

## UK Roadshow 2013: Spin with Berlin

*visitBerlin* and partners cycle from York to London for charity / Visits to leading British MICE agencies to promote convention destination Berlin

**Berlin, March 19<sup>th</sup>, 2013** New Roadshow concept “Spin with Berlin”: The Berlin Convention Office (BCO) of *visitBerlin* and its partners will cycle through England to promote the MICE destination Berlin. This was announced at tonight’s M&IT Awards 2013. The tour starts June 10<sup>th</sup> in York and finishes June 13<sup>th</sup> in London. Stops will be made at leading British MICE agencies in order to network and present Berlin’s qualities as a convention and incentive destination and to raise money for charity projects.

“We ask all UK meeting planners to give us a break. Literally!” says Heike Mahmoud, Director Conventions of the BCO. “Tell us where to meet you and we will stop by, riders, supporters, fan block and all. Take a moment to hear what we want to achieve for Berlin, the businesses supporting us and the charities we are supporting.”

The BCO team will be accompanied by representatives of Berlin’s hotel, agencies and venues. Goal is to cycle about 120 kilometres a day. Another important purpose is to collect money for two charity projects, one in Britain, one in Berlin.

Heike Mahmoud: “We chose cycling, the greenest form of transport, to bolster the notion that Berlin is a green, sustainable and active city and to show planners: This is the perfect destination for meetings, conventions and incentives! We also invite them to be part of a little cycling madness Berlin style.”

Meeting planners are invited to be part of the route. They are also welcome to take their bikes and join “Spin with Berlin” for a while.

For further information go to [ukroadshow.visitBerlin.com](http://ukroadshow.visitBerlin.com) or contact Lisa Stewart (UK representative of the Berlin Convention Office): Tel.: +44 (0) 845 498 9982. Email: [lisa@humewhitehead.co.uk](mailto:lisa@humewhitehead.co.uk).

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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 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 three Berlin Tourist Infos and the Berlin Service Center (Tel. 030-25 00 25), which provide information on the complete spectrum of tourist services available in Berlin. [visitBerlin.com](http://visitBerlin.com)

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