



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

ITB PODCASTS SPONSORING – VOICES OF THE TOURISM INDUSTRY

**SET YOUR COURSE FOR THE LEAD!
BE A SPONSOR OF THE ITB PODCASTS.**



WHAT TO EXPECT FROM THE PODCASTS BY ITB?

The podcast episodes feature inspiring minds of the tourism industry sharing anecdotes, stories of success and failure, practical tips and trend topics that move the industry like future mobility, climate change, disaster management, communities, travel technology, marketing sustainability in tourism and much more. The episodes are available at the ITB Berlin websites and on the common podcast platforms Spotify and iMusic.

WHO IS THE PODCAST AUDIENCE?

The listeners are travel professionals, experts, economical and political policy makers, journalists, students and passionate travelholics from the international travel industry.

WHAT ARE THE PODCAST FORMATS?

From now on two formats are at disposal and provide you a great opportunity to rise above the competition.

“300 SECONDS WITH...”

...is the ITB Berlin's brand new audio concept focusing on tourism industry experts who provide an answer to a question on a cutting-edge topic in 300 seconds in a spotlight monologue.

“TRAVEL HERO PODCAST - BLIND DATE”

... two personalities from the tourism industry meet in a blind date conversation. In fact, they do not know who they will meet. All they know is a common topic that unites them both. The result is an interesting first meeting in front of the microphone lasting up to 50 minutes.

WHAT IS THE RIGHT FORMAT FOR ME?

If you are CEO, founder, technical expert, visionary, impulse generator, or entrepreneur and you would like to give your voice to the tourism industry in a crisp statement, then the “300 seconds with...” is clearly your stage! If your product or service needs a shout-out to the global tourism industry, then ITB Berlin is happy to be featuring it within a matching “Blind Date” podcast episode.



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THE PODCAST SPONSORING PACKAGES

MEDIA	YOUR BENEFIT	YOUR "300 SECONDS WITH..." STAGE (content sponsor)	TRAVEL HERO PODCAST - BLIND DATE SPONSOR	COVERAGE
WEBSITE				
itb.com Website (English only) Page: Home, Podcast https://www.itb.com/Home/	Your naming within the episode description	✓	✓	> 32,800 page impressions since March 2020
ITB Berlin Convention Website (English & German) Page: eLibrary, Podcasts https://www.itb-convention.com/ELIBRARY/Podcasts/	Your naming within the episode description	✓	✓	> 500,000 page impressions p.a.
NEWSLETTER & MAILINGS				
ITB Berlin Trade Visitor Newsletter	Your naming and link within podcast announcement	✓	✓	> 17,500 subscribers
SOCIAL MEDIA				
Social Media feature via the ITB Berlin social media accounts Facebook, Twitter, LinkedIn, Instagram	Your naming within a post and/or story about the podcast episode	✓	X	Facebook: > 61,390 followers, Twitter: > 31,580 followers, LinkedIn: > 5,470 members Instagram: > 12,100 followers
PODCAST EPISODE				
"300 seconds with..." (a question to be answered by you)	Your 300-second speaking slot	✓	X	varies
Pre-Role (after ITB-Intro)	Your 300-second play-out	X	✓	varies
Show notes	Your text (short) incl. link to your website + e.g. promo-code	✓	✓	varies
PACKAGE PRICE + GERMAN VAT		1,500 €	1,500 €	

You want to know more or are interested in other sponsoring opportunities?

Please contact inga.schmid@messe-berlin.de for more information!