



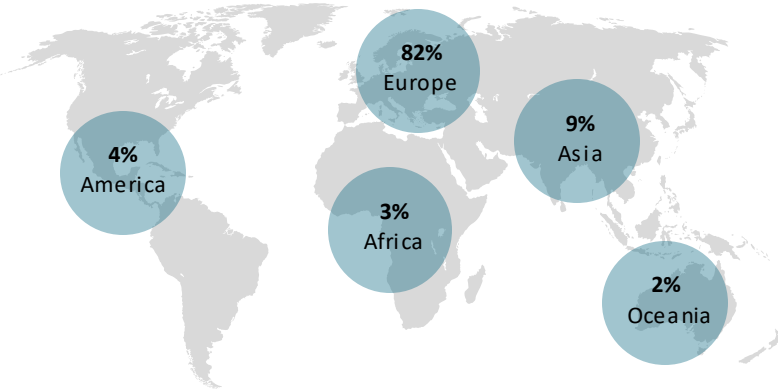
# Brief analysis of the ITB Buyers Circle survey – ITB Berlin 2023

All numbers excl. 'no entry'

## Origin of ITB Buyers Circle members

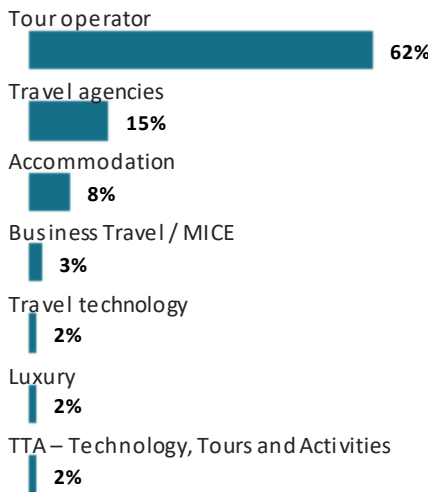
Germany 43%  
From abroad 57%

The following percentage refers to foreign members.



## Line of business of ITB Buyers Circle members

(Multiple citations/ extract of denominations > 1%)



## Purchasing budget

70% of the ITB Buyers Circle members are responsible for a purchasing budget of:

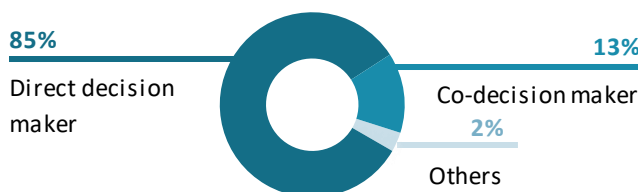
**1 m to 10 m €.**

30% of the ITB Buyers Circle members are responsible for a purchasing budget of:

**more than 10 m €.**

## Decision-making authority

**98%** of ITB Buyers Circle members have an influence on purchasing/ procurement decisions.



## Objectives and achievement of objectives

(Multiple citations, extract of denominations (objective importance) n > 10%)

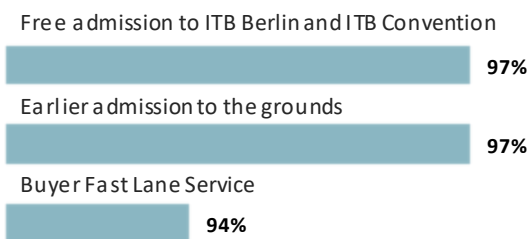
„Establishing new contacts“ as well as „Keeping up business connections“ form the **most important participation objectives** for the members at this year's ITB Berlin. These objectives were achieved by **93%** and **99%** to a very good to satisfactory extend.

Objective	Objective important for % of the members	Objective was achieved by %
Establishing new contacts	91%	94%
Keeping up business connections	90%	99%
Build a strong network with travel professionals	73%	96%
Conclude business	60%	97%
Observ. of new developments on the market/ competitors	59%	92%
Compare prices/ conditions	23%	93%

(Ratings 1-3 on a scale of 6)

## Evaluation of services

(Extract of denominations: TOP3 used services, ratings 1-3 on a scale of 6)



## Speed Networking

(Ratings 1-3 on a scale of 6)

**85%** of the members who have taken part in the ITB Speed Networking 2023 rate its overall impression with (very) good.

**85%** would recommend this event to colleagues/ partners.

**91%** would again take part in ITB Speed Networking.

## Business success and outlook

(Ratings 1-3 on a scale of 6)

**98%**

have been able to make contacts with exhibitors for the purpose of **follow-up business**.

(If 'Yes' in a 'Yes' / 'No' question)

**99%**

of the members would **recommend** the ITB Buyers Circle to colleagues or business partners.

**99%**

intent to apply again for the ITB Buyers Circle 2024.