

TRAVTALK

THE NEWSPAPER OF THE TRAVEL INDUSTRY

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Explore Berlin's

Germany
The travel destination



lifestyle and healthcare

Germany is one of the most favoured destinations by GCC travellers mainly due to its diversity. The capital Berlin, is a popular destination amongst travellers as it is home to some of the most state of the art healthcare facilities apart from the diverse lifestyle.

On **Wednesday November 11 at 11am** a special webinar will be hosted by the tourism board with **Yamina Sofu**, Director, Sales & Marketing German National Tourist Office, Gulf countries and **Ralf Ostendorf**, Director Market Management Market & Media Relations Asia, Australia, Middle East, Berlin Tourismus & Kongress GmbH share more details of the event.



GCC: a key market for Germany

Yamina Sofu, Director, Sales & Marketing - German National Tourist Office, Gulf countries said, "We would like to highlight the importance of the destination of Germany to the Gulf region and will focus with 'Berlin Lifestyle & Healthcare webinar' in the city of Berlin that accommodates all the requirements of the GCC travellers, from diverse leisure facilities to excellent health and wellness services. Since its launch in 2005, the German National Tourist Office (GNTO) has been actively promoting destination Germany across the GCC region through various projects and collaborations with German partners. With 'Berlin Lifestyle & Healthcare webinar', we are promoting the destination Germany and introduce an in-depth overview of the city of Berlin

with its diverse offerings by partnering with visitBerlin, Berlin Health Excellence and Vivantes Hospital Group. We invite travel and tourism professionals i.e. OTAs, Travel agencies, Tour operators, MICE representatives, Medical Tourism agencies to join us and explore the diversity of the city of Berlin and its highlights through an informative and educational webinar with an opportunity for instant and live interaction and information of Berlin's Wellness and Medical offerings including the Vivantes Hospital Group.

Join the Berlin Lifestyle & Healthcare Webinar

Germany
The travel destination



11th November @ 11:00am GST

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Berlin the medical hub of Europe

Ralf Ostendorf, Director Market Management - Market & Media Relations Asia, Australia, Middle East - Berlin Tourismus & Kongress GmbH said, " 'visitBerlin' has been actively engaged in promoting health tourism since 2010. Working together with Berlin Partner for Business and Technology, visitBerlin wishes to further strengthen Berlin's profile as 'Europe's Health Capital' through its 'Health Excellence – Health Capital Berlin' initiative. In this context, visitBerlin's role is to communicate and advertise health tourism products and services in selected target markets. visitBerlin cooperates with a network of partners that include representatives of Berlin's medical services, accommodation, trade and tourism sectors. The objective is to expand the existing healthcare tourism infrastructure with its wide-ranging competencies and broad spectrum of services and increase its external visibility and profile. Berlin Partner (the Berlin-Brandenburg Health Capital cluster) supports and interlinks actors from the areas of business, healthcare and politics with a view to continuously expanding top-class services for the region and global healthcare market. The Health Excellence Initiative is funded by the Berlin Senate Department for Economics, Energy and Public Enterprises. A medical stay in Berlin involves much more than just the treatment."



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