

# **ITB BERLIN 2025 BRIEF ANALYSIS OF THE EXHIBITOR SURVEY**



**ORIGIN OF EXHIBITORS** (Source: Exhibitor registration) From Germany From abroad 49% 10% 90% Europa **OUALITY OF TRADE VISITORS** 14% of this year's exhibitors are (completely)

85%

**PARTICIPATION GOALS** 

satisfied with the quality of the trade visitors at their stand.

(ratings 1-3)

# **INDUSTRY AFFILIATION**

(Multiple answers / extract n>= 3%)

9%

| Tourism organisations and associations  | 27% |
|---|-----|
| Tour operator                           | 25% |
| Travel Technology                       | 20% |
| Accommodation / Lodging                 | 19% |
| Travel agencies                         | 12% |
| Means of transport / modes of transport | 11% |
| Luxus                                   | 9%  |
| MICE                                    | 8%  |
| Cultural tourism                        | 7%  |
| Adventure Travel                        | 7%  |
| Others                                  | 7%  |
| Responsible Tourism                     | 6%  |
| Business Travel                         | 6%  |
| TTA-Technologie, Tours & Activities     | 5%  |
| Wellness                                | 5%  |
| Information and Consulting              | 3%  |
| Medical and Health Tourism              | 3%  |

# **OFFER EVALUATION**

of exhibitors assess the range of products and services of the exhibiting companies at ITB Berlin 2024 as (largely) complete.

(total of reply options: the offer is comprehensive, the offer is largely complete)

RELEVANCE

of exhibitors rate their **participation** in ITB Berlin as (very) important in comparison to participation in other tourism trade shows. (total reply options: very important, important)

# **POST-TRADE SHOW BUSINESS**

of the exhibiting companies expect **positive** post-trade show business. (ratings 1-3)

### **CREATE NEW** CONTACTS / **PARTNERSHIPS**

MAINTAIN **BUSINESS** RELATIONS

are the most important participation goals of the exhibitors. These goals were achieved to a very good to satisfactory extent by 77% and 83%.

| (Extract > 56%,                         |  |     |                         |     |
|---|--|-----|-------------------------|-----|
| Multiple answers)                       | Target for %<br>of exhibitors<br>important |     | % of target<br>achieved |     |
| Create new contacts /<br>partnerships   |  | 94% |                         | 77% |
| Maintain business<br>relations          |  | 90% |                         | 83% |
| Promote products / Sales                |  | 72% |                         | 79% |
| Network within<br>the industry          |  | 68% |                         | 83% |
| Preparation of<br>business transactions |  | 63% |                         | 76% |
| Market /<br>Competition monitoring      |  | 57% |                         | 75% |
| Achieve business<br>transactions        |  | 56% |                         | 71% |

(ratings 1-3)

# **OVERALL IMPRESSION & OUTLOOK**



of exhibitors value the **benefits** of participation of their company in ITB Berlin as (very) high.

# /∩

of exhibitors would recommend participation in ITB Berlin to others.

of exhibitors are willing to take part in the next ITB Berlin.

(ratings 1-3)