



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
Tracks

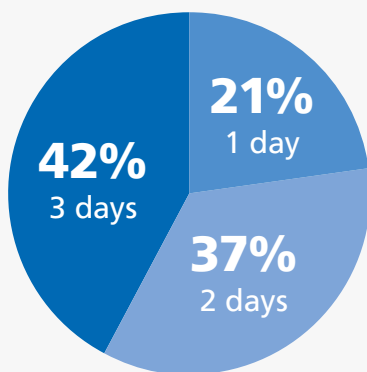


4
Convention
Stages



DURATION OF VISIT

(Source: Survey Data)



79% of the trade visitors attend for several days.

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

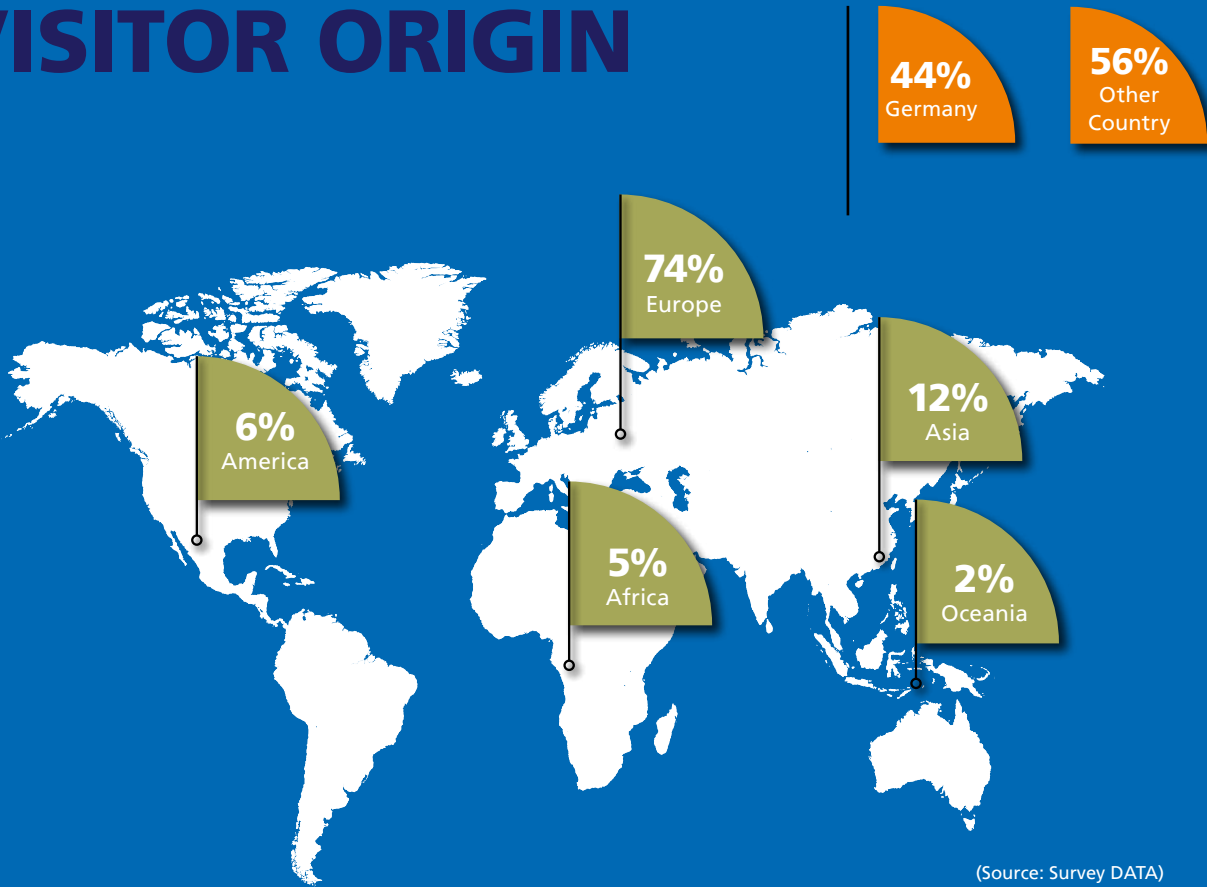
(All data 2024)

MEDIA EXPOSURE & IMPACT

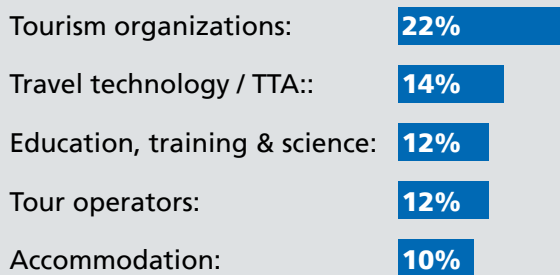
Source: Survey Data

- ▶ 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

VISITOR ORIGIN

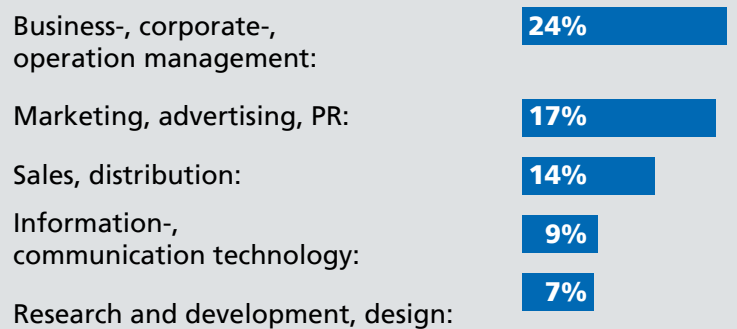


TOP 5 LINE OF BUSINESS



(Source: Scanner DATA)

TOP 5 COMPANY DEPARTMENT



(Source: Survey DATA)

TOP 3 POSITIONS

(Source: Scanner DATA)

(All data 2024)

