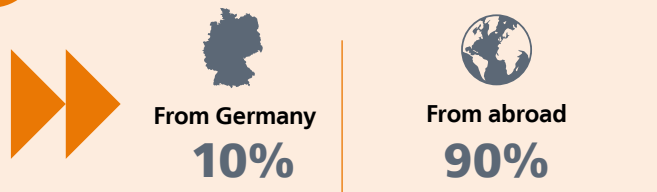
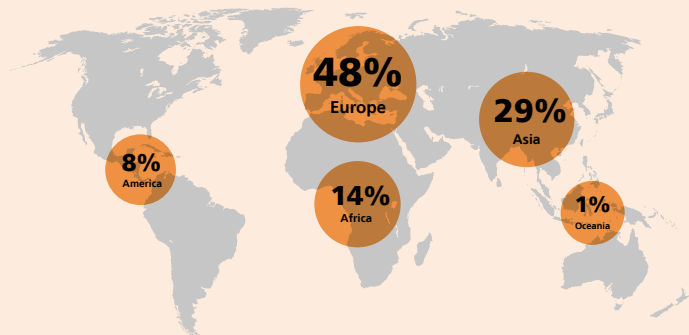




ORIGIN OF EXHIBITORS

(Source: Exhibitor registration)



QUALITY OF TRADE VISITORS

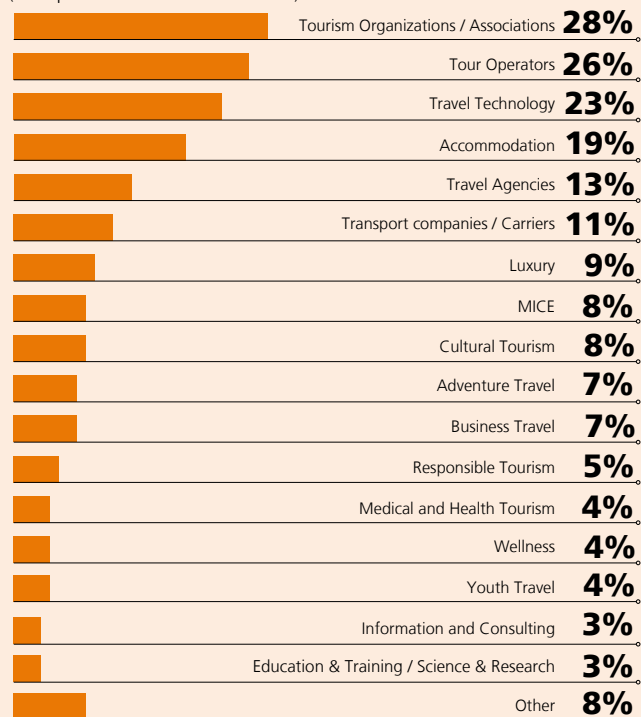
83%

of this year's exhibitors are **(completely)** satisfied with the quality of the trade visitors at their stand.

TOP3 (6-point scale)

INDUSTRY AFFILIATION

(Multiple answers / extract n ≥ 3%)



PARTICIPATION GOALS

"ESTABLISH NEW CONTACTS / PARTNERSHIPS"



"MAINTAIN BUSINESS RELATIONS"

are the most important **participation goals** of the exhibitors. These goals were achieved to a very good to satisfactory extent by **76%** and **81%** (TOP3).

(Extract ≥ 56%, Multiple answers)

	Target for % of exhibitors important	% of target achieved
Establish new contacts / partnerships	96%	76%
Maintain business relations	90%	81%
Network within the industry	72%	82%
Promote products / Sales	64%	78%
Preparation of business deals	61%	76%
Market / Competitor observation	60%	74%
Conclude business deals	56%	65%

TOP3 (6-point scale)

OFFER EVALUATION

97%

of exhibitors assess the **range of products and services** of the exhibiting companies at ITB Berlin 2026 as **(mostly) complete**.

(Total of reply options: The offer is extensive / The offer is mostly complete)

RELEVANCE

95%

of exhibitors rate their **participation** in ITB Berlin as **(very) important** in comparison to participation in other tourism trade shows.

(Total reply options: Very important, Important)

POST-TRADE SHOW BUSINESS

84%

of the exhibiting companies expect **positive post-trade show business**.

TOP3 (6-point scale)

OVERALL IMPRESSION & OUTLOOK



85%

of exhibitors value the **benefits** of participation of their company in ITB Berlin as **(very) high**.



86%

of exhibitors would **recommend** participation in ITB Berlin to others.



90%

of exhibitors are **willing to take part** in the next ITB Berlin.

TOP3 (6-point scale)