

PIONEER THE TRANSITION IN TRAVEL & TOURISM. TOGETHER.



ITB
BERLIN

CONVENTION

▶ ITB BERLIN CONVENTION IS THE WORLD'S LEADING TRAVEL INDUSTRY THINK TANK.

During the 3-day event top-notch international speakers discuss latest trends, innovations and developments and debate about major challenges facing the global travel industry.

VISITOR FACTS


400+
Speaker


200+
Sessions

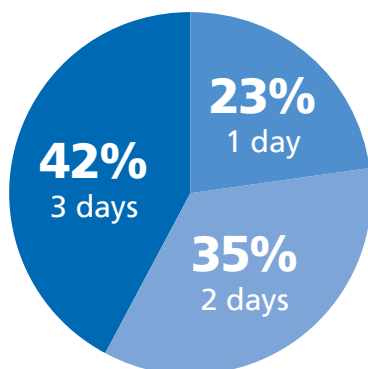

24,000
Visitors


17
Tracks


4
Stages

▶ DURATION OF VISIT

(Source: Survey Data)



77% of the trade visitors
attend for several days.

The average duration of visit is **2,2** days.

(All data 2023)

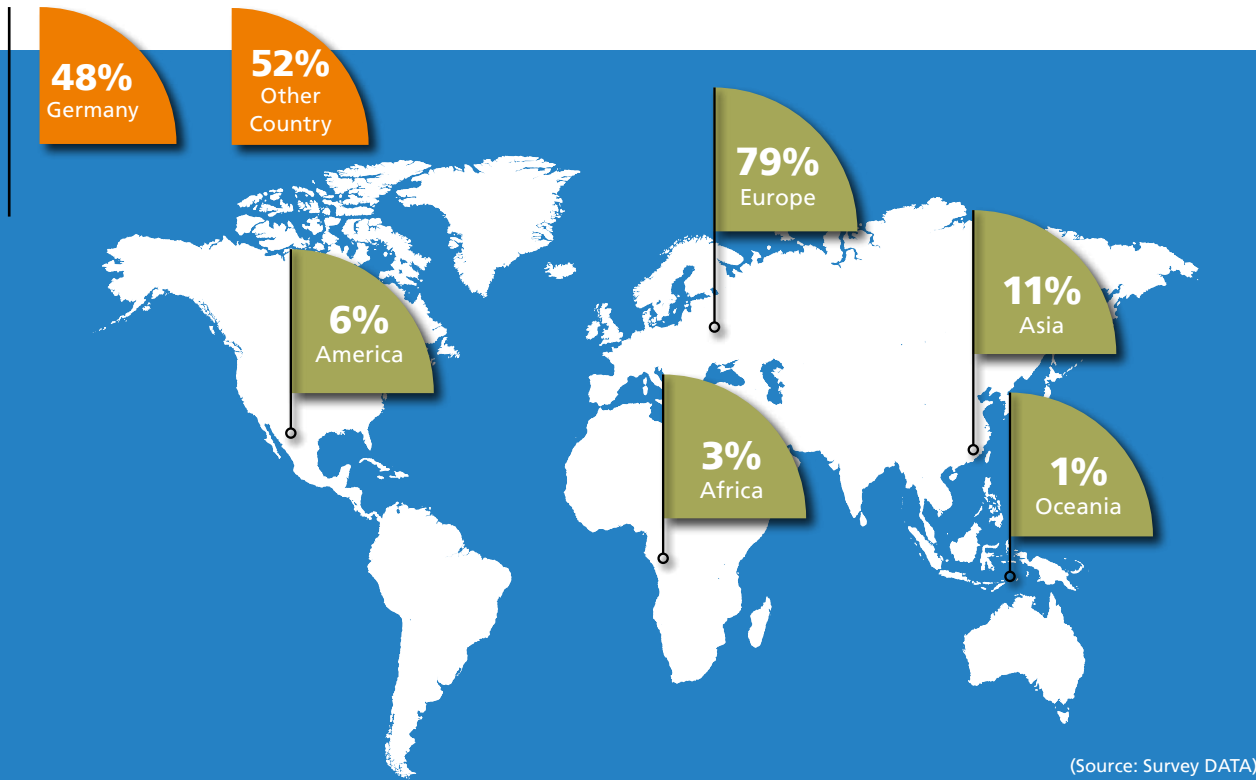
MEDIA EXPOSURE & IMPACT

(Source: Meltwater & Argus)

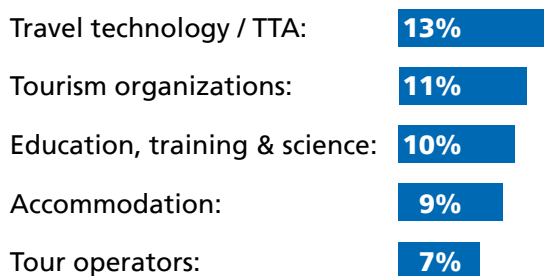
- ▶ Around **3,000** journalists from **73** countries
(national 60 per cent, international 40 per cent)
- ▶ **333** bloggers from **32** countries
(national 62 per cent, international 38 per cent)
- ▶ **8,312** press articles throughout the DACH countries
Reach 1.8 bill.
- ▶ **25,1K** international press articles
Reach 4 bill.
- ▶ **33,412** press articles in total
Reach 2.2 bill.



VISITOR ORIGIN

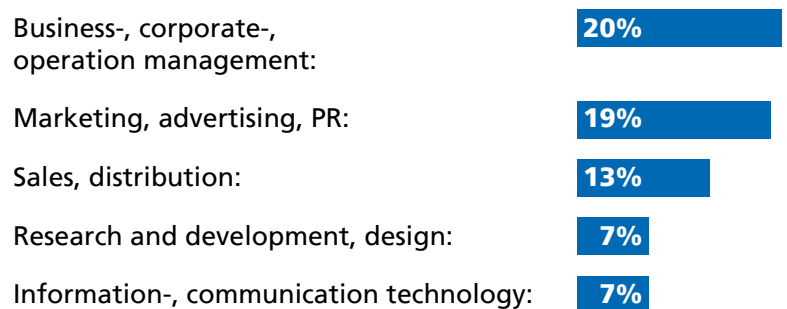


TOP 5 LINE OF BUSINESS



(Source: Scanner DATA)

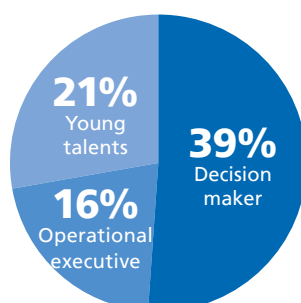
TOP 5 COMPANY DEPARTMENT



(Source: Survey DATA)

TOP 3 POSITIONS

(Source: Scanner DATA)



(All data 2023)

LIVESTREAM
Orange Stage
& Blue Stage
at ITBxplorer