

Luxury Symposium takes place in Berlin

Berlin will present itself to the luxury travel industry in 2014 / The German capital establishes itself as a tourist destination for the top segment

Berlin, 30 April 2013 International luxury travel companies have their eyes set on Berlin. Virtuoso, the world's leading association of luxury travel agencies, decided in Buenos Aires to hold its annual symposium in Berlin for the first time in spring 2014. From 26–30 April, 2014, approximately 400 participants are expected, mainly from the USA, Canada, Brazil, and Australia. The city of Berlin applied to host the symposium in cooperation with the German National Tourist Board.

Burkhard Kieker, CEO of *visitBerlin*, remarks: "The symposium is an ideal opportunity to present Berlin as a luxury destination to representatives of the international travel industry. Berlin has long attracted connoisseurs of luxury from all over the world. Affluent visitors are a rapidly growing tourist group."

Generous Tourists in Berlin

Berlin is establishing itself more and more as a luxury travel destination. The city is welcoming increasing numbers of well-off visitors, especially from the Arab Gulf States (2012: +42.8% compared to the previous year), Russia (+32%), Brazil (+28.4%), China (+22.8%), and Switzerland (+13.6%).

The average hotel guest spends €204.70 per day. In comparison, Russian tourists are much more generous, spending an average of €411. Shopping is the most popular holiday activity among affluent Russians and Arab visitors.

Luxury Travel as Marketing Focus of *visitBerlin*

Since 2012, *visitBerlin* has been increasingly promoting the luxury segment. At exklusive.visitBerlin.com, tourists can find an overview of exclusive Berlin hotels, tips for events, wellness and spa facilities, shopping, gourmet restaurants and delicatessens, galleries and operas, and private shuttles, as well as sports such as horse riding and golf.

Berlin is also represented abroad at luxury trade fairs. In 2012, these included events in Russia, Asia ("International Luxury Travel Market" in Shanghai and "Beijing International Top Personal Goods & Luxury" in Beijing), in the Arab Gulf States, Scandinavia ("Vagabond" in Copenhagen), and Brazil ("Travel Week").

About Virtuoso

Some 400 participants are expected at the Virtuoso Symposium from 26–30 April 2014. Available partner hotels include the Hotel Adlon Kempinski, the Ritz-Carlton, Rocco Forte Hotel de Rome, and the Regent Berlin. This is an annual gathering of the most influential decision-makers in the luxury travel industry, including the managers of Virtuoso members from countries such as the USA, Canada, Brazil and Australia, as well as selected travel providers. At the same time, participants will have the opportunity to get to know Germany and Berlin through various post-convention tours. As a leading network for the luxury travel industry, Virtuoso includes over 330 agencies with more than 7,200 elite travel specialists in 20 countries in North and South America, the Caribbean, Australia, and New Zealand, as well as more than 1,250 of the world's finest hotels, tour operators, and top destinations.

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Press Release



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 globally advertise for Berlin as a travel destination. *visitBerlin's* Berlin Convention Office markets the German capital as a congress metropolis. As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates four Berlin Tourist Infos. The Berlin Service Center (Tel. 030-25 00 25) provides information on the complete spectrum of tourist services in Berlin. visitBerlin.com

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