

Press Release

New success for *visitBerlin*

„BestCities Global Alliance“ welcomes the German capital as a partner

Berlin, October 13, 2011 As of now, Berlin is a provisional member of the renowned service network "BestCities Global Alliance". The news was announced today at IMEX America in Las Vegas. Berlin impresses with its ultramodern hotels and locations, excellent transport links and professional marketing as a convention destination.

"We have spent a year working towards becoming a part of this powerful network," says *visitBerlin* CEO Burkhard Kieker. "Our membership will help us attract further international conventions to Berlin."

Ten major convention destinations are part of "BestCities", among them Dubai, Singapore, Vancouver, Melbourne and Houston. The cities' convention bureaus regularly share information and plan joint marketing campaigns in distant markets. They also focus on the development of new markets.

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