



Our Multi-Media-Channel Large reaches

About the FESTIVAL OF LIGHTS is posted every 6 seconds*.

Mediadata:

2005 Launch in Berlin	3.100.000 Visitors in Berlin 2019*	900.000 Addit. hotel bookings 2019*
666 FOL posts/h about FOL on Facebook	1.100.980 Homepage visits 2020*	191.840 Social Media Follower**
51.706.186 Social Media post reach 2020*	279.552.693 Online coverage worldwide 2020**	856.634.564 Total coverage worldwide 2020***

*In festival period / **As of 09/28/2020 /
***Survey festival period & January 2021.

