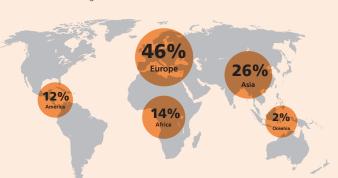


# BRIEF ANALYSIS OF THE EXHIBITOR SURVEY







From Germany 10%



# **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%

Tour operator	29%
Tourism organisations and associations	25%
Travel Technology	20%
Accommodation / Lodging	17%
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%**.

Target for % of exhibitors important		% of target achieved	
	94%		<b>77</b> %
	90%		85%
	<b>70</b> %		86%
	66%		<b>79</b> %
	60%		76%
	55%		<b>78</b> %
	54%		67%
	of exhibitors	94% 90% 70% 66% 60%	94% 90% 70% 66% 60%

#### **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.