

Fully booked: International industry meeting "Bestival" in Berlin

- **Overwhelming interest from all over the world: Well over 800 experts from the tourism and events industry meet in Berlin on July 6 and 7**
- **The best-practice festival presents Berlin as a destination in all its facets.**

Berlin, 15 June 2023 As of today, the "Bestival", Berlin's industry meeting for the national and international tourism and MICE industry, is completely booked. The demand was enormous. That the event – a mix of Berlin, business and festival over two days – hits the mark with its diverse program can be seen from the number of well over 800 registrations. In view of the total of 50 inspiring speakers and almost 160 partner companies, this is hardly surprising. Participants can discuss new industry trends with them. The festival program can be put together individually using an online and networking tool.

Berlin presents five worlds of experience that reflect the different facets of the city: "Berlin Sustainable," "Berlin Lifestyle," "Berlin Culture," "Berlin Community" and "Berlin Innovation" will feature presentations, panel talks and live acts.

More information about this year's Bestival in the [press release of June 12](#) and at convention.visitBerlin.de/bestival

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"Getting the world excited for Berlin". This is the mission that drives Berlin Tourismus & Kongress GmbH in its destination management and tourism and conference marketing for Berlin. The company, which operates under the brand name *visitBerlin*, is a partner, player, idea maker, and networker. It focuses on sustainable product development and marketing urban-friendly tourism services in all twelve boroughs. Its goal is to maintain the quality of living in Berlin while improving guests' stay in the city. *visitBerlin* is also a travel agency and issues the official tourist ticket: the Berlin WelcomeCard. The company also operates the Berlin Tourist Info Offices. At visitBerlin.de, Berlin's official travel portal, visitors to the city receive all the information they need for their trip to Berlin. Learn more about *visitBerlin* at about.visitBerlin.de.