



From Germany
38%

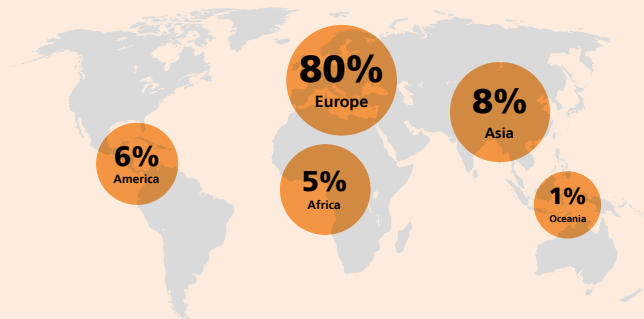


From abroad
62%



ORIGIN OF INTERNATIONAL TRADE VISITORS

(Source: Registration data)



OFFER EVALUATION

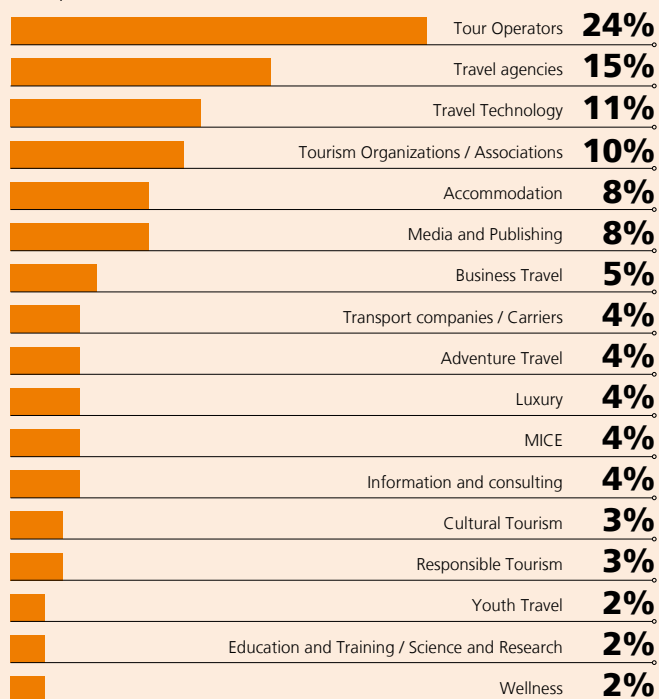
92%

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

TOP3 (6-point scale)

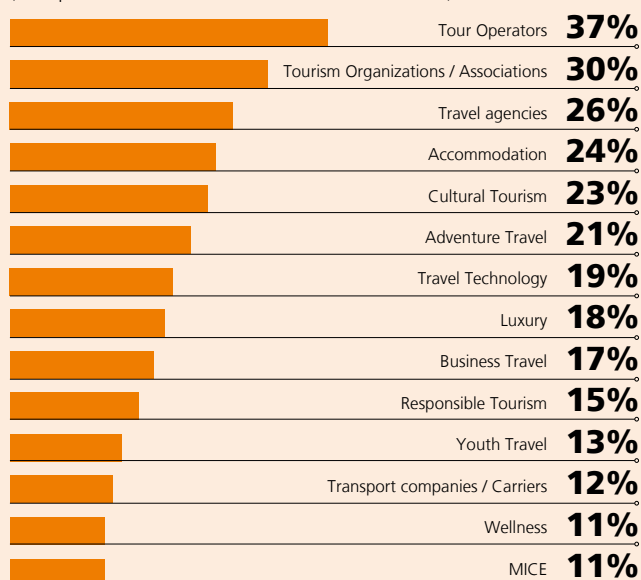
INDUSTRY AFFILIATION

(Multiple answers / Extract from trade visitors ≥ 2%)



OFFER INTEREST

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



DECISION-MAKERS

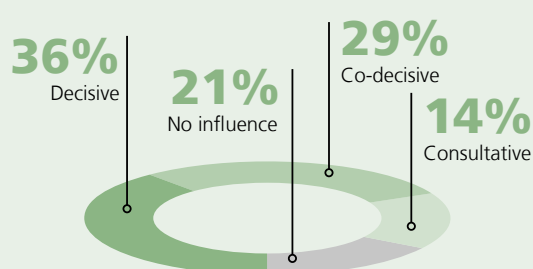
(Base: professional trade visitors)

79%



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

(Total of reply options: Decisive, Co-decisive,
Consultative)



BUSINESS RESULTS AND PROSPECTS

84%

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

9 of 10

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



92%



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



87%



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

TOP3 (6-point scale)