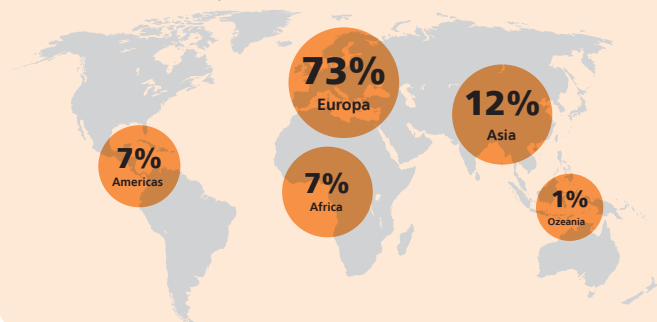


### ORIGIN OF TRADE VISITORS

(Source: Visitor survey)



From Germany  
**45%**



From abroad  
**55%**

### OFFER EVALUATION

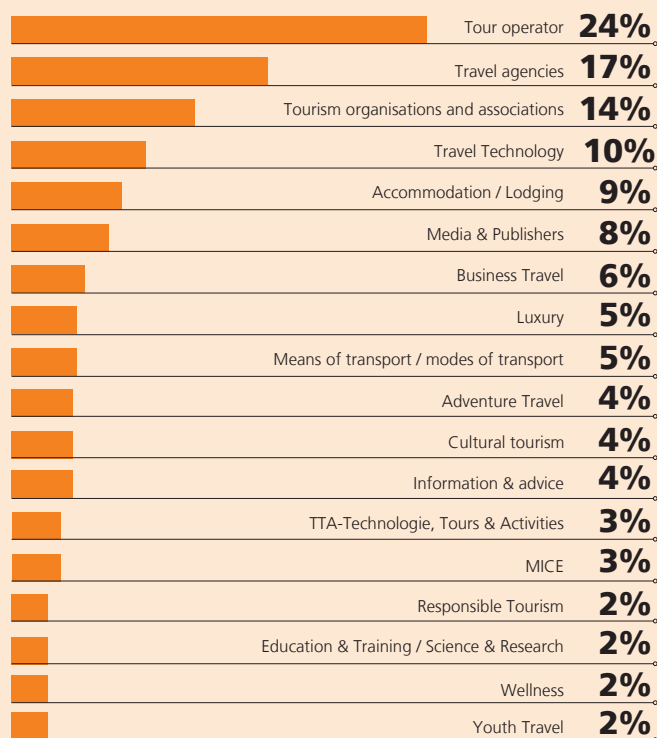
**91%**

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

(rankings 1-3)

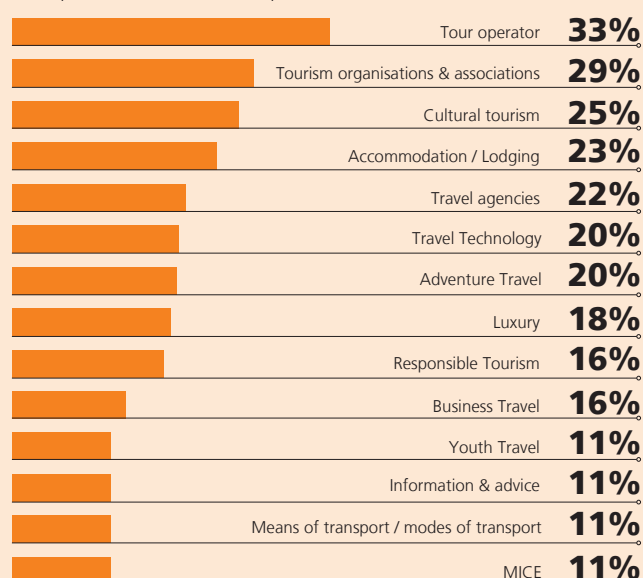
### INDUSTRY AFFILIATION

Multiple answers/Extract from professional trade visitors >= 2%



### OFFER INTEREST

(Multiple answers/Extract from professional trade visitors > 10%)



### DECISION-MAKERS

(professional trade visitors)

**82%**



of professional trade visitors have an **influence on purchasing decisions**.

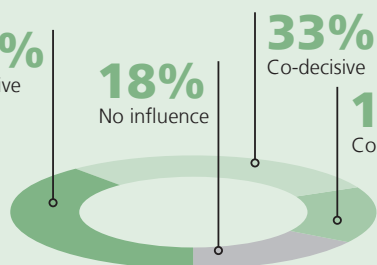
(total of reply options: decisive, co-decisive, advisory)

**36%**  
Decisive

**18%**  
No influence

**33%**  
Co-decisive

**13%**  
Consultative



### BUSINESS RESULTS AND PROSPECTS

**87%**

of trade visitors rate the business result of their **trade show attendance** as **(very) good**.

around **9 von 10**

trade visitors state that they achieved their **visit objectives (very) well** overall.



**90%**



of trade visitors would **recommend** a visit to ITB Berlin to others.



**88%**



of trade visitors are also **planning** to **visit the next ITB Berlin**.

(rankings 1-3)