



THE BERLIN TRAVEL FESTIVAL RETURNS DIGITALLY IN MARCH 2021!

- Motto & dates
- Themes & formats
- Participation opportunities

TAKE A TRIP! BUT HOW?

Special circumstances call for special measures. In times of zoom-fatigue, the longing to simply be entertained in the evening returns. With the Berlin Travel Festival // Digital, the Berlin Travel Festival is creating an alternative to the endless hours of travel documentaries on Netflix and the numerous travel programs on the usual TV channels. The festival is launching a new online video magazine that will provide travelers with fresh inspiration for upcoming vacations. A program series true to the motto: A stream comes true.

Broadcasting will take place on four evenings, each with a theme. Each episode explores new perspectives on travel: safe trips + safe places, tiny living + slow travel, freedom + adventure and culture trips. The BTF // Digital will take place on 4 evenings for ~2.5 hours each starting at 7pm from March 9 - 12, 2021 around ITB Berlin NOW and rounds off with this consumer component a week in which Berlin is all about travel. **Attendees can experience a premiere every evening or access the individual contributions in the media library whenever they want.**

“People’s wanderlust is increasing from month to month. Analogously, frustration is also growing. Where can you travel? Where is it safe? How do you get there and back? Travel can and should be possible - without a guilty conscience. These four episodes will be more than just another “Dream Now-Travel Later” show. Our viewers will get concrete ideas and offers that can be booked and implemented immediately,”

comments Bernd Neff, Founder and Managing Director of the Berlin Travel Festival.

Each evening is peppered with different formats such as essays, interviews, live lectures, video documentaries, travel films as well as panels and expert talks on specific topics.

EPISODES

The first episode of the Berlin Travel Festival // Digital is themed “Safe Trips - Safe Places” and presents various forms of road trips, European rail routes, unusual ship passages and defensible long-distance travel. Concrete, immediately applicable tips from proven experts are presented.

Episode two is about Tiny Houses, de-stressing, staying local and small, quickly realizable escapes - so-called “micro-adventures”. The overall theme is “Tiny Living & Slow Travel.”

Within the third episode, everything revolves around “Freedom & Adventure”. It’s about hiking in the mountains, expeditions in the jungle, crossing the desert and the fascination of water.

The last evening will focus on “Culture Travel” and thus on the world’s most delicious food hotspots, breathtaking art and design destinations as well as subcultures and places “off the beaten track”.

PARTICIPATION OPTIONS FOR COMPANIES

In addition to exciting travel presentations and panels for consumers, there will be a selection of destinations, tour operators, accommodations and branded tourism products featured through extensive program advertising.

Individual packages are available for the main, as well as different episode and category partners. Companies can also book a virtual brand profile or selected marketing services. An overview of all options can be found [here](#). All companies interested can register now for the Berlin Travel Festival // Digital [here](#).

ABOUT THE BERLIN TRAVEL FESTIVAL

The Berlin Travel Festival // Digital is neither a festival nor a livestream but a curated online video magazine. It is more than just another “Dream Now - Travel Later” show, with 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.

The BTF // Digital will take place on 4 evenings for ~2.5 hours each starting at 7pm from March 9 - 12, 2021 in the environment of ITB Berlin NOW and rounds off with this consumer component a week in which Berlin is all about travel.

Online, a mix of blog articles, a media library with films, tutorials and exciting travel lectures is offered. In addition, there will be a selection of destinations, tour operators and branded tourism products presented through extensive program advertising. The program is shown in linear order during the initial broadcast, after which the respective contributions can be viewed in the media library as video on demand.

Representing a new generation of travelers, the festival embodies the new awareness in travel and tourism and sees it as its mission to exchange and discuss with experts, brands and travelers.

www.berlintravelfestival.com