



## ATTENDEES

**100,000**  
Attendees



**190+**  
Countries

**450+**  
Events during  
ITB Berlin

**1,300**  
ITB Buyers Circle  
members



**63%**  
International  
participation

## TOP 5 ORIGINS OF ATTENDEES



Germany  
**36,1%**



Spain  
**4,4%**



Poland  
**4,2%**



UK  
**4,0%**



Turkey  
**3,9%**



## EXHIBITORS & ORIGINS

**5,600+**  
Exhibitors

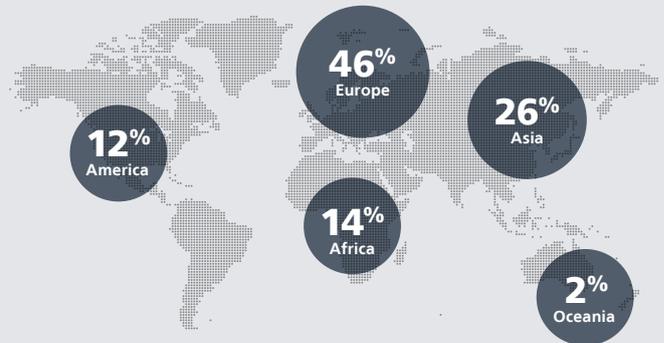
**170**  
Countries



From Germany  
**10%**



From abroad  
**90%**



## MEDIA

**3,200**  
Accredited  
journalists



**100+**  
Countries

**300+**  
International travel  
bloggers on site

**162,000+**  
Social media  
followers



## ITB BERLIN CONVENTION

**24,000**  
Participants

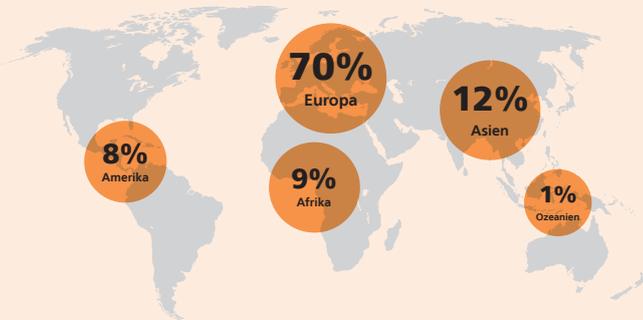
**400**  
Leading  
international speakers

**200**  
Sessions

**17**  
Theme tracks



### HERKUNFT DER FACHBESUCHER:INNEN



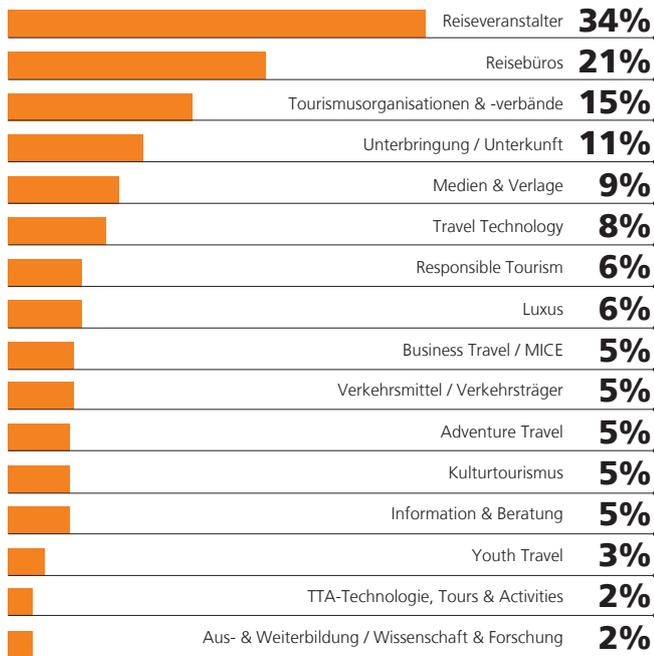
### ANGEBOTSBEWERTUNG

**95%**

der Fachbesucher:innen zeigen sich mit dem **Angebotsspektrum** auf der Messe zufrieden.

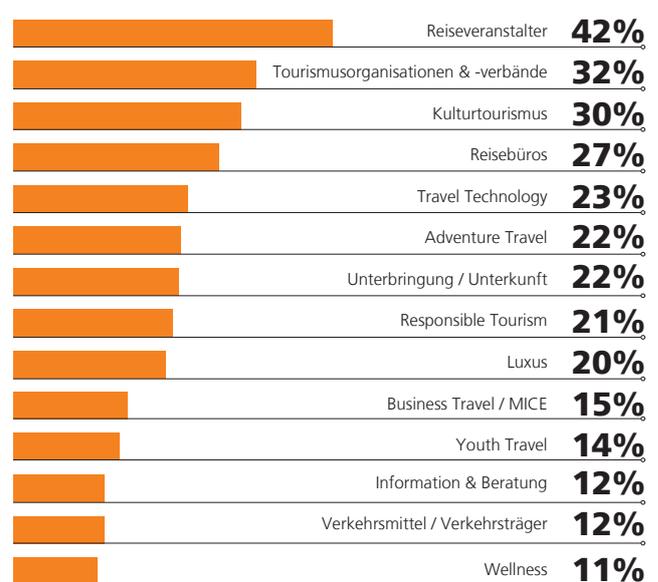
### BRANCHENZUGEHÖRIGKEIT

(Mehrfachnennungen/ Auszug berufstätige Fachbesucher:innen n>= 2%)



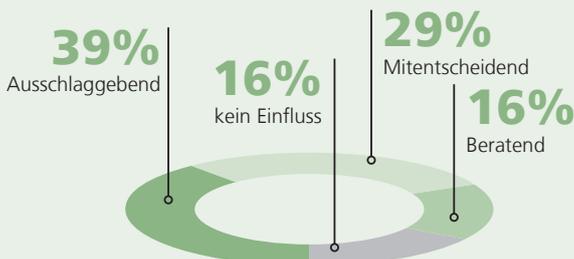
### ANGEBOTSINTERESSE

(Mehrfachnennungen/ Auszug Fachbesucher:innen > 10%)



### ENTSCHEIDUNGSTRÄGER

**84%** der berufstätigen Fachbesucher:innen haben **Einfluss bei Einkaufs-/ Beschaffungsentscheidungen**



**88%** der Fachbesucher:innen bewerten das **geschäftliche Ergebnis** ihres Messebesuchs als **(sehr) gut**.

### GESCHÄFTLICHES ERGEBNIS & PERSPEKTIVEN

**9 von 10**

Fachbesucher:innen geben an, ihre **Besuchsziele insgesamt (sehr) gut** erreicht zu haben.



**93%**

der Fachbesucher:innen würden einen Besuch der ITB Berlin **weiterempfehlen**.



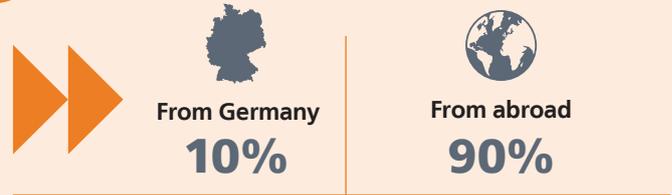
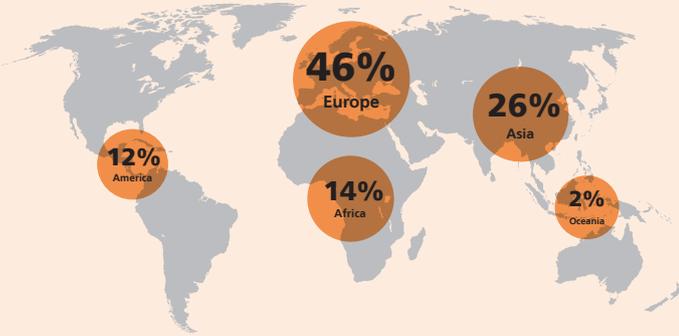
**89%**

der Fachbesucher:innen planen auch einen **Besuch der nächsten ITB Berlin**.



### ORIGIN OF EXHIBITORS

Source: Exhibitor registration



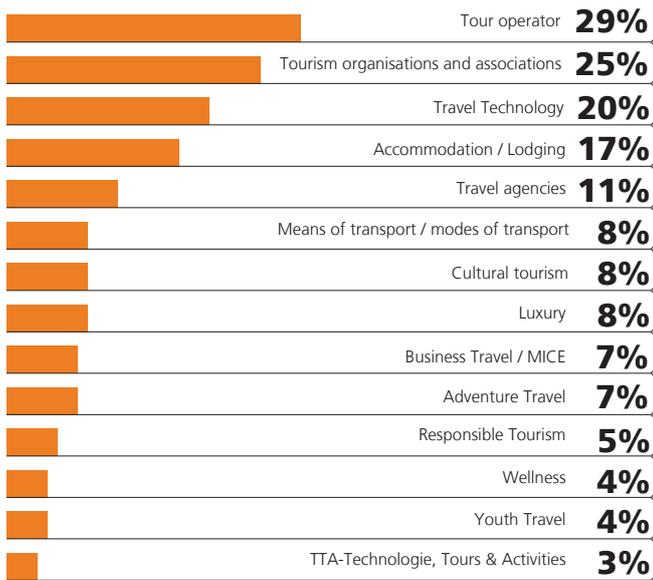
### QUALITY OF TRADE VISITORS

**82%**

of this year's exhibitors are **(completely) satisfied with the quality** of the trade visitors at their stand.

### INDUSTRY AFFILIATION

Multiple answers / extract n>= 3%



### PARTICIPATION GOALS

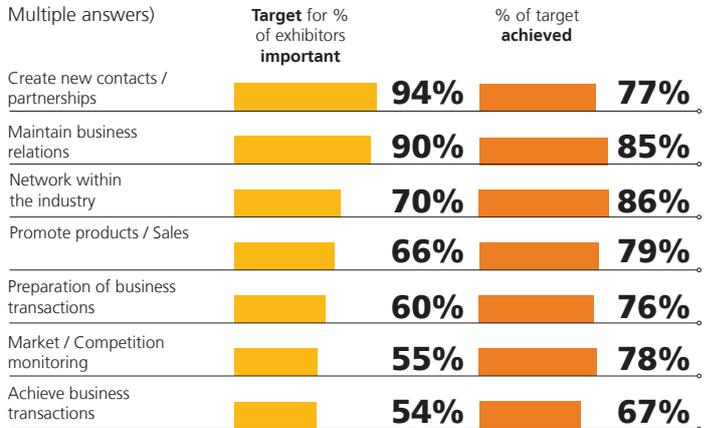
CREATE NEW CONTACTS / PARTNERSHIPS



MAINTAIN BUSINESS RELATIONS

are the most important **participation goals** of the exhibitors. These goals were achieved to a very good to satisfactory extent by **77%** and **85%**.

(Extract > 53%, Multiple answers)



### OFFER EVALUATION

**94%**

of exhibitors assess the **range of products and services** of the exhibiting companies at ITB Berlin 2024 as **(largely) complete**.

#### RELEVANCE

**95%**

of exhibitors rate their **participation** in ITB Berlin as **(very) important** in comparison to participation in other tourism trade shows.

#### POST-TRADE SHOW BUSINESS

**86%**

of the exhibiting companies expect **positive post-trade show business**.

### OVERALL IMPRESSION & OUTLOOK



**87%**

of exhibitors value the **benefits** of participation of their company in ITB Berlin as **(very) high**.



**87%**

of exhibitors would **recommend** participation in ITB Berlin to others.



**88%**

of exhibitors are **willing to take part** in the next ITB Berlin.