

PRESS RELEASE

February 28, 2019

Berlin Travel Festival: Inspiring, colourful and diverse

The official partner event of ITB Berlin – From 8 to 10 March 2019, a new generation of travellers will come together at the Berlin Travel Festival – More than 130 exhibitors and over 140 events at Arena Berlin

Berlin, 28 February 2019 – New prospects for today's tourism industry: taking as its motto 'Travel Different', from 8 to 10 March 2019, the second edition of the Berlin Travel Festival takes place at Arena Berlin. At the official partner event of ITB Berlin, more than 130 exhibitors will present the latest products for individual travellers, families and adventurers. Kicking off the festival on 8 March is 'Shop Shift – A Trend Lab for Creative Minds'. At this conference, leading industry figures will discuss the future of the travel retail industry. The focus is as much on innovative concepts and technological solutions as it is on the future of global leisure and retail experiences.

[Exhibitors](#) represent destinations, accommodation, gear, mobility, publications, travel advisors, apps, start-ups, and more. International destinations include Australia, Azerbaijan and Nicaragua. The mobility sector will be represented by Mercedes-Benz, roadsurfer and GoEuro. BoutiqueHomes, UNYCU Hotels & Locations, B4 Beach Club Tanzania and Ecocapsule present accommodations of a different kind. Camping fans can find all sorts of inspiration at PiNCAMP Powered by ADAC. Travel advice experts from G Adventure, STA Travel and Unplanned are offering first-hand information. At Heimplanet will be where visitors can find advice on travel gear, and Foto Meyer will be bringing along Nikon, Panasonic, Sony, Fuji Film and Polaroid.

The stage events feature a mixture of lectures, workshops, master classes and screenings. There is a colourful mix of topics: over 150 speakers and travel professionals share their knowledge, enthusiasm and expertise. They will have stories about unusual adventures, looking at travel trends, kicking off discussions about responsible travel and the environment, and revealing tips for topics such as travelling with children or photography. Lecture topics range from personal development and pursuing an industry career to digital nomadism. Speakers include [Simon Messner](#), who will talk about his passion for the mountains, which he shares with his father, celebrated mountaineer Reinhold Messner. Adventurer [Matias Corea](#) will present his motorcycle trip from Brooklyn to Patagonia.

Free admission for trade visitors, journalists and bloggers at ITB Berlin

As a partner event of ITB Berlin, the festival grants free admission to trade visitors, journalists and bloggers on all three days, providing they present an ITB Berlin trade visitor ticket or a press pass and they have pre-registered online.

Trade registration: www.berlintravelfestival.com/tickets

Press registration: www.berlintravelfestival.com/accreditation/

Diverse ticket options for members of the public

Members of the public can purchase tickets [online](#), where a range of ticket options are available. On Friday, 8 March, International Women's Day, women will be admitted without charge if they book a ticket on the ticketing page in advance.

Press Preview

Friday, 8 March at 9:30am



Official Partner Country ITB Berlin 2019



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www.itb-berlin.com
www.itb-convention.com

Management board:

Dr. Christian Göke (CEO),
Dirk Hoffmann (CFO)
Chairman of the Supervisory

Arena Berlin

With Bernd Neff, Co-Founder, Berlin Travel Festival, Südtirol, B Corporation and gestalten. Followed by a tour.

A shuttle to ITB Berlin will be available to accredited journalists following the Berlin Travel Festival Press Preview.

Media accreditation and registration for the preview is required by 1 March:
www.berlintravelfestival.com/accreditation/

About the Berlin Travel Festival

The Berlin Travel Festival is a unique format that opens up new perspectives for curious adventurers. Organised by I LOVE TRAVEL GmbH in partnership with ITB Berlin, the three-day festival brings together people, stories, products and brands and focuses on socially and ecologically responsible approaches to future travel planning.

Venue

Arena Berlin
Eichenstraße 4
12435 Berlin

Dates & Opening Times

8 March: 12 noon – 7 p.m.
9 - 10 March: 10 a.m. – 7 p.m.

Press contacts – Berlin Travel Festival

Information, images and interview requests:

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For more information on the Berlin Travel Festival, please visit:

www.berlintravelfestival.com

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2019 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 6 to Saturday, 9 March 2019. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit www.itb-berlin.com, www.itb-convention.com and the [ITB Social Media Newsroom](#).

You may obtain your **accreditation** for ITB Berlin 2019 online at www.itb-berlin.com/Press/Accreditation/.

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