



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

# ITB PODCAST SPONSORING – VOICES OF THE TOURISM INDUSTRY

## SET YOUR COURSE FOR THE LEAD! BE A SPONSOR OF THE ITB PODCAST.



### WHY ITB PODCASTS?

As the World's Leading Travel Brand we have the content. We have the contacts. We have the community. Since 1966 ITB Berlin brings people from all over the world together and thereby unites an entire industry. And this is not only on a show floor, as one might assume. With the ITB Podcast series we want to bring global experts, trends, visions, strategies and measures as close and as accessible to the industry as possible.

### WHAT TO EXPECT FROM THE PODCAST BY ITB?

The Travel Hero Podcast features intimate talks with inspiring minds of the tourism industry. Big achievers, thrilling personalities – different formats reveal the souls behind big names and successful brands. Anecdotes, stories of success and failures, practical tips and above all trend topics like future mobility, climate change, disaster management, communities, travel technology, marketing and sustainability in tourism, COVID-19 and much more.

The episodes are available on [itb.com](http://itb.com), Spotify, Apple Podcast and Podigee.

### WHO IS THE PODCAST AUDIENCE?

The listeners are travel professionals, experts, economical and political policy makers, journalists, students and passionate travelholics from the international travel industry.

### WHAT ARE THE FORMATS?

#### 300 SECONDS WITH...

"You've got *300 seconds* - aaaand action!" This brand-new audio concept of ITB Berlin features experts of the tourism industry, answering a question on a hot topic in only *300 seconds*. It may be a thought or an opinion, it may be a vision, it may be a piece of advice or it may be a personal story. Listen to the voices of the tourism industry in only *300 seconds*.



#### DEEP DIVE

In each *Deep Dive* episode, inspiring people and experts have their say, for example, to share new insights, give personal insights and talk about best practice examples. The topics? Unlimited but current! The duration? Likewise!



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## „300 SECONDS WITH...“

MEDIA	YOUR BENEFIT	YOUR “300 SECONDS WITH...” STAGE (content sponsor)	COVERAGE
<b>WEBSITE</b>			
itb.com Website Page: <a href="https://itb.com/podcasts">itb.com/podcasts</a>	Your naming within the episode description	✓	> 60,000 page impressions p.a. March 2020
<b>NEWSLETTER &amp; MAILINGS</b>			
ITB Berlin Trade Visitor Newsletter	Your naming and link within podcast announcement	✓	> 23,000 subscribers
<b>SOCIAL MEDIA</b>			
Social Media feature via the ITB Berlin social media accounts Facebook, Twitter, LinkedIn, Instagram	Your naming within a post and/or story about the podcast episode	✓	Facebook: > 65,067 followers, Twitter: > 31,509 followers, LinkedIn: > 7,415 members Instagram: > 13,700 followers*  *numbers from January 2022
<b>PODCAST EPISODE</b>			
“300 seconds with...” (a question to be answered by you)	Your 300-second speaking slot	✓	varies
Show notes	Your text (short) incl. link to your website + e.g. promo-code	✓	varies
<b>PACKAGE PRICE + GERMAN VAT</b>		<b>1,500 €</b>	

You want to know more or are interested in other sponsoring opportunities?

Please contact [itb-sponsoring@messe-berlin.de](mailto:itb-sponsoring@messe-berlin.de) for more information!



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## DEEP DIVE

MEDIA	YOUR BENEFIT	YOUR „DEEP DIVE“ STAGE (content sponsor)	COVERAGE
<b>WEBSITE</b>			
itb.com Website Page: <a href="https://itb.com/podcasts">itb.com/podcasts</a>	Your naming within the episode description	✓	> 60,000 page impressions p.a. March 2020
<b>NEWSLETTER &amp; MAILINGS</b>			
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<b>SOCIAL MEDIA</b>			
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<b>PODCAST EPISODE</b>			
Deep Dive	Your Deep Dive speaking slot	✓	varies
Show notes	Your text (short) incl. link to your website + e.g. promo-code	✓	varies
<b>PACKAGE PRICE + GERMAN VAT</b>		<b>2,000 €</b>	

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