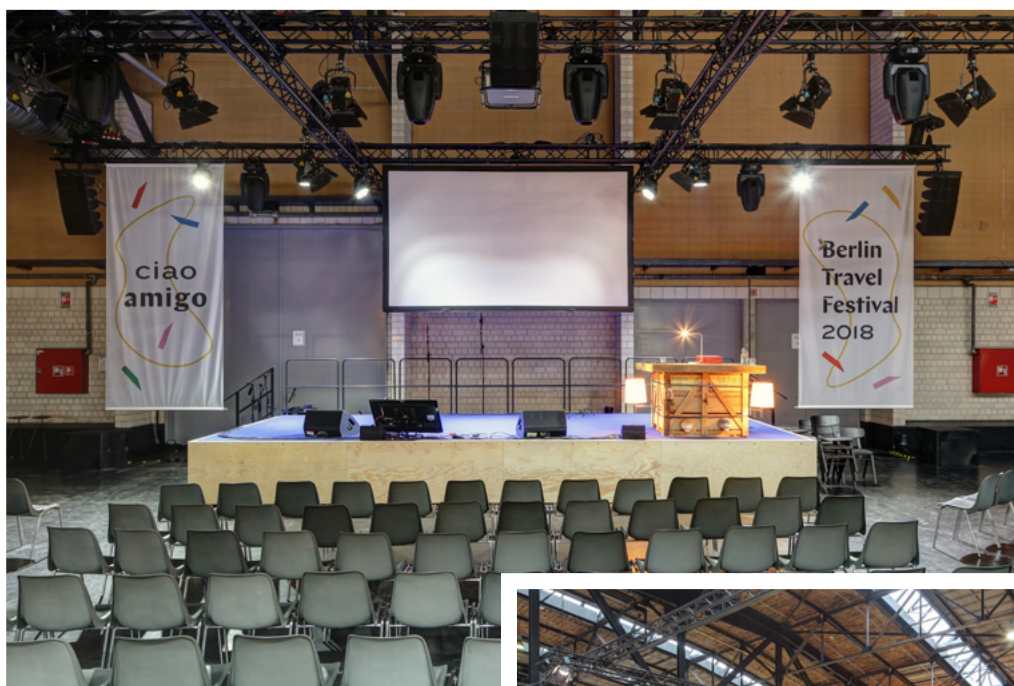


Berlin Travel Festival 2018

March 9-11, Arena Berlin



FINAL REPORT

Over a weekend packed with talks, music, workshops, and brand exhibitors, the Berlin Travel Festival enjoyed a successful debut at Arena Berlin from March 9–11. With 9,000

international visitors, 100 exhibitors, and a diverse program of over 130 presentations, screenings, workshops, concerts, cooking, and children's events, as well as a live hotel room auction for charity, the feedback has been incredibly positive.

Overview



The Berlin Travel Festival 2018 in numbers:

100

Exhibitors

100

Speakers

130

Events

550

Accredited
Media Reps

2.000

Trade Visitors

9.000

Total Visitors

Visitors

Visitor Mix

1.700

Friday,
March 9

4.400

Saturday,
March 10

2.900

Sunday,
March 11



Visitors Demographics

(Excluding Trade Visitors)

63%

Female

37%

Male

43%

25-34
years

22%

35-44
years

20%

45-54
years

83%

Berlin

10%

Germany

7%

Europe

Visitor's Comments



“Really learnt something new about traveling and sustainability. For some presentations, the tents could have been a little bigger so that everyone who wants to join can do so.”

“It was a great weekend, connecting with so many interesting and inspiring people was perfect to get new ideas of where to travel and how to travel. Looking forward to the next travel event.”

“Love the exhibit designs and recommended it to all my friends for next year as I just moved to Berlin March 1 and booked it last minute.”

“Centre stage was too crowded...Too much noise around. But in general very inspiring! I'll Come again next year.”

“The presentation areas were not always big enough for some of the talks. Tent 1, for example, was always packed and people had to sit outside, which made it impossible to hear. Other than that, it was a great festival and I will definitely attend again next year.”

“Please do it a second time.”

“It was great, should repeat it each year (with new innovative concepts and exhibitors).”

Website

Overview

January 1–March 15, 2018

50.801

Users

353.017

Page Views

76.100

Visits

3:10

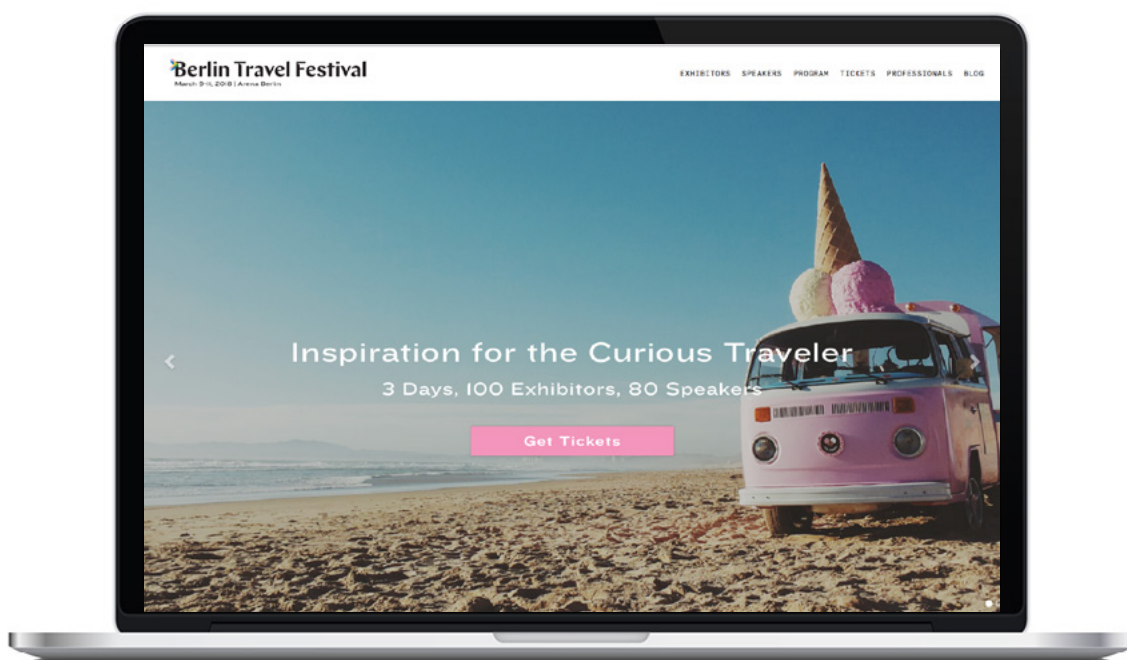
Average Time
on Page

4,64

Pages / Visit

8%

Bounce Rate



70%

German

20%

English

10%

International

Social Media

Facebook

January 13–March 15, 2018

3.314

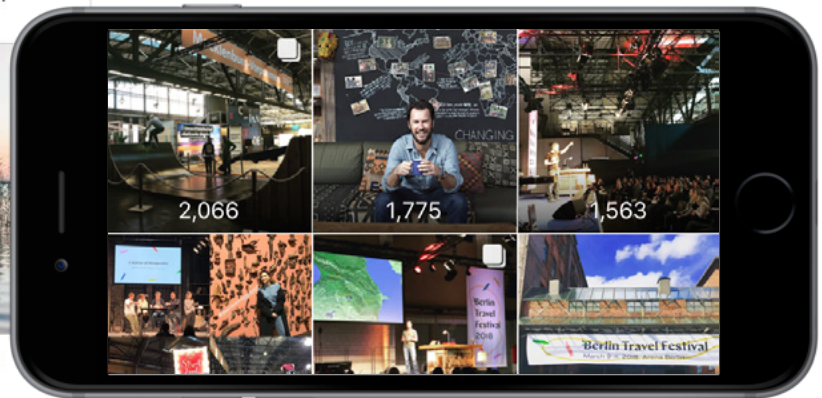
Likes

46.165

Clicks

284.022

Campaign Reach



Instagram

1.900

Followers

36.700

Impressions

650

External Tags

and



Marketing



Communication

2 Weeks
1.000
Street Fences

3 Weeks
150.000
“The New Traveler”
Magazin

1 Week
20
5 Meter
Street Banners

7 Weeks
7.000
Wild
Postering

3 Weeks
20.000
Flyers

1 Week
160
Berliner Fenster
Subway Spots

Marketing

Media Partnerships

FLUX FM

TAGESSPIEGEL

INTRO

TAKE a
WALK.in

enorm



BERLIN
VALLEY

Luna



Marketing

Newsletter

9 newsletters sent to our consumer database

37,7%

Open Rate

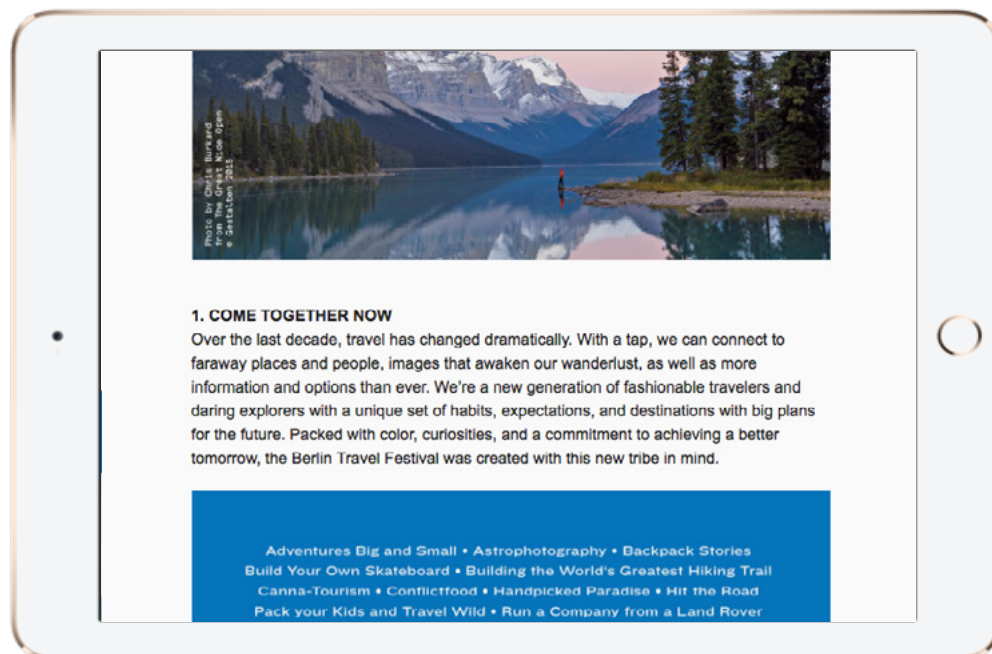
3.000

Subscribers

+ 300 / Month

5,0%

Click Through Rate



Public Relations

14

Press
Releases

5.000

International
Journalists

550

Media Reps
Attended

147

Clippings

5,3 Mio

Readership



SEE YOU IN 2019!

The Berlin Travel Festival is thrilled by the success of the exciting debut and is looking forward to putting together another year of innovative thinkers, epic adventurers, and unconventional experiences.

Berlin Travel Festival 2019
March 8-10, 2019
Arena Berlin

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