



BERTA
BERLIN —
— **WALK THIS WAY**

PRESS MEDIA KIT
DON'T RUN. JUST WALK.



JUST BERTA

Berta Luise Heide is the publisher of the travel guides BertaBerlin, a travel blogger and marketer, and most notably a born resident of the German capital city.

2015, a trip to Milan, for which Berta had to rummage through seemingly endless guides in an attempt to plan the perfect weekend, sparked an idea, and perhaps a solution to this dizzying process for tourists in Berlin: a minimalist guide, like a folding map for Berlin. Just a few months later, her first travel guide, BertaBerlin for the district Neukölln, was born.

In her travel guides she discovers city walks all over Berlin and writes about its hidden gems and more on her blog www.walk-this-way.net.

Her writing has been featured in Are we Europe, Tagesspiegel, Startupvalley, QIEZ, Travel Pulse, www.queer.de, The local and MitVergnügen.

CITY MAPS

BertaBerlin are MINI Pocket Guides. They are locally curated collections of secret spots and hidden gems crafted so you can explore Berlin with ease by way of simply suggested city walks or more spontaneous choose-your-own-adventure routes.

WHERE TO BUY?

The maps are available in well-chosen locations all over Berlin and online (see www.walk-this-way.net/shop). It includes the sights and attractions not to be missed in addition to the word on the street to make the most of your experience.

The front side features exclusive highlights in a specific district or on a theme like „QueerBerlin“, along with detailed maps and photos to help you find your own way. Alternatively, the opposite side of the travel guide offers three curated walks through the city, so that you can also get to know greater Berlin. The tours start with breakfast, and direct guests to monuments, museums, shopping, other restaurants and hidden gems, and end with cocktails in some of my favourite bars.

From hotels, street markets, museums, shops, sights, restaurants, cafés, bars, clubs and more, you will find boundless options for every budget. The city walks are designed to guide you effortlessly through Berlin to the most exceptional sights like the Reichstag, beer gardens off the beaten path in Tiergarten, select shops on Potsdamer Street, and the Bo-

ros Art Collection. Come and go to as many or few that suit you.

CUSTOMIZED MAPS

You can order your own city map on request. **Deliveroo** for example wanted something special for their annual review. So we created a customized folding map with curated collection of culinary spots to explore the taste of 14 different countries in Berlin. Together we designed a culinary tour through the regional avors of Africa, China, India, Thailand and many more.

The map for the business school **ESMT** was crafted so their students and visitors can explore Berlin after the lectures.

Better than any flyer, with the customized map of walk this way people hold a true value in their hand, which makes them memorize not only the experience, but also the company that give it to him.





TOURS IN BERLIN

KIEZ WALKS

Airbnb and Berta also offer tours in Berlin. Therefore, we invited shop owners and Airbnb home sharers to several „Kiez Walks“ in Berlin. On our neighborhood tour in Kreuzberg you could have – for example – met café owner Jaqueline from Café Frida, Natalie from the Italian pasticceria LatoDolce or Ilse from the liquorice shop Kadó. The participants got to know the people behind the scenes and meet other home sharers.

SCHÖNEBERG TOUR

On her Sex, Love & Adversity Tour Berta will walk you through nearly 100 years of queer history in Berlin!

We'll meet in Schöneberg, a queer district famed for its alternative nightlife. This area blossomed in the 20s only to be crushed by Hitler, before blooming again in the 70s. One stop on our tour will be the former Eldorado nightclub, a popular Weimar-era haunt, another the Berlin home of author Christopher Isherwood, who immortalised the city in his book Goodbye to Berlin. Each place we visit will be brought to life with stories about the colourful, fascinating people who made the city what it is - a symbol of liberation. Finally, let's finish up with a drink at Cafe Berio at Nollendorfplatz where we can chat and watch the world go by.

WHERE?

We will start at Viktoria-Luise Platz (subway U4) in Schöneberg. In addition to the Eldorado, Christopher Isherwood's former home, and gay bookshop Eisenherz, we'll take in beautiful architecture, contemporary queer hubs and much more. The tour ends by the former Metropol theatre at Nollendorfplatz (U1, U2, U3, U4).

The tour can be book on [Airbnb](#).

ONLINE

WEBSITE

If you want to discover more hidden gems of Berlin, check out Berta's blog: www.walk-this-way.net.

Berlin counts several districts with their unique atmospheres. In her Top 5 sections for the much-loved districts Kreuzberg, Mitte and Neukölln you will find from theaters to street markets, restaurants, cafés, bars, clubs and more, boundless options for every budget.

Additionally Berta publishes articles like „Free museums: Is art priceless?“, „My childhood in the GDR“, „Top 5 vegan restaurants“ or „Yoga under the sun“ on her blog. Feel free to leave suggests or to contact her about interesting projects.

SOCIAL MEDIA

Stay updated by following her on Instagram and Facebook or subscribe for her Newsletter.

NEWSLETTER

Every two weeks the Newsletter will simply inform you about „What to do on a Saturday?“ and updates you about upcoming events.

APP

Besides the BertaBerlin maps, Berta created an app with Actionbound. It contains one digital city walk through Berlin Tiergarten. This walk begins with a breakfast suggestion and guides you to the most exceptional sights, beer gardens off the beaten path in Tiergarten and of course cafés, restaurants and bars.

HOW CAN YOU GET IT?

Just download the Actionbound-app in [App Store](#) or with [Google Play](#) and search for „BertaBerlin“ or scan the QR-Code with Actionbound-App.

The first walk is for free.

CUSTOMIZED APP

You can order a digital customized city walk additionally to your own city map on request. Together we designed a specific tour through the city which matches perfectly the desire of your customers.

walk this way

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- Blog
- Top 5 of Berlin
- MAPS

Berlin Pocket Guides



pic by Maria Dominika

Google Custom Search



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Pick a map

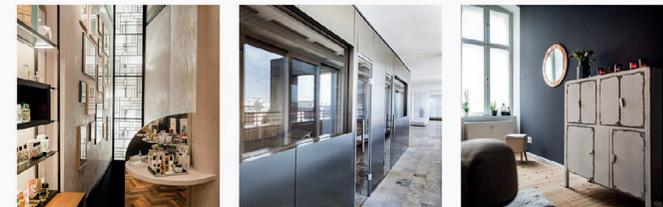


walkthisway.berlin Profil bearbeiten

449 Beiträge 7.357 Abonnenten 417 abonniert

BertaBerlin Find yourself searching for great beauty shops or nail salons in Berlin? Let me help you out. BeautyBerlin map is coming soon www.walk-this-way.net/top-5-beauty-shops-berlin

BEITRÄGE GESPEICHERT





PRESS

FEATURES

BertaBerlin has been featured in magazines, newspapers and on blogs:

- MitVergnügen
- Fielfalt
- Startupvalley
- Airbnb Citizen Deutschland
- QIEZ
- Travel Pulse
- I love gay
- blu Berlin
- queer.de
- Global Cocktails
- The local
- Edge Media Network
- GayMap
- Tagesspiegel

APPEARANCE ON TV

2017 Berta was honored to be a guest of several tv shows like

- Rbb Abendschau
- Arte Re:
- Raum für Notizen

and of course Berta did not only talk about Berlin, but about her travel guides BertaBerlin.



ADVERTISING & SPONSORING

CUSTOMIZED MAPS

You can order your own city map on request, sponsor a map or simply place an advertisement. Besides the maps there are several marketing packages available.

Deliveroo wanted a unique customized folding map for the annual review, so we curated a collection of culinary spots with the taste of 14 different countries in Berlin, which they send combined with their annual review to the press.

SOCIAL MEDIA CAMPAIGN

Additionally we designed a Social Media campaign in the form of a competition, in which participants could win the „BertaDeliveroo“ map with a fine dinner.

BLOG ARTICLE

On top Berta wrote a blog article „Traveling the world in Berlin“ and launched another Social Media campaign to promote 11 restaurants of 11 countries, which deliver fresh and hustle free with Deliveroo.



pics by Mathias Kutt

CUSTOMIZED MAPS

You can order your own customized map on request.

Recently Berta designed a “BertaBerlin map” for the business school **ESMT Berlin**, crafted so their students and visitors can explore Berlin after the lectures. ESMT Berlin is an international business school offering a full-time MBA, a master’s in management, as well as customized executive education programs. It was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master’s in management, as well as open enrollment and customized executive education programs.



pics by Mathias Kutt

SPECIFIED MAPS

Interested in collaborating? Berta loves to not only work on maps for districts but specified maps.

Let's discover Berlin together.

QUEERBERLIN MAP

In advance of Berlin's annual gay pride march (Christopher Street Day), award-winning gay travel writer Adam Groffman from TravelsofAdam.com and Berta published a QueerBerlin map. The travel guide features recommended LGBT-friendly museums, shops, sights, restaurants, cafés, bars, clubs and more.

For many years, the German capital has attracted LGBT-tourists; hundreds of thousands visit each summer for the annual CSD pride parade. "Berlin is one of the best cities in the world for LGBT tourists. With the QueerBerlin map, we highlight some of our favorite places—the very same which we would recommend to family and friends that tourists might not be able to find on their own," Groffman said.

BEAUTYBERLIN MAP

Do you feel like walking on the path of beauty in Berlin and pampering yourself with a beauty treatment after? Well, look no further because walk this way and PonyHütchen make it happen.

On one of the three walks of beauty, Berta guides you, among others to PonyHütchen. Behind this label, just like walk this way, beats the heart of a self-made woman. The Swiss Hendrike Grubert searched for natural and organic beauty care products with fresh fragrance and loud colours. Because she could not find any, she took matters into her own hands. PonyHütchen is not only located in Switzerland, but Lucie, Patricia and Cagla also help costumers with beauty tips in their flagship store in Berlin.

SOCIAL MEDIA CAMPAIGN

Additionally we designed a Social Media campaign in the form of a raffle, in which you could win a BeautyBerlin package including a map and Heimatliebe beauty products. Also in the release week, the first 100 visitors of the store PonyHütchen, could get the BeautyBerlin map for free. In case you don't win it, the beauty package is available to buy at the PonyHütchen store and online.

BLOG ARTICLE

On top Berta wrote a blog article „The ultimate DIY workshop“ and launched another Social Media campaign to promote 5 beauty shops in Berlin and top 5 workshop in Berlin.



pics by Mathias Kutt

CONTACT

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