

ITB Berlin 2015: Industry Event for the Travel Blogosphere

Travel blogs as an important channel for marketing Berlin / New "Going Local Berlin" app

Berlin, 27 February 2015 When the world's largest travel fair ITB Berlin comes to Berlin from 4 to 8 March, Berlin will also become the place for the German and global travel blogosphere to gather. *visitBerlin* is organising and supporting numerous blogosphere events for ITB as well as offering tours and participating in blogger panel discussions.

"Berlin is a hotspot of the German and international travel blogging scene. With their personal experience reports, they are indispensable multipliers for our city's marketing efforts," says Christian Tänzler, *visitBerlin's* Press Officer. "We are constantly expanding our offerings for the community to the mutual benefit of bloggers and *visitBerlin* can alike."

The highlight of the activities will be a photo scavenger hunt on the eve of ITB: 20 international bloggers will use the new *visitBerlin* "Going Local Berlin" app to search for hidden places in the west of Berlin. app.visitBerlin.com

visitBerlin is a sponsor of the annual Travel Massive at ITB Berlin being held on 3 March, where about 500 bloggers, tourism operators and other players in the tourism industry will meet to network. In addition, Claudia Sult, member of the *visitBerlin* blogger relations team, will be speaking at 1 pm on 4 March 2015 on the eTravel Stage in Hall 6.1 about whether bloggers should be paid for their work. *visitBerlin* also cooperates with the ITB Blog Camp (blog-camp.de/itb) and supports ITB Blogger Speed Dating on 4-5 March.

visitBerlin has a successful and active presence in the blogosphere: in 2014, more than 100 German and international bloggers were personally welcomed to Germany's capital. The five most important travel blogger markets are the US, the UK, Brazil, Spain and France.

In addition, *visitBerlin* keeps its own blog at blog.visitBerlin.com. During ITB, *visitBerlin* will be tweeting under [#GoingLocalBerlin](https://twitter.com/GoingLocalBerlin).

Overview of *visitBerlin* blogger activities at ITB 2015

Sat, 28 February 2015

Support Event: ITB Blog Camp

Neighbourhood tour and networking event (Blog Camp participants and Berlin blogosphere) in cooperation with the ITB Blog Camp

Sat, 03 March 2015

Secret Berlin Photo Rally – hunt down hidden places in the west of Berlin using the new “Going Local Berlin” app; an event in cooperation with the ITB Blog Camp

from 7 pm: Travel Massive at ITB Berlin in cooperation with *visitBerlin*, G Adventures and Abacus Ventures, supported by ITB Berlin

Advance registration required: <https://travelmassive.com/events/travel-massive-itb-berlin>

Sat, 04 March 2015

1 pm – 2 pm

Panel discussion “Should bloggers be paid?”

Location: Hall 6.1, eTravel Stage

Panel guests: Melvin Boecher, founder and CEO, Traveldudes
Nicholas Montemaggi, Digital Press Officer, Emilia Romagna Tourist Board
Claudia Sult, Project Manager Blogger Relations, *visitBerlin* Press Office
Yvonne Zagermann, travel blogger, justtravelous.com

Thu/Fri, 5-6 March 2015

4.30 pm – 6.00 pm Blogger Speed Dating

Location: Hall 7.3, Berlin Room

For the third time, the ITB brings together travel bloggers and destination reps. *visitBerlin* is supporting the event while presenting the new “Going Local Berlin” app and providing Berlin tips.

Media Contact at ITB

The *visitBerlin* Press Office will be represented at the Berlin-Brandenburg stand in Hall 12. The following team members will be available for interviews in person, by phone or by email:

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If you'd like to arrange a longer conversation, we recommend making an appointment.

***visitBerlin* / Berlin Tourismus & Kongress GmbH**

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