

ITB BERLIN 2024 BRIEF ANALYSIS OF THE TRADE VISITOR SURVEY





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From abroad 56%

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 $n \ge 2\%$)

Tour operator	34%
Travel agencies	21%
Tourism organisations & associations	15%
Accommodation / Lodging	11%
Media & Publishers	9%
Travel Technology	8%
Responsible Tourism	6%
Luxury	6%
Business Travel / MICE	5%
Means of transport / modes of transport	5%
Adventure Travel	5%
Cultural tourism	5%
Information & advice	5%
Youth Travel	3%
TTA-Technologie, Tours & Activities	2%
Education & Training / Science & Research	2%

OFFER INTEREST

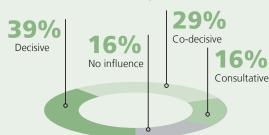
(Multiple answers/ Extract of trade visitors > 10%)

Tour operator	42%
Tourism organisations & associations	32%
Cultural tourism	30%
Travel agencies	27%
Travel Technology	23%
Adventure Travel	22%
Accommodation / Lodging	22%
Responsible Tourism	21%
Luxury	20%
Business Travel / MICE	15%
Youth Travel	14%
Information & advice	12%
Means of transport / modes of transport	12%
Wellness	11%

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

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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.