

# ITB BERLIN 2025

**THE WORLD  
OF TRAVEL  
LIVES HERE.**

**4 — 6 MARCH 2025**



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

**ALBANIA**  
ALL SENSES

Official Host Country ITB Berlin 2025

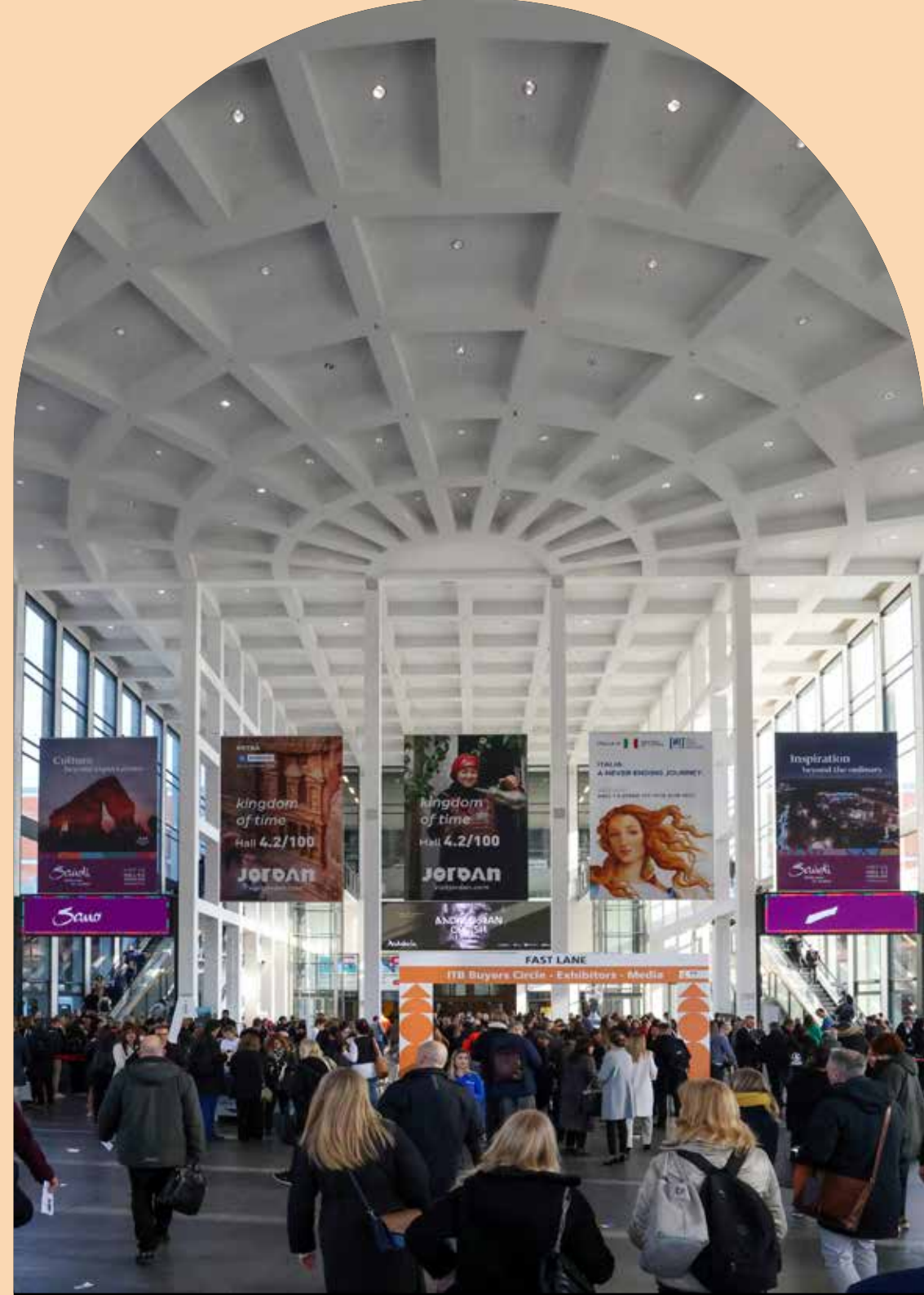


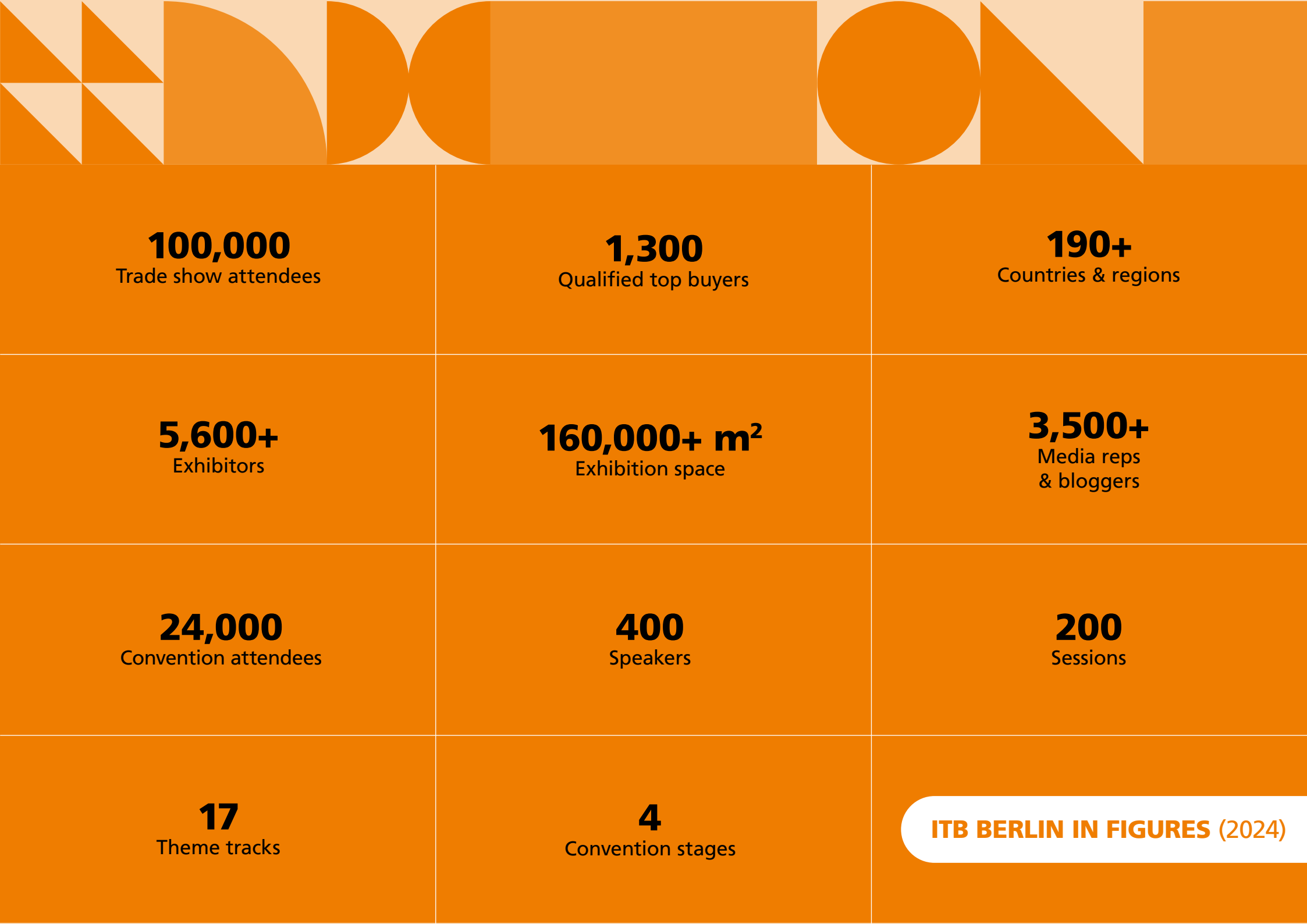
## ABOUT

# THIS IS ITB BERLIN.

ITB Berlin is *the* event of the global tourism industry. Here is where the most important key players, newcomers, and innovative companies in the travel industry come together annually at The World's Leading Travel Trade Show®.

Since 1966, ITB Berlin has been the leading trade show in tourism. With **ITB Berlin Convention** as the industry's think tank, it sets the pillars for the future of tourism across a total of four stages with more than 200 sessions.





**100,000**

Trade show attendees

**1,300**

Qualified top buyers

**190+**

Countries & regions

**5,600+**

Exhibitors

**160,000+ m²**

Exhibition space

**3,500+**

Media reps  
& bloggers

**24,000**

Convention attendees

**400**

Speakers

**200**

Sessions

**17**

Theme tracks

**4**

Convention stages

**ITB BERLIN IN FIGURES (2024)**

AUDIENCE

## EXHIBITORS

The exhibitors at ITB Berlin represent the entire value chain of the international travel and tourism industry. These include tourism organizations, tour operators, hotels, airlines and cruises, technology providers, publishers, as well as international tourism associations.

### 3 reasons to participate:

- ✿ **Make new contacts** and **strengthen relationships** with partners and existing customers
- ✿ **Utilize the stage** for your company's products
- ✿ Discover the **newest trends** in the travel industry

[Click here for more information](#)

Increase your visibility  
with our sponsorship options



## ITB BUYERS CIRCLE

ITB Buyers Circle is an exclusive membership for buyers from the Leisure, Corporate, and MICE sectors. For ITB Berlin 2024, 1,300 buyers were carefully selected to receive membership to the ITB Buyers Circle. Benefit from the advantages, such as:

- ▣ **1-year membership** with access to the exclusive ITB Buyers Circle newsletter
- ▣ **Free admission ticket** to ITB Berlin and ITB Berlin Convention
- ▣ Access to all **ITB Berlin networking formats**
- ▣ **Personal assistance**
- ▣ **Exclusive access to the lounge** and additional on-site services

[Join the ITB Buyers Circle here](#)

Available from November 2024



## AUDIENCE

# VISITORS

Our visitors come from all sectors of the travel and tourism industry and include tour operators, travel agencies, hotel managers, tourism organizations, consultants, young professionals, and many more.

### 3 reasons to participate:

- ⌘ Visit the **#1 event in the travel industry** for your business
- ⌘ Meet **familiar and new faces**
- ⌘ Discuss **tomorrow's trends**

[Secure your ticket here](#)



Available from December 2024



# MEDIA

ITB Berlin is renowned for its high-profile international community, around 3,200 journalists and more than 300 travel bloggers featured across the internet, television, radio, newspapers, journals, and podcasts worldwide.

### Share your story:

- ⌘ Immerse yourself in the **world of travel**
- ⌘ Discover the **latest trends and developments** in the industry
- ⌘ Find **new perspectives** on stories, people, and cultures
- ⌘ Make important **connections**

[Click here to receive your press accreditation](#)



Available from December 2024

**A GLOBAL  
BRAND**

# THE WORLD OF ITB

ITB represents the world of international tourism. Whether at [ITB Berlin](#), [ITB Asia](#), [ITB China](#), or [ITB India](#) – it's the coming together, digitally or in person, that makes ITB an essential event and the platform for the tourism industry. Join us at the upcoming ITB events around the globe:

ITB India: 11 — 13 September 2024

ITB Asia: 23 — 25 October 2024

ITB Berlin: 4 — 6 March 2025

ITB China: 27 — 29 May 2025

## ITB 360° – A universe of insights lives here.

Can't wait for ITB Berlin 2025? No problem – throughout the year, we offer insights, relevant news, and current podcast episodes on [ITB 360°](#). Benefit from our insider tips, analyses, and interviews with industry experts.

Subscribe to ITB 360° newsletter 

**"ITB Berlin embodies the essence of business, inspiration, and networking within the tourism industry — be it at booths, on stages, during masterclasses, guided tours, or over a shared drink in the evening."**

Deborah Rothe,  
Director ITB Berlin







**The sense  
of summer  
lives here**

**ALBANIA**  
**ALL SENSES**

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## CONTACT

### Stay informed

Sign up [here](#) for our exclusive trade visitor newsletter.

### Questions about ITB Berlin 2025?

[Our team](#) will gladly assist you:

[itb@messe-berlin.de](mailto:itb@messe-berlin.de)

### Interested in sponsorship options?

[itb-sponsoring@messe-berlin.de](mailto:itb-sponsoring@messe-berlin.de)

See you at **ITB Berlin**  
from 4 – 6 March 2025!

[itb.com](https://itb.com)



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