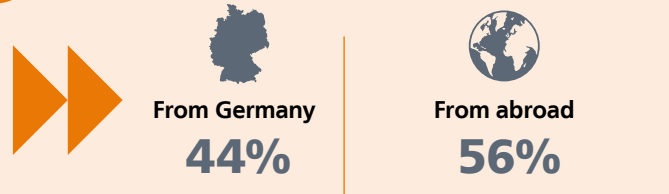
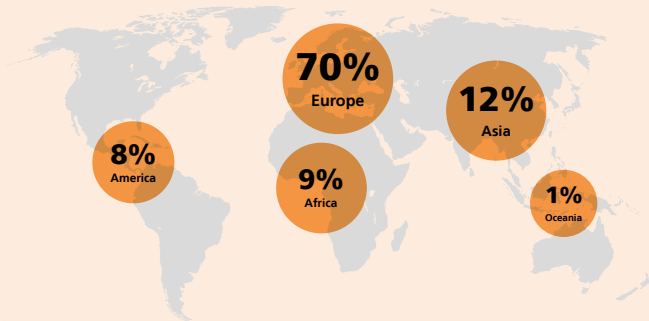




ORIGIN OF TRADE VISITORS

(Source: Visitor survey)



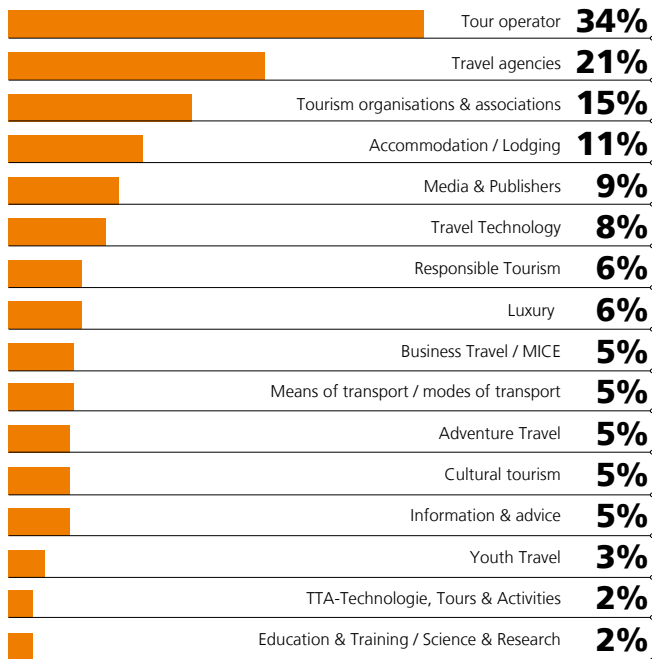
OFFER EVALUATION

95%

of trade visitors are **satisfied** with the **range of products** at the trade show.

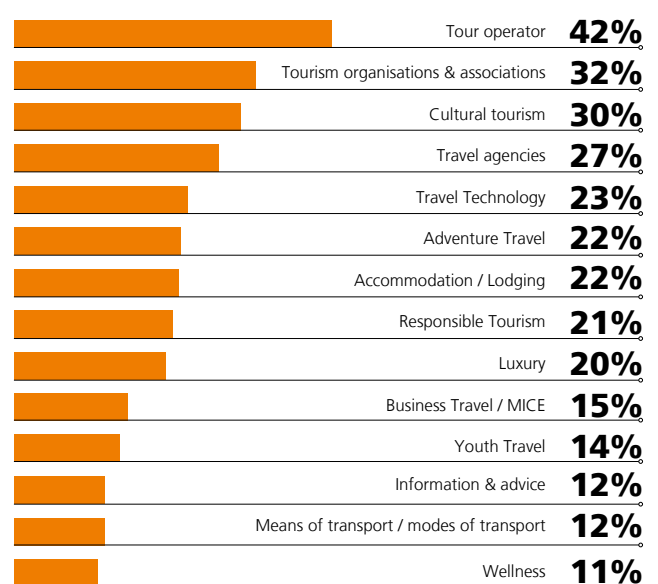
INDUSTRY AFFILIATION

(Multiple answers/ Extract from working trade visitors n>= 2%)



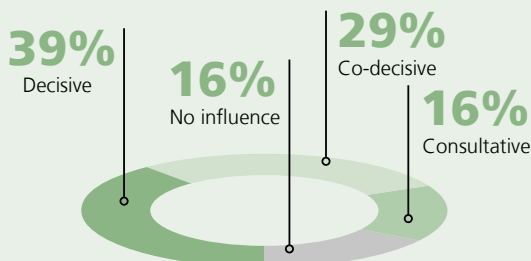
OFFER INTEREST

(Multiple answers/ Extract of trade visitors > 10%)



DECISION-MAKERS

84% of professional trade visitors have an **influence on purchasing decisions**.



88% of trade visitors rate the **business result** of their trade show visit as **(very) good**.

BUSINESS RESULTS AND PROSPECTS

9 of 10

trade visitors state that they achieved their visit objectives **(very) well** overall.



93%

of trade visitors would **recommend** a visit to ITB Berlin to others.



89%

of trade visitors are also **planning** to visit the next ITB Berlin.