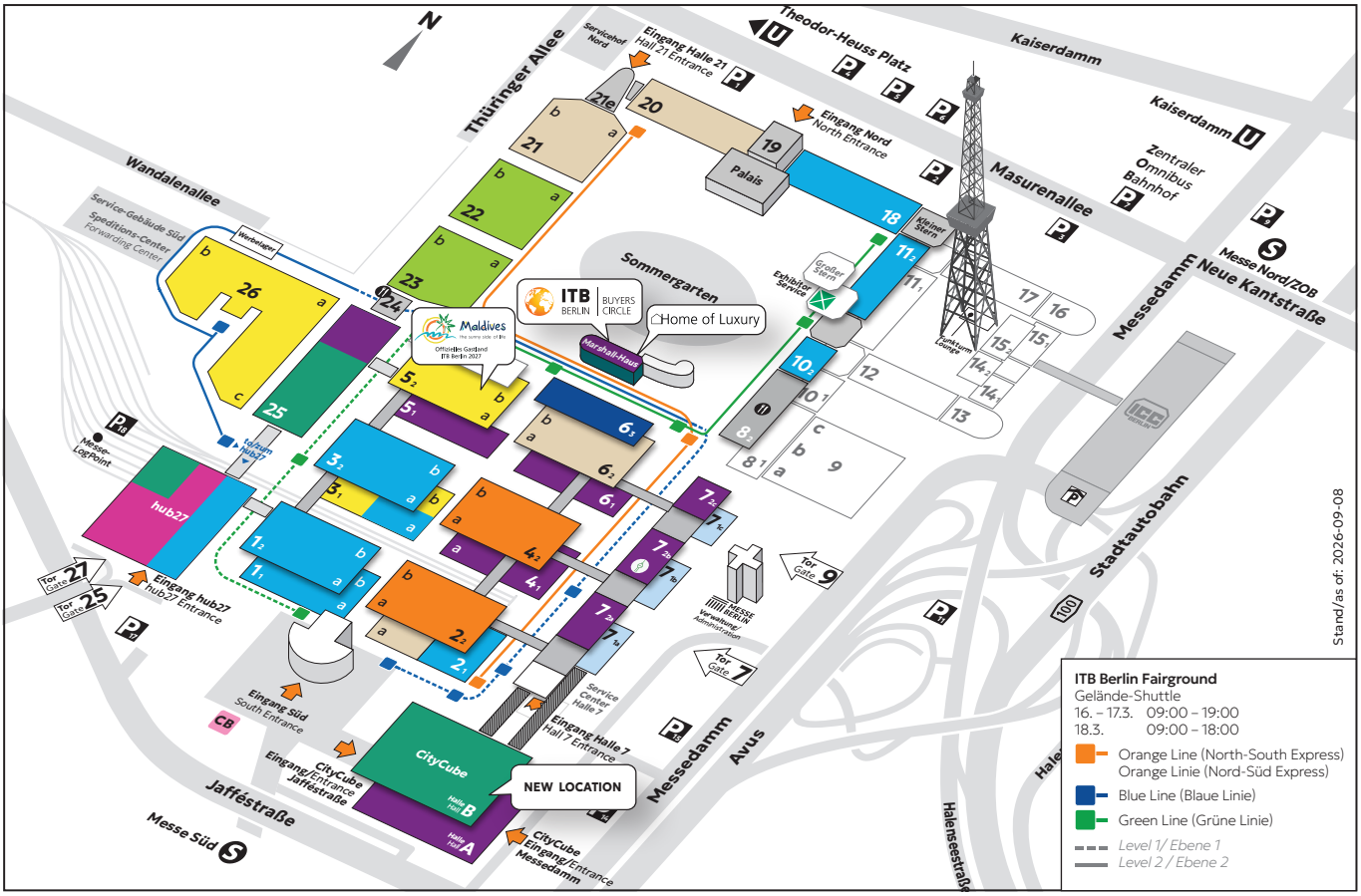
Berlin Expo Center

MESSE BERLIN

ITB Berlin 2027
16 – 18 MARCH

ITB BERLIN



Asia-Pacific
Asien-Pazifik

3.1	Central – and Inner Asia / Zentral- und Innerasien
5.2a	Australia, South Asia, South Pacific / Australien Südasien, Pazifik
5.2b	South Asia Südasien
26	Far East, Southeast Asia, South Asia / Fernost, Süd-Ost Asien, Südasien

Africa
Afrika

2.1, 6.2	North Africa / Nordafrika
21b	Africa, Israel / Afrika, Israel
20, 21a	Sub-Saharan Africa / Subsahara-Afrika

Arabian Countries, Middle East
Arabische Länder, Vorderasien

2.2, 4.2	Middle East / Vorderasien

Americas, Caribbean
Amerika, Karibik

3.1b	North America / Nordamerika
22a, 23	Middle and South America/ Mittel- und Südamerika
22b	Caribbean / Karibik

Germany
Deutschland

hub27

Europe
Europa

1.1, 1.2, 2.1, 3.1, 3.2, 10.2, 11.2, 18, hub27

Tourism Companies
Touristische Unternehmen

Airlines, Airports, Carrier, Cruises, Hotels, Tour Operators, Tourism Companies / Fluggesellschaften, Flughäfen, Verkehrsträger, Kreuzfahrten, Hotels, Reiseveranstalter, Touristische Unternehmen
CityCube B, 25, hub27

ITB Berlin Convention
ITB Berlin Kongress

7.1a	Orange Stage
7.1b	Blue Stage
7.1b	Green Stage
7.1c	eTravel Stage

Segments
Segmente

4.1	Adventure Travel ITB Talent Hub ITB Lighthouse Stage LGBTQ+ Tourism Medical & Health Tourism Responsible Tourism Youth Travel
5.1, 6.1, CityCube A	Travel Technology
7.2a	Business Travel
7.2a	Mobility
7.2b	MICE Hub
25	Airlines, Cruises, Tour Operators, Tourism Companies, Travel Technology

Media Center
Medienzentrum

6.3	Media Center / Medienzentrum

Marshall-Haus
ITB BERLIN BUYERS CIRCLE
Home of Luxury

7.2b
ITB Späti

8.2, 24
Street Food Market

CB **Charter Bus**

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