



STRONG GROWTH AT THE BERLIN TRAVEL FESTIVAL

From March 8–10, the Berlin Travel Festival enjoyed an immensely successful second year. Over a weekend of talks, workshops, screenings, classes, and the latest in consumer travel offerings, almost 11,000 visitors joined the festival – 9,000 consumers, 1,500 professionals, and 500 members of the media. Unifying tourism trade with travel lifestyle, the event continued its focus on the new generation of travelers. Described as a “Pinterest wall for wanderlust,” key themes included sustainability, purpose-driven travel, and creating connections. From festival director, Bernd Neff, “With this success, the festival anticipates another year of increased exhibitor and visitor numbers when it returns to Arena in 2020.”

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NEW FORMATS LAUDED BY VISITORS AND PROFESSIONALS

Over 130 **exhibitors** were on hand to meet visitors and professionals. The number of exhibitors at the festival grew by 30% in its second year, offering a uniquely curated event packed with hands-on experiences and one-on-one exchange. The event received broad praise for developing formats, including the range of participatory events for consumers (by Foto Meyer, Green Rooms, Südtirol, Cee Cee Creative, Texel, Brandenburg, and WALDEN, among others), the dedicated Grand Hostels area, the focus on B Corporations, as well as the **Creator's Lounge** for exhibitors and brands.



EVENT HIGHLIGHTS CAPTIVATED AUDIENCES

The 150 program events, held in eight dedicated areas, enjoyed an increased attendance throughout the weekend in comparison to 2018. ***Shop Shift - A Trend Lab for Creative Minds*** on Friday continued to establish the festival's position as a valuable resource for travel trade seeking to expand their knowledge about trends and the future of travel retail. The weekend continued on Saturday and Sunday with standing-room only talks by legendary survivalist and activist **Rüdiger Nehberg**, "happiness minister" **Dr. Ha Vinh Tho**, and adventure brothers **Paul and Hansen Hoepner** on the Main Stage. As well as crowded presentations from photographer and journalist **Gianluca Pardelli**, sabbatical advisors **Nomad Week**, "donkey trekker" **Lotta Lubkoll**, and distance hiker **Stephan Meurisch**, among many others.

PRESS CONTACTS

For further details, images, and interview requests, please contact us at **press@berlintravelfestival.com**. Additional information and images are also available on our **press page**.