

[ITB.COM](https://www.itb.com)



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

COMMUNICATIONS KIT

Live

7-9
MARCH
2023

+

ITBxplore

Digital

 **Messe Berlin**

OPEN FOR CHANGE

We are looking forward to welcoming you live at ITB Berlin in March 2023, when the World's Leading Travel Trade Show® finally reopens its doors. We need open doors – and especially, open minds – to ensure the successful and sustainable development of global tourism. Because the global travel industry will continue to undergo major changes. And these changes also affect the industry's leading international trade show: In the future, ITB Berlin will pool its resources and – as a three-day, pure B2B trade show – focus entirely on the needs of exhibitors, trade visitors, buyers and media representatives. For even more effective networking and even more successful business deals.

ARE YOU READY FOR CHANGE?

We would like to offer you communication support to make the absolute most out of your appearance at ITB Berlin. That is why we're providing you with this communication kit. Inside you can find helpful text modules, advertising material and useful links for your communication.

**Let's work together to shape the future –
at ITB Berlin 2023!**

IN THE COMMUNICATION KIT YOU CAN FIND THE FOLLOWING MATERIALS:

- The segments of ITB Berlin
- Text drafts for newsletters/websites
- Text templates for social media posts, as well as images and videos
- ITB Berlin logo
- Campaign motifs
- ITB Berlin hall plan

Always well informed:

- at www.itb.com you can find all ITB Berlin 2023 information
- The **Trade Visitor News** regularly informs you with important information and ITB Berlin 2023 news.
- Follow, Like, Share, Discuss: Become part of the ITB Berlin social media community
- Follow us on social media



ITB BERLIN BASICS

Script	ITB Berlin Headline: Where the world of travel comes together Motto 2023: Open for change ITB Berlin Convention Motto 2023: Mastering Transformation
Date	7 – 9 March 2023
Colors	CMYK 0/40/100/0 HEX #ef7d00 Pantone 716c
Hashtag	#ITBBerlin

THE WHOLE WORLD OF TOURISM IN ONE PLACE.

FROM GROWTH INDUSTRIES TO TRENDS:

ITB Berlin's uniquely comprehensive range of products and services is a guidepost for today's markets – and tomorrow's!

THE SEGMENTS OF ITB BERLIN



Adventure Travel &
Responsible Tourism



Business Travel



Career Center



Culture Travel



Destinations



Digital Nomads



eTravel World &
Travel Technology



Hospitality



LGBTQ+ Travel



Luxury Travel



Medical Tourism



MICE



Technology, Tours &
Activities (TTA)



Youth Travel & Economy
Accommodation

5 SOCIAL MEDIA CHANNELS

FOR A SUCCESSFUL APPEARANCE.

Tell your community that you'll be at ITB Berlin!
The following page contains text modules for posts.
You are welcome to use/adapt them.

You are also welcome to use our campaign motifs
on page 9 for your social media posts.

LET'S CREATE VALUABLE CONTENT!

#ITBBerlin

ITB BERLIN'S SOCIAL MEDIA CHANNELS

Kanal	Link	Tag
 INSTAGRAM	https://www.instagram.com/itbberlin/	@itbberlin
 FACEBOOK	https://www.facebook.com/ITBBerlin	@ITBBerlin
 LINKEDIN	https://www.linkedin.com/showcase/65648975/admin/	@ITB Berlin
 TWITTER	https://twitter.com/ITB_Berlin	@ITB_Berlin
 YOUTUBE	https://www.youtube.com/user/itbberlin	@ITBBerlin

TEXT MODULES FOR YOUR SOCIAL MEDIA POSTS

Proposal 1

ITB Berlin, the largest tourism event in the world, is finally back as a LIVE event! We will be there when the top names of the international travel industry come together. Visit us 7 – 9 March 2023 in hall [...] at booth [...]. We are looking forward to seeing you! Get your tickets now at www.itb.com/tickets

Proposal 2

LIVE in Berlin 7 – 9 March 2023: #ITBBerlin will once again open its doors to the global tourism industry under the motto „Open for Change“. We will be there! Visit us at our booth [...] in hall [...]

Proposal 3

#ITBBerlin is back as a LIVE event: 7 – 9 March 2023! We will be there as [exhibitor/partner/visitor]! All information about ITB Berlin 2023 is available here: www.itb.com

Proposal 4

Inspiration and innovation. The world of international tourism meets again LIVE 7 – 9 March at #ITBBerlin, the World’s Leading Travel Trade Show®. We will be there! What about you? Visit us at our booth: [please add hall and booth number].

Proposal 5

LIVE in Berlin 7 – 9 March 2023: #ITBBerlin will once again open its doors to the global tourism industry under the motto “Open for Change“. We will be there! Visit us at the Berlin Exhibition Grounds. All the info can be found here: www.itb.com

Proposal 6

3 days of business, content and networking at #ITBBerlin: 7 – 9 March 2023. We’ll be there! All info and tickets are available at www.itb.com.

Proposal 7

From 7 – 9 March 2023 the “Who’s Who” of the travel industry will finally meet again LIVE in Berlin at #ITBBerlin. We will be there! Visit us at our booth in hall [...]! All info can be found here: www.itb.com

Proposal 8

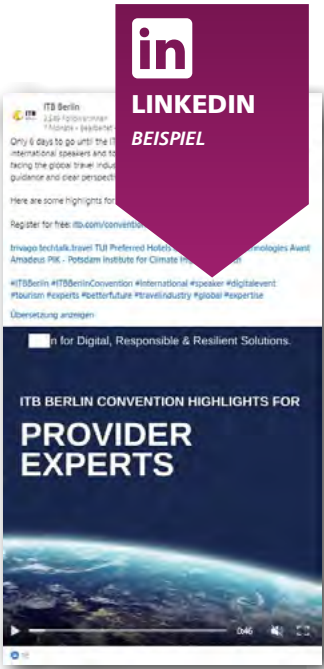
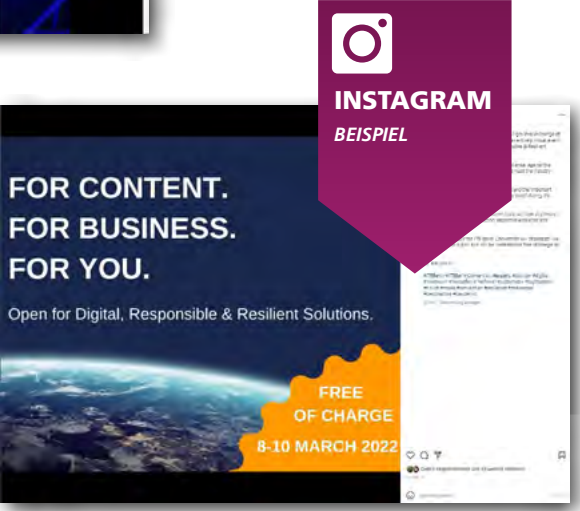
ITB Berlin, the largest tourism event in the world, is finally back as a LIVE event! We will be there, when the top names of the international travel industry meet. Visit us 7 – 9 March 2023 in hall [...] at booth [...]. We’re looking forward to seeing you! Get your tickets now at www.itb.com/tickets

Proposal 9

Business, Content & Networking. That’s what it’s all about again – LIVE at ITB Berlin, 7 – 9 March 2023. We’ll be there, too! Visit us in hall [...] at booth [...]. We are looking forward to seeing you! All information about ITB Berlin 2023 is available at www.itb.com

Proposal 10

“Mastering Transformation” - the #ITBBerlinConvention is back LIVE! Global trends, leading experts & the latest best practice examples in seminars, keynotes, workshops, deep dives, award ceremonies and press conferences... We’ll be part of the discussion! Be there: [insert date and session].



ANNOUNCEMENT TEXT FOR YOUR NEWSLETTER OR WEBSITE

General Announcement Posts:

Proposal 1

LIVE in Berlin 7 – 9 March 2023: ITB Berlin will once again open its doors to the global tourism industry under the motto „Open for Change“. We will be there as an exhibitor and can hardly wait to welcome you at our booth [...] in hall [...]! At this year's ITB Berlin Convention, everything revolves around „Mastering Transformation“. With buzzwords such as skills shortage, climate change, post-Covid and energy transition, a wide range of topics from the fields of travel technology, marketing & sales, future travel, MICE, sustainability and social responsibility and more awaits participants from all over the world. Get your tickets now at www.itb.com/tickets

Proposal 2

“Open for Change” – is the motto of this year's ITB Berlin, the world's largest tourism event, which is finally back as a LIVE event! The 2023 ITB Berlin Convention, the leading think tank of the travel industry, brings global trends, leading experts and the latest best practice examples to the stages of ITB Berlin under the subline “Mastering Transformation”.

Discover the whole world of ITB Berlin at www.itb.com and visit us LIVE on site at booth [...] in hall [...] 7 – 9 March 2023!

Proposal 3

ITB Berlin, the world's largest travel trade show, is the place to be for anyone and everyone professionally involved in travel and tourism. 7 – 9 March 2023 we will be there as an exhibitor and can't wait to welcome you at our booth [...] in hall [...]! Discover the whole world of ITB Berlin at www.itb.com.

Proposal 4

Inspiration and innovation: For more than 50 years, the name ITB has stood for industry knowledge, networking and trend-setting events worldwide, whether online, offline or hybrid. Every year in March, the world of international tourism meets at the largest travel trade show, ITB Berlin (www.itb.com). Since 1966, ITB Berlin has provided the framework and been a driver of innovation as the leading platform of the tourism industry, evolving into the leading trade fair of the global travel industry. ITB Berlin's visitors are the Who's Who of the travel industry, both

onsite and offsite. Under the motto “Open for Change”, ITB Berlin 2023 energetically returns as a live event. Despite its comprehensive and uniquely diverse offerings, ITB Berlin is well-structured: In addition to a geographical breakdown by destination, the halls are also divided into market segments along the lines of the most important tourism topics: www.itb.com

Proposal 5

ITB Berlin Convention: Global trends, leading experts & the latest best practice examples under the motto “Mastering Transformation”. Be there when top international speakers and industry experts, engage in discussions, share their expertise, and offer guidance and clear perspectives on how to shape the transformation process towards a sustainable and successful future. As the travel industry's leading think tank with top speakers and panel guests, the ITB Berlin Convention addresses the most important topical issues of the travel industry in seminars, keynotes, symposia, workshops, deep dives, awards ceremonies and press conferences. You can find all the information at www.itb.com/convention

YOU ARE WELCOME TO USE THE ITB LOGO IN COMPLIANCE WITH OUR DESIGN GUIDELINES

The ITB Berlin logo must always be depicted as a complete word/image brand and may not be altered.

The ITB logos always dock to the right edge of the format. The minimum distance to the other sides must be half the size of the globe.

- The ITB Logo may **never** be displayed as follows:
- Logo without white background on color or in a photo
 - Compressed or distorted

Logo on colored background



Logo on white background



Logo with claim



Logo without claim



The logo is available
as a web graphic and
print template.

DOWNLOAD



**YOU ARE WELCOME TO USE
OUR CAMPAIGN MOTIFS**




The campaign motifs are available as web graphics.
DOWNLOAD

HALL PLAN

The hall plan of ITB Berlin 2023 is available as a web graphic and print template. [DOWNLOAD](#)

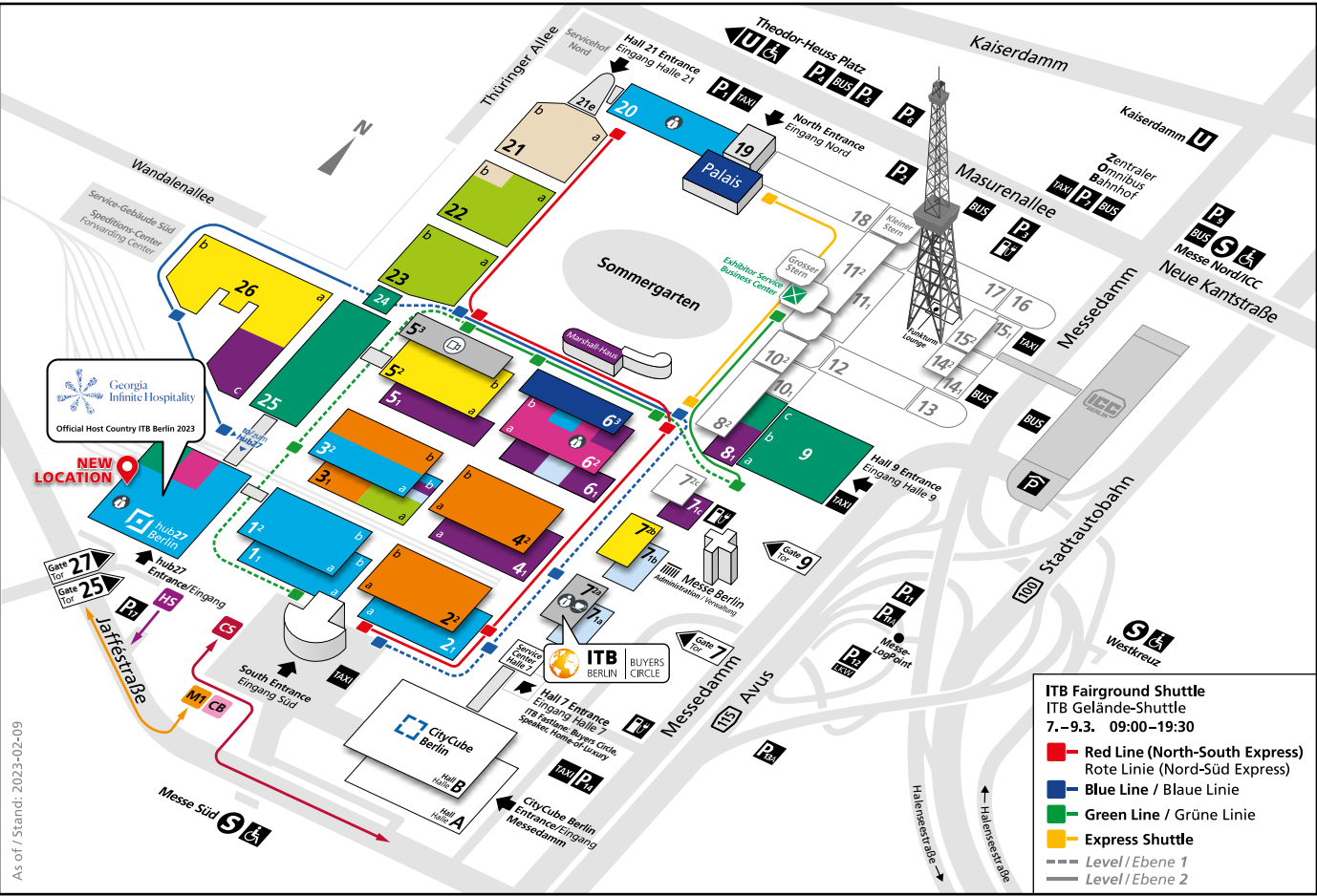




ITB
BERLIN

The World's
Leading
Travel Trade
Show*

ITB Berlin 2023:
7 – 9 March



Asia-Pacific
Asien-Pazifik

5.2

– South Asia/Südasien

– Australia, Pacific/ Australien, Pazifik

7.2b

– Central Asia/ Zentral- und Innerasien

26a,b

– Far East, Southeast Asia/ Fernost, Südostasien

Subsaharan Africa
Subsahara-Afrika

21, 22b

Arabian Countries, Middle East
Arabische Länder, Vorderasien

2.2, 3.1a, 3.2b, 4.2

– Middle East / Vorderasien

4.2

– North Africa / Nordafrika

Americas, Caribbean
Amerika, Karibik

3.1

– North America / Nordamerika

22a, 23

– Middle- and South America / Mittel- und Südamerika

22b

– Caribbean / Karibik

Germany
Deutschland

6.2, **hub27**

Europe
Europa

1.1, 1.2, 2.1, 3.1b, 3.2a, 6.2b, 20, **hub27**

Tourism Companies
Touristische Unternehmen

Airports, Carrier, Hotels, (Online) Tour Operators

8.1, 9, 24, 25, **hub27**

Segments
Segmente

3.1b

– Business Travel/MICE

4.1

– Adventure Travel

– Career Center

– Economy Accommodation

ITB Lighthouse Stage

– LGBTQ+ Tourism

– Responsible Tourism

– TTA Marketplace

– Youth Travel

5.1, 7.1c

– ITB Travel Technology

– eTravel

6.1

– ITB Travel Technology

– eTravel World

6.2b

– CULTURE LOUNGE

8.1

– ITB Travel Technology

26c

– Medical Tourism

Marshall House / Marshall-Haus

– ITB Home of Luxury

ITB Berlin Convention
ITB Berlin Kongress

3.1b – Green Stage

– Diversity & Inclusion Track

– Sustainable Destination Track

– Business Travel Track

– Youth, Adventure & Outdoor Track

– MICE Track

– Medical, Wellness & Health Track

6.1 – eTravel Stage

– eTravel Track

– eTravel Track - Hospitality Tech Forum

– eTravel Track - DATA Talks

– eTravel Track - TTA Forum

7.1a – Orange Stage

– Future Track

– Marketing & Distribution Track

– Responsible Tourism Track

– Speaker's Lounge

7.1b – Blue Stage

– Tour Operator & Travel Sales Track

– Carrier & Cruise Track

– Future Work Track

– Destination Track

– Hospitality Track

– Best Exhibitor Award

Media Center
Medienzentrum

6.3

– Media Center / Medienzentrum

Palais only open on 06 March
nur am 06. März geöffnet

– ITB Media Monday

5.3

Hybrid Studio
Hybrides Studio

6.2b, 20, hub27

ITB Business Satellites
by reservation only*
nur mit Reservierung

7.2a

ITB Business+ Lounge
by reservation only*
nur mit Reservierung

7.2a

ITB
BERLIN
BUYERS
CIRCLE

Shuttles

CB Charter Bus

CS City-Shuttle
Line/Linie A & B

HS Hotel-Shuttle

MT Shuttle P+R
Olympischer Platz

ITB Fairground Shuttle
ITB Gelände-Shuttle
7.–9.3. 09:00–19:30

Red Line (North-South Express)
Rote Linie (Nord-Süd Express)

Blue Line / Blaue Linie

Green Line / Grüne Linie

Express Shuttle

– Level / Ebene 1

– Level / Ebene 2

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AT A GLANCE

7 – 9 March 2023

ITB Berlin

LIVE at the Berlin Exhibition Grounds

DIGITAL at ITBxlore

itb.com

#ITBBerlin



WE'RE LOOKING FORWARD TO SEEING YOU!

