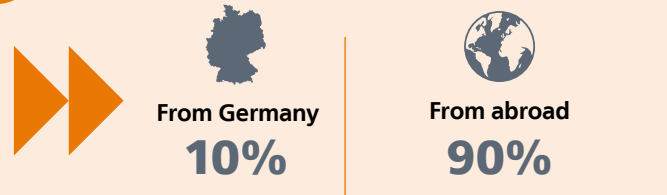
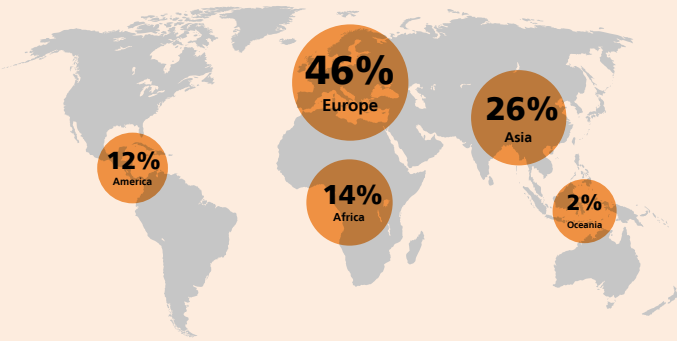




ORIGIN OF EXHIBITORS

Source: Exhibitor registration



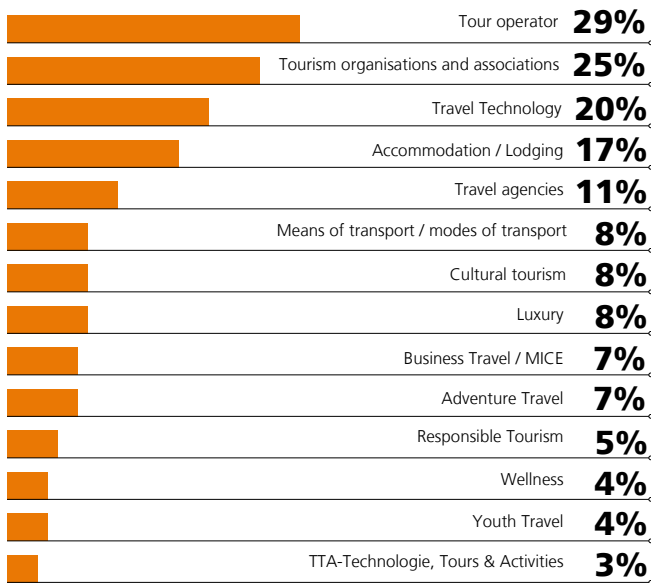
QUALITY OF TRADE VISITORS

82%

of this year's exhibitors are **(completely) satisfied with the quality** of the trade visitors at their stand.

INDUSTRY AFFILIATION

Multiple answers / extract n>= 3%



PARTICIPATION GOALS

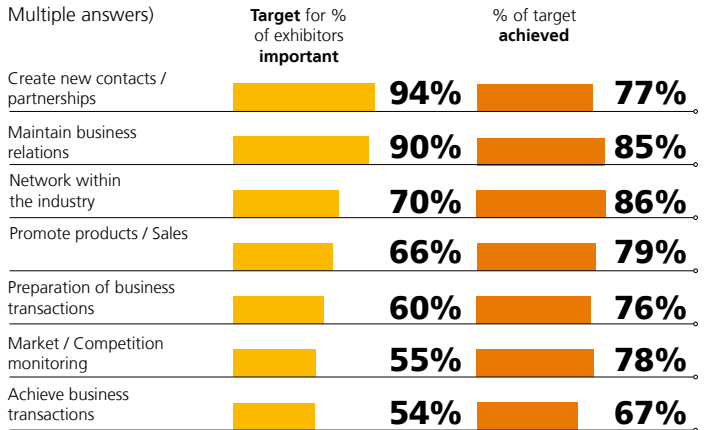
CREATE NEW CONTACTS / PARTNERSHIPS



MAINTAIN BUSINESS RELATIONS

are the most important **participation goals** of the exhibitors. These goals were achieved to a very good to satisfactory extent by **77%** and **85%**.

(Extract > 53%, Multiple answers)



OFFER EVALUATION

94%

of exhibitors assess the **range of products and services** of the exhibiting companies at ITB Berlin 2024 as **(largely) complete**.

RELEVANCE

95%

of exhibitors rate their **participation** in ITB Berlin as **(very) important** in comparison to participation in other tourism trade shows.

POST-TRADE SHOW BUSINESS

86%

of the exhibiting companies expect **positive post-trade show business**.

OVERALL IMPRESSION & OUTLOOK



87%

of exhibitors value the **benefits** of participation of their company in ITB Berlin as **(very) high**.



87%

of exhibitors would **recommend** participation in ITB Berlin to others.



88%

of exhibitors are **willing to take part** in the next ITB Berlin.