

ITB TRAVEL HERO PODCAST SPONSORING

WHY THE ITB PODCAST?

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

WHAT TO EXPECT FROM THE ITB PODCAST

The Travel Hero Podcast episodes feature 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, digitalization, resilience, communities, travel technology, marketing and sustainability in tourism, and much more. It is your audio stage to share what's on your mind.

The episodes are available on itb.com, Spotify, Apple Podcast and Podigee.

WHO IS THE PODCAST AUDIENCE?

Listeners include travel professionals, experts, economical and political policy makers, journalists, students and passionate travelholics from the international travel industry.

WHAT IS THE FORMAT ABOUT?



“300 SECONDS WITH”...

This audio concept features shortcasts with experts of the tourism industry, answering a question on a hot topic in 300 seconds. This may be focused on a thought or an opinion, a vision, the introduction of a new campaign, a new product, it may be a piece of advice or it could also be a personal story.



“300 SECONDS WITH” SPONSORING PACKAGE

Package price: 3,000.00 EUR + German VAT

SERVICES

REACH*

WEBSITE

Your company/person named within the episode description on itb.com/podcast

About 1.5-million-page impressions in the first quarter 2025, itb.com website

NEWSLETTER

Your company/person named and linked within the podcast announcement in the ITB Berlin Trade Visitor Newsletter.

> 15,200 subscribers (EN), > 8,600 subscribers (DE)

SOCIAL MEDIA

Your company/person named within a post and/or story about the podcast episode via ITB Berlin social media accounts Facebook, LinkedIn & Instagram.

Facebook: > 76,600 followers
 Instagram: > 28,400 followers
 LinkedIn: > 20,000 followers

PODCAST EPISODE

Your 300-second speaking slot, answering a question that is fine-tuned in accordance with you before the recording.

Varies

Your (short) text incl. link to your website + e.g., promo-code within the show notes.

*Numbers from May 2025

Please note: You will receive the audio file of your episode for your own distribution if you wish.

**INQUIRE ABOUT BECOMING
A PODCAST SPONSOR:**



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