

visitBerlin's Bestival among the winners of the BrandEx Award

- **Bronze in the "best event format" category**
- **The prize was awarded on Wednesday in Dortmund**

Berlin, 19 January 2024 Last summer's [Bestival 2023](#) has now been awarded bronze in the "[Best Event Format](#)" category at the [BrandEx Awards](#). With more than 1,000 guests from the tourism and event industry, it was the world's largest showcase event at a destination. Bestival is organised by *visitBerlin* together with the industry associations [visitBerlin Partnerhotels](#), [BEN Berlin Event Network](#) and [INTOURA](#) and event agencies.

Bestival is an industry meeting, city tour and festival all in one

Bestival, which is aimed at event planners and tourism experts from all over the world, took place for the third time on 6 and 7 July 2023. On the first day, participants enjoyed talks, panel discussions and workshops at the Heeresbäckerei and SAGE Beach. Concerts and tastings provided a festival atmosphere and plenty of opportunities to get to know each other and network. On day two, guests were able to experience Berlin on guided themed tours and at partner events throughout the city. In total, more than 60 speakers and acts as well as more than 180 Berlin locations, companies and other partners were involved.

Bestival was certified as a sustainable event by the independent testing centre GUTcert. This means that all CO₂ emissions generated were fully offset. The entire event was organised in accordance with the criteria of the "[Sustainable Meetings Berlin](#)" initiative of the Berlin Convention Office of *visitBerlin* and the ISO 20121 standard for sustainable event management.

BrandEx Award is a prize from the industry for the industry

The BrandEx Award is a creative award for successful live communication. It honours particularly innovative and convincing event formats as well as temporary and permanent architecture in the fields of architecture and events. These include, for example, conferences, corporate events for employees, store concepts and trade fair stands. The initiators are the trade magazine BlachReport, Messe Dortmund, fwd: Bundesvereinigung Veranstaltungswirtschaft and the Studieninstitut für Kommunikation. The 21-member jury is also made up of experts from all the trades represented. The award ceremony took place on Wednesday 17 January in Dortmund's Westfalenhallen.

visitBerlin

"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH provides destination management as well as tourism and congress marketing for Berlin. The company, which operates under the *visitBerlin* brand, is a partner, player, ideas provider and networker. Its work focuses on sustainable product development and the marketing of city-friendly tourism offers in all twelve districts. The aim is to maintain the quality of life of Berlin's residents and increase the quality of stay for visitors. *visitBerlin* also acts as a tour operator and is the issuer of the official tourist ticket, the Berlin WelcomeCard. The company also operates the Berlin Tourist Info Centres. At [visitBerlin.de](#), Berlin's official travel portal, visitors to Berlin can find all the information they need about travelling to Berlin. More about *visitBerlin* at [about.visitBerlin.de](#)

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