

Berlin Travel Festival // DIGITAL

TAKE A TRIP!  
BUT HOW?

9 – 12 MARCH 2021





# WANDERLUST HAS A NEW SHOW!

In times of zoom-fatigue the longing returns in the evening – in good old TV manner – to sink into the couch and just let yourself be entertained.

At last there is an alternative to the hour-long travel documentaries on Netflix and the sleep-inducing TV travel programmes on the third channels.

With the BTF // Digital we launch the MTV of travel.



# MEET THE BERLIN TRAVEL FESTIVAL // DIGITAL

BTF // Digital is more than just another “Dream Now – Travel Later” show. Concrete, immediately applicable tips from proven experts, exclusive and highly attractive offers that can be booked immediately. A program series true to the motto: A stream comes true.

On our website we present a mix of blog posts and a media library with films, tutorials and exciting travel lectures. In addition, there is a selection of destinations, tour operators and tourism-related brand products, which are featured by extensive program promotion.

One navigates alternatively after topics or after service columns – or one surft simply only on the side and can be carried away.

BTF // Digital is shown for the first time in the ITB Berlin NOW environment and completes the “Berlin Travel Week” with this consumer component.

The program will be shown linearly during the first broadcast, after which the respective contributions can be viewed in the media library as video on demand.

# WE LOVE TRAVEL!

tourism recovery pop-up



## TAKE A TRIP! BUT HOW?

People's wanderlust increases from month to month. Analogous to this, frustration is also growing. Where can you travel? Where is it safe? How do you get there and back again?

On four evenings, we will deal with these questions, each time focusing on a different topic.

Representing a new generation of travelers, the Berlin Travel Festival is committed to innovative, sustainable concepts and a better common future. Therefore, it should not only be about travel for the sake of traveling, but also about the influence travel has on our social interaction, the education of our children and our very personal lives.

Can sustainability and ethical consumption become the rule?

If so, what does this mean for travel?

What needs to be rethought and where do we already act sustainably anyway?

How can we make it suitable for the masses?

Travel can and should be possible – without a guilty conscience.

# FOUR EPISODES – FOUR TOPICS

## A STREAM COMES TRUE

### 1. SAFE TRIPS – SAFE PLACES

People's wanderlust increases from month to month. Analogous to this, frustration is also growing. Where can you travel? Where is it safe? How do you get there and back again?

The first episode of BTF // Digital has the motto "Safe Trips – Safe Places" and we present various forms of road trips, European rail routes, unusual ship passages and reasonable long distance travel. We offer concrete, immediately applicable tips from proven experts.

### 3. FREEDOM & ADVENTURE

Travel means temporary freedom and independence. Traveling also means relaxation and recreation. Each person has his/her own interpretation of what this means, or his/her own preferences as he/she enjoys this time of life.

In this episode we offer completely different versions of the "Re-charging Battery". We hike on mountains, go on expeditions in the jungle, cross the desert and enjoy the fascination of water.

### 2. TINY LIVING & SLOW TRAVEL

A large trend – not only in connection with journeys – is the reduction of the own consumption and a new evaluation of the factor time.

We consider the positive influence of a controlled and balanced renunciation. Ecologically, economically and psychologically. Material goods, in addition, experiences, get another value, if we do not only rattle them down in warp speed.

In episode two, we will deal with tiny houses, deceleration, staying local and small, quickly realizable escapes – so-called micro adventures.

### 4. CULTURE TRAVEL

What would our civilization be without travel. We start with the Grand Tour and go on a small journey through time and the development of tourism until today. Our focus is on the positive social achievements that travel brings with it, and show how urgently it is necessary to continue to travel.

At the end of our first season we present the most delicious food spots in the world, visit breathtaking art and design destinations and dive into subcultures and places "off the beaten track".



# EXPECTED REACH

## DURING THE EVENT (9–12 MARCH 2021)

- Expected total livestream users: > 5.000\*
- Expected livestream viewers at the same time: Ø 250\*

## BEFORE AND AFTER THE EVENT — 3 MONTHS (MARCH–MAY 2020)

- Expected number of website users: ~ 38,500\*\*
- Expected website page impressions: ~ 173,000\*\*
- Expected website sessions: ~ 55.000\*\*
- Expected views per video on demand: Ø 1,000  
(up to 9,100 views per video have been recorded in the past)

\*based on the figures of the We Love Travel livestream; October 2020

\*\*based on the figures of the Berlin Travel Festival website; March-May 2020

\*\*\*based on average views of each presentation / interview published on the Berlin Travel Festival YouTube channel

# THANK YOU!

IF YOU HAVE QUESTIONS  
PLEASE CONTACT:

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