

Tourism Trends at Pow Wow Berlin Brandenburg 2012

3rd to 5th February: Largest international tourism sector meeting with tours and entertainment

Berlin, 15 December 2011 From 3rd to 5th February 2012, around 300 tour operators from around the world are expected in the German capital region. Because the Pow Wow Berlin Brandenburg is taking place. It is being arranged for the second time by the exhibitor duo *visitBerlin* and TMB Tourismus-Marketing Brandenburg GmbH.

The tourism experts, including group and individual tour operators, representatives from travel agencies and coach tour operators as well as conference and incentive operators, have the opportunity to get to know a special side of Berlin. Themed tours take them to extraordinary buildings, such as the Garagenpalast [Garage Palace] and Schrotkugelturm [Pellet Tower]. In Brandenburg participants visit Potsdam, Neuruppin and Rheinsberg, among other places. An inspection of the future capital airport BER that will open in June 2012 is likewise part of the programme.

The networking character of the event is evident at the specialist workshop on 4th February. Guests have the opportunity to speak with around 100 Berlin and Brandenburg exhibitors. They will learn about the newest hotels, locations and incentives. During site inspections they can discover the quality of the individual offers for themselves.

The Pow Wow Berlin Brandenburg also takes place under the banner of exclusive show experiences. So the BLUE MAN GROUP will give a special 90-minute performance. Additionally, at a farewell evening at Borsig Manor, songs will be performed from the new musical "Friedrich – Mythos und Tragödie". The world premier of the play will take place in Potsdam on the occasion of the 300th birthday of Friedrich the Great in June 2012.

Representatives from the travel industry can still register for the Pow Wow Berlin Brandenburg. Further information can be found on the internet at www.berlin-pow-wow.de.

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