

Press Release

Success story of Berlin tourism continues

Tourism Day 2010: Riding the wave and staying on top

Berlin, 26 April 2010 Berlin's attractiveness as a culture and lifestyle metropolis is undiminished. The German capital continues to enjoy an unparalleled wave of success. But how can Berlin ride this wave and continue to stay on top? Today's event, "Tourism Day", addresses this very question. Around 400 representatives of the Berlin travel industry came together to hear about how Berlin will, in future, consolidate its position as a creative centre on the international stage, and find out more about the opportunities and perspectives that will enable the city to look forward to a secure future.

Harald Wolf, Mayor and Senator for Economic Affairs, Technology and Women comments, "Berlin is a fascinating metropolis with international appeal. It is dynamic, cosmopolitan and attractive to tourists from all over the world. The positive image of the city of Berlin makes tourism here a strong economic factor. With around 19 million room nights we once again chalked up a record result last year. In order to continue this success story, my administration will make an additional €2 million available for convention tourism up to 2011."

Burkhard Kieker, CEO of Berlin Tourismus Marketing GmbH (BTM) adds, "This year we are focusing on the challenges of the future. Tourism in Berlin is far from being a surefire success. In order to continue our growth over the next few years, we need innovation and creativity – and everyone in the city on board."

Various stakeholders, who have been instrumental in boosting Berlin's image as a destination and trendy city and communicating this on the international level, voiced their opinions in the presentations and discussions. In particular the contributions by Tim Renner (Motor Entertainment GmbH) and Karl-Heinz Müller (Bread & Butter Berlin) were very well received. The comments by Andreas Reiter (Zukunftsbüro Wien) on trends in city tourism and by Jens Best (Social Media Club Berlin) about current web trends and their impact on the travel industry likewise attracted considerable interest.

The third "Tourism Day" was staged by BTM together with the Berlin Senate Administration for Economic Affairs, Technology and Women, the Berlin Chamber of Industry and Commerce and the Hotel-und Gaststättenverband Berlin e.V. It was held in the Umspannwerk Kreuzberg.

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