

COMMUNICATION KIT

4 – 6 MARCH 2025 | ITB.COM

THE WORLD OF TRAVEL LIVES HERE.

ITB Berlin 2025 is around the corner and we cannot wait to be welcoming you at the Berlin Exhibition Grounds, when we open the doors for the World's Leading Travel Trade Show^(R) once again. To make the most out of your appearance.

It's no secret that a successful trade show participation starts with the preparation long before the doors open!

We provide you with a variety of tips and tricks for your trade show journey.

Are you ready to make ITB Berlin 2025 your most successful trade show yet?

COMES IN HANDY: THE ITB BERLIN COMMUNICATION KIT

The kit provides you with a selection of materials for your use:

- Map of the exhibitions grounds for your download
- Text templates, images and videos for your newsletters, websites, social media posts
- Campaign motifs for your promotions
- CI & logo guidelines

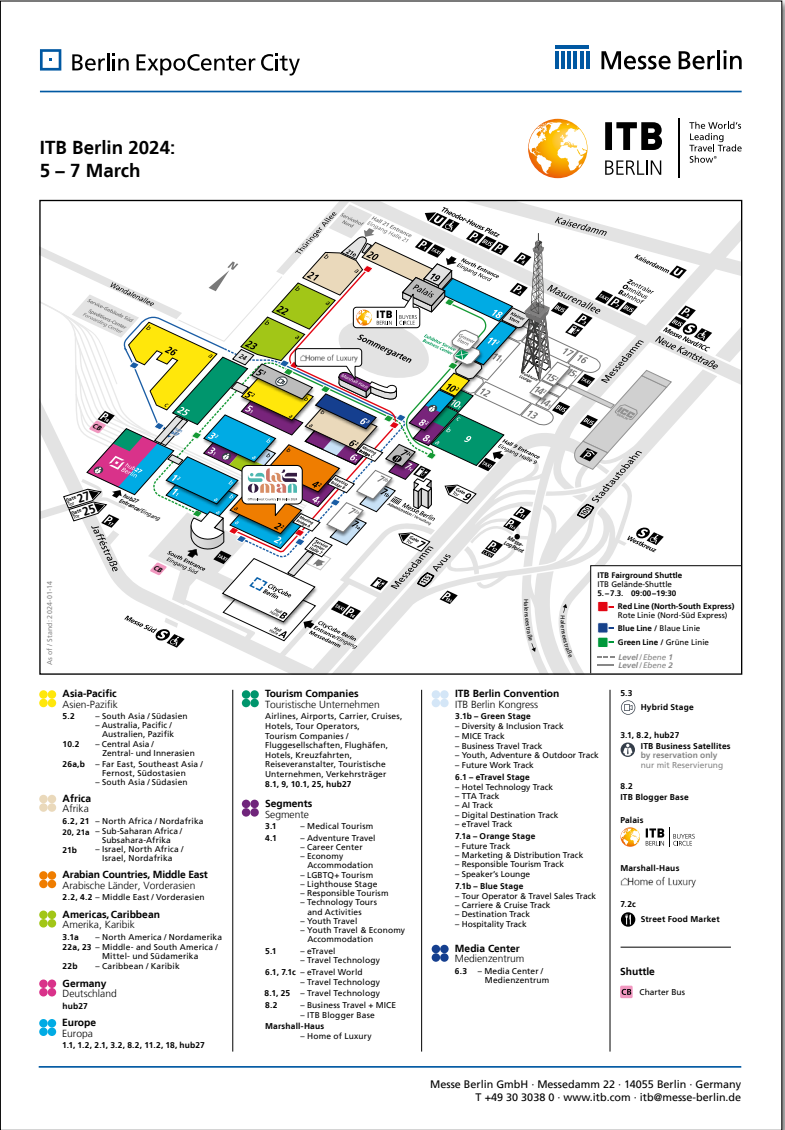


THE WHOLE WORLD OF TOURISM IN ONE PLACE.


Whether it's air travel, hospitality, luxury tourism, sustainable tourism, or innovation for the future, it all lives here at ITB Berlin 2025. From the latest trends to groundbreaking technologies, from established players to emerging startups, ITB Berlin is where the pulse of the industry beats strongest.

SITE MAP


The site map of ITB Berlin 2025 is available for you as a web graphic and as a print template for [Download](#).




THE SEGMENTS OF ITB BERLIN


- 


Adventure Travel & Responsible Tourism




LGBTQ+ Travel
- 


Business Travel




Luxury Travel
- 


Career Center




Medical Tourism
- 


Culture Travel




MICE
- 


Destinations




Technology, Tours & Activities (TTA)
- 

Digital Nomads



Youth Travel & Economy Accommodation
- 

eTravel World & Travel Technology
- 

Hospitality



TEXT MODULES FOR YOUR SOCIAL MEDIA POSTS

Proposal 1 (ca. 208 characters)

“The world of travel lives here” – and so will we! Meet us at our booth in hall [...] at the biggest tourism happening worldwide: #ITBBerlin from 4–6 March at the Berlin Exhibition Grounds. More info on [itb.com](https://www.itb.com)

Proposal 2 (ca. 220 characters)

#ITBBerlin: that’s 3 days of pure business, inspiring content and upscale networking from 4–6 March 2025! Of course we’ll be there! Make sure to visit us at our booth in hall [...] . More information and tickets at [itb.com](https://www.itb.com)

Proposal 3 (ca. 345 characters)

Global trends, leading experts & best practice examples, seminars, keynotes, workshops, deep dives, award ceremonies and press conferences... That’s #ITBBerlinConvention, the leading travel and tourism think tank, happening from 4–6 March 2025 on the Berlin Exhibition Grounds. We’ll be part of the discussion! Be there: [insert date and session].

Proposal 4 (ca. 386 characters)

#ITBBerlin, the World’s Leading Travel Trade Show®, is THE place for the “Who’s Who” of the travel industry. [Your company here] will be there, too, when the top names of the international travel industry meet at the exhibition and conference grounds in Berlin from 4–6 March 2025. We’re looking forward to seeing you at our booth in hall [...]! Get your ticket now at www.itb.com/tickets

Connect with ITB Berlin on:



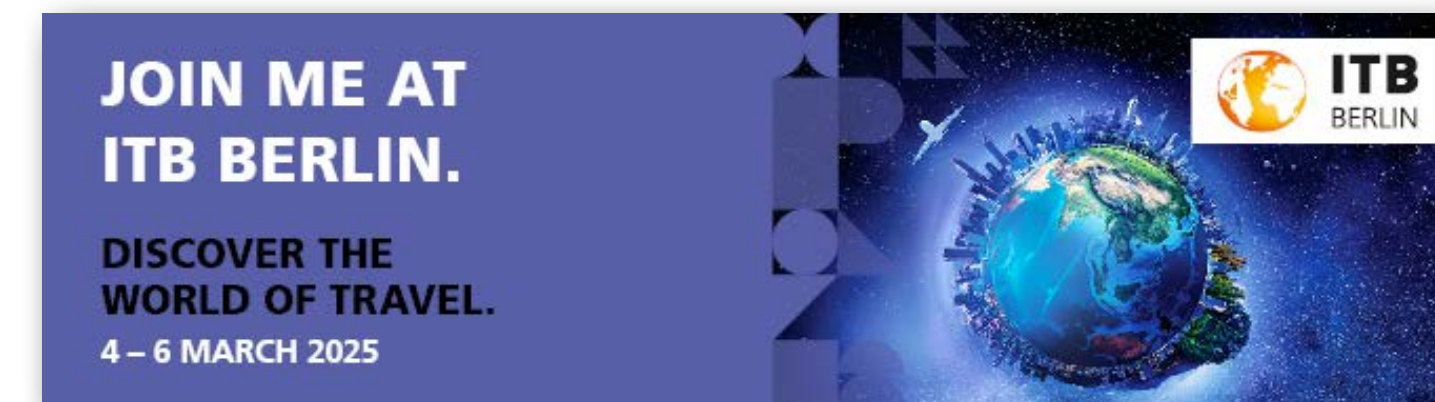
#ITBBerlin

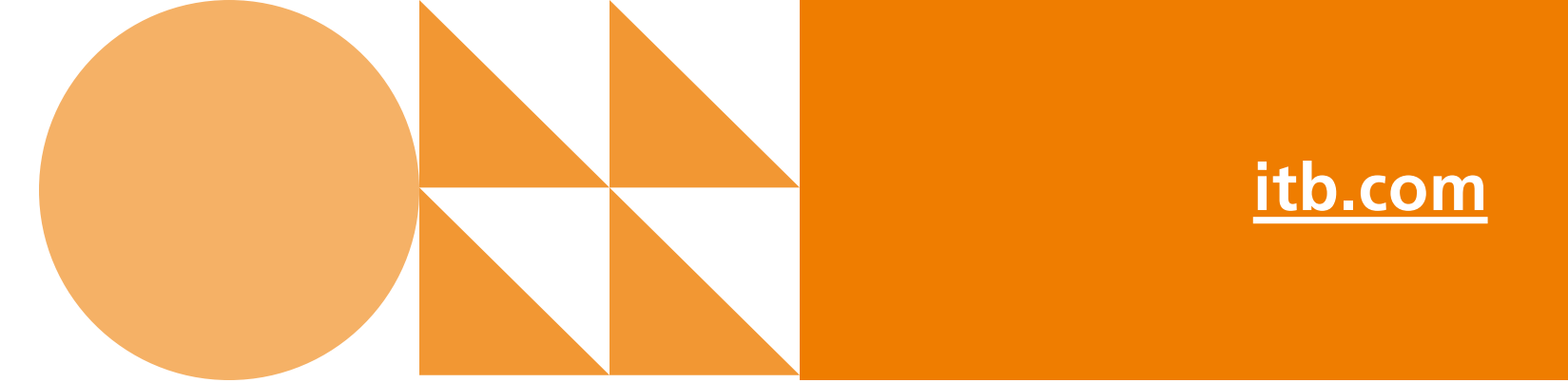
#ITBBerlinConvention



EXAMPLE

Tell everyone that you’ll be attending ITB Berlin by using the [visitor template](#)





GENERAL TEXT MODULES FOR YOUR NEWSLETTER OR WEBSITE

Proposal “Shortie”

ITB Berlin, the World’s Largest Travel Trade Show®, is THE place to be for anyone and everyone professionally involved in travel and tourism. So of course we’ll be there, too! Visit us in hall [...] from 4 – 6 March 2025! Get more information and save your ticket at itb.com

Proposal “Enhanced”

“The World of Travel Lives Here.” – is the motto of this year’s ITB Berlin, the world’s largest tourism event! 3 days of pure business, inspiring content and upscale networking with professional attendees from every facet of the travel industry. At ITB Berlin Convention, happening in parallel to the exhibition, everything revolves around “The Power of Transition in Travel & Tourism”. The leading think tank of the travel industry brings global trends, leading experts and best practice examples to the stages. Discover the entire world of ITB Berlin at www.itb.com and visit us from 4–6 March 2025 on-site in hall [...]

Proposal “Long”

ITB Berlin is the leading platform and trade show for the travel and tourism industry, convening the most significant key players. Themed “The world of

travel lives here”, the 2025 trade show anticipates exhibitors and trade visitors from around the world. The slogan reflects every segment of ITB Berlin and underscores the trade show’s role as the home of the global travel and tourism industry. Approximately two-thirds of the exhibitors and nearly half of the participants travel from abroad, each carrying a force of decision-making power. The internationally renowned ITB Berlin Convention has been running parallel to the trade show at the Berlin exhibition grounds and addresses the latest trends, developments, and best practice cases with around 400 top speakers and panelists from the realms of business and politics, totaling more than 200 sessions spanned across three days. Find out more about the ITB brands and get your ticket for ITB Berlin at www.itb.com

Proposal “ITB Berlin Convention”

ITB Berlin Convention: under this year’s motto “The Power of Transition lives here.” the convention offers three days of global trends, leading experts and the latest best practice examples in seminars, keynotes, symposia, workshops, deep dives, awards ceremonies and press conferences. Be there from 4–6 March 2025 when top international speakers and industry experts, engage in discussions, share their expertise, and offer guidance and clear perspectives on

how to shape the transformation process towards a sustainable and successful future. Get inspired on www.itb.com/convention and join the leading travel think tank of the travel industry. The convention ticket is included in the expo ticket!



Feel free to use our free ITB Berlin [banner template.](#)



If you want to include moving image then feel free to select a suitable video from our [ITB Berlin YouTube archive.](#)

FEEL FREE TO USE THE ITB LOGO & COLORS CONSIDERING OUR DESIGN GUIDELINES

The ITB Berlin logo must always be depicted as a complete word/image mark and may not be altered.

The ITB Logo must never be displayed as follows.

Logo on colored background:

Logo on white background:

Logo without white background on color or photo:

Logo compressed or distorted:



The logo is available for you as a web graphic and as a print template for [DOWNLOAD](#).

ITB BERLIN COLORS

Main color



ITB BERLIN

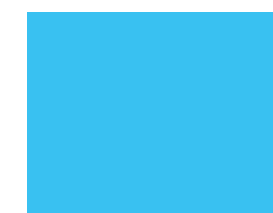
RGB: 239, 125, 0
CMYK: 0, 60, 100, 0
HEX: #ef7d00

Segment colors



TRAVEL TECHNOLOGY

RGB: 237, 24, 71
CMYK: 0, 100, 70, 0
HEX: #ed1847



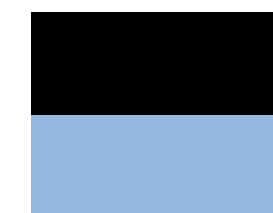
MEDICAL TOURISM

RGB: 57, 193, 241
CMYK: 63, 2, 0, 0
HEX: #39c1f1



ADVENTURE TRAVEL & SUSTAINABLE TOURISM

RGB: 253, 185, 19
CMYK: 0, 30, 100, 0
HEX: #fdb913



HOME OF LUXURY

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: #000000

RGB: 149, 182, 223
CMYK: 40, 20, 0, 0
HEX: #95b6df



ITB 360

RGB: 85, 101, 175
CMYK: 75, 65, 0, 0
HEX: #5565af



MICE HUB

RGB: 181, 52, 51
CMYK: 10, 90, 80, 20
HEX: #b53433



YOUTH TRAVEL

RGB: 130, 202, 156
CMYK: 50, 0, 50, 0
HEX: #82ca9c



SPONSORING

RGB: 139, 181, 132
CMYK: 49, 13, 60, 0
HEX: #8bb584



CONVENTION

RGB: 0, 113, 187
CMYK: 100, 50, 0, 0
HEX: #0071bb



BUYERS CIRCLE

RGB: 6, 96, 106
CMYK: 91, 48, 48, 22
HEX: #06606a



CAREER CENTER

RGB: 157, 93, 161
CMYK: 42, 75, 3, 0
HEX: #9d5da1



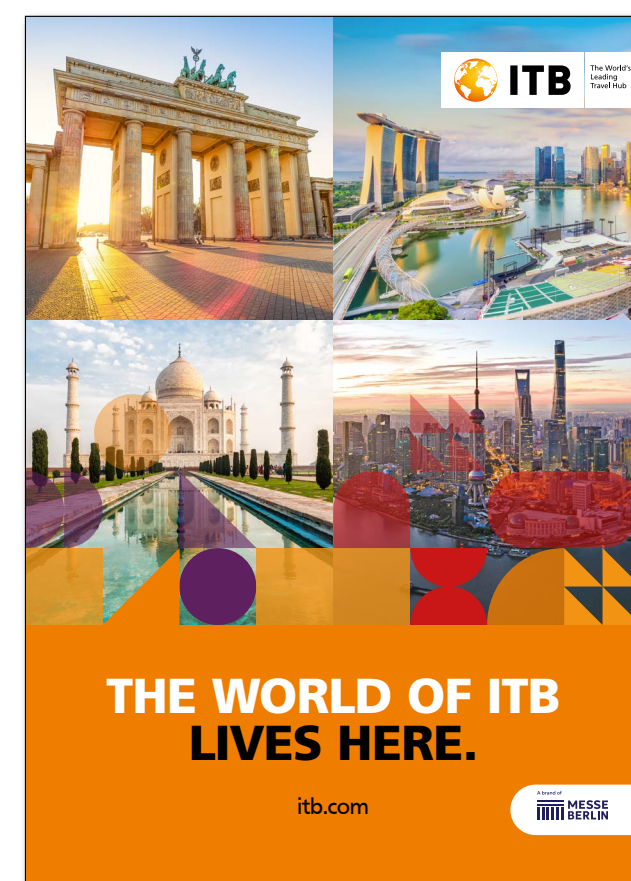
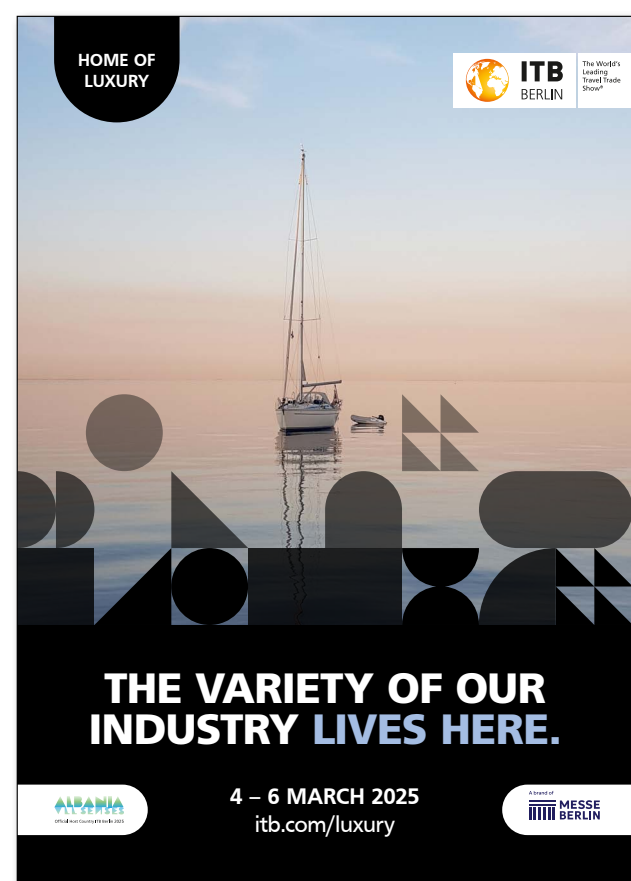
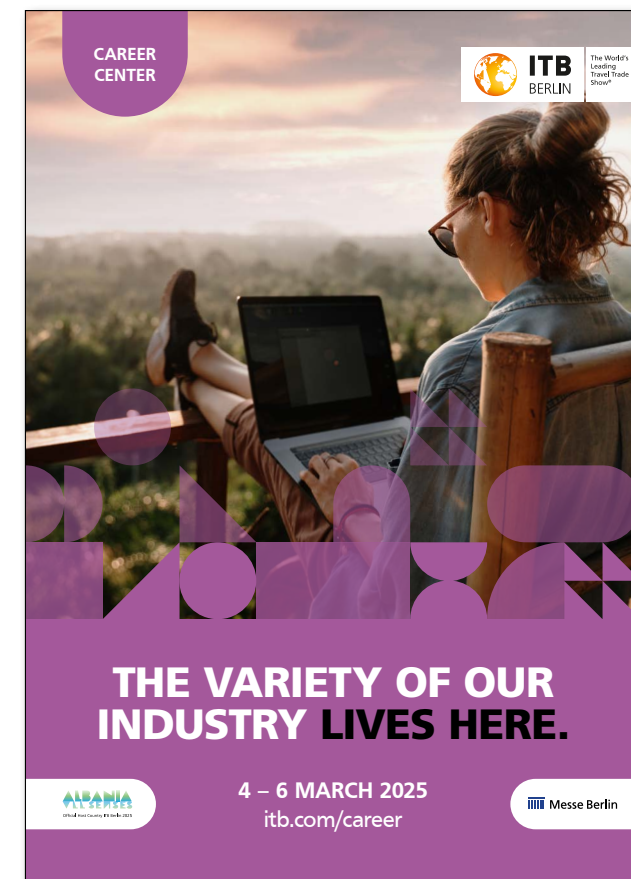
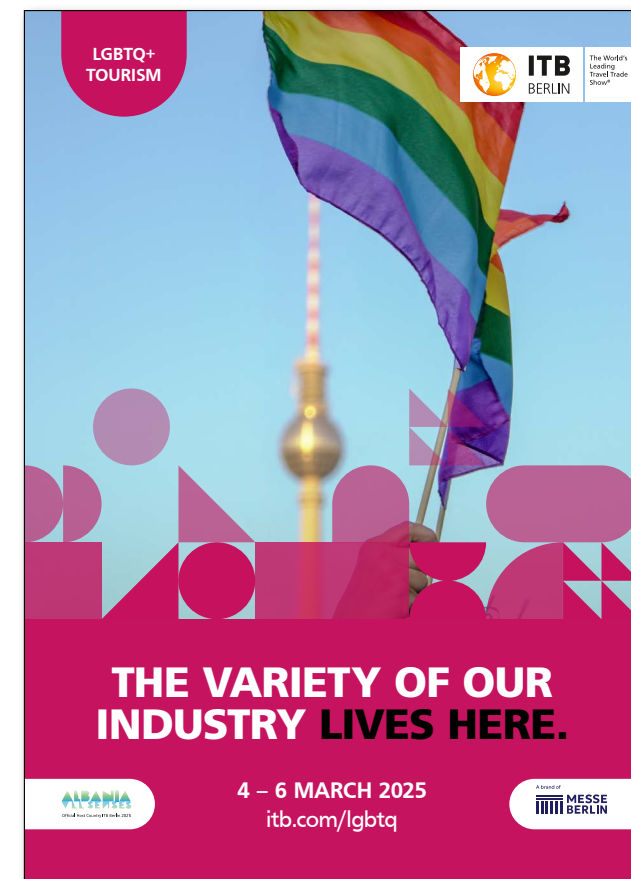
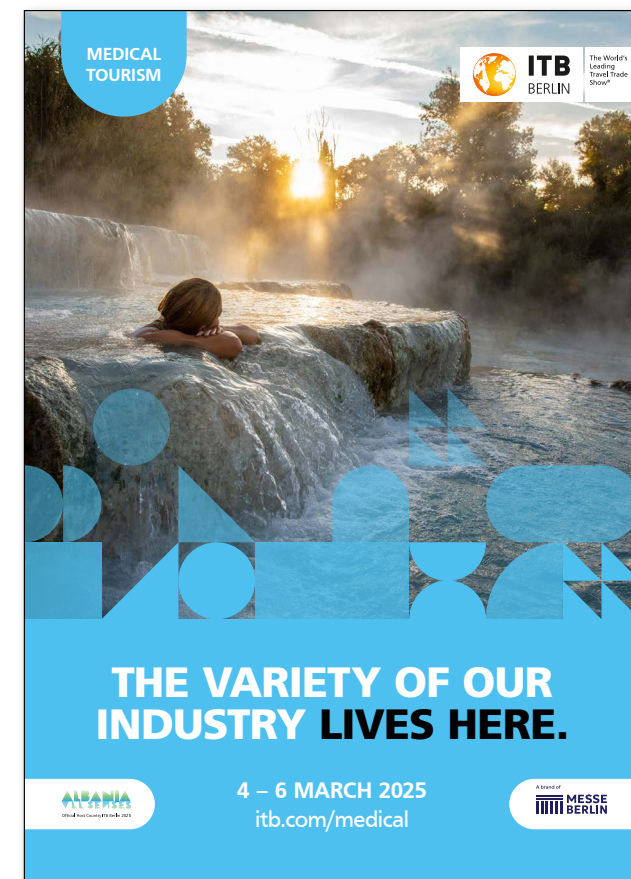
LGBTQ+ TOURISM

RGB: 197, 29, 103
CMYK: 20, 100, 37, 1
HEX: #c51d67



FEEL FREE TO USE OUR CAMPAIGN MOTIFS

At ITB Berlin, the world of travel and tourism truly comes alive. Every facet of the industry converges in one location, creating an unparalleled experience. Our aim was to firmly establish ITB Berlin as the unique epicenter where travel and tourism thrives and lives. And so, the “lives here” campaign was born.



The campaign motifs are available for you to **DOWNLOAD** as web graphics and as print templates.

SEE YOU AT ITB BERLIN!

STAY AHEAD OF THE GAME

- Everything you need to know about ITB: itb.com
- Be the first one to get important information and news: [ITB Trade Visitor News](#)
- Latest industry news, articles, interviews & podcasts: [ITB 360°](#)
- Follow, like, share, discuss, be part of the community: [ITB Berlin @ Social Media](#)



#ITBBerlin
#ITBConvention

