

**DISCOVER THE STORIES
BEHIND 60 YEARS
OF LEGACY.**



ITB
BERLIN



*Creating moments
since 1966*

ITB BERLIN

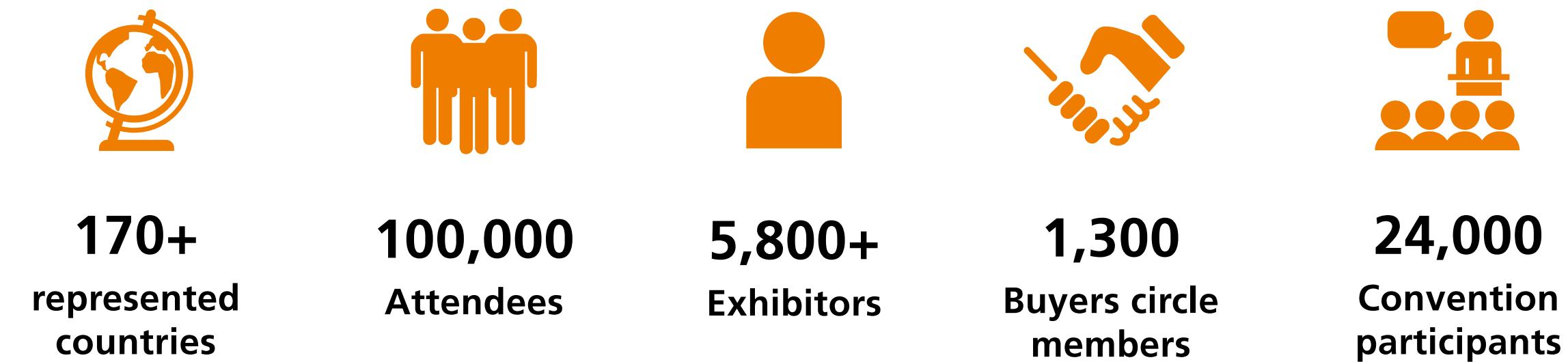
COMMUNICATION KIT

3 – 5 MARCH 2026 | ITB.COM

**DISCOVER THE STORIES
BEHIND 60 YEARS
OF LEGACY.**

You made your way to our communication kit so we assume you are ready to get the drum rolls going for your attendance at ITB Berlin 2026! That’s awesome!
After all, you’ll be attending a very special edition of ITB Berlin from 3 - 5 March 2026 as we’re celebrating the 60th jubilee of the World’s Leading Travel Trade Show^R.

This is what you’ll expect at ITB Berlin 2026*:



*numbers from ITB Berlin 2025

Are you ready to make ITB Berlin 2026 your most successful trade show yet?

**COMES IN HANDY:
THE ITB BERLIN
COMMUNICATION KIT**

The kit provides you with a selection of materials for your use:

- Map of the exhibitions grounds for your download
- Text templates, images and videos for your newsletters, websites, social media posts
- CI & logo guidelines

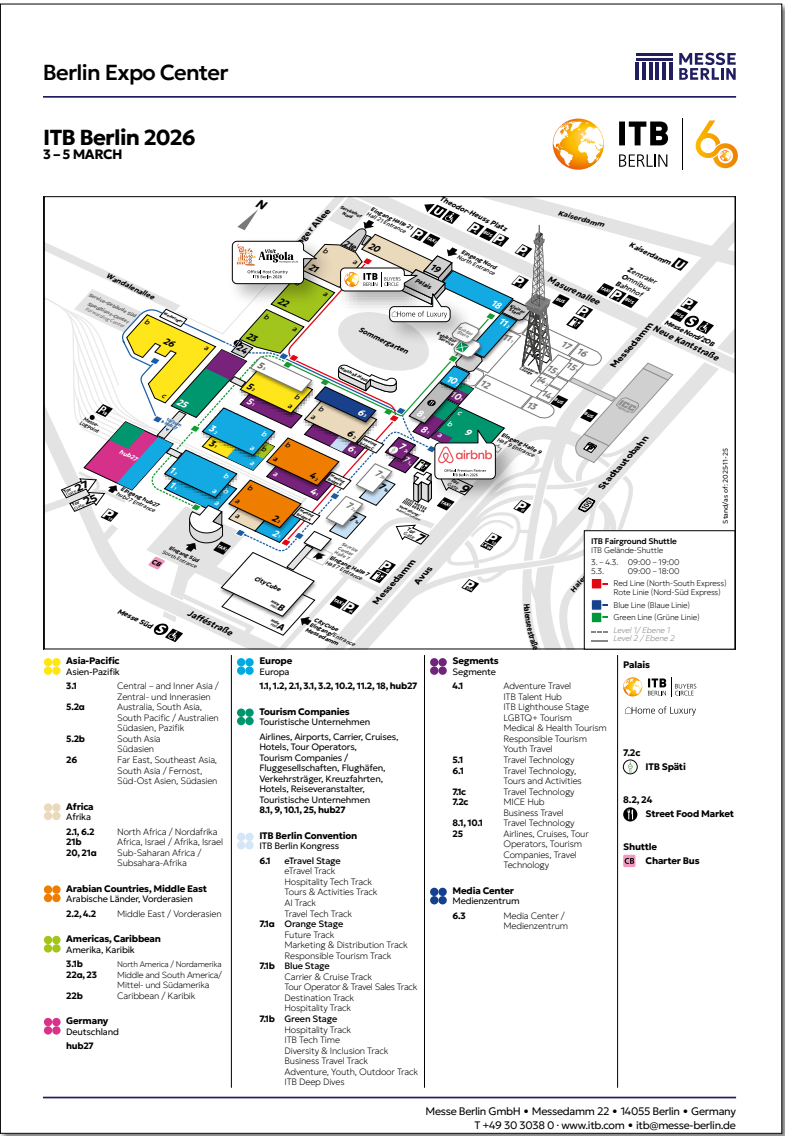


THE WHOLE VALUE CHAIN OF THE TRAVEL INDUSTRY IN ONE PLACE.

From destinations and hospitality to air travel, cruise and car rentals, from luxury and sustainable tourism to LGBTQ+ and travel tech, from industry giants to bold new start-ups - every facet of the industry comes together at ITB Berlin. It's the global hub for the travel industry.

SITE MAP

Feel free to download
the site map of ITB
Berlin 2026
[Download.](#)



With more than 5,800 exhibitors the directory of ITB Berlin boasts an extensive list of national and regional tourism organizations, tourist boards, travel operators, travel agencies, carriers, hotels, travel insurance companies, car rental services, tourism industry suppliers, communication and information systems, publishers and more.

ITB Berlin maintains a well-organized structure despite its substantial scale. In addition to a geographical arrangement based on destinations, the hall layout is also split by market segments, featuring designated exhibitor areas for these segments:



Adventure Travel & Responsible Tourism



LGBTQ+ Travel



Business Travel



Luxury Travel



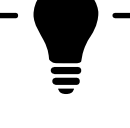
Culture Travel



Medical Tourism



Destinations



MICE



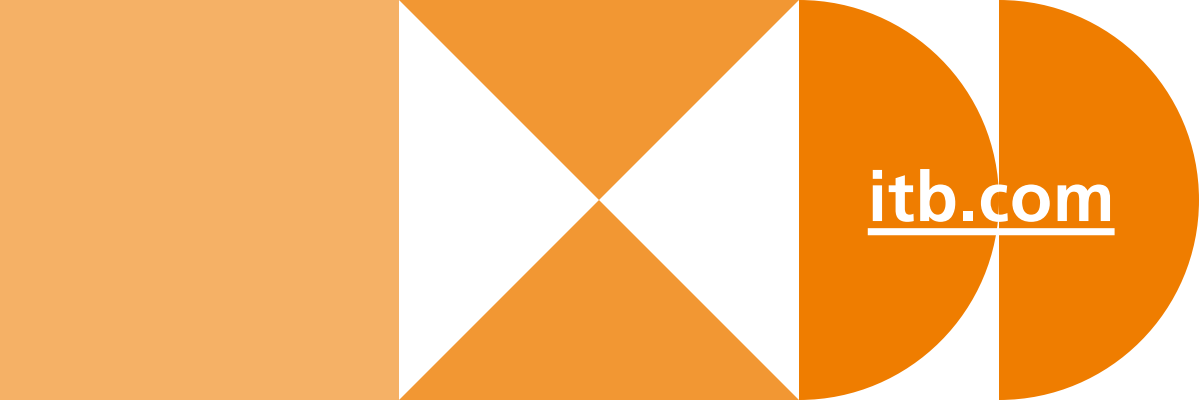
Hospitality



Talent Hub



Travel Technology



TEXT MODULES FOR YOUR CHANNELS

Proposal 1 (ca. 208 characters)
3 days of pure business, inspiring content and upscale networking! Are you ready to celebrate with us and the entire world of tourism? It’s the 60 years jubilee of ITB Berlin and we’re on board for the big celebration! Meet us at our booth in hall [...] at the biggest tourism happening worldwide: #ITBBerlin from 3 – 5 March at the Berlin Exhibition Grounds. More info and tickets on itb.com

Proposal 2 (ca. 220 characters)
Global trends, leading experts & best practice examples, seminars, keynotes, workshops, deep dives, award ceremonies and press conferences... That’s #ITBBerlinConvention, the leading travel and tourism think tank, happening from 3 – 5 March on the Berlin Exhibition Grounds. We’ll be part of the discussion! Be there: [insert date and session]

Proposal 3 (ca. 345 characters)
#ITBBerlin, the World’s Leading Travel Trade Show®, is THE place for the “Who’s Who” of the travel industry and [Your company here] will be there, too, when the top names of the international travel industry meet at the exhibition and conference grounds in Berlin from 3 – 5 March. We’re looking forward to seeing you at our booth in hall [...]! Get your ticket now at www.itb.com/tickets

Connect with us on:



#ITBBerlin
#ITBBerlinConvention
#60yearsofITB



Tell everyone that you’ll be attending ITB Berlin by using the [visitor template](#)



If you want to include moving image then feel free to select a suitable video from our [ITB Berlin YouTube archive](#)



FEEL FREE TO USE THE ITB LOGO & COLORS CONSIDERING OUR DESIGN GUIDELINES

The ITB Berlin logo must always be depicted as a complete word/image mark and may not be altered.

The ITB Logo must never be displayed as follows.

Logo on colored background:



Logo on white background:



Logo without white background on color or photo:



Logo compressed or distorted:



The logo is available for you as a web graphic and as a print template for [DOWNLOAD](#).

ITB BERLIN COLOR

Main color



ITB BERLIN

RGB: 239, 125, 0
CMYK: 0, 60, 100, 0
HEX: #ef7d00

ITB BERLIN JUBILEE LOGO



Please note that this jubilee logo is only to be used in your communications around the jubilee edition of ITB Berlin 2026!

STAY AHEAD OF THE GAME

- Everything you need to know about ITB Berlin: itb.com
- Latest industry trends and news from ITB Berlin: be the first to know with the [ITB Insider](#)
- Fresh articles, interviews & podcasts about special interest travel segments: [ITB 360°](#)
- Follow, like, share, discuss, be part of the community:



#ITBBerlin
#ITBConvention
#60yearsofITB

If you have any question, our team is happy to help at itb@messe-berlin.de

SEE YOU AT ITB BERLIN!

