



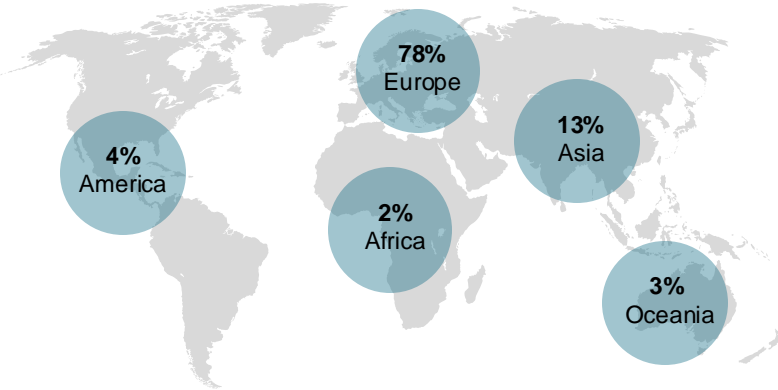
Brief analysis of the ITB Buyers Circle survey – ITB Berlin 2024

All numbers excl. 'no entry'

Origin of ITB Buyers Circle members

Germany **42%**
From abroad **58%**

The following percentage refers to foreign members.



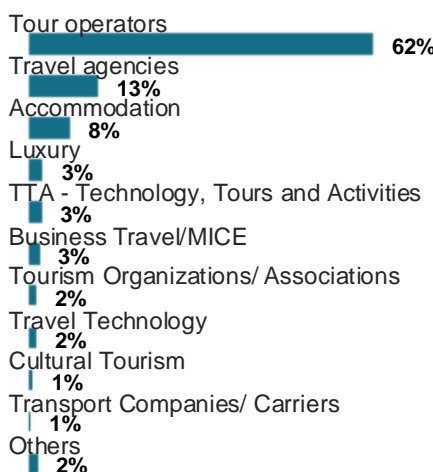
TOP 20 Countries of Origin of ITB Buyers Circle members

(Source: Confirmed Attendees of the Buyers' Circle ITB Berlin 2024)

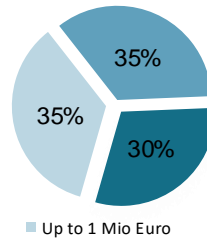
Germany	37%
Great Britain	13%
Netherlands	5%
Spain, Italy, France	4% each
Switzerland, Sweden, USA, India	3% each
Austria	2%
People's Republic of China, Denmark, Australia, Belgium, United Arab Emirates, Luxembourg, Greece, Rumania, Czech Republic	1% each

Line of business of ITB Buyers Circle members

(Source: Confirmed Attendees of the Buyers' Circle ITB Berlin 2024; Multiple citations/ extract of denominations > 1%)



Purchasing budget



35% of the ITB Buyers Circle members are **responsible** for a purchasing budget of **1 to 10 m €**.

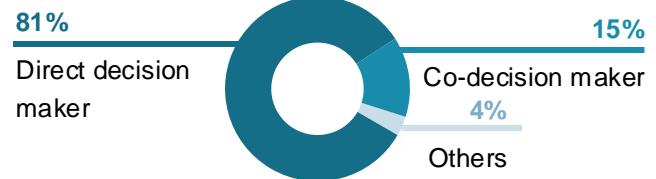
30% of the ITB Buyers Circle members are responsible for a purchasing budget of **more than 10 m €**.

■ Up to 1 Mio Euro ■ 1 million to 10 million Euro ■ More than 10 million Euro

Decision-making authority

96%

of ITB Buyers Circle members have a **direct influence on purchasing/ procurement decisions**.



Objectives and achievement of objectives

(Multiple citations, extract of denominations (objective importance) n > 10%)

„Establishing new contacts“ as well as „Keeping up business connections“ form the **most important participation objectives** for the members at this year's ITB Berlin. These objectives were achieved by **94%** and **97%** to a very good to satisfactory extend.

Objective	Objective important for % of the members	Objective was achieved by %
Establishing new contacts	90%	94%
Keeping up business connections	88%	97%
Build a strong network with travel professionals	74%	97%
Observation of new developments on the market / competitors	61%	93%
Conclude business	57%	96%
Compare prices/ conditions	18%	92%
Participation in ITB Berlin Convention	11%	84%

(Ratings 1-3 on a scale of 6)

Business success and outlook

(Ratings 1-3 on a scale of 6)

94%

have been able to make contacts with exhibitors for the purpose of **follow-up business**.
(If 'Yes' in a 'Yes/ 'No' question)

97%

of the members would **recommend** the ITB Buyers Circle to colleagues or business partners.

98%

intent to apply again for the **ITB Buyers Circle 2025**.