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Berlin Travel Festival: Messe Berlin and I Love Travel GmbH launch innovative event for the travel world

- **Berlin Travel Festival (9 to 11 March) supports ITB Berlin**
- **Preview for the press on 8 March**

In collaboration with I Love Travel GmbH, Messe Berlin is launching the innovative Berlin Travel Festival, which in its debut year will take place from 9 to 11 March 2018 at Arena Berlin in Kreuzberg. The event was unveiled at last year's ITB Berlin, a partner and sponsor of the Berlin Travel Festival. It targets a new, young generation of lifestyle travellers, and over three days will be the place to head for brands, products, lectures and a new experience.

"The Berlin Travel Festival is an innovative new event which opens up new doors to the local market and its thriving, creative young scene. With I Love Travel we are creating an event that caters for a new generation of lifestyle travellers", is how Dr. Martin Buck, senior vice president of Travel & Logistics at Messe Berlin GmbH explained the concept, adding: "The Berlin Travel Festival is the ideal supporting event for ITB Berlin, the World's Leading Travel Trade Show with its strong focus on trade visitors." Accordingly, the Berlin Travel Festival will showcase culture, technology, fashion, equipment and trends from around the world. "We belong to a new generation that is hip and adventurous and is also in search of a better future – the new kind of traveller the Berlin Travel Festival is catering for", said Bernd Neff, co-founder and managing director of the Berlin Travel Festival.

In keeping with its approach, the Berlin Travel Festival will be the place for many unusual activities and exhibitors – for instance do-it-yourself sessions in a genuine yurt, or films that will be taking a critical look at the impact of tourism on our oceans. For those in search of an outdoor cooking course or tips on couch surfing in Iran, a visit to the Berlin Travel Festival will be worth their while. Reduced-rate tickets will be available for families, who can also look forward to special events.

Media representatives please note: on 8 March at 9.30 a.m. a preview for the press will be held at Arena Berlin. To register please email press@berlintravelfestival.de.

For more details on the Berlin Travel Festival please visit berlintravelfestival.com.

About Messe Berlin

Based on turnover and growth, Messe Berlin is one of the world's ten leading trade fair companies. Each year it develops, markets and hosts hundreds of live events in Berlin and around the world. Its wide-ranging portfolio includes ITB, IFA, InnoTrans, FRUIT LOGISTICA and the International Green Week, all leading global trade fairs, as well as major conferences and iconic events such as the street celebrations (Fanmeile) at the Brandenburg Gate. Messe Berlin has around 90 foreign representatives who market events in over 170 countries. Each year some 30,000 members of the media from all parts of the world obtain accreditation for events on the exhibition grounds in Berlin where the company has its headquarters. Thus, Messe Berlin acts as a driving force of the metropolis that is Berlin. Its aim is to be an outstanding host for visitors to every event at Messe Berlin, to give individuals an optimum boost for their business and to ensure fair conditions for everyone. This approach is reflected in the company slogan: 'Messe Berlin – Hosting the World'.
www.messe-berlin.com

About the Berlin Travel Festival

The Berlin Travel Festival is a unique format that looks at travel from a new angle and provides even more inspiration for adventurous people. Organised by I LOVE TRAVEL GmbH in collaboration with ITB Berlin, the three-day festival is the place to

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find people, stories, products and brands, whose common aim is to approach future travel plans in an ecologically and socially responsible manner.

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