

Press information

ITB 2012: Berlin continues its uptrend

Capital region as a magnet for visitors / focus on health tourism / awards for Berlin

Berlin, 11 March 2012 Success for Berlin: Around 175,000 travel experts and visitors from all over the world came to the International Tourism Exchange Berlin (ITB) during the five trade fair dates as guests to the German capital. Of the more than 113,000 professional visitors – and hence 2,200 more than last year – around 40% came from abroad. Some 7,000 journalists from 94 countries covered ITB Berlin.

Hall 12 of the Trade Fairgrounds was in particular demand amongst visitors: here *visitBerlin* and TMB Tourismus-Marketing Brandenburg GmbH presented together, for the second time, the tourism offerings of the capital region Berlin-Brandenburg. “The interest from all over the world in the capital region is overwhelming – the popularity of our metropolis continues to increase,” *visitBerlin* CEO Burkhard Kieker sums up. On the 1,600 square metre large exhibition stand 74 co-exhibitors from Berlin and Brandenburg were represented.

Trend towards health tourism

Visitors were particularly interested in health tourism. The Health Lounge on the Berlin Brandenburg stand informed, together with Vivantes and Helios Clinics about Berlin as a location for health tourism. The opportunities for health and medical tourism were the focus of a panel discussion on Friday with international panellists. A further highlight was the first “ITB Health Tourism Battle” on new trends in health tourism.

Large demand from future-proof markets

ITB was used by *visitBerlin* and the Berlin providers intensely for professional talks with the international travel industry. The opening of the new airport Berlin Brandenburg Willy Brandt (BER) was a focal theme. Future-proof markets such as Russia, China and Brazil showed an increasing interest in the German capital as a travel destination.

On Saturday and Sunday, when the trade fair was open for the public at large, the more than 55,000 visitors were enthused about the “Silent Disco” with which Berlin presented the sound of the city and promoted the club and music metropolis; furthermore raffles and a diverse programme with original characters from Berlin and Brandenburg were staged – such as the sport mascot Herthinho and Ritter Keule – who were moving around as walk act artists.

Awards: double gold for Berlin

Berlin was not only an excellent host at ITB – the metropolis on the River Spree was also elected best city in Europe: on Friday the popular destination was presented with the Zoover City Award in Gold. 85,000 visitors on the hotel rating portal Zoover had voted in favour of the city. The decisive elements were in particular the diverse cultural offering, the special ambience of the city and the excellent quality of its hotels.



Second award: The Berlin Convention Office of visitBerlin was presented with the “Golden City Gate” award which recognises creative concepts in the tourism industry. In the category “Best Roadshow in Germany” Berlin convinced with the Germany road show “Berlin – a neighbourhood residential community”. With a moving box installation Berlin presented itself in 2011 as a six room apartment with the 12 districts in a creative and typical manner.

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