

Press release 28/02/19

## **VISIT GREENWICH ON SHOW AT ITB BERLIN**

*Partners join Destination Management Company at prestigious travel trade event*

Visit Greenwich is exhibiting at this year's ITB Berlin, the world's leading B2B and B2C trade show and convention for the travel trade. They will be joined by long-time partners Royal Museums Greenwich, MBNA Thames Clippers, The O2, Thames River Services, Good Hotel and City Cruises in Berlin on 5 – 10 March.

International exhibitors of all sectors within the travel industry meet with top international and domestic buyers and sellers from the leisure, business, corporate and MICE sectors from all over the world at ITB Berlin.

Barrie Kelly, CEO of Visit Greenwich said: "We are delighted to be bringing Greenwich as a destination to ITB Berlin for the first time. As one of London's most important destinations, we are keen to demonstrate the massive changes that are taking place here that will benefit tourists from all over the world."

The show attracts 160,000 visitors to meet around 10,000 exhibitors and 1000 qualified travel trade buyers over six busy days and offers a diverse combination of travel products, groups and networking opportunities.

Visit Greenwich and partners will be taking over three pods on the main Visit Britain stand where they will be promoting Greenwich as a great London destination, making new contacts and negotiating direct deals and sales.

Visit us and our partners at ITB Berlin in Hall 18, 123-125.

## About Visit Greenwich

Visit Greenwich is a private sector led Destination Management Company, supported by the Royal Borough of Greenwich and over 130 partners, with the aim of growing the visitor economy and raising the profile of Greenwich for the benefit of businesses, visitors and residents. A public/private partnership led by a board of tourism professionals, representing different sectors of the industry, with an independent chair, Visit Greenwich works with local visitor attractions, accommodation providers, transport operators, meetings and events venues, the hospitality and retail sector and local businesses to promote Greenwich as a visitor destination for leisure and business.

Set alongside the river Thames in south east London, the Royal Borough of Greenwich is one of London's most popular visitor destinations, stretching from the Maritime Greenwich World Heritage Site, eastwards to cross the Prime Meridian of the World to Greenwich Peninsula for The O2 and the Emirates Air Line cable car, and onwards to the historic Royal Arsenal at Woolwich and to Eltham, Charlton and Blackheath.

For images and more info, please contact [al@visitgreenwich.org.uk](mailto:al@visitgreenwich.org.uk) or go to [visitgreenwich.org.uk](http://visitgreenwich.org.uk)