

## Berlin welcomes guests from Dubai

Air Berlin direct flight strengthens Berlin's position in the Arab world

**Berlin, 4 November 2010** The guests of the first Air Berlin direct flight AB 7319 from Dubai to Berlin landed at Tegel Airport today at 11.55 am. With the new long-haul service the German capital is now connected three times a week directly to the United Arab Emirates.

“The green Berlin will certainly be able to score in the United Arab Emirates as a summer destination and with its excellent shopping opportunities. 22 luxury hotels ensure a perfect service and an unforgettable stay in the city on the river Spree”, says Burkhard Kieker, CEO of *visitBerlin*. “Furthermore, the new long haul service will offer guests from the Emirates a direct and comfortable access to the excellent medical offering of the German capital.”

Since the number of international visitors coming to Berlin for medical treatment is continuously growing, health tourism is a new marketing focus of *visitBerlin*. Apart from guests from the Arab world, Russian and British visitors, too, appreciate the excellent medical services in the German capital.

(1.174 characters)