# BRIEF ANALYSIS OF THE EXHIBITOR SURVEY





From Germany

From abroad 90%

# **QUALITY OF TRADE VISITORS**

10%

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%

Tour operator	29%
Tourism organisations and associations	<b>25</b> %
Travel Technology	20%
Accommodation / Lodging	<b>17</b> %
Travel agencies	11%
Means of transport / modes of transport	8%
Cultural tourism	8%
Luxury	8%
Business Travel / MICE	7%
Adventure Travel	7%
Responsible Tourism	5%
Wellness	4%
Youth Travel	4%
TTA-Technologie, Tours & Activities	3%

## **PARTICIPATION GOALS**

CREATE NEW
CONTACTS /
PARTNERSHIPS

8

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)	Target for % of exhibitors important		% of target achieved	
Create new contacts / partnerships		94%		<b>77</b> %
Maintain business relations		90%		85%
Network within the industry		<b>70</b> %		86%
Promote products / Sales		66%		79%
Preparation of business transactions		60%		76%
Market / Competition monitoring		55%		<b>78</b> %
Achieve business transactions		54%		67%

#### **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.