

# ITB GLOBAL TRAVEL COLLECTION

Leading the global travel industry since 1966



# The premier annual for the World's Leading Travel Trade Show®

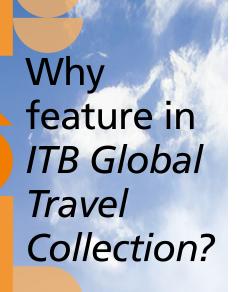
Introducing *ITB Global Travel Collection*, the first-ever official annual of ITB Berlin – an exclusive, premium publication that embodies the prestige, influence, and global reach of the world's most revered travel trade show.

This essential resource delivers expert insights, in-depth analysis, the latest industry trends, and forward-thinking perspectives, making it the definitive guide for travel and tourism professionals worldwide.

# Honouring the past, defining the future of travel

Launching in 2026, the landmark 60th year of ITB Berlin, *ITB Global Travel Collection* is more than a commemorative edition – it is an authoritative, future-focused reference that explores the innovations, challenges, and opportunities shaping global travel today.

ITB Berlin is where the future of travel is written, and with more than 100,000 attendees, 5,600 exhibitors, 1,300 hand selected buyers, and 24,000 convention participants representing more than 190 countries, ITB Global Travel Collection offers unparalleled visibility and access to the industry's top decision-makers and influencers.



### **UNRIVALLED REACH**

Direct access to the most influential stakeholders in global tourism.

### **PREMIUM VISIBILITY**

Position your brand at the heart of the industry's leading event.

# YEAR-ROUND PRESENCE

A reference guide that stays in the hands of top executives long after ITB Berlin.

### **GLOBAL INFLUENCE**

Engage with decision makers from every continent in one authoritative publication.

### PRINT AND DIGITAL IMPACT

ITB Global Travel Collection is a high-quality publication available in print and digital format. The digital version includes video interviews conducted at ITB Berlin, creating a highly engaging branding tool to share with stakeholders.



# **IN PRINT**

With a print run of 60,000 copies, delivered to every exhibition stand at ITB Berlin and available at key locations including all hall entrance dispensers, the ITB Buyers Circle lounge, media centre, designated, high-footfall spaces across the exhibition, and to a collection of top Berlin hotels.

# **ONLINE**

Accessible on the official ITB Berlin website before, during, and after the show, and throughout 2026. Promoted on the GT Media Europe website with video interviews conducted at the show distributed on the ITB Berlin YouTube channel.

# **SOCIALS**

Promoted on ITB Berlin and GT Media Europe social media channels, reaching around 162,000 high-level travel professionals.

210,000 —

60,000
PRINT EDITION
150,000
DIGITAL EDITION



# Get noticed by industry leaders and decisions makers

From government tourism boards and global hospitality brands to cutting-edge tech innovators and travel disruptors, *ITB Global Travel Collection* connects your brand with the leaders defining the industry's future. Whether you are launching a new product, reinforcing your market position, or expanding into new territories, this is your opportunity to make a lasting impact.

# **Editorial highlights**

# 60 YEARS OF ITB BERLIN

ITB as a catalyst for change in travel, in the past and looking ahead

# WHAT'S NEXT FOR TRAVEL?

Trends and disruptors steering the industry into the future

# SPOTLIGHT ON SUSTAINABILITY

The innovations driving responsible travel

# LEADERS' INSIGHTS

Exclusive perspectives from top executives and visionaries

# TECH & TRANSFORMATION

How digital advancements are revolutionising the industry

# REGIONAL DEEP DIVES

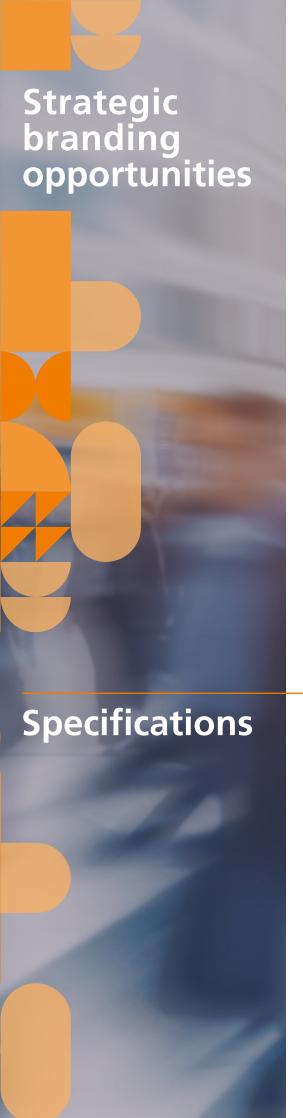
Destination showcases from all four corners of the globe

# MARKETS TO WATCH

From transformational travel to LGBTQ+

# **MEGA PROJECTS**

Investment hotspots and tourism accelerators



Double Page Spread:	€22,000
Full Page :	€15,000
Inside Front Cover DPS:	€27,000
Inside Back Cover:	€19,000
Outside Back Cover:	€31,250

Secure premium placements within ITB Global Travel Collection to elevate your exposure:

**Cover positions** 

Prime position cover gate-fold DPS

**Inside front cover DPS** 

Inside back cover

**Back cover** 

**Double page spread (DPS)**First half of the publication guaranteed

Full page Right-hand side guaranteed

Sponsored editorials
Position your brand as an industry thought leader

Feature sponsorships
Align with high-impact
editorial themes

Special packages Special rates are available for supporters of multiple GT Media Europe publications

Be part of this landmark edition and put your brand in front of the industry's most powerful decision-makers

### SINGLE PAGE

Bleed size: 206 x 261mm Trimmed size: 200 x 255mm (3mm bleed: top, bottom and

for edge)

Non bleed/Safety: 176 x 235mm

# **DOUBLE PAGE**

Bleed size: 406 x 261mm Trimmed size: 400 x 255mm (3mm bleed: top, bottom

and for edge)

Non bleed/Safety: 376 x

235mm

### VIDEO

Our ITB Global Travel Collection advertising packages include video content options for the digital version.

This includes brand videos, as well as face-to-face interviews recorded at ITB Berlin 2026 that we will embed in the online publication.

### DEADLINES

Space reservation: 01/02/2026 Artwork deadline: 10/02/2026



# Reach out to our team

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GT Media Europe is committed to sustainable publishing, with the ITB Global Travel Collection printed on recyclable and responsibly sourced paper. Our responsible publishing mandate aligns with ITB Berlin's commitment to climate action, environmental and animal protection, and human rights in tourism.