

## Press Release

### ITB Berlin: Partner cities Berlin and Madrid agree on tourism cooperation

**Berlin, 6 March 2014** Berlin and Madrid are expanding their partnership to include collaboration in tourism marketing. The cooperation agreement between the tourism marketing companies for the two partner cities was signed yesterday. Maria del Mar de Miguel Colom, CEO of Madrid Destino Cultura Turismo y Negocio S.A., and Burkhard Kieker, CEO of *visitBerlin* signed the agreement with Berlin Mayor Klaus Wowereit and Madrid Mayor Ana Botella Serrano looking on. Wowereit commented, "The agreement between Berlin and Madrid to cooperate in marketing tourism is an important step in the partnership between the two European capitals. The focus of the collaboration will be the exchange of experience and expertise between the tourism marketing companies and especially joint advertising for cultural events and facilities as well as for leisure, shopping and restaurants in both cities. We want to inspire Berliners to visit our sister city Madrid and we look forward to welcoming our guests from Madrid."

In 2013, over 200,000 Spanish tourists visited Berlin, making up 5.2 per cent of all visitors to the German capital.

*visitBerlin* CEO Burkhard Kieker comments: "The cooperation agreement will be the basis for a close partnership in tourism marketing to bring more visitors to both Berlin and Madrid. We want to take advantage of synergies and jointly market our cities and Europe in general to international audiences."

The agreement was signed as part of the opening tour of the 48<sup>th</sup> ITB Berlin at the *visitBerlin* stand in Hall 12 next to an original piece of the Berlin Wall.

Last year, Berlin and Madrid celebrated the 25<sup>th</sup> anniversary of the cities' partnership agreement. This had already set the framework for cooperation in promoting tourism. The agreement was signed in Madrid on 4 November 1988 by Eberhard Diepgen and Juan Barranco Gallardo, the mayors of the two cities at the time. More information can be found online at: [www.berlin.de/rbmskzl/staedteverbindungen/madrid.de.html](http://www.berlin.de/rbmskzl/staedteverbindungen/madrid.de.html).

For more information about *visitBerlin*'s presence at ITB and images, go to [press.visitBerlin.de](http://press.visitBerlin.de).

#### **visitBerlin**

"We know Berlin." Berlin Tourismus & Congress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin*'s Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is third-most popular European city for tourism, with 26.9 million overnight stays in the German capital during 2013. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitberlin* operates five Berlin Tourist Info offices. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. At [visitBerlin.de](http://visitBerlin.de), you can access information about Germany's capital in 13 languages.

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