



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

## ITB TRAVEL HERO PODCAST SPONSORING – VOICES OF THE TOURISM INDUSTRY

### WHY ITB PODCASTS?

As the world's leading travel brand we have the content. We have the contacts. We have the community. Since 1966 ITB Berlin brings people from all over the world together and thereby unites an entire industry. And this is not only on a show floor, as one might assume. With the ITB Travel Hero Podcast series we want to bring global experts, trends, visions, strategies and measures as close and as accessible to the industry as possible.

### WHAT TO EXPECT FROM THE PODCAST BY ITB?

The **Travel Hero Podcast** features talks with inspiring minds of the tourism industry. Big achievers, thrilling personalities – different formats reveal the souls behind big names and successful brands. Anecdotes, stories of success and failures, practical tips and above all trend topics like future mobility, climate change, digitalization, resilience, communities, travel technology, marketing and sustainability in tourism and much more.

The episodes are available on [itb.com](http://itb.com), Spotify, Apple Podcast and Podigee.

### WHO IS THE PODCAST AUDIENCE?

The listeners are travel professionals, experts, economical and political policy makers, journalists, students and passionate travelholics from the international travel industry.

### WHAT IS THE FORMAT?

#### “300 SECONDS WITH”...

This audio concept features shortcasts with experts of the tourism industry, answering a question on a hot topic in only *300 seconds*. It may be a thought or an opinion, it may be a vision, the introduction of a new campaign, a new product, it may be a piece of advice or it may be a personal story. **The stage is yours!**

## The Podcast Sponsoring Package

Services	Reach
<b>WEBSITE</b>	
Your naming within the episode description on itb.com Website / Podcast	>880,000 page impressions p.a.
<b>NEWSLETTER</b>	
Your naming and link within podcast announcement in ITB Berlin Trade Visitor Newsletter	>30,000 subscribers
<b>SOCIAL MEDIA</b>	
Your naming within a post and/or story about the podcast episode via the ITB Berlin social media accounts Facebook, Twitter, LinkedIn, Instagram	Facebook: > 67,500 Twitter: >31,500 LinkedIn: > 3,500 LinkedIn Group: > 8,000 Instagram: > 14,000*
<b>PODCAST EPISODE</b>	
Your 300-second speaking slot	varies
Your text (short) incl. link to your website + e.g. promo-code within the show notes	varies

\*Numbers from September 2022

**Package price + German VAT: 2,500 €**