

ITB 2024: Visit the World of Berlin

- **visitBerlin presents Berlin at stand 305 in Hub27**
- **UEFA EURO 2024 and the 35th anniversary of the fall of the Berlin Wall are Berlin's annual highlights**
- **#TourismNeedsDiversity: Showing your face against racism and discrimination**
- **Invitation to press events on 5 March: Opening of the ITB music programme in the ICC trade fair tunnel | Visit to the Berlin stand by the Governing Mayor of Berlin and others | Tourism cooperation with Ukraine and Ukrainian Tourism Chairwoman Marianna Oleskiv | New easyJet and Eurowings flight connections for Berlin**

Berlin, 4 March 2024 It's the family reunion for tourism professionals: the International Tourism Exchange Berlin, or ITB Berlin for short. The world's leading travel trade fair will take place this year from 5 to 7 March at the Berlin Exhibition Grounds. The B2B format will focus on business, content and networking. *visitBerlin* will be represented at ITB Berlin 2024 as Berlin's destination management and marketing organisation. Together with TMB Tourismus-Marketing Brandenburg GmbH and Berlin Brandenburg Airport (BER), Berlin will be presenting itself in Hub27 at stand 305 under the umbrella of the Berlin Brandenburg Capital Region. At stand 311, *visitBerlin* and Brandenburg will be making a clear statement against racism and discrimination: the special area will be themed "TourismNeedsDiversity".

Burkhard Kieker, CEO of *visitBerlin*: "ITB is like a campfire for the international travel and tourism industry: here in Berlin, the state marketing organisations, tour operators, tourism airlines and media are in the best of company. The power of personal encounters is the driving force behind our industry."

Berlin's annual highlights at Berlin stand 305: UEFA EURO 2024 and 35 years since the fall of the Berlin Wall

For *visitBerlin*, everything at stand 305 in Hub27 this year revolves around these two major annual highlights: the UEFA EURO 2024 and the anniversary of the fall of the Berlin Wall. The European Football Championship and the numerous events with which Berlin is celebrating [35 years since the fall of the Berlin Wall](#) are once again attracting many guests to the capital this year. Almost 2.5 million fans are expected to attend the [UEFA EURO 2024](#) from 14 June to 14 July. And autumn marks the 35th anniversary of a very special day for Berlin and Germany: the city commemorates the fall of the Berlin Wall on 9 November 1989 in many places - a good occasion to go in search of traces in the city of freedom.

There will be activities for both major events - at the *visitBerlin* stand and on the exhibition grounds. For example, trade visitors can take photos with the **UEFA** Giant Trophy at the southern entrance to the exhibition centre. Selfies can also be taken with the **UEFA mascot** Albärt at the Berlin stand on 5 March. 6 March marks a special countdown day: UEFA Euro

2024 starts in exactly 100 days, and there will be a **quiz** about UEFA and the host city Berlin on digital screen walkers on all days of the trade fair.

Special stand (311) of Tourismus Marketing Brandenburg and *visitBerlin*:

#TourismNeedsDiversity

Tourism needs diversity: this is the motto of an initiative by *visitBerlin* and TMB Tourismus-Marketing Brandenburg at stand 311 in Hub27. *visitBerlin* invites all trade fair participants to make cosmopolitanism, tolerance and diversity visible on the 30 square metre area. The central elements will be three benches with one half of the seat missing. They will be labelled "No place for racism" or "No place for racism". The hashtags #tourismneedsdiversity and #ITBtogether appear in large letters on the photo wall behind them. Visitors can take a seat on the benches, take photos with a Polaroid camera and immortalise themselves on the photo wall. With this campaign, Berlin's tourism organisation is taking a clear stand against racism and discrimination - and strengthening its [commitment](#) to fundamental democratic values.

How to organise a sustainable trade fair appearance

Thinking events and sustainability together: *visitBerlin* is doing everything it can to ensure that the capital's visitor economy is fit for the future. At ITB 2024, Berlin's marketing organisation will show how this can be done. Together with TMB Tourismus-Marketing Brandenburg GmbH and BER Airport, it is implementing targeted measures around the trade fair appearance. These include cooperation with a sustainability-certified catering partner, a scanning app that makes business cards superfluous and rental furniture. The [Sustainable Event Guidelines](#) from *visitBerlin* form the basis for this. These help organisers to plan and implement their events sustainably. With success: in the international ranking of the Global Destination Sustainability Index, Berlin ranked [sixth](#) among the world's most sustainable metropolises in 2023. Tips for a sustainable visit to Berlin can be found on the *visitBerlin* [website](#).

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Dates of *visitBerlin* at the ITB

These are the important dates at a glance:

If you are interested in attending *visitBerlin*'s press events on 5 March 2024, please send us an e-mail for your press accreditation to presse@visitBerlin.de and include your full name, e-mail address and the medium for which you are reporting or producing.

Tuesday, 5 March 2024

Press and photo opportunity: Opening of the musical programme in the Messedammtunnel/ICC during ITB

8:45 a.m.: The Senate Department for Economics, Energy and Public Enterprises, in cooperation with the Charlottenburg-Wilmersdorf district, the Berlin Club Commission, Messe Berlin and *visitBerlin*, has committed to organising a musical programme in the pedestrian tunnel to keep the ITB going. Berlin artists will be performing from 10.00 to 21.00 each evening. The programme of events will be opened by **Franziska Giffey**, Senator for Economics, Energy and Public Enterprises, **Burkhard Kieker**, CEO of *visitBerlin*, **Kirstin Bauch**, District Mayor of Charlottenburg-Wilmersdorf, **Olaf Kretschmar**, Managing Director & Chairman of the

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Berlin Music Commission, **Dr. Mario Tobias**, Managing Director of Messe Berlin. Location: **Messedamm/ICC subway**

Press and photo session: ITB opening tour

10:10 a.m.: Visit by Berlin's Governing Mayor **Kai Wegner** at the Berlin stand as part of the official ITB opening tour, location: **Berlin stand, Hub27, Stand 305 & 311**, other **participants: Burkhard Kieker**, Spokesman of the Management Board of *visitBerlin*, **Sabine Wendt**, Managing Director of *visitBerlin*, **Franziska Giffey**, Mayor and Senator for Economics, Energy and Public Enterprises, **Dieter Janecek**, Federal Government Coordinator of the Maritime Industry and Tourism, Federal Ministry for Economic Affairs and Climate Action, **Dr. Mario Tobias**, CEO, Messe Berlin GmbH, **Julia Simpson**, President and CEO, World Travel & Tourism Council (WTTC), **Zurab Pololikashvili**, Secretary General, UN Tourism, **Norbert Fiebig**, President, German Travel Industry Association (DRV), Dieter Hütte and Christian Woronka, the current and designated Managing Director of TM, **UEFA mascot Albärt**

Press and photo opportunity: More Eurowings flights for Berlin

11 a.m.: Press photo opportunity with Jens Bischoff, CEO Eurowings, and Burkhard Kieker, CEO of *visitBerlin*, location: **Eurowings stand, Hall 25, Stand 118**

Press and photo event: Tourism cooperation Ukraine & Berlin

12 noon: Signing of a Memorandum of Understanding with Marianna Oleskiv, Chairwoman State Agency Tourism Development Ukraine, Franziska Giffey, Mayor and Senator for Economics, Energy and Public Enterprises, and Burkhard Kieker as well as Sabine Wendt, Managing Director of *visitBerlin*, location: **Berlin stand, Hub27, Stand 305**

Press and photo opportunity: More EasyJet flights for Berlin

12:30 p.m.: Press photo opportunity with Stefan Erler from EasyJet, Franziska Giffey, Mayor and Senator for Economics, Energy and Public Enterprises, and Burkhard Kieker, CEO of *visitBerlin*, Location: **Berlin stand, Hub27, Stand 305**

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In 2024, B2B networking in the tourism industry will take centre stage at ITB. Various speakers will be representing *visitBerlin* at the ITB Congress and in panel discussions on 5 and 6 March.

15:00: Panel "Importance of Branding for Health Tourism Destination Promotion" with Michaela Kehrer, Medical Tourism Manager at *visitBerlin*, Hall 3.1, Medical & Health Tourism Stage

15:30: Lecture "How to acquire big events - Insights into the strategies of Destination Management Organisations" by Marco Oelschlegel, Director Conventions at *visitBerlin*, Hall 3.1, Green Stage

17:00: Presentation "New Development Trends in China's Tourism Market" by Ralf Ostendorf, Director Market Management at *visitBerlin*, Hall 7.1a, Orange Stage

Wednesday, 6 March 2024

10:10 a.m.: Stand visit by Wolfgang Schyrocki, State Secretary in the Senate Department for Finance Location: **Berlin stand, Hub27, Stand 305 & 311**

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Strong partners for Berlin

On around 300 square metres, *visitBerlin* presents the Berlin-Brandenburg metropolitan region - together with over 15 tourism partners:

visitBerlin Partnerhotels e.V.
Berlin districts
Bermark Incoming
Centrovital Hotel
German Spy Museum
Germany Museum
Documentation Centre on NS Forced Labour
Filmpark Babelsberg

Friedrichstadt-Palast
Living Hotels Berlin
Or Region Health
Original Berlin Walks
Park Inn by Radisson Berlin Alexanderplatz
TakeTaxi Berlin
Humboldt Forum Foundation in the Berlin Palace
Take Taxi

Digital press kit with further press releases on the individual press events:

<https://about.visitberlin.de/en/node/3274>



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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 focusses 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](https://www.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](https://about.visitberlin.de)

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