



ATTENDEES

100,000

Attendees



190+

Countries

450+

Events during
ITB Berlin

1,300

ITB Buyers Circle
members



63%

International
participation

TOP 5 ORIGINS OF ATTENDEES



Germany

36,1%



Spain

4,4%



Poland

4,2%



UK

4,0%



Turkey

3,9%



EXHIBITORS & ORIGINS

5,600+

Exhibitors

170

Countries



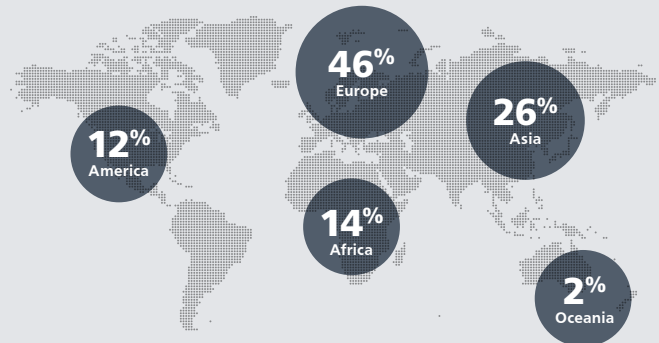
From Germany

10%



From abroad

90%



MEDIA

3,200

Accredited
journalists



100+

Countries

300+

International travel
bloggers on site

162,000+

Social media
followers



ITB BERLIN CONVENTION

24,000

Participants

400

Leading
international speakers

200

Sessions

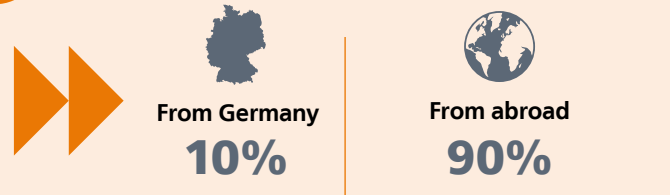
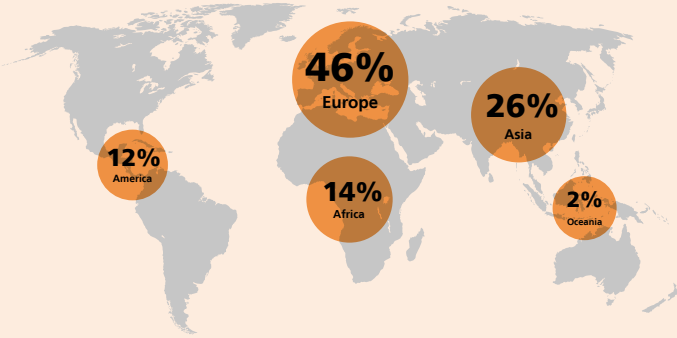
17

Theme tracks



ORIGIN OF EXHIBITORS

Source: Exhibitor registration



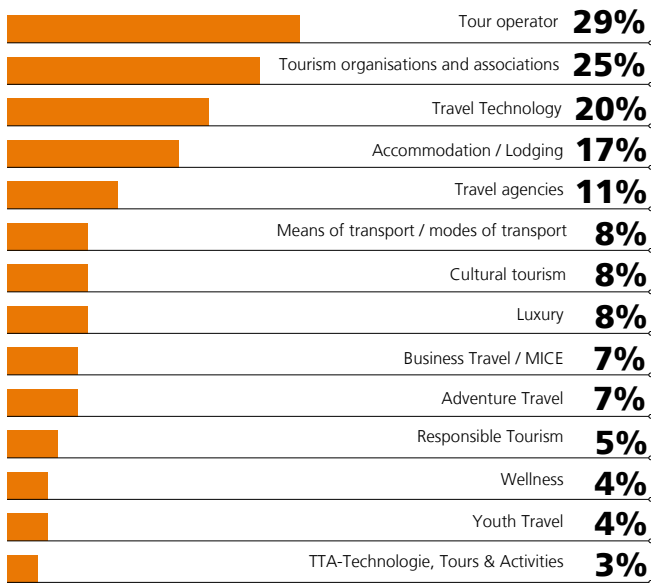
QUALITY OF TRADE VISITORS

82%

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

INDUSTRY AFFILIATION

Multiple answers / extract n>= 3%

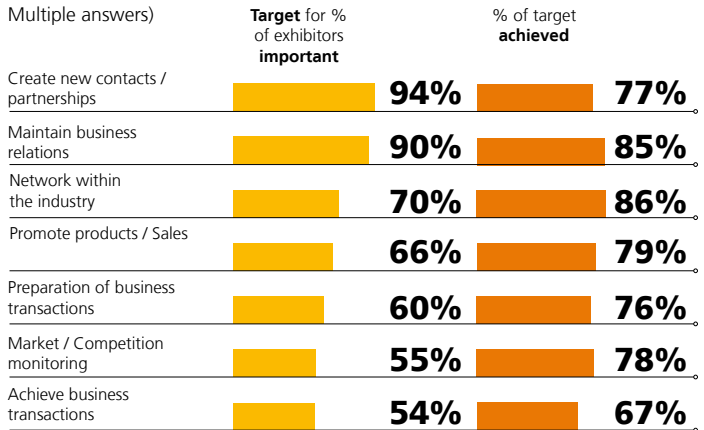


PARTICIPATION GOALS

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 **85%**.

(Extract > 53%, Multiple answers)



OFFER EVALUATION

94%

of exhibitors assess the **range of products and services** of the exhibiting companies at ITB Berlin 2024 as **(largely) complete**.

RELEVANCE

95%

of exhibitors rate their **participation** in ITB Berlin as **(very) important** in comparison to participation in other tourism trade shows.

POST-TRADE SHOW BUSINESS

86%

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

OVERALL IMPRESSION & OUTLOOK



87%

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



87%

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



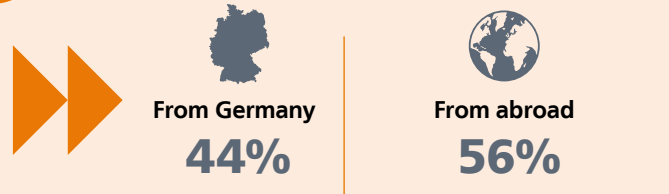
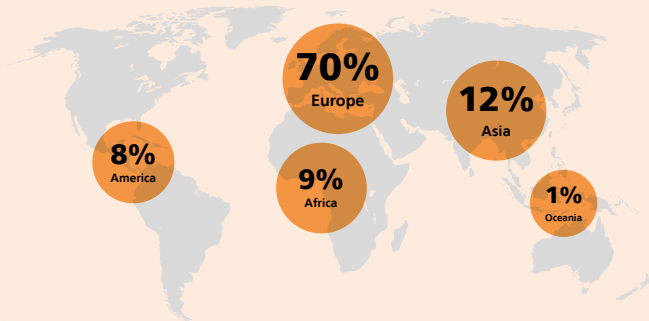
88%

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



ORIGIN OF TRADE VISITORS

(Source: Visitor survey)



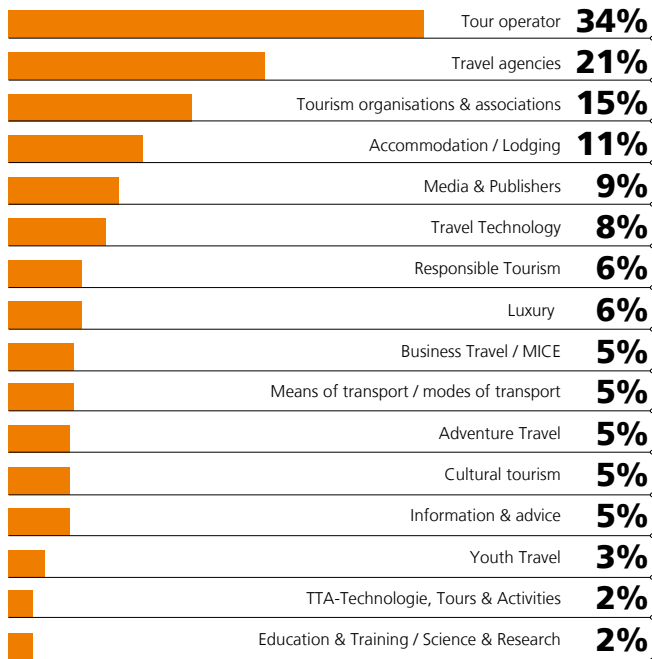
OFFER EVALUATION

95%

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

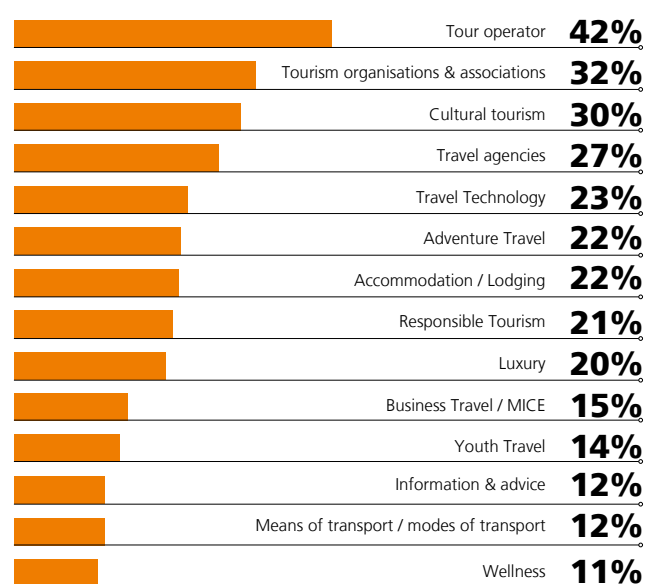
INDUSTRY AFFILIATION

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



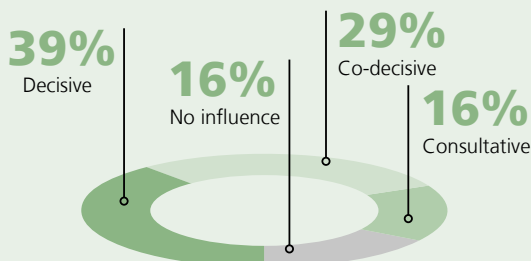
OFFER INTEREST

(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.