



## ATTENDEES

**100,000**

Attendees



**190+**

Countries  
and regions

**450+**

Events during  
ITB Berlin

**1,300**

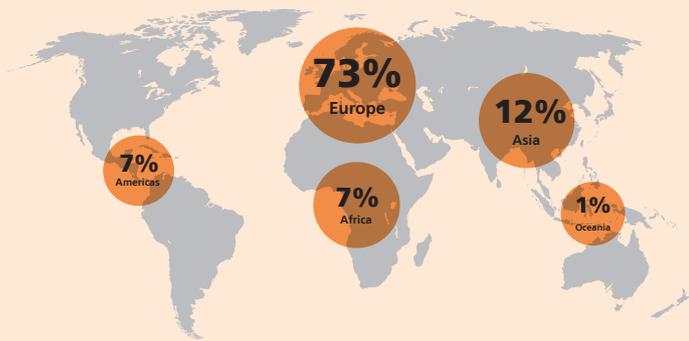
ITB Buyers Circle  
members



**63%**

International  
participation

## ORIGIN OF TRADE VISITORS



From Germany  
**45%**



From abroad  
**55%**

## OFFER EVALUATION

**91%**

of trade visitors are (very) **satisfied**  
with the **range of products**  
at the trade show.



## EXHIBITORS

**5,800+**

Exhibitors

**170+**

Countries and regions



From Germany  
**10%**



From abroad  
**90%**



## MEDIA

**2,700**

Accredited  
journalists



**100+**

Countries

**300**

International travel  
creators on site

**162,000+**

Social media  
followers



## ITB BERLIN CONVENTION

**24,000**

Participants

**400**

Leading  
international speakers

**200**

Sessions

**17**

Theme tracks