

SHAKING THINGS UP
IN TRAVEL

Berlin Travel Festival Premieres March 2018 LIMITED EXHIBITION SPACE STILL AVAILABLE

The Berlin Travel Festival will debut March 9-11, 2018 at Arena in Berlin's Kreuzberg neighborhood. Designed to disrupt and inspire, this game-changing event format will bring together travel industry innovators—among them 150 exhibitors and 4,000 trade visitors—with more than 15,000 consumers. In particular a new generation of lifestyle travelers. The very tastemakers who are shaping how, why and where we travel.

Registration for the exhibitor's space is open through November 15, 2017 with an online form, prices and a factsheet available here: berlintravelfestival.com/exhibitors

The Festival's multifaceted experience will move into Berlin's most creative quarter. Exhibitions range from gadgets, to accommodations, to fashion, to new destinations. The stage hosts musicians, influencers, authors and entrepreneurs from inside and outside the travel sphere. A community area invites visitors to connect, read, taste, and play.

Rewriting the rules of the travel game

Friday, March 9, is dedicated to the travel trade with a conference module focused on **building offline communities**. Bernd Neff, Managing Director of the Berlin Travel Festival: "This module offers inspiration, insight and advice to travel professionals who are rethinking how to sell travel and better engage their customers. There's a global discussion about the return of bricks-and-mortar travel commerce. Millennials have begun to see the benefits of an experienced and creative travel partner. It's time to adapt business models and take a large stride towards the future." Guest speakers, ranging from retail experience experts to architects awarded for their interactive space design, address four key areas: **consumer trends, industry research, public space design, and experiential programming.**

Offline is the new online

From Friday evening through Sunday, the event opens to the public and its festival character unfolds. Stylish and customized modular stands in the exhibition area showcase new destinations,

experiences, technology, gadgets and gear to create an inspiring space for exhibitors and new customers to connect. Multiple stages host discussions; film screenings; demos; pitch sessions; music and more.

Berlin – one week, a world of travel

With ITB Berlin, the world's leading travel show, and the International Hotel Investment Forum (IHIF), Berlin is already an essential stop for international travel managers every March. Martin Buck, Senior Vice President Travel & Logistics, Messe Berlin: "The Berlin Travel Festival is an exciting newcomer further opening doors to the local market and its flourishing, young creative scene. Combined, these three events make Berlin the number one marketplace for travel professionals from around the world." Thanks to a close partnership between ITB Berlin and the Berlin Travel Festival, there will be shuttle service between the two venues.

Special rates for startups and NGOs

The Berlin Travel Festival puts a special emphasis on doing good. Not only will it spotlight innovative projects and businesses focused on creating a better future, the Festival itself is committed to environmental and social responsibility. Special support is offered to NGOs, as well as startups and small new businesses founded within the previous three years. From a Kickstarter campaign to create high-tech ponchos, to hyperlocal apps, to motorized suitcases, the Berlin Travel Festival encourages participation by offering these young innovators reduced-rate exhibition space starting at 400 EUR.

NOTE TO THE EDITORS

Additional information is available at berlintravelfestival.com. For further details and interview requests, please contact:

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