

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 % of exhibitors important		% of target achieved	
Create new contacts / partnerships		94%		77%
Maintain business relations		90%		83%
Promote products / Sales		72%		79%
Network within the industry		68%		83%
Preparation of business transactions		63%		76%
Market / Competition monitoring		57%		75%
Achieve business 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)