



**ITB**  
BERLIN

The World's  
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Show®

# THE VARIETY OF OUR INDUSTRY LIVES HERE.

Home of Luxury - ITB Berlin 2025  
Program





**Tuesday, 04.03.2025**

## Program, Tuesday, 04.03.2025

<b>08:30 – 09:00</b>	<b>Welcoming and Registration</b> Registration Desk in the Garden	You will be guided to your table. Arrive at your own leisure and prepare yourself.
<b>09:00- 10:00</b>	<b>Get Together – Breakfast</b> Home of Luxury Lounge	Meet selected buyers from the Buyer Circle. Use the first open networking opportunity to arrive at the Home of Luxury and make contacts (and of course enjoy an exclusive breakfast).
<b>10:00- 13:00</b>	<b>Open Networking</b> Home of Luxury Lounge	Use the time here to make your ow n appointments and meet your con tacts. Invite your meeting participa nts to your table in the Home of Luxury.

## Program, Tuesday, 04.03.2025

<b>13:00 – 14:00</b>	<b>Lunch Break</b>	Enjoy your exclusive lunch in a quiet atmosphere.
<b>14:00 – 15:00</b>	<b>Open Networking</b> Home of Luxury Lounge	Use the time here to make your own appointments and meet your contacts. Invite your meeting participants to your table in the Home of Luxury.
<b>15:00 – 17:00</b>	<b>Meet the Media</b> Home of Luxury Lounge	Exclusive media representatives will be invited to the Home of Luxury during this time - to get to know the Home of Luxury and you as a participant.
<b>17:00 – 18:00</b>	<b>Open Networking</b> Home of Luxury Lounge	Use the time here to make your own appointments and meet your contacts. Invite your meeting participants to your table in the Home of Luxury.



**Wednesday, 05.03.2025**

## Program, Wednesday, 05.03.2025

<b>08:30 – 09:00</b>	<b>Welcoming and Registration</b> Registration Desk in the Garden	You will be guided to your table. Arrive at your own leisure and prepare yourself.
<b>09:00-11:30</b>	<b>Open Networking</b> Home of Luxury Lounge	Use the time here to make your own appointments and meet your contacts. Invite your meeting participants to your table in the Home of Luxury.
<b>13:00 – 14:00</b>	<b>Lunch Break</b>	Enjoy your exclusive lunch in a quiet atmosphere.

## Program, Wednesday, 05.03.2025

<b>14:00 – 16:00</b>	<b>Open Networking</b> Home of Luxury Lounge	Use the time here to make your own appointments and meet your contacts. Invite your meeting participants to your table in the Home of Luxury.
<b>16:00 – 18:00</b>	<b>Meet the Media</b> Home of Luxury Lounge	Exclusive media representatives will be invited to the Home of Luxury during this time - to get to know the Home of Luxury and you as a participant.



**Thursday, 06.03.2025**



## Program, Thursday, 06.03.2025

<b>08:30 – 09:00</b>	<b>Welcoming and Registration</b> Registration Desk in the Garden	You will be guided to your table. Arrive at your own leisure and prepare yourself.
<b>09:00- 10:30</b>	<b>ITB Speed Networking</b> CityCube Berlin	Welcome to speed dating for buyers and sellers at the trade fair. Each meeting is an opportunity to make new contacts, explore business opportunities and discover potential partnerships.
<b>11:20- 11:55</b>	<b>ITB Berlin Convention</b> Blue Stage, Hall 7.1	Visit our luxury session at the ITB Convention with the topic Impactful Luxury Hoteliers: Redefining Luxury with Purpose

## Program, Thursday, 06.03.2025

<b>12:00 – 13:30</b>	<b>Guided Tour Luxury</b> Home of Luxury Lounge	Exhibitors at the Home of Luxuries have the exclusive opportunity to present themselves to selected trade visitors with an interest in luxury.
<b>13:30 – 14:30</b>	<b>Lunch Break</b>	Enjoy your exclusive lunch in a quiet atmosphere.
<b>14:30 – 15:00</b>	<b>Open Networking</b> Home of Luxury Lounge	Use the time here to make your own appointments and meet your contacts. Invite your meeting participants to your table in the Home of Luxury.
<b>15:00 – 18:00</b>	<b>Meet the Media</b> Home of Luxury Lounge	Exclusive media representatives will be invited to the Home of Luxury during this time - to get to know the Home of Luxury and you as a participant.