



ATTENDEES

100,000

Attendees



190+

Countries

450+

Events during
ITB Berlin

1,300

ITB Buyers Circle
members



63%

International
participation

TOP 5 ORIGINS OF ATTENDEES



Germany

36,1%



Spain

4,4%



Poland

4,2%



UK

4,0%



Turkey

3,9%



EXHIBITORS & ORIGINS

5,600+

Exhibitors

170

Countries



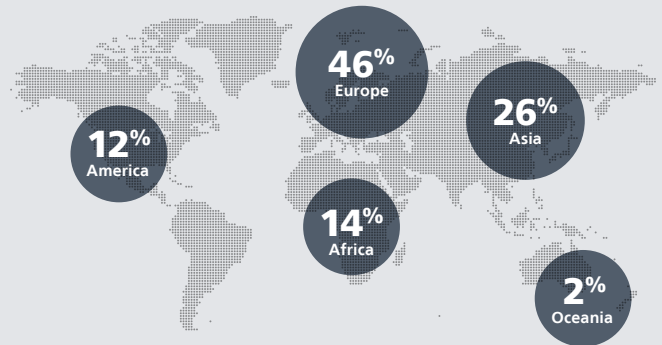
From Germany

10%



From abroad

90%



MEDIA

3,200

Accredited
journalists



100+

Countries

300+

International travel
bloggers on site

162,000+

Social media
followers



ITB BERLIN CONVENTION

24,000

Participants

400

Leading
international speakers

200

Sessions

17

Theme tracks