

# THANK YOU!

Berlin Travel Festival // DIGITAL



- New program format well received by viewers.
- Great response from the industry.
- All videos now available in the [media library](#).

## STRONG INTEREST IN TRAVEL SHOW

**Berlin, 15 March 2021** From 9 - 12 March, the **Berlin Travel Festival** took place as a **digital-only travel show**. **More than 50 speakers** presented themselves over four episodes and shared their impressions from Mongolia, Japan, Russia, Africa, Beirut, Bogota, Saudi Arabia and Luxembourg.

The **live streams** from 7 p.m. from 9 - 12 March were followed by a total of **13,000 viewers**. In addition, since last Wednesday, after the **media library** was activated, **6,500 views** have been generated **to date** across the various program contributions.

Particularly **good viewer ratings** were achieved by the panel with the topic: **“Take a trip! But how?”** with host Charlott Tornow (Reisevergnügen), Carlo Speth (Holiday Pirates), Luise Morgeneyer (influencer & author), Timo Kohlenberg (CEO America Unlimited) and Bruno Marti (25hours hotel).

Another **public favorite** was the contribution of **Maggie Haselwanter** who wanted to travel together with her moped “Sunny” at 30km/h from Switzerland to New Zealand, but got stranded in Turkey because of Corona as well as the contribution of **Christine Thürmer**, most hiked woman in the world, who kept the viewers in front of the screens with her entertaining and unconventional practical- and touring tips.

Viewers were taken on quick escapes to **Brandenburg**, the **Black Forest** and the **Rhineland** to the deepest Swedish forests together with **Markus Torgeby** a successful marathon and long distance runner, who gave up his career as a top athlete after an injury and moved to a self-built hut in the forests of Jämtland and lived there for four years.

Also particularly impressive were the short films about Japan and Russia by filmmaker **Vincent Urban** and the film “Folk Tales” by **Julia Nimke**.

Also, the viewer ratings for **Tourism Marketing Brandenburg’s** program contributions showed that **“domestic vacation”** continues to be a popular trend for 2021.



Moskau © Vincent Urban

## CONCEPT PRAISED BY AUDIENCE, SPEAKERS AND PARTNERS - PARTICIPANTS' COMMENTS:

**Markus Wolff, Editor-in-Chief of GEO SAISON and one of the two creators of WALDEN:** “The exciting concept of the Berlin Travel Festival appealed to us incredibly well right from the start: The attitude that exciting travel is not defined by maximum distances, but that authentic experiences are the focus, overlaps very much with the stories in our magazines. So it was clear to us very quickly that we wanted to contribute to the festival again this year with GEO SAISON and WALDEN. With our talks with exciting people on very different types of travel, I think we have done a good job.”

**Hansjörg Mair, Managing Director of Schwarzwald Tourismus GmbH:** “The Black Forest is an episode partner of the innovative Berlin Travel Festival because the values rooted in its DNA - close to nature, sustainable, quality-conscious, family-friendly, authentic - stand for a world of experience full of a sense of adventure, freedom and increased physical well-being!”

**Laura Försch, Project Manager FLOW.NRW | urbanana:** “It was and is a wonderful, rewarding project for us to be part of the Berlin Travel Festival! Behind it are creative and committed people with many great ideas, just like in urbanana - sisters and brothers in spirit, so to speak. That connects us. We were also thrilled by the digital implementation! Through the resulting content, urbanana’s special character and multi-faceted nature are presented in a tailored, refreshing, informative and sustainable way, even in these times, so that we will certainly use it more often for our project.”

**Mathias Knospe, Marketing Manager, Tourismus-Marketing Brandenburg GmbH:** “Brandenburg successfully presented itself at the digital Berlin Travel Festival with the Ruppiner Seenland, Havelland, Spreewald and Dahme-Seenland. The program contributions shown achieved a lot of positive feedback. At the same time, they were also a premiere and showed quite clearly that you don’t have to travel far for an excursion or a vacation. Brandenburg is looking forward to welcoming many guests again soon.”

**Valerio D`Alimonte, Luxembourg Tourism:** “We participated in the Berlin Travel Festival // Digital because this format and also the topics correspond exactly to our main target group. The so-called explorers love authentic experiences and like to be out in nature. And Luxembourg has great outdoor experiences to offer, among many other things.”



Lee Trail Luxemburg © Alfonso Salgueiro

### **Berlin Travel Festival as consumer event component of ITB Berlin**

David Ruetz, Head of ITB Berlin: “I am convinced by the Berlin Travel Festival as a consumer event component of ITB Berlin- together with the high quality and diversity of the contributions.”

### **Video-on-demand option indispensable**

Bernd Neff, Managing Director and Co-Founder of the Berlin Travel Festival stated, “The step to set up a video-on-demand platform and make the contributions available for a longer period of time was the right step. In addition to the constant viewer numbers for the evening premieres, we were able to record high traffic on the media library from the second day onwards. Our idea was accepted by viewers as hoped, and seems to be a good format in the long term.”

### **Praise and encouragement from viewers on social media**

“It was great. So much inspiration. So much variety. Such good content. You guys really made my head travel.”, “It was a very entertaining, great program. Looking forward to more.”, “Finest microadventures around the corner of the city.”, “Great format, wonderful roundtable and fascinating questions.”, “Thanks for the great travel content, I’ll check out the rest in the media library tomorrow.”

### **Looking towards the future**

After an in-depth analysis of the new show format, the organizers, together with ITB Berlin, will give detailed thought to the future form of the Berlin Travel Festival. In any case, the goal should be to continue on the chosen path and to consolidate the festival as a long-term public event within the ITB week in March in Berlin.

All contributions of the Berlin Travel Festival // Digital are still available in the [media library](#) as well as on [YouTube](#) and [Vimeo](#).

## **ABOUT THE BERLIN TRAVEL FESTIVAL**

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

### **MEDIA LIBRARY**

[www.berlintravelfestival.com/media-library/](http://www.berlintravelfestival.com/media-library/)

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