

BTM is the new provider of hotel reservations on Berlin.de

Strategic cooperation with BerlinOnline city portal

Berlin, 13 January 2010 Anyone who henceforth books a hotel room on Berlin.de, the official city portal of the German capital, will use the reservation system of Berlin Tourismus Marketing GmbH (BTM).

Burkhard Kieker, CEO of BTM, says, "This testifies to the fact that Berlin.de has chosen the Berlin specialists, BTM and its Partnerhotel e.V. In contrast to commercial systems, the income from our hotel reservations is channelled back into city and tourism marketing. This constitutes a major step forward for the travel industry in Berlin."

The cooperation between BTM and BerlinOnline Stadtportal GmbH & Co. KG is strategic in nature. The goal is to optimise Berlin's tourism offering. Besides integrating the BTM hotel reservation system, tourist information on attractions and museums will also be prepared by BTM and posted on Berlin.de.

Dr. Robert Daubner, Managing Director of BerlinOnline, "Through the cooperation with BTM we wish to make Berlin's official city portal even more attractive for tourists and together raise the number of visits to this website."

Dr. Richard Meng, spokesman of the Berlin Senate, "This strategic alliance is another milestone in our efforts to pool the city's strengths. With BTM as the official tourism promoter of Berlin and the services it provides, our city portal has now been enhanced in the best possible way."

Berlin.de is the official capital portal and is operated on behalf of the *Land* Berlin by BerlinOnline Stadtportal GmbH & Co. KG. With more than 30 million page impressions every month, it is by far the most successful city portal in Germany.

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