

## PRESS RELEASE

January 17, 2019

# Berlin Travel Festival: Globetrotters meet travel industry trendsetters

**Innovative tour operators and well-known adventurers, activists and wellness gurus to meet at the Arena Berlin from 8 to 10 March 2019 – Slogan: travel different – Tickets are available online now**

*Berlin, 17 January 2019* – A forward-looking trade show for a new generation of travelers: following its successful launch in 2018 the second edition of the Berlin Travel Festival will be taking place from 8 to 10 March 2019 at Arena Berlin. Taking as its slogan 'Travel Different', the official partner event of ITB Berlin brings together adventurers, explorers and today's brands. With its festival atmosphere, the event celebrates innovative entrepreneurial spirit and perfectly complements the long-standing ITB Berlin on the Berlin Exhibition Grounds which has run for over 50 years.

### Inspiration for the next big adventure

More than 100 exhibitors will be presenting their products, including Mercedes-Benz MYVAN, (content platform for van enthusiasts), roadsurfer (camper van rentals) and PiNCAMP by ADAC (camping portal). International destinations – from the Caucasus to Australia – will be represented, as will local regions such as South Tyrol, Sylt, Mecklenburg-West Pomerania and Brandenburg. At the same time numerous companies which subscribe to sustainable tourism concepts have announced their participation this year, including Dr. Bronner's ALL-ONE!, COTOPAXI, Abury, Fairaway | Better Places Travel and Little Sun as well as Tentsile Tree Tents, Green Rooms and Feel the World Travel.

Both exhibitors and events at the Berlin Travel Festival will focus on the current topics of sustainability, digital connectivity, innovation and community. Well-known speakers, adventurers, activists, journalists and wellness gurus will share their experiences at lectures, workshops, master classes and film screenings. Kicking off the festival programme will be the 'Shop Shift – A Trend Lab for Creative Minds' conference on Friday, 8 March. At this one-day symposium experts will reveal their forward-looking travel retail strategies, from omni-channel presence to trendsetting brand experiences.

On Friday, 8 March at a press preview journalists can find out more about the Berlin Travel Festival's concept and exhibitor highlights, including South Tyrol, B Corp. and The Grand Hostels. This will be followed by a tour of the Experience Floors and Campus. Members of the media can obtain [online accreditation](#) now.

### Order tickets online now

Tickets to the Berlin Travel Festival from 8 to 10 March 2019 at Arena Berlin are available online now from [berlintravelfestival.com/tickets](http://berlintravelfestival.com/tickets). Members of the public can choose between family and day tickets. On Friday, 8 March, which is International Women's Day, ladies will be admitted free of charge. Travel pros in possession of a trade visitor ticket can attend the Shop Shift conference and the festival's [weekend programme](#) at no extra charge. For trade visitors and exhibitors at ITB Berlin admission is free on all days of the event.

### About the Berlin Travel Festival

The Berlin Travel Festival is a unique format that opens up new perspectives for curious adventurers. Organised by I LOVE TRAVEL GmbH in partnership with ITB Berlin, the three-day festival brings together people, stories, products and brands and



Official Partner Country ITB Berlin 2019



### Press contacts:

#### Messe Berlin GmbH

Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: @MesseBerlin

#### ITB Berlin / ITB Asia / ITB China:

Julia Sonnemann  
PR Manager  
Messedamm 22  
14055 Berlin  
T: +49 30 3038-2269  
[Sonnemann@messe-berlin.de](mailto:Sonnemann@messe-berlin.de)  
[www.messe-berlin.com](http://www.messe-berlin.com)

#### Berlin Travel Festival:

Kathrin Willhöft  
T: +49 170 479 0535  
[kathrin@berlintravelfestival.com](mailto:kathrin@berlintravelfestival.com)  
[www.berlintravelfestival.com](http://www.berlintravelfestival.com)

#### Additional information:

[www.itb-berlin.com](http://www.itb-berlin.com)  
[www.itb-convention.com](http://www.itb-convention.com)

#### Management board:

Dr. Christian Göke (CEO),  
Dirk Hoffmann (CFO)  
Chairman of the Supervisory Board: Wolf-Dieter Wolf

focuses on a socially and ecologically responsible approach to future travel planning.

### **Berlin Travel Festival / Press contact details**

Information, images and interview requests:

Anja Voparil

[anja@berlintravelfestival.com](mailto:anja@berlintravelfestival.com)

+49 170 542 4859

Kathrin Willhöft

[kathrin@berlintravelfestival.com](mailto:kathrin@berlintravelfestival.com)

+49 170 479 0535

For more information on the Berlin Travel Festival please visit:

[www.berlintravelfestival.com](http://www.berlintravelfestival.com).

### **About ITB Berlin and the ITB Berlin Convention**

ITB Berlin 2019 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110.000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 6 to Saturday, 9 March 2019. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit [www.itb-berlin.com](http://www.itb-berlin.com), [www.itb-convention.com](http://www.itb-convention.com) and the [ITB Social Media Newsroom](#).

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