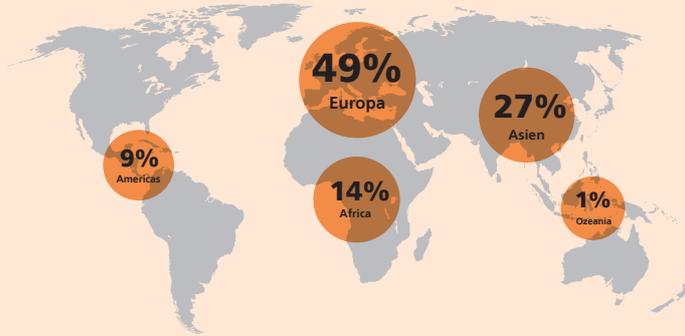




ORIGIN OF EXHIBITORS

(Source: Exhibitor registration)



QUALITY OF TRADE VISITORS

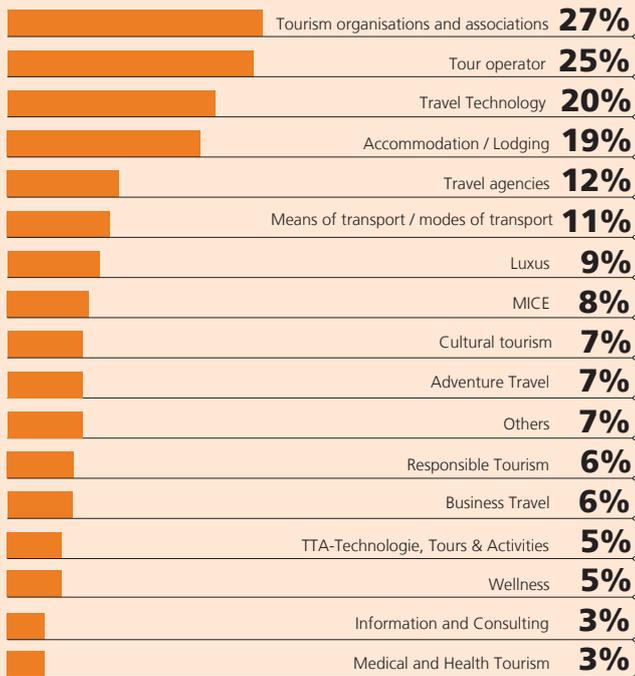
85%

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

(ratings 1-3)

INDUSTRY AFFILIATION

(Multiple answers / extract n>= 3%)



PARTICIPATION GOALS

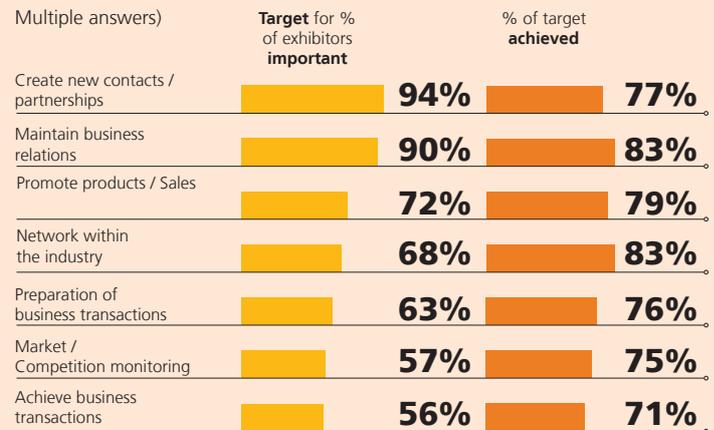
CREATE NEW CONTACTS / PARTNERSHIPS



MAINTAIN BUSINESS RELATIONS

are the most important **participation goals** of the exhibitors. These goals were achieved to a very good to satisfactory extent by **77%** and **83%**.

(Extract > 56%, Multiple answers)



(ratings 1-3)

OFFER EVALUATION

99%

of exhibitors assess the **range of products and services** of the exhibiting companies at ITB Berlin 2024 as **(largely) complete**.

(total of reply options: the offer is comprehensive, the offer is largely complete)

RELEVANCE

97%

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

89%

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

(ratings 1-3)

OVERALL IMPRESSION & OUTLOOK



88%

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



88%

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



90%

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

(ratings 1-3)