

Berlin gets back Bread & Butter fashion fair

Major success for the capital and its hotels: Over 200,000 overnight stays per year expected

Berlin, 2 February 2009 From summer 2009, the fashion and creative metropolis Berlin can offer yet another fashion highlight, because the international "Bread and Butter" fashion fair is returning to the city on the River Spree. From July 1 to 3, the most important show for urban and street wear will take place on the site of the former Tempelhof airport.

Through their combined efforts, Berlin Partner GmbH, Berlin Tourismus Marketing GmbH (BTM) and the hotel and catering trade association have managed to win the fair's organisers back over for Berlin. The fair is held twice a year, at the end of every January and the beginning of July.

"We have managed to commit Karl-Heinz Müller and his Bread & Butter to our city long-term", said Burkhard Kieker, Managing Director of Berlin Tourismus Marketing GmbH. "With up to 200,000 guest overnight stays per year, this fair is a great impetus for our hotels. But which other city in the world can offer such ultimate locations as Tempelhof?"

"The Bread and Butter in Berlin – that is a dream for both sides. Berlin is the city in which development consolidate, where trends are created, with its finger on the pulse of the times. And in precisely such a location is where the Bread and Butter belongs. We look forward to welcoming the event organisers, exhibitors and guests of the fashion fair in Berlin. We will ensure that they feel welcome in Berlin!", said Kieker.

In 2003, the Bread and Butter presented itself in the German capital for the first time and was an immediate hit with around 15,000 visitors. In recent years the number of guests and exhibitors has risen many times over. The eighth Bread and Butter, which ended on 23 January 2009 in Barcelona, attracted almost 80,000 trade visitors from more than 100 countries, which brought in more than 100 million euros turnover for the Spanish city. The event has therefore become an important economic factor from which, in particular, Berlin's hotels and catering trade will profit.

(2,163 characters)