

Berlin expects crowds to mark 25 years after the fall of the Wall

visitBerlin CEO Burkhard Kieker: Berlin's draw started with the events 25 years ago

Berlin, 10 July 2014 Berlin expects a record number of visitors for a November weekend when the city marks the 25th anniversary of the fall of the Berlin Wall. "Guests want to experience first-hand how Berlin and its people have taken advantage of the historic opportunity given to them a quarter century ago", says Burkhard Kieker, CEO of *visitBerlin*.

"The global appeal of Berlin as a brand is inseparable from Berliners' desire to embrace freedom and creativity. Both got their start on that November night when the Wall fell", he adds.

Together with the Berlin Senate and Kulturprojekte Berlin GmbH, *visitBerlin* is marketing the activities scheduled to mark the anniversary with both domestic and international campaigns. The highlight of the celebration will be a light installation along the former course of the Wall through the city centre. The images of the light installation will draw worldwide media attention and serve as a reminder of how the events in Berlin heralded the end of the Cold War. *visitBerlin* is inviting numerous journalists and special guests from around the world to the city's anniversary celebrations.

visitBerlin presents a daily-updated overview of the events surrounding the anniversary at wall.visitBerlin.com. In addition, the website names places where visitors today can experience and understand the history of the Wall. For example, it suggests a walking tour along the traces of the former Wall: one foot in the West, one in the East. "In no other city, visitors find such a concentration of the history of the 20th century. In no other city than Berlin, they can see so much history in the cityscape", says Kieker.

More information at wall.visitBerlin.com.

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"We know Berlin." Berlin Tourismus & Kongress 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 the third-most popular European city for tourism, with 26.9 million overnight stays in the German capital during 2013. Berlin is also one of the most popular destinations for conventions and meetings and is among the top five for ten years now. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Info offices. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. At visitBerlin.com, you can access information about Germany's capital in 13 languages.

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