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16–18  
OCTOBER  
2020

**WE LOVE TRAVEL!**

A tourism  
recovery pop-up

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[we Lovetravel.berlin](http://we Lovetravel.berlin)

Presented by ITB Berlin &  
Berlin Travel Festival

## **ITB BERLIN & BERLIN TRAVEL FESTIVAL ARE HOSTING AN INNOVATIVE POP-UP EVENT IN THE HEART OF BERLIN**

**BERLIN, 25. JUNE 2020**

Over the past weeks and months the tourism industry has faced enormous challenges. However, the desire to travel connects people everywhere across borders – even in what is often called the “new normal.” ITB Berlin and the Berlin Travel Festival are joining forces to create a unique platform and take the road out of the crisis together: “We Love Travel! - a tourism recovery pop-up”. Combining the decades of experience of the world’s Largest Travel Trade Show and the young, dynamic spirit of the festival, both organisers are inviting you to Arena Berlin from 16 to 18 October 2020.

“During the coronavirus crisis the thing that struck us most was that nothing can replace the magic of personal contact – a smile, a handshake, proximity to one another. Tourism is and always will be a ‘people’s business’”, said Julia Sonnemann, the PR manager of ITB Berlin. “What we need now more than ever is a physical platform to revitalise the industry, make new contacts and re-establish relations.”

Thus the three-day event will gather all the players – tourism professionals, hoteliers, restaurateurs and travellers, journalists, and content creators, along with Instagrammers and bloggers. Together they can look back and give an initial assessment of events, while also looking forward and gaining inspiration for new ideas. We Love Travel! for the first time will also provide a platform for an open and constructive discussion on what the future of travel may look like after this unprecedented break.

“Right now, how travel will change exactly is something we can only guess at,” commented Bernd Neff, co-founder and managing director of the Berlin Travel Festival. “That makes it all the more important to take an early look at the various scenarios in terms of priorities, security needs, sustainability and other considerations and work on innovative strategies together”.

That is also why the pop-up event offers a unique combination of in-person and virtual formats. The agenda features exhibition areas, networking formats, presentations and discussion panels. ITB Berlin's own programme formats are aimed at trade visitors, while the programme section of the Berlin Travel Festival primarily targets the interests of consumers and travellers. The event's hybrid concept enables visitors to participate both in person and in a virtual space. Exhibitors also have the option of presenting themselves in person and in digital form.

However, the safety and health of all participants has the utmost priority. "We are in close contact with the authorities, are closely monitoring developments and are working on a comprehensive concept for hygiene rules and safety measures," said Dr. Martin Buck, senior VP, Travel & Logistics at Messe Berlin GmbH. "We will provide information on our specific measures on our website in the near future".

#### **VENUE**

ARENA BERLIN  
Eichenstraße 4  
12435 Berlin

#### **DATES**

16–18 October 2020  
[www.welovetravel.berlin](http://www.welovetravel.berlin)  
Deadline for exhibitor registration  
31 August 2020

#### **SALES CONTACT**

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#### **We Love Travel! – a tourism recovery pop-up**

The We Love Travel! Event presented by ITB Berlin and Berlin Travel Festival supports the recovery of the tourism industry and offers a platform for personal encounters for all players involved - buyers, hoteliers, travel bloggers, cultural institutions, destinations, publishers and travellers alike. From 16 to 18 October 2020, the Tourism Recovery Pop-up will combine virtual and in-person formats. The concept of this unique event in the Arena Berlin includes exhibition space, numerous networking formats, presentations and discussion panels, as well as online formats that appeal both to trade visitors and the travelling public. More information is available at [www.welovetravel.berlin](http://www.welovetravel.berlin)