



ATTENDEES

97,000

Attendees


193

Countries
and regions

450+

Events during
ITB Berlin

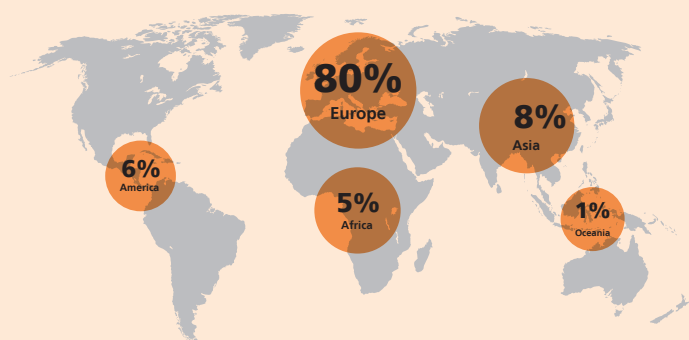
1,300

ITB Buyers Circle
members

65%

International
participation

ORIGIN OF TRADE VISITORS


From Germany
45%

From abroad
55%

OFFER EVALUATION

92%

of trade visitors are (very) **satisfied**
with the **range of products**
at the trade show.


EXHIBITORS

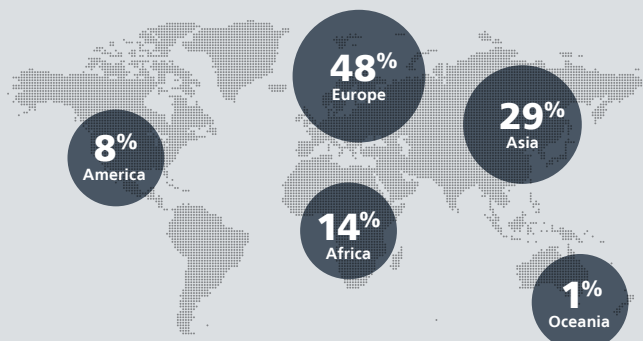
5,600+

Exhibitors

166

Countries and regions


From Germany
10%

From abroad
90%


MEDIA

2,700+

Accredited
journalists

100+

Countries

300+

International content
creators on-site

169,000

Social media follower
on ITB Berlin channels


ITB BERLIN CONVENTION

24,000+

Participants

400

Leading
international speakers

200

Sessions

17

Theme tracks