

(Source: Visitor survey)

7%

ITB BERLIN 2025 BRIEF ANALYSIS OF THE TRADE VISITOR SURVEY



ORIGIN OF TRADE VISITORS 12%

1%





OFFER EVALUATION

of trade visitors are satisfied with the range of products at the trade show. (rankings 1-3)

OFFER INTEREST

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

	Tour operator	33%
	Tourism organisations & associations	29%
	Cultural tourism	25%
	Accommodation / Lodging	23%
	Travel agencies	22%
	Travel Technology	20%
	Adventure Travel	20%
	Luxury	18%
	Responsible Tourism	16%
	Business Travel	16%
	Youth Travel	11%
	Information & advice	11%
Ν	Neans of transport / modes of transport	11%
	MICE	11%

INDUSTRY	AFFILIATION
Multiple answers/Extrac	t from professional trade visitors $>= 2\%$)

73%

Europa

7%

Multiple answers/Extract from professional trade visitors >= 2%)		
Tour operator	24%	
Travel agencies	17%	
Tourism organisations and associations	14%	
Travel Technology	10%	
Accommodation / Lodging	9%	
Media & Publishers	8%	
Business Travel	6%	
Luxury	5%	
Means of transport / modes of transport	5%	
Adventure Travel	4%	
Cultural tourism	4%	
Information & advice	4%	
TTA-Technologie, Tours & Activities	3%	
MICE	3%	
Responsible Tourism	2%	
Education & Training / Science & Research	2%	
Wellness	2%	
Youth Travel	2%	
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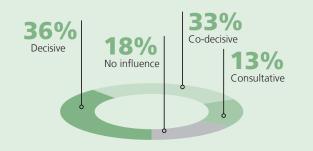
DECISION-MAKERS

(professional trade visitors)

82%

of professional trade visitors 1-M-1 have an **influence on** purchasing decisions.

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



BUSINESS RESULTS AND PROSPECTS

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

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

90%

87%

around 9 von 10

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



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

(rankings 1-3)