

Successful planning: New Meeting Guide Berlin online

Berlin presents indispensable online tool at IMEX Frankfurt, 19 to 21 April

Berlin, 18 April 2016 The *visitBerlin* Berlin Convention Office (BCO) strengthens its service for event planners. Just in time for IMEX Frankfurt, the BCO has published an updated Meeting Guide Berlin with a new design, additional content and simpler menu navigation. Accessible at meetingguide.berlin, the online tool makes it possible to find the right hotel, venue, and service partners – such as agencies, catering and technology companies, suppliers or mobility partners – for your event in the German capital.

“Berlin is continuously expanding its offer to its clients of conferences, conventions, incentives and events. The Meeting Guide Berlin bundles this growing diversity and provides a quick overview of our partners in the German capital,” says Heike Mahmoud, Director Conventions of the *visitBerlin* Berlin Convention Office. “This platform enables us to offer an even better service by allowing us to present the latest developments in Berlin’s meetings industry in a clear and structured way.”

The updated Meeting Guide Berlin now has some 180 entries in the categories conference hotel, locations, and service partners. These include newly opened hotels like the Riu Plaza near Kurfürstendamm and the 4-star Hotel Titanic Chaussee Berlin. Users can filter their searches by criteria such as available seating, room size, or overall capacity, thus obtaining results that are in line with their wishes. In June, the Meeting Guide will be further expanded with more than 120 incentive programmes on offer in Berlin and the surrounding region.

Berlin at IMEX Frankfurt

IMEX Frankfurt takes place this year from 19 to 21 April. Together with 24 partners, including hotels, venues, convention centres, and agencies the *visitBerlin* Berlin Convention Office will be at the joint German stand, booth F100/39, showcasing all that the city has to offer as a meeting destination. Nostalgic driving fun, without exhaust emissions: Sitting in a real Trabant former East Germany, a virtual tour takes all visitors on a wild ride through the German capital. The video for this tour was produced by a Berlin based start-up.

More information can be found at convention.visitBerlin.com and meetingguide.berlin.

(2,335 characters)

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 many convention and meeting options offered by the German capital. Berlin’s popularity as a tourist destination continues to grow: with more than 30 million overnight stays in 2015, the German capital is as busy as ever. Berlin has been among the top five most popular destinations in the world for conventions and meetings for the past ten years. 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 six Berlin Tourist Information Offices across the city. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete range of tourist offerings in Berlin. The website visitBerlin.de provides information about the capital in 14 languages.

visitBerlin / Berlin Tourismus & Kongress GmbH

Press Office
Am Karlsbad 11
10785 Berlin, Germany
Fax: +49 (0)30 26 47 48 – 968

Media Relations

Christian Tänzler
Tel.: +49 (0)30 26 47 48 – 912
christian.taenzler@visitBerlin.de