

THE POWER OF TRANSITION LIVES HERE.





ITB BERLIN CONVENTION IS THE WORLD'S LEADING TRAVEL INDUSTRY THINK TANK.

During the 3-day event top-notch international speakers discuss latest trends, innovations and developments and debate about major challenges facing the global travel industry.

VISITOR FACTS



400+ Speaker



200 Sessions



24,000 Visitors



17



4Convention
Stages



(Source: Survey Data)



79% of the trade visitors attend for several days.

The average duration of visit is **2,2** days.

MEDIA EXPOSURE & IMPACT

Source: Survey Data

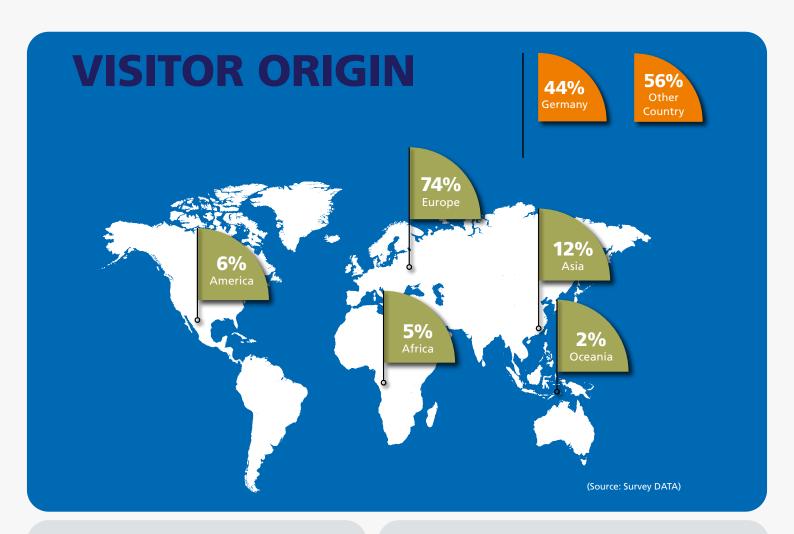
- Around **3,200** journalists from **100+** countries (national 60 per cent, international 40 per cent)
- 300+ International travel bloggers on site 32 countries (national 62 per cent, international 38 per cent)
- **9,987** press articles throughout the DACH countries Reach 1.5 bill.
- **30,5K** international press articles Reach 4,6 bill.
- **37,5k** press articles in total Reach 6.1 bill.
- **162.000+** Social media followers

(All data 2024)



THE POWER OF TRANSITION LIVES HERE.





TOP 5LINE OF BUSINESS

Tourism organizations: 22%

Travel technology / TTA:: 14%

Education, training & science: 12%

Tour operators: 12%

Accommodation: 10%

(Source: Scanner DATA)

TOP 5COMPANY DEPARTMENT

Business-, corporate-,

Marketing, advertising, PR:

operation management:

Sales, distribution:

Information-,

communication technology:

Research and development, design:

24%

17%

14%

9%

7%

(Source: Survey DATA)

TOP 3 POSITIONS

(Source: Scanner DATA)

(All data 2024)

