

ITB 2010: Positive outcome for Berlin

German capital very much in demand

Berlin, 15 March 2010 The International Tourism Exchange (ITB) was a success for Berlin Tourismus Marketing GmbH (BTM), "Berlin was the perfect stage for around 111,000 travel professionals from across the globe who spent one week in the city. It doesn't get any better than this", sums up Burkhard Kieker, CEO of BTM "If there were no such thing as ITB, we would have to invent it. Berlin is relatively positive about the future".

Once again BTM presented itself, together with the German National Tourist Board (GNTB), under the umbrella of "Travel destination Germany". The most popular topics at the Berlin stand in Hall 12 were the travel boom in the city as well as information on the main events in 2010.

Numerous trade visitors took the opportunity for talks in the communication area; on the general public days the wide offering at the information counter proved to be very popular. From 10 to 14 March 11,127 exhibiting companies from 187 countries took part in the 44th ITB. In the course of the five trade fair days around 179,500 visitors made their way to the trade fair halls under the Radio Tower. 45% of the 111,000 trade visitors came from abroad.

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