

ITB BERLIN 2024 FIGURES AT A GLANCE





ATTENDEES

100,000

Attendees



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+

From Germany

10%

Exhibitors

170

Countries



From abroad 90%





MEDIA

3,200

Accredited journalists



Countries

International travel bloggers on site

162,000+

Social media followers



ITB BERLIN CONVENTION

24,000

Participants

400

Leading international speakers

200

Sessions

Theme tracks