

Press Release

“BerlinCentives” – the compass for incentive trips to Germany’s capital

New online tool to book extraordinary Berlin experiences

Berlin, 29 June 2011 Incentive search made easy: today the new “BerlinCentives” generator has gone online on convention.visitBerlin.de. It allows users to look for extraordinary Berlin experiences, in a targeted manner and free of charge. This unique tool for Berlin was developed by the Berlin Convention Office of *visitBerlin* in cooperation with the Society of Incentive Travel & Executives, Site.

“BerlinCentives is a sort of compass for organisers of rewarding and motivational trips”, says *visitBerlin* CEO Burkhard Kieker. “It takes you safely through the countless opportunities in Berlin to the matching incentive. At the same time the providers based in the German capital receive a new platform on which they can present their unique services. With this new tool we have come a big step closer to our goal of positioning Berlin as an outstanding incentive destination.”

With the launch, already more than 20 offers are available. They are subdivided into categories such as “Team Building” or “Fashion & Design”. After the selection of a category and group size the matching incentives are displayed. For instance with “Berlinagenten” the user can book a culinary tour through the restaurants of the city or commit himself at “VIA Workshops” within the framework of corporate social responsibility.

“BerlinCentives” is available in German and English. Further information is available in the Internet on convention.visitBerlin.de.

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