



corners of the world. Martina von Münchhausen and Markus Mauthe, among others, will talk about sustainability in travel. Michael Schulz, whose Instagram account “Berlinstagram” has over 500,000 followers, will reveal travel photography tips.

On Saturday and Sunday, tickets costing 7.50 euros each can be purchased for four-hour time slots. Over the weekend, a live stream will be available free of charge and without prior registration on the website.

#### **EXHIBITORS FROM ALL OVER THE WORLD – AT THE IN-PERSON AND VIRTUAL EVENT**

What do Saxony, Sri Lanka, Brandenburg, Sylt, and Berlin have in common? All these destinations will be represented in the exhibition area of We Love Travel! at Arena Berlin.

“The unique concept of We Love Travel! allows us to take part in an unconventional setting and show visitors new, possibly unexplored aspects of Saxony,” said Veronika Hiebl, managing director of Tourismus Marketing Gesellschaft Sachsen mbH, about Saxony’s participation in this globally unique format on new perspectives of travel.

Companies including Cabin Experience, Roadsurfer, and MyCabin will address the topics of outdoor travel and camping, which are steadily becoming more popular. In addition to nature and environmental organisations such as the WWF and Whale and Dolphin Conservation, startups including earthwalker, zeitreisen, Seelensafari and Topguide24 will also be represented and will be introducing their innovative products and services. In addition to taking part in the exhibition area, companies can also exhibit virtually. Among those taking advantage of an entirely virtual presentation will be New Zealand, the Catalan Tourism Board, Taiwan, Tunisia and the French tour operator The Ways Beyond. Starting now, the respective brand showrooms of all exhibitors can be accessed [here](#).

#### **PRESS CONFERENCE AND ACCREDITATION FOR WE LOVE TRAVEL!**

Media representatives are cordially invited to an exclusive press conference to mark the official start of We Love Travel! Accreditation for the press conference on Friday, 16 October 2020 at 9.00 am and for the three-day event can be obtained now on the [online press accreditation page](#).

#### **EVENT VENUE**

ARENA BERLIN, Eichenstrasse 4, 12435 Berlin, Germany

#### **DATES & OPENING TIMES**

16 October 2020, trade visitors:	9.00 am–7.00 pm
16 October 2020, press conference:	9.00–09.45 am
17 and 18 October 2020, open days for the public:	10.00 am–7.00 pm

#### **TICKETS & PRICES**

Tickets to the in-person event are available from € 7.50.

All ticket options and additional information can be found [here](#).

#### **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)