

Presseinformation



Rostock | 1. März 2018 1 von 8

Best of Mecklenburg-Vorpommern at ITB Berlin

Germany's most popular holiday state is the partner state to the world's most important travel trade show / MV wants to score with natural beauty, beach chairs and celebrities

With a best of what Mecklenburg-Vorpommern has to offer to tourists, and the message "The spirit of nature", Germany's most popular holiday state is exhibiting as a partner state at the world's largest travel trade show, the Internationale Tourismusbörse in Berlin (ITB). Between 7 and 11 March, around 10,000 exhibitors from more than 180 countries as well as up to 120,000 trade visitors are expected on the first three days and 60,000 potential tourists on the following weekend. Mecklenburg-Vorpommern's Minister President Manuela Schwesig commented as follows: "This year, Mecklenburg-Vorpommern is the first federal state to partner the ITB. This is a major honour for us and naturally also special recognition for Mecklenburg Vorpommern as a tourist state. The ITB is an outstanding opportunity to advertise Mecklenburg-Vorpommern in Germany and on the world stage. Together, we want to seize this opportunity."

Mecklenburg-Vorpommern's Minister for Trade and Industry Harry Glawe emphasised the significance of ITB Berlin for the state. "For five days, the travel centre of the world is Berlin. There is hardly a better opportunity for Mecklenburg-Vorpommern to draw attention to itself with so many visitors in such a short space of time. We also want to raise interest among domestic and international travel operators. The crucial point is to convince potential guests of the attractions of our federal state, from the Mecklenburg Lake District to the Baltic coast. We are working intensively with the tourist industry to increase levels of service, quality and the focus on customers. Pressure from competitors in the



**Offizielles
Partnerland
2018**

**Tourismusverband
Mecklenburg-Vorpommern e.V.**
Konrad-Zuse-Straße 2
18057 Rostock · Germany
www.auf-nach-mv.de
www.off-to-mv.com

Pressekontakt:
Tobias Weitendorf
fon: +49 381 4030-610
presse@auf-nach-mv.de
www.urlaubsnachrichten.de

Presseinformation



Rostock | 1. März 2018 2 von 8

industry is large which is why we continue to support measures which extend the season.”

“The hope is that ITB Berlin will create a mood of optimism which will trigger the next stage in the development of tourism in Mecklenburg-Vorpommern”, explained Wolfgang Waldmüller, President of Mecklenburg-Vorpommern’s Tourist Association entrusted with staging the partner state’s presentation. “ITB Berlin is to be a flywheel in the gearbox of Mecklenburg-Vorpommern’s growth in tourism. We will be presenting such diversity in so many halls with so many topics and players at ITB Berlin, far surpassing anything we have done before. Mecklenburg-Vorpommern would like to present itself at this leading tourism trade show as friendly, modern, cosmopolitan and colourful, and thereby to seize its chance to generate more awareness and enthusiasm and to raise the development of tourism to the next level”, Waldmüller continues.

Highlights of Mecklenburg-Vorpommern’s guest role in Berlin will be the opening gala on 6 March with many celebrities, the placement of 100 beach chairs at the show through the social media promotion #mymvmoment as well as presentations at the 1st Berlin Travel Festival for the young travel generation, at trade forums such as the ITB Congress or the ITB Buyers Circle” and the prominence given to the subjects of sustainability, health travel and active tourism in Halls 4.1, 21b and 22 b. The total exhibition area is larger than ever before, measuring almost 1,000 square metres. There are a further 400 square metres in the outdoor area of the show.

Opening gala with stars from politics, business and the media

The show will kick off with the opening gala on 6 March at which Mecklenburg-Vorpommern will impress up to 3,500 guests with a

Presseinformation



Rostock | 1. März 2018 3 von 8

spectacular show made up of music, fashion, acrobatics and impressions. The focus will be on participants who come from Mecklenburg-Vorpommern or have close ties to the state.

The audience will consist of guests from the worlds of politics, business and tourism from around 110 countries. The Chancellor **Dr. Angela Merkel** is expected as is **Zurab Pololikashvili**, the new Secretary General of the World Tourism Organization (UNWTO). Minister President **Manuela Schwesig** from Mecklenburg-Vorpommern will also attend. The evening will be held under the banner of “**The spirit of nature**“.

The international star of the evening will be the globally successful DJ **Felix Jaehn** who grew up in Klützer Winkel near Wismar on Mecklenburg’s Baltic Coast and began his international career with a remix of the song “Cheerleader“ by the Jamaican singer Omi. Jaehn has already led the hit parades with his songs in around 70 countries and recently released his first album.

The percussionist and composer **Alexej Gerassimez** who maintains close ties to the Mecklenburg-Vorpommern Festival and to the state, will also be playing. Under the title “The Sound of Silence“, the **Baltic Sea Philharmonic Ensemble** which is affiliated with the Usedom Music Festival and the Baltic Sea island and conducted by Kristjan Järvi who will conduct live from Shanghai, as well as the band “**3-Satz deluxe und Friends**“ will delight the audience. There will also be a shanty duel between the choirs “**Breitlings**“ and the young “**The Blowboys**“. In a fashion show, the star model Franziska Knuppe who was born in Rostock will show swimwear from “Prachtstück“, a label which among other things, has developed a swimwear special edition for the Kaiser spas on the island of Usedom.

Presseinformation



Rostock | 1. März 2018 4 von 8

The freshly produced image films entitled “**Peace and quiet**” which have been specially dubbed into English and which portray the holiday state of Mecklenburg-Vorpommern as a relaxed, charming and self-deprecating location in a five-part web series, will also attract special attention in the MV show. The protagonists are the two Grimme Prize winners, Anneke Kim Sarnau and Hinnerk Schönemann as well as Olaf Schubert (“Heute Show”) who coming from Saxony, started going to the Baltic Sea as a small child.

Guest of the evening is the designer **Jette Joop** who is currently contributing her expertise to the production of a fashion collection which reinterprets classical costume fashion in the North East.

The event will be hosted by the TV moderator **Judith Rakers** and the Deputy Chairman of the Mecklenburg-Vorpommern Tourism Association **Tobias Weitendorf**. In a subsequent get-together, the best chef in the state, Ronny Siewert from the Grand Hotel Heiligendamm, will lend the buffet of regional delicacies a special touch.

Larger presence than ever before / Major beach chair promotion #mymvmoment / 1st Berlin Travel Festival

Mecklenburg-Vorpommern will be presenting with a total of 26 exhibitors in the North German Hall with a stand measuring 400 square metres which will reflect the core issues of this holiday state. In contrast to previous years, one third of the outdoor area of the travel trade show will be staked out by MV, and Mecklenburg-Vorpommern will also book a series of advertising spaces at the show — a presence that will make its role as a partner state clearly visible. Rügen’s chalk cliffs and Schwerin Castle will be the two core motifs.

Presseinformation



Rostock | 1. März 2018 5 von 8

The “Glass Classroom” will also invite visitors to take a look inside in Hall 4.1. There will be presentations by various facilities in which families with children are welcome guests and whose products are based on sustainability. In Hall 21b (Medical Tourism Pavilion), Mecklenburg-Vorpommern will be highlighting its attractions as a health state with its project “Healthy MV” together with four exhibitors. In Hall 22b, there will be a course for children where small visitors can win a discovery pass which will give them benefits in numerous adventure facilities in the North East. The North East will be advertising itself as the holiday state to international buyers in Marshall House and offering three market exploration trips from ITB Berlin which will take you to the Baltic Sea resorts and the Hanseatic towns, to the islands of Rügen and Usedom as well as to Mecklenburg’s lake district. In addition, Mecklenburg-Vorpommern will contribute three topics to the trade event **ITB Congress** — on transnational collaboration in Europe and the Baltic Sea area, on securing skilled workers and on quality assurance.

With three partners and a stand measuring more than 150 square metres, Mecklenburg-Vorpommern is also a pioneer in the 1st Berlin Travel Festival which wants to address the next generation of tourists and which will be staged from 9 to 11 March in the Arena Berlin in Kreuzberg — running parallel to ITB Berlin. The young holiday state will be represented here by the Dock-Inn-Hostel from Rostock-Warnemünde with two containers, the Pangea Festival with a mini-Festival edition and the Environmental Photo Festival “horizonte Zingst” with a series of promotions.

The beach chair, the typically North German style of seating furniture, will lend the holiday state of MV different kinds of presence: in countless advertising spaces at the trade show and in Berlin, in ten beach chair stories published to coincide with ITB or as a souvenir from a 3D printer.

Presseinformation



Rostock | 1. März 2018 6 von 8

It will catch the visitor's eye as soon as they enter the fair ground. Around 100 chairs, transported to the trade show from many different places, will be available in front of the South entrance as well as in the Halls in which Mecklenburg-Vorpommern is presenting (including 6.2a, 4.1, 21b, 22b) for anyone wanting to take a break from the hustle and bustle of the show. Anyone wanting to take a rest, can sit down, take a photo and post it to **#mymvmoment**. The snapshot in the beach chair can then be viewed on a so-called social media wall on the Mecklenburg-Vorpommern stand in Hall 6.2a and on social media on the internet.

A 70 square metre dome tent in front of the South entrance will also attract attention. A 360 degree film will be shown in the so-called Rügen Dome which will present Germany's largest island from a bird's eye perspective. The Dome will be flanked by a motor yacht intended to draw attention to the excellent conditions for water tourism, especially in Mecklenburg's lake district. An electric railway from the Baltic resort of Binz will convey visitors across the fair ground to their desired destination in a spirit of sustainable mobility.

Countless other promotions at the so-called visitor's weekend on 10 and 11 March are intended to attune visitors to the idea of holidaying in Mecklenburg-Vorpommern. Visitors' Saturday, for example, will focus on the family while the subject of culture will be highlighted on the Sunday. The main promotions staged by the partner state can be found in a flyer which will shortly be released on the ITB website and at www.auf-nach-mv.de/aktuell.

Where does Mecklenburg-Vorpommern rank in tourism?

Furthermore, Mecklenburg-Vorpommern's tourism industry is waiting for the results of many definitive studies and analyses as part of ITB Berlin,

Presseinformation



Rostock | 1. März 2018 7 von 8

for example, the travel analysis conducted by the Research Association Urlaub und Reisen [Holiday and Travel], the ADAC's Travel Monitor or the Tourism Barometer published by the Ostdeutschen Sparkassenverband [Association of East German Savings Banks]. "We hope and are optimistic at the same time that we will still be at the top of Germans' most popular travel destinations", says Wolfgang Waldmüller. In the last few years, the holiday state has been running neck and neck with Bavaria, a race that Mecklenburg-Vorpommern just edged last year.

The three days of the show for trade visitors will focus predominantly on meetings designed to expand international relationships: among others with large tour operators from Switzerland and Austria, as well as on the Baltic Sea Tourism Forum which will be held in Riga/Latvia in November and will feature the topics of innovation, authenticity and tourism finance. Barrier-free tourism, approaches for sustainable tourism, health tourism and collaborations with large publishing houses will also play their part at ITB.

Good conditions for 2018

The studies and forecasts so far published this year are an indication that the tourism sector can hope for a successful year. For example, according to the 34th Analysis of German Tourism conducted by the BAT Foundation for Future Studies, Germany will remain the Germans' most popular holiday destination in 2018. With 7.5 percent of domestic holidays, Mecklenburg-Vorpommern is the most popular holiday region in Germany after Bavaria.

According to figures published by the German Tourism Association, the number of overnight stays in Germany broke all records for the eighth time in succession. Germany's hotels, boarding-houses, youth hostels and camping sites counted around 459 million overnight stays by guests

Presseinformation



Rostock | 1. März 2018 8 von 8

from home and abroad according to a forecast by the Federal Statistical Office in 2017. This will probably be an increase of three percent over 2016.

The Baltic Sea is also Germany's most hospitable holiday region. This distinction was recently awarded in the form of a Destination Brand Award at the "fww Destination Germany Day" on the occasion of the CMT holiday trade fair in Stuttgart. The prize is based on the results of the Destination Brand series of studies which are carried out every year on behalf of the tourism consultancy company "inspektour GmbH", and which has had the profiles of German travel destinations assessed for the third time following 2011 and 2014. Evaluations and assessments were obtained online from more than 17,000 German speakers living in private households aged between 14 and 74 throughout Germany. The Baltic Sea ranked first in the category "Hospitality". A total of 63 percent of those surveyed attributed this characteristic to the Baltic coastal region.

The press conference at ITB will be held on 7 March at 12 noon in the Media Centre (press conference room) in Hall 5.3.

For further information, please go to: www.auf-nach-mv.de, www.itb-berlin.de, berlintravelfestival.com