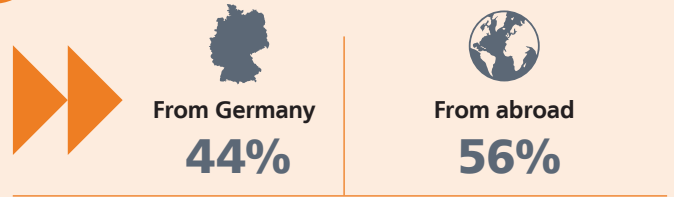
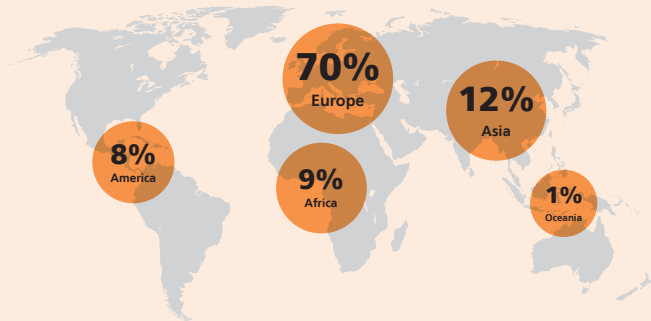




### ORIGIN OF TRADE VISITORS

(Source: Visitor survey)



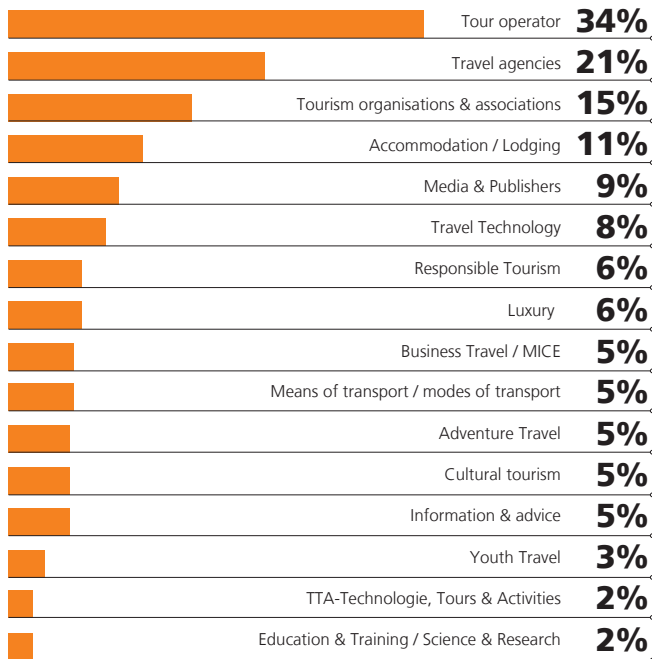
### OFFER EVALUATION

**95%**

of trade visitors are **satisfied** with the **range of products** at the trade show.

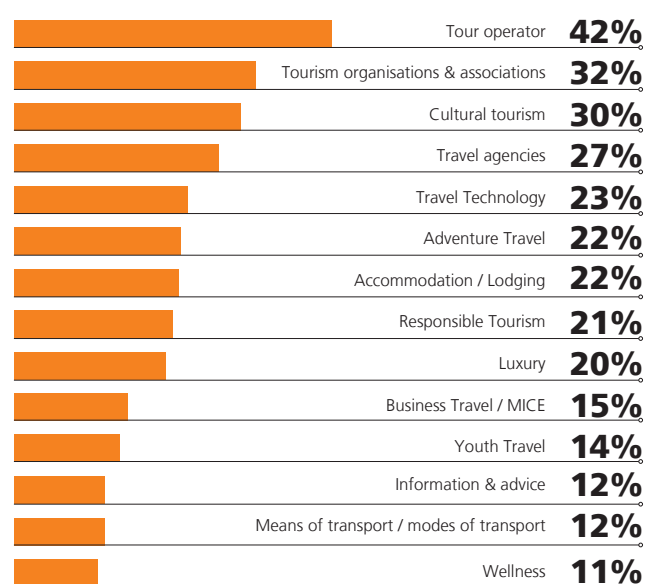
### INDUSTRY AFFILIATION

(Multiple answers/ Extract from working trade visitors n>= 2%)



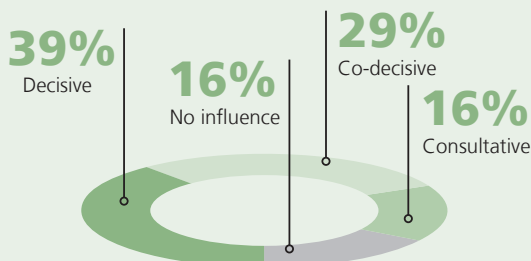
### OFFER INTEREST

(Multiple answers/ Extract of trade visitors > 10%)



### DECISION-MAKERS

**84%** of professional trade visitors have an **influence on purchasing decisions**.



**88%** of trade visitors rate the **business result** of their trade show visit as **(very) good**.

### BUSINESS RESULTS AND PROSPECTS

**9 of 10**

trade visitors state that they achieved their visit objectives **(very) well** overall.



**93%**

of trade visitors would **recommend** a visit to ITB Berlin to others.



**89%**

of trade visitors are also **planning** to visit the next ITB Berlin.