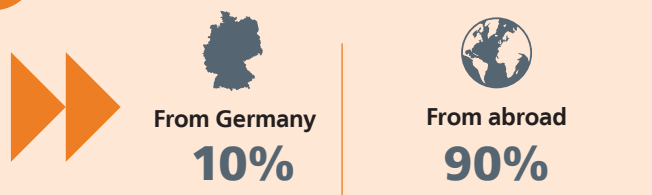
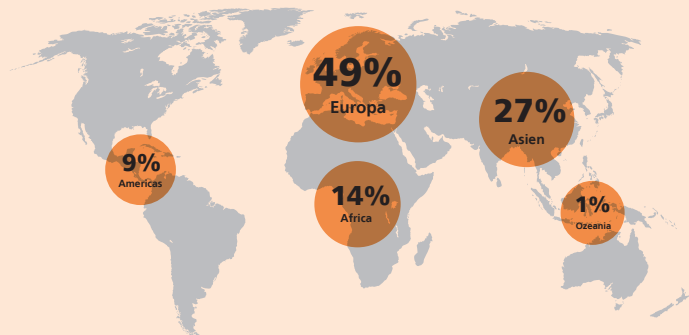




### ORIGIN OF EXHIBITORS

(Source: Exhibitor registration)



### QUALITY OF TRADE VISITORS

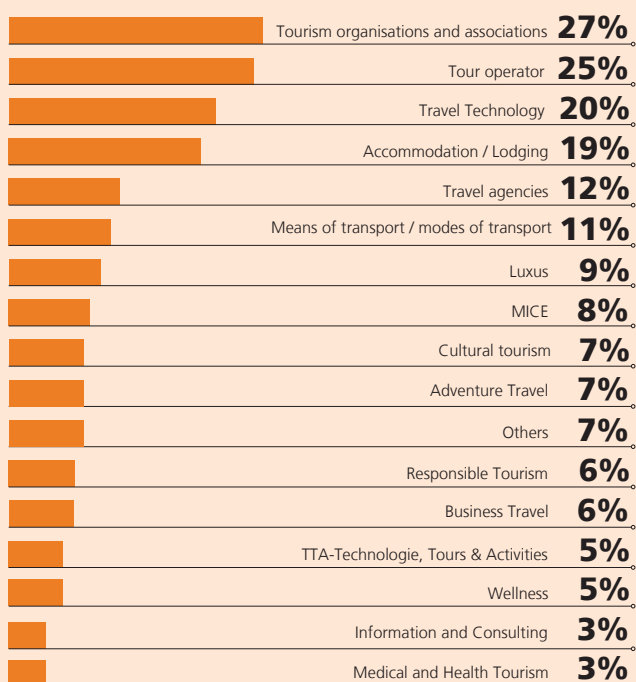
# 85%

of this year's exhibitors are **(completely)** satisfied with the quality of the trade visitors at their stand.

(ratings 1-3)

### INDUSTRY AFFILIATION

(Multiple answers / extract n>= 3%)



### PARTICIPATION GOALS

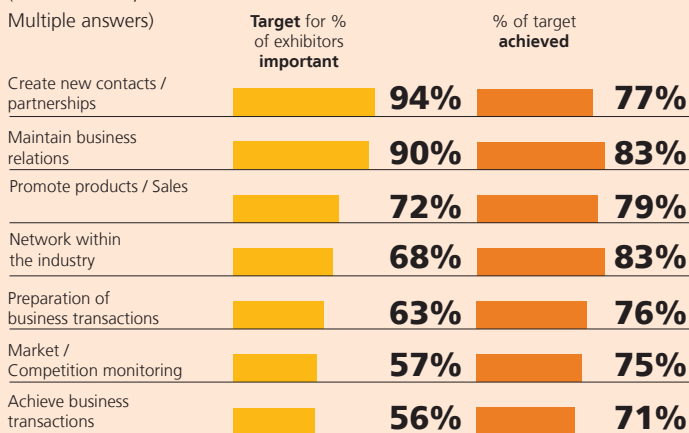
CREATE NEW  
CONTACTS /  
PARTNERSHIPS

&

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)



(ratings 1-3)

### OFFER EVALUATION

# 99%

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

# 97%

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

# 89%

of the exhibiting companies expect **positive post-trade show business**.

(ratings 1-3)

### OVERALL IMPRESSION & OUTLOOK



# 88%

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



# 88%

of exhibitors would **recommend** participation in ITB Berlin to others.



# 90%

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

(ratings 1-3)