

Press Release

visitBerlin and ITB Berlin Ramp Up Advertising for Gay and Lesbian Tourism

Berlin and the *pink pillow Berlin Collection* focus of worldwide trade fairs

Berlin, 4 November 2013 Strategic international partnership for Gay and Lesbian tourism: ITB Berlin of Messe Berlin and *visitBerlin* have agreed on close collaboration in the future to target their promotion more directly to gay, lesbian, bisexual and transsexual persons and develop the segment in global tourism. The agreement, signed at ITB Asia in Singapore, brings together the expertise of both partners: ITB Berlin provides experience from its long-standing commitment and global event network. *visitBerlin* promotes the German capital around the world as an attractive destination for LGBT travellers (Lesbian, Gay, Bisexual, Transgender).

Burkhard Kieker, CEO of *visitBerlin*, remarks: "Berlin is a tolerant and cosmopolitan city and one of the world's leading LGBT destinations. *visitBerlin* is putting more focus on marketing to this target group, because gay and lesbian travel is a fast-growing, high-revenue segment in the international travel industry."

Plans for International Trade Fairs and Conferences

Recently, the Berlin float presented by *visitBerlin* in collaboration with the Christopher Street Day at NYC Pride garnered a lot of attention in New York for the gay- and lesbian-friendly German capital. In the future, *visitBerlin* will be advertising extensively at selected events at Messe Berlin: special exhibition booths at the gay & lesbian pavilion at ITB Berlin in March 2014; the integration in the gay & lesbian pavilion at ITB Berlin international trade fairs; and in the "pink corner" at ITB Asia in Singapore in October 2014. In addition, Berlin is positioning itself at conferences and workshops of the ITB Academy around the world as a pioneer in best practices in "diversity management", which includes not only LGBT issues, but also accessibility.

pink pillow Berlin Collection

Since the beginning of the year, *visitBerlin* has been promoting LGBT tourism with the *pink pillow Berlin Collection*, a one-of-a-kind programme that is setting the standard around the world. This initiative is a way for Berlin hotels to brand themselves as especially welcoming to gay and lesbian visitors to Germany's capital. All participating establishments accept a special charter, committing the hotel to value all guests equally. They must also engage in social projects for the LGBT scene and be prepared to offer guests information on the LGBT scene in Berlin. More than 50 hotels have already joined the project. The latest list can be found at pinkpillow-berlin.com.

Images and logo of the *pink pillow Berlin Collection*:
[flickr.com/photos/visitberlin/sets/72157632646441789/](https://www.flickr.com/photos/visitberlin/sets/72157632646441789/)

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visitBerlin

"We know Berlin". This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. The *visitBerlin* Berlin Convention Office markets the German capital as a convention destination. After London and Paris, Berlin is third-most popular European city for tourism, with 24.9 million overnight stays during 2012. 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 accommodation and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. Information on the capital city is available in 13 languages at visitBerlin.de.

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