the capital city. It is run in conjunction with *visitBerlin*.

Paul Gregorowitsch, Chief Commercial Officer airberlin, explains: “Berlin is a great city and, with our company name, we are very proud to be the biggest advertising medium for the city outside Germany. Our friends can now be found in all four corners of the globe – with our global route network and the new app we are giving six people who love to travel the opportunity to spend some time together in Berlin and get to know this fantastic city a bit better.”

The idea: simply log on to facebook.com/Berlin or facebook.com/airberlin today and invite five friends from all over the world and win trips to Berlin worth 15,000 euros each. The prize: the tourism office and the airline will present the lucky winner and their five friends with flights from any of airberlin’s 162 destinations and up to five nights’ accommodation for six friends in the five-star Concorde Hotel in Berlin. In addition they will receive the tourist ticket, the Berlin WelcomeCard, and an extensive individually tailored programme of visits in Berlin, including a typical local gastronomy tour, a visit to the Berlin TV tower and Berlin’s German Currywurst (curried sausage) museum, a City Circle Tour and a perfume voucher for the exclusive Frau Toni’s perfumery.

Residents of Berlin and Berlin fans from all over the world can take part in the competition until 10th August. If you register on both Facebook pages, you double your chances of winning. The trips to Berlin can be taken between 1st September and 30th December.

About us:

airberlin is Germany’s second largest airline. The company has a workforce of 9,200 employees. Each year, airberlin receives over 10 awards for service and quality. The fleet comprises 165 aircraft with an average age of five years, making it one of the most modern fleets in Europe. The airline’s state-of-the-art jets are highly fuel efficient, which contributes toward a long-term reduction in pollution emissions from aircraft. As one of the major European airlines, airberlin flies to 162 destinations in 40 countries. In 2011, over 35 million passengers were transported. In December 2011, airberlin entered into a strategic partnership with Etihad Airways. Since 20th March 2012, airberlin has been a full member of the global airline alliance **oneworld**®. airberlin operates codeshare flights with **oneworld** members American Airlines, British Airways, Finnair, Iberia, Royal Jordanian, S7 Airlines and Japan Airlines. airberlin.com

visitBerlin. “We know Berlin.” Since 1993, Berlin Tourismus & Kongress GmbH, which operates under the brand name *visitBerlin*, has been advertising Berlin worldwide as a tourist destination and conference city under this motto. As a tour operator the private company offers a range of travel packages and distributes the Berlin WelcomeCard. Berlin’s official tourist ticket combines a pass for the public transport system and numerous discounts for visiting tourist attractions in the city. *visitBerlin* has three tourist information offices in Berlin – at the main railway station, at the Brandenburg Gate and at Neuen Kranzler Eck. As the gateway to the region of the German capital city for visitors from all over the world, *visitBerlin* and the tourist region of Brandenburg are opening the Berlin Brandenburg WelcomeCenter at the new BER Airport. *visitBerlin* employs more than 160 staff. Company shareholders are *visitBerlin* Partnerhotels e.V., Land Berlin, Messe Berlin GmbH, Investitionsbank Berlin, TMB Tourismus-Marketing Brandenburg GmbH and Flughafen Berlin Brandenburg GmbH. visitBerlin.de

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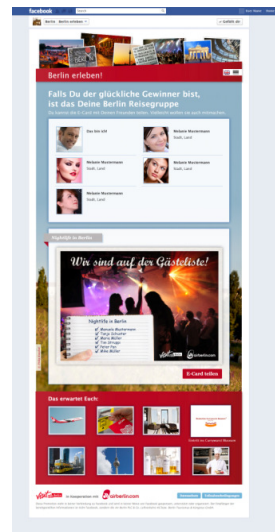
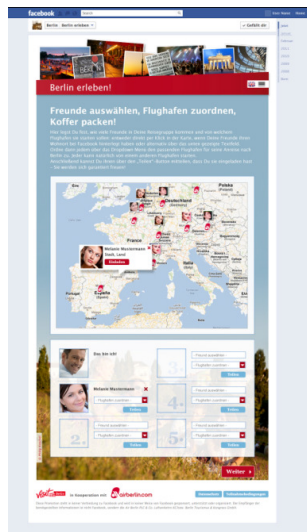
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Images

The images are available in high resolution on the press portal presse.visitberlin.de – or simply log on to facebook.com/Berlin and facebook.com/airberlin

What the Facebook App of airberlin and visitBerlin looks like:



E-Cards

