



ITB BERLIN 2023 FIGURES AT A GLANCE

ATTENDEES



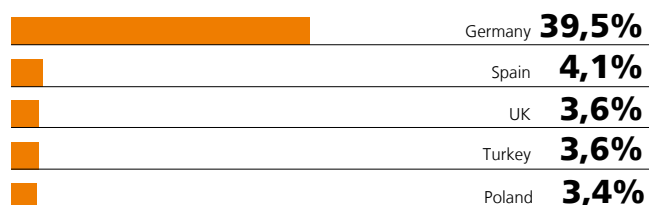
90.127 attendees from more than

180 countries

1.300 ITB Buyers Circle members with

70% international participation

ORIGIN OF ATTENDEES (TOP 5)



EXHIBITORS



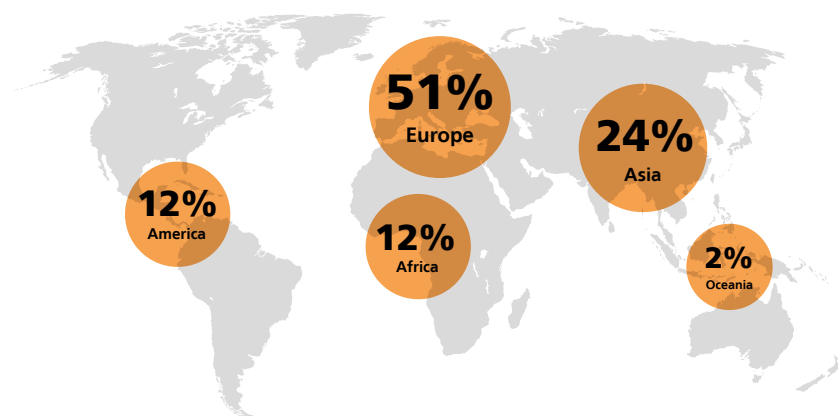
> 5.500 exhibitors from

161 countries

FROM GERMANY **20%**

FROM ABROAD **80%**

ORIGIN OF EXHIBITORS



MEDIA



3.000 media representatives

> 330 international travel blogger on site

> 145.000 Social Media Follower

ITB BERLIN CONVENTION



24.000 convention attendees

400 internationally recognized top speakers

200 sessions

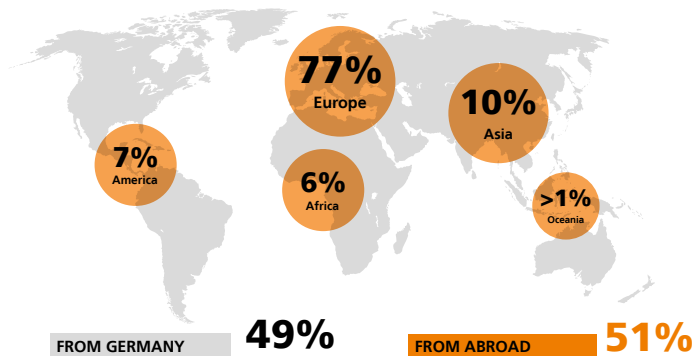
18 theme tracks



BRIEF ANALYSIS OF THE TRADE VISITOR SURVEY ITB BERLIN 2023

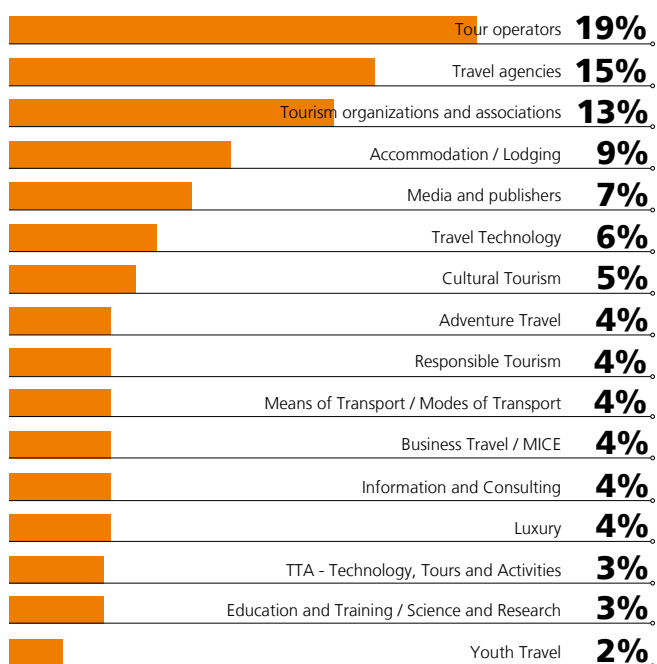
ORIGIN OF TRADE VISITORS

(Source: Trade visitor survey)



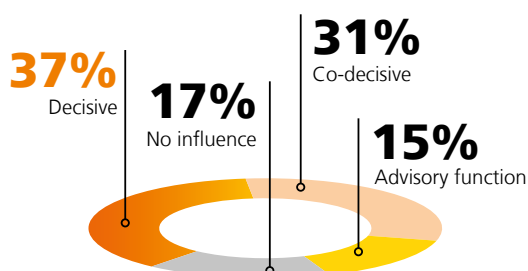
LINE OF BUSINESS

(Multiple citations/ extract of denominations > 2%)



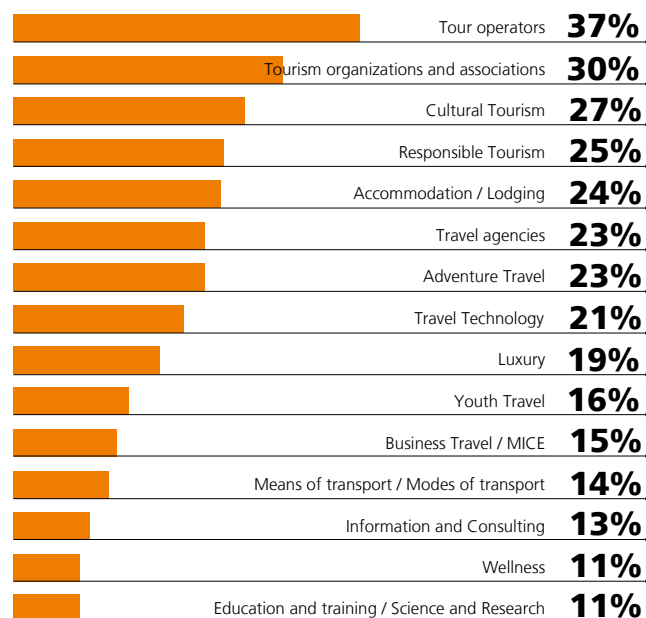
DECISION MAKERS

83% of the trade visitors have **influence** in purchasing/procurement decisions.



OFFER INTEREST

(Multiple citations/ Extract of denominations of trade visitors > 10%)



OFFER ASSESSMENT

92% of the trade visitors were **satisfied** with the **range of products** and services on display at the show.

BUSINESS PERFORMANCE AND OUTLOOK

89% of the trade visitors rate the **business result** of their visit to the trade show as (very) good.

9 OUT OF 10 the trade visitors declare that they achieved their **visit goals** (very) well overall.

91% of the trade visitors would **recommend** a visit to ITB Berlin.

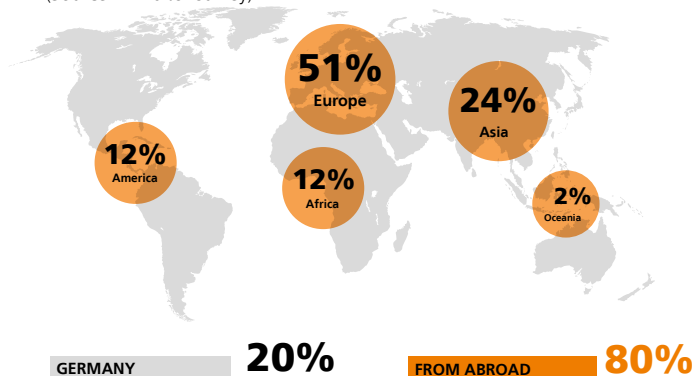
88% of the trade visitors plan to **visit** the next **ITB Berlin**.



BRIEF ANALYSIS OF THE EXHIBITOR SURVEY ITB BERLIN 2023

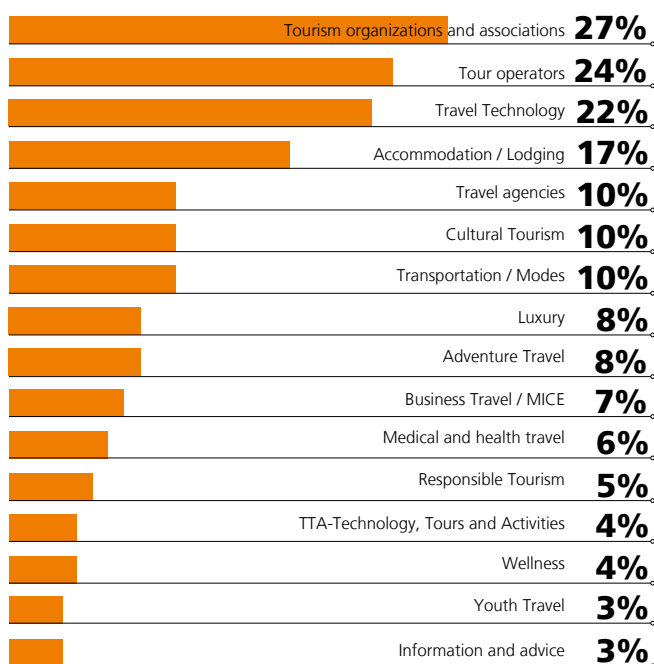
ORIGIN OF EXHIBITORS

(Source: Exhibitor survey)



LIST OF BUSINESS

(Multiple citations/ extract of denomination n > 3%)



EVALUATION OF OFFERS

93%

of the exhibitors rate **the range of products** and services offered by the exhibiting companies at ITB Berlin 2023 as **(largely) complete**.

RELEVANCE

95%

of the exhibitors consider their **participation** in ITB Berlin to be **(very) important** compared to participation in other tourism trade fairs.

POST – TRADE SHOW BUSINESS

87%

of the exhibiting companies expect a **positive** after fair business.

PARTICIPATION GOALS AND GOAL ACHIEVEMENT

„NEW CONTACTS TO TOURIST INDUSTRY“

AS WELL AS

„MAINTAIN BUSINESS RELATIONS“

form the most important **participation goals** for the exhibitors. These goals were achieved by **77%** and **83%** to a very good to satisfactory extend. .

(Extract of denomination > 51%, multiple citations)

	Goal important for % of the exhibitors	Goal was achieved by %
Establish new contacts / partnerships	95%	77%
Maintain business relations	87%	83%
Promote products / sale	74%	78%
Networking within the industry	69%	84%
Preparation of business deals	64%	76%
Market / competitor observation	61%	78%
Achieve business deals	58%	67%
New trends / information gathering	52%	77%

QUALITY OF TRADE VISITORS

81%

of the this year's exhibitors rated the quality of **trade visitors** at ITB Berlin as **(very) positive**.

OVERALL IMPRESSION AND OUTLOOK



87%

of exhibitors rate the **benefit** of their company's participation in ITB Berlin as **(very) high**.



85%

of the exhibitors would **recommend** a participation at ITB Berlin.



88%

of the exhibitors are willing to **participate** in the **next ITB Berlin** as well.