

Press Release

Berlin and Brandenburg present themselves to the travel industry

Pow Wow 2014: Around 200 German and international travel industry professionals attended this weekend's update on the capital region

Berlin, 3 February 2014 Positive results: From 31 January until 2 February 2014, more than 200 industry professionals came to Berlin for the international Pow Wow Berlin Brandenburg to learn more about tourism trends in the German capital. This is already the third Pow Wow to be organised by *visitBerlin* and TMB (Tourismus-Marketing Brandenburg GmbH).

Pow Wow provides a platform for the Berlin-Brandenburg region to present itself to representatives from the business and leisure travel sectors and organisers of Small MICE. In addition to current trends and news from the capital region, the newly launched Berlin City Tax was a point of discussion. Willy Weiland, President of Hotel- und Gaststättenverband Berlin e.V. (DEHOGA Berlin) and Thomas Wolf, Head of the Berlin Senate Department of Finance fielded questions on this new levy.

The combination of workshops, topical tours and evening events make the Pow Wow an informative and popular event within the travel industry. During the three-day meeting, tourism experts had the opportunity to discover Brandenburg and Berlin from a different side. In addition to workshops and tours through the region, the visitors were treated to a varied evening programme.

For more information, go to www.berlin-pow-wow.de.

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visitBerlin

"We know Berlin." Berlin Tourismus & Congress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin's* Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is third-most popular European city for tourism, with 24.9 million overnight stays in the German capital during 2012. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. You can access information about Berlin in 13 languages at visitBerlin.de.

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Programme: Pow Wow Berlin Brandenburg 2014

Friday, 31.1.2014

- from 4.00pm Individual arrival/check-in at host hotel in Berlin
- from 6.00pm Dinner at host hotel
- from 8.00pm Choice of shows at Wintergarten Varieté, Chamäleon Theater, Admiralspalast, Quatsch Comedy Club, Stars in Concert at the Estrel Hotel, incl. public transport ticket for individual return journey

Saturday, 1.2.2014

- 9.00am–12.15pm Specialist workshop at Best Western Premier Hotel MOA Berlin, alternating with different topical tours
- 12.15pm–2.15pm Specialist lecture followed by lunch
- 2.15pm–5.15pm Specialist workshop at Best Western Premier Hotel MOA Berlin, alternating with different topical tours
- from 7.30pm Evening event at Filmpark Babelsberg

Sunday, 2.2.2014

- from 9.00am Individual departure or free time, optional post-workshop tour of Brandenburg:
- "Palaces, Parks and Gardens" (for group tour operators, half-day tour)
 - "Science/Culture Locations" (for conference and event organisers, half-day tour)
 - "Flowers and Pears in the Havel District – Looking Ahead to BUGA 2015" (for group tour operators; full-day tour incl. 1 overnight stay)
 - "Event Locations between the Oder and Scharmützelsee" (for conference and event organisers; full-day tour incl. 1 overnight stay)