



 **ITB**
BERLIN

The World's
Leading
Travel Trade
Show®

COMMUNICATION **KIT**

5 – 7 MARCH 2024 | [ITB.COM](https://www.itb.com)

experience
oman
Official Host Country ITB Berlin 2024

 **Messe Berlin**

DEFINE THE WORLD OF TRAVEL. TOGETHER.

We are looking forward to welcoming you live at ITB Berlin in March 2024, when the World's Leading Travel Trade Show® finally opens 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: Following its successful live comeback last year, ITB Berlin is once again the industry's meeting place for trade visitors, buyers and media professionals in 2024. For even more effective networking, inspiration, pioneering events 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 define the world of travel together –
at ITB Berlin 2024!

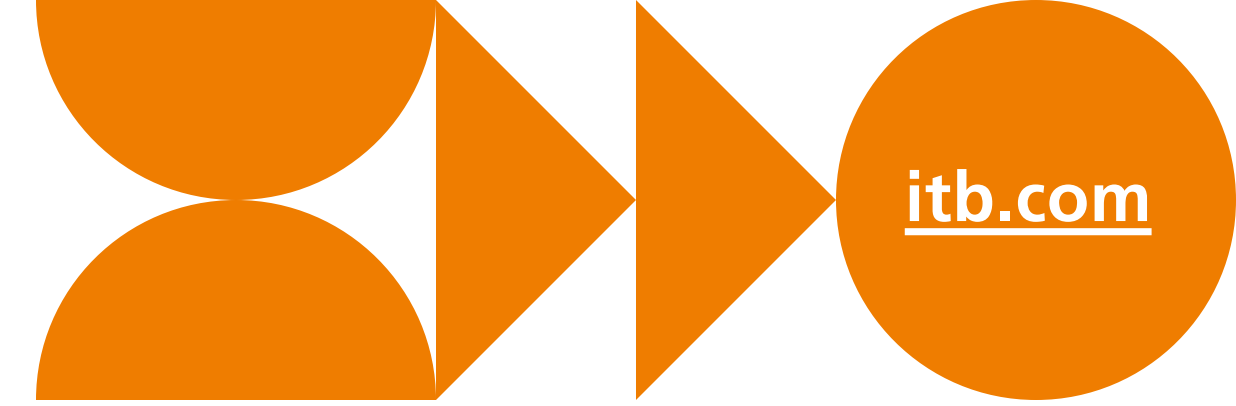
IN THE COMMUNICATION KIT YOU CAN FIND THE FOLLOWING MATERIALS:

- 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 2024 information
- The **Trade Visitor News** regularly informs you with important information and ITB Berlin 2024 news.
- With **ITB 360°**, we offer valuable content on the latest industry trends year-round
- 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: Motto 2024: DEFINE THE WORLD OF TRAVEL. TOGETHER. ITB Berlin Convention Motto 2024: PIONEER THE TRANSITION IN TRAVEL & TOURISM. TOGETHER.
Date	5 – 7 March 2024
Colors	 CMYK 0/60/100/0 RGB 239/125/0 HEX #ef7d00
Hashtag	#ITBBerlin #ITBTogether

THE WHOLE WORLD OF TOURISM IN ONE PLACE.

FROM GROWTH INDUSTRIES TO TREND TOPICS:

ITB Berlin's uniquely comprehensive range of products and services points the way forward in all of the markets that are relevant today – and tomorrow!

THE SEGMENTS OF ITB BERLIN



Adventure Travel & Responsible Tourism



LGBTQ+ Travel



Business Travel



Luxury Travel



Career Center



Medical Tourism



Culture Travel



MICE



Destinations



Technology, Tours & Activities (TTA)



Digital Nomads



Youth Travel & Economy Accommodation



eTravel World & Travel Technology



Hospitality



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

Channel	Link	Tag
 INSTAGRAM	https://www.instagram.com/itbberlin/	@itbberlin
 FACEBOOK	https://www.facebook.com/ITBBerlin	@ITBBerlin
 LINKEDIN	https://www.linkedin.com/showcase/itb-berlin/	@ITB Berlin
 X	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 back! We will be there when the top names of the international travel industry come together. Visit us 5 – 7 March 2024 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 5 – 7 March 2024: #ITBBerlin will once again open its doors to the global tourism industry under the motto „Define the World of Travel. Together.“. We will be there! Visit us at our booth [...] in hall [...]

Proposal 3

#ITBBerlin is back: 5 – 7 March 2024!
We will be there as [exhibitor/partner/visitor]!
All information about ITB Berlin 2024 is available here: www.itb.com

Proposal 4

Inspiration and innovation. The world of international tourism meets again 5 – 7 March 2024 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 5 – 7 March 2024: #ITBBerlin will once again open its doors to the global tourism industry under the motto “Define the World of Travel. Together.“. 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: 5 – 7 March 2024. We'll be there!
All info and tickets are available at www.itb.com

Proposal 7

From 5 – 7 March 2024 the “Who’s Who” of the travel industry will meet again in Berlin t #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 back! We will be there, when the top names of the international travel industry meet. Visit us 5 – 7 March 2024 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 – at ITB Berlin, 5 – 7 March 2024. We'll be there, too! Visit us in hall [...] at booth [...]. We are looking forward to seeing you!
All information about ITB Berlin 2024 is available at www.itb.com

Proposal 10

“Pioneer the Transition in Travel & Tourism. Together.” - the #ITBBerlinConvention is back! 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 5 – 7 March 2024: ITB Berlin will once again open its doors to the global tourism industry under the motto „Define the World of Travel.

Together.“ “. 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 „Pioneer the Transition in Travel & Tourism. Together.“ “.

Participants await a varied programme of presentations, discussions, best practice examples and expert interviews. Buzzwords such as artificial intelligence, climate change, the ongoing skills shortage, political, technological and environmental challenges are on the agenda of the various themed tracks at the travel industry’s leading think tank.

Get your tickets now at www.itb.com/tickets

Proposal 2

“Define the World of Travel. Together.” – is the motto of this year’s ITB Berlin, the world’s largest tourism event! The 2024 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 “Pioneer the Transition in Travel &

Tourism. Together.“. Discover the whole world of ITB Berlin at www.itb.com and visit us LIVE on site at booth [...] in hall [...] 5 – 7 March 2024!

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. 5 – 7 March 2024 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 “Define the World of Travel. Together.“, ITB Berlin returns in 2024 to define the world of travel together with the industry.

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 Pioneer the Transition in Travel & Tourism. Together.“. 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

FEEL FREE TO USE THE ITB LOGO CONSIDERING OUR DESIGN GUIDELINES

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

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

The ITB Logo must never be displayed as follows:

- Logo without white background on color or photo
- compressed or distorted

Logo on colored background:



Logo on white background:



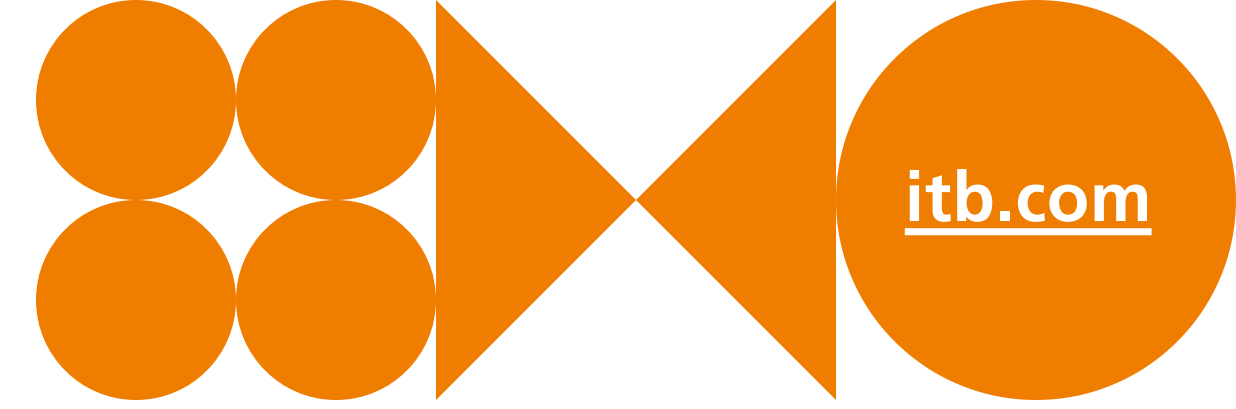
Logo with Claim



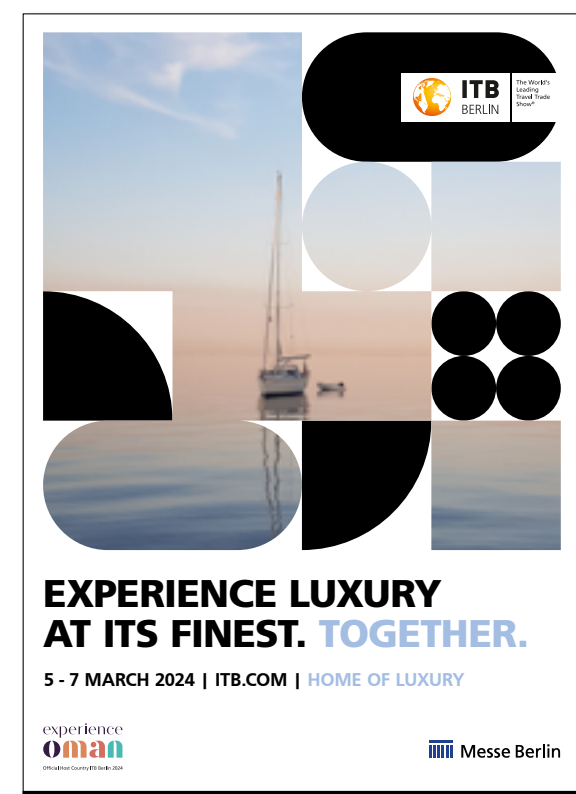
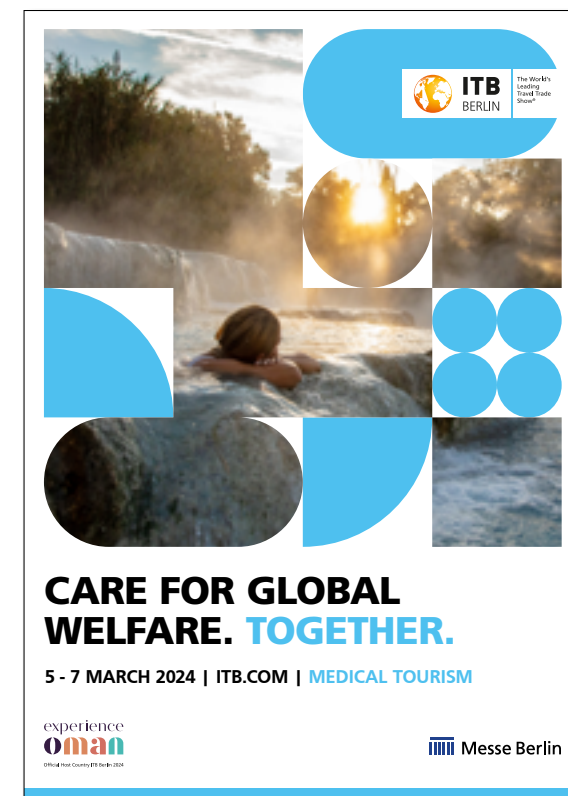
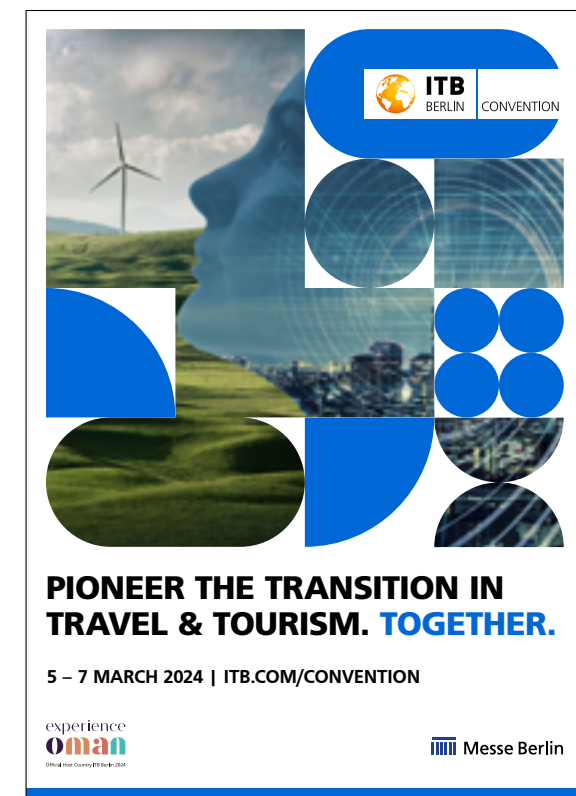
Logo without Claim



The logo is available for you as a web graphic and as a print template for **DOWNLOAD.**



FEEL FREE TO USE OUR CAMPAIGN MOTIFS



The campaign motifs are available for you to **DOWNLOAD** as web graphics and as print templates.

SITE MAP

The site map of ITB Berlin 2023 is available for you as a web graphic and as a print template for [Download](#).



Berlin ExpoCenter City



Messe Berlin

ITB Berlin 2024:
5 – 7 March



ITB
BERLIN

The World's
Leading
Travel Trade
Show™



Asia-Pacific
Asien-Pazifik

5.2 – South Asia / Südasien
– Australia, Pacific /
Australien, Pazifik

10.2 – Central Asia /
Zentral- und Innerasien

26a,b – Far East, Southeast Asia /
Fernost, Südostasien
– South Asia / Südasien

Africa
Afrika

6.2, 21 – North Africa / Nordafrika

20, 21a – Sub-Saharan Africa /
Subsahara-Afrika

21b – Israel, North Africa /
Israel, Nordafrika

Arabian Countries, Middle East
Arabische Länder, Vorderasien

2.2, 4.2 – Middle East / Vorderasien

Americas, Caribbean
Amerika, Karibik

3.1a – North America / Nordamerika

22a, 23 – Middle- and South America /
Mittel- und Südamerika

22b – Caribbean / Karibik

Germany
Deutschland

hub27

Europe
Europa

1.1, 1.2, 2.1, 3.2, 8.2, 11.2, 18, hub27

Tourism Companies
Touristische Unternehmen

Airlines, Airports, Carrier, Cruises,
Hotels, Tour Operators,
Tourism Companies /
Fluggesellschaften, Flughäfen,
Hotels, Kreuzfahrten,
Reiseveranstalter, Touristische
Unternehmen, Verkehrsträger

8.1, 9, 10.1, 25, hub27

Segments
Segmente

3.1 – Medical Tourism

4.1 – Adventure Travel
– Career Center
– Economy
– Accommodation
– LGBTQ+ Tourism
– Lighthouse Stage
– Responsible Tourism
– Technology Tours
and Activities
– Youth Travel
– Youth Travel & Economy
Accommodation

5.1 – eTravel
– Travel Technology

6.1, 7.1c – eTravel World
– Travel Technology

8.1, 25 – Travel Technology

8.2 – Business Travel + MICE
– ITB Blogger Base

Marshall-Haus
– Home of Luxury

ITB Berlin Convention
ITB Berlin Kongress

3.1b – Green Stage
– Diversity & Inclusion Track
– MICE Track
– Business Travel Track
– Youth, Adventure & Outdoor Track
– Future Work Track

6.1 – eTravel Stage
– Hotel Technology Track
– TTA Track
– AI Track
– Digital Destination Track
– eTravel Track

7.1a – Orange Stage
– Future Track
– Marketing & Distribution Track
– Responsible Tourism Track
– Speaker's Lounge

7.1b – Blue Stage
– Tour Operator & Travel Sales Track
– Carriere & Cruise Track
– Destination Track
– Hospitality Track

Media Center
Medienzentrum

6.3 – Media Center /
Medienzentrum

5.3
Hybrid Stage

3.1, 8.2, hub27
ITB Business Satellites
by reservation only
nur mit Reservierung

8.2
ITB Blogger Base

Palais
ITB BUYERS
BERLIN | CIRCLE

Marshall-Haus
Home of Luxury

7.2c
Street Food Market

Shuttle
CB Charter Bus

Messe Berlin GmbH · Messedamm 22 · 14055 Berlin · Germany
T +49 30 3038 0 · www.itb.com · itb@messe-berlin.de

WE LOOK FORWARD TO SEEING YOU!

AT A GLANCE

5 – 7 March 2024

ITB Berlin

LIVE at the Berlin Exhibition Grounds

DIGITAL on ITBxplore

itb.com

#ITBBerlin

