
cultour | incoming
YOUR DMC IN
Germany

cultour
incoming



WHO ARE WE?

cultour-incoming is one of the fastest growing independent city tour companies in Berlin.

The company, headquartered in Berlin, offers daily and guaranteed tours on the one hand and tailor-made services for groups and FITs on the other. Both lines are intended for Spanish-speaking travelers.

We have a team of about 35 people, 25 of them belong to our team of native speaking guides (Spanish) and 10 people are responsible for the operational department. Cultour-incoming has a wide customer network that has trusted us for 15 years. Our vision is now to strengthen customer loyalty by entering specialized niches and optimizing technology solutions.

cultour
incoming



OUR STORY

All started when we detected the lack of tours and services in Spanish in the city of Berlin. The German capital was receiving more and more international tourists after the 2006 World Cup, and the city was not prepared. We had a great business opportunity.

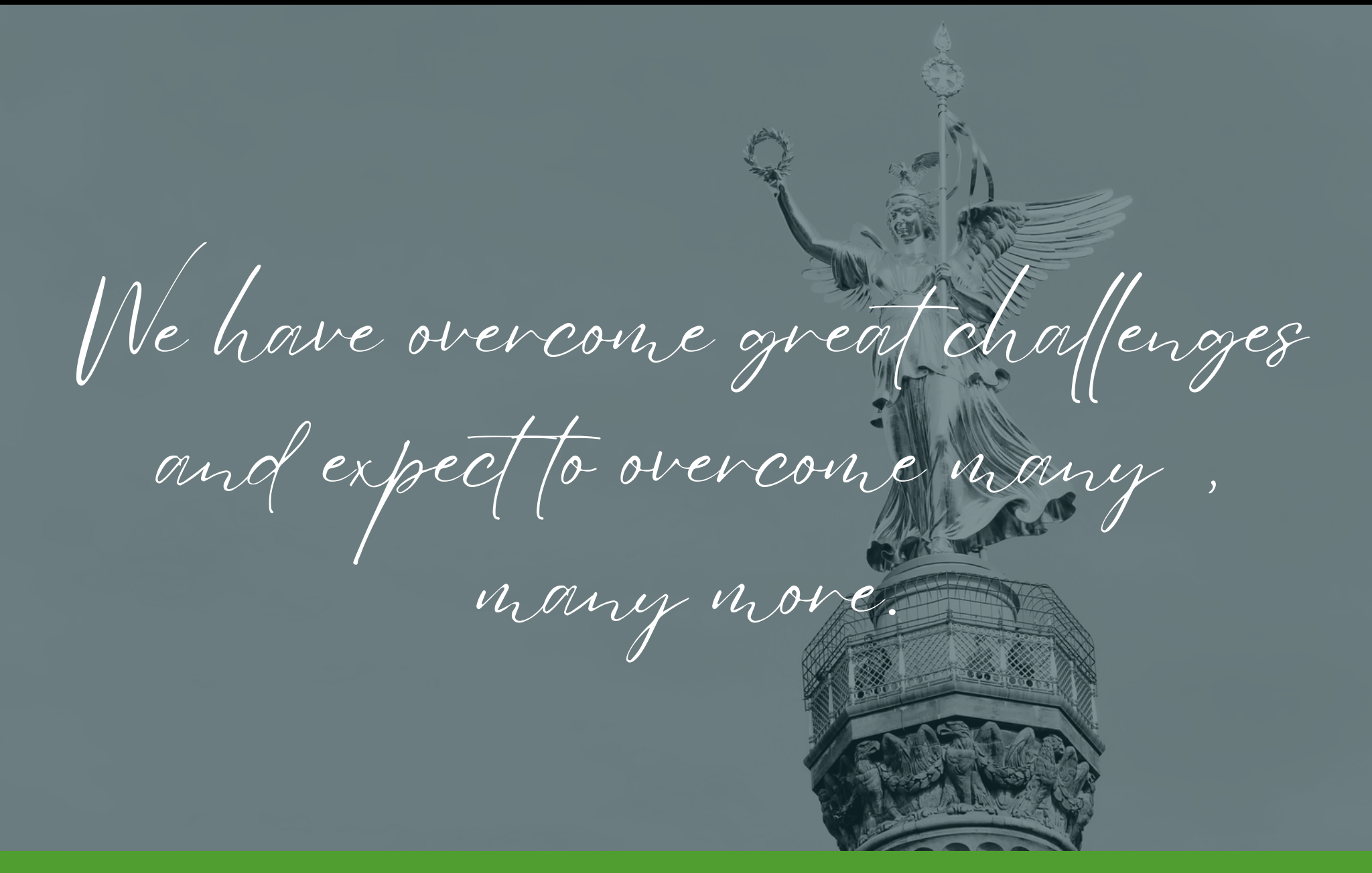
After having worked for several years in tourism in Barcelona and Berlin, I decided to get out of my comfort zone and create the cultourberlin brand in 2008, which would offer daily tours in Spanish for the Spanish and Latin American markets.

Maria Miguel, Founder & CEO

cultour
incoming



cultour
incoming



TIMELINE

2008
Brand cultourberlin founded

2012
Brand cultourmunich founded & incoming agency/DMC created. B2B markets

2013
New incoming market: Brazil

2016
Start of our digitalization processes

2017
M&A. Restructuring and network reinforcement

2018
New markets: Colombia, Peru, Mexico
New segment: luxury travel attending ILTM & organizing Famtrips for Rocco Forte Hotels

Closing of cultourmunich

2019
50k tour tickets sold. 20k travellers joining our tailor-made travel designs. 15 MICE groups. 4 professionals in sales & marketing. 25 Berlin local guides



2020

Pandemic. The challenge has been to keep the staff and the company. We have continued our digitalization projects and have created new parallel projects that add value to cultour-incoming

2021

B2B Spanish podcast Turismo y el Coronavirus.
Author & Host: Maria Miguel

2022

Restart

2023

It is our 15th Birthday!

New website cultour-incoming.com
Expansion of new markets
Active Promotion in MICE
New brands: cultourPACKS, cultourUNIQUE & cultourBEYOND

cultour
incoming

OUR SALES TEAM

We currently have a team of 14 local guides in Berlin, 5 sales and marketing professionals in the office and a strong network of suppliers throughout Germany and neighboring countries.

Follow us:
www.linkedin.com/in/cultour-incoming
IG: @cultour_incoming
www.cultour-incoming.com



ÁNGELES

Operations Manager



IGNACIO

Tailor-Made Travel Manager



PALMIRA

Project Manager of cultourberlin



SMALL, BUT NICE

cultour
incoming