

PRESS RELEASE

February 08, 2018

Grand Finale at ITB Berlin 2018

Nordic music and exotic dance performances await visitors to the Grand Finale of the World's Largest Travel Trade Show® – admission is free for holders of a visitor's ticket on the Sunday of ITB

A spectacular conclusion to the World's Largest Travel Trade Show®: the ITB Grand Finale on Sunday, 11 March 2018 will be the official final event of ITB Berlin, featuring dance performances from Zambia, Malaysia and the Dominican Republic. From 3.30 to 5 p.m., together with a host of different cultures, exhibitors, guests and visitors will be celebrating a spectacular ending to the 52nd ITB Berlin. Mary Amiri, the award-winning event and television presenter, will moderate the colourful programme of events which is traditionally organised by exhibitors. Admission is free for holders of a visitor's ticket on the Sunday of the show.

Mecklenburg-Vorpommern, this year's partner country of ITB Berlin, will bring events to a close in a maritime atmosphere with the all-male shanty choir 'Plauer See'. Visitors are expressly invited to sing and join in. The tiny nation of Estonia will be represented with Nordic music. The eight-member female group 'Naized', founded in 2006, will sing a selection of traditional Estonian folk songs.

As well as to Nordic regions, the Grand Finale will also be taking visitors on a trip to exotic countries, for example Zambia, this year's Culture & Convention Partner of ITB Berlin. The flowing movements of its traditional dance performances reflect the many different cultures of this African nation. The Kecak, a traditional dance from Indonesia, will have visitors longing for faraway destinations. It is one of Bali's most famous artistic creations, and with its delicate hand movements the dance is also an expression of Hindu mythology.

Towards the end of the Grand Finale 2018 visitors can look forward to the ceremonial 'passing of the baton' from one partner country, Mecklenburg-Vorpommern, to another, Malaysia, the partner country of ITB Berlin 2019. This country in southeastern Asia will be whetting visitors' appetites with traditional music and dance performances for next year's visit to the World's Largest Travel Trade Show®.

The Delphic Games: a global stage for art and cultures

Ever since 2010 ITB Berlin has been organising the ITB Grand Finale in cooperation with the International Delphic Council (IDC), a global cultural organisation. The Delphic Games, which it organises, are literally the sister event of the Olympics. Just as fire stands for the Olympic Games, so their defining symbol is water. In ancient Greece the Delphic Games took place regularly for almost 1,000 years, always in the year preceding the Olympic Games. Nowadays, different venues host the Delphic Games and Delphic Youth Games every four years.

For more information on the Grand Finale at ITB Berlin please visit:

www.itb-berlin.de/de/Besucher/Privatbesucher/DasITBFinale.

Reduced-rate tickets are available online, from BVG and S-Bahn Berlin

Visitors can purchase ITB tickets to the open days for the public on Saturday, 10 and Sunday, 11 March 2018 at the reduced rate of 12 euros instead of 15 euros by visiting www.itb-berlin.de/en/Visitors/Tickets/ After printing out their own tickets members of the public can gain easy access to the display halls without waiting in line. Alternatively, they can buy admission vouchers for ITB Berlin from one of the many



Press contacts: Messe Berlin

Emanuel Höger
Press Spokesman and
Press and Public Relations
Director
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: @messedamm22

ITB Berlin / ITB Asia / ITB China:

Julia Wegener
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
j.wegener@messe-berlin.de
www.messe-berlin.com

Additional information:

www.itb-berlin.com
www.itb-convention.com

Management board:

Dr. Christian Göke (CEO),
Dirk Hoffmann (CFO)
Chairman of the Supervisory
Board: Wolf-Dieter Wolf
Commercial Register:
Amtsgericht Charlottenburg
(District Court)
HRB 5484 B
(Commercial Code)

ticket machines at the customer service centres of the BVG and S-Bahn, where up until 12 midday on 11 March vouchers for day tickets will also be available at the reduced rate of 12 euros instead of 15 euros. Children up to the age of 14 accompanied by an adult are admitted free of charge. Schoolchildren and students can purchase tickets at the reduced rate of 8 euros. Last-minute tickets for admission on 11 March as of 2 p.m. are available from the ticket offices at 8 euros.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2018 will take place from Wednesday to Sunday, 7 to 11 March. From Wednesday to Friday ITB Berlin is open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2017 a total of 10,000 companies and organizations from 184 countries exhibited their products and services to around 169,000 visitors, who included 109,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 7 to Saturday, 10 March 2018. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. More details are available at www.itb-berlin.com, www.itb-convention.com and at [ITB Social Media Newsroom](#).

You may obtain your **accreditation** for ITB Berlin 2018 online at www.itb-berlin.com/Press/Accreditation/.

Join the **ITB Press Network** at www.linkedin.com.

Become a **fan of ITB Berlin** at www.facebook.com/ITBBerlin.

Follow ITB Berlin on www.twitter.com/ITB_Berlin.

Get the latest updates from the **Social Media Newsroom** at newsroom.itb-berlin.de/en.

You can find **press releases on the internet** at www.itb-berlin.com under the section heading Press / Press Releases. Make use of our information service and subscribe to our **RSS feeds**.