A brand of MESSE BERLIN

# SETTING TRAVEL & TOURISM IN MOTION.

ITB BERLIN CONVENTION

## ITB BERLIN CONVENTION IS THE WORLD'S LEADING TRAVEL INDUSTRY THINK TANK.

During the 3-day event top-notch international speakers discuss latest trends, innovations and developments and debate about major challenges facing the global travel industry.

## VISITOR FACTS

**400+** Speaker

**200** Sessions

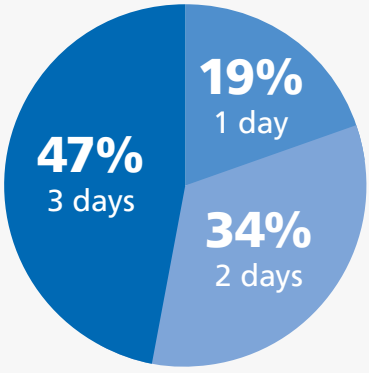
**24,000** Visitors

**17** Tracks

**4** Convention Stages

## DURATION OF VISIT

(Source: Survey Data)




**81%** of the trade visitors attend for several days.

The average duration of visit is **2.3** days.

## MEDIA EXPOSURE & IMPACT – ITB OVERALL

- Almost **3,000** journalists from **82** countries (national 60 per cent, international 40 per cent)
- **325** international travel creators from **32** countries (national 60 per cent, international 40 per cent)
- **12,482** press articles throughout the German-speaking markets.
- **111.2K** international press articles
  Reach: 5.1 billion
- **123.6K** press articles in total
  Reach: 6.7 billion
- **169,000+** social media followers

(All data 2026)

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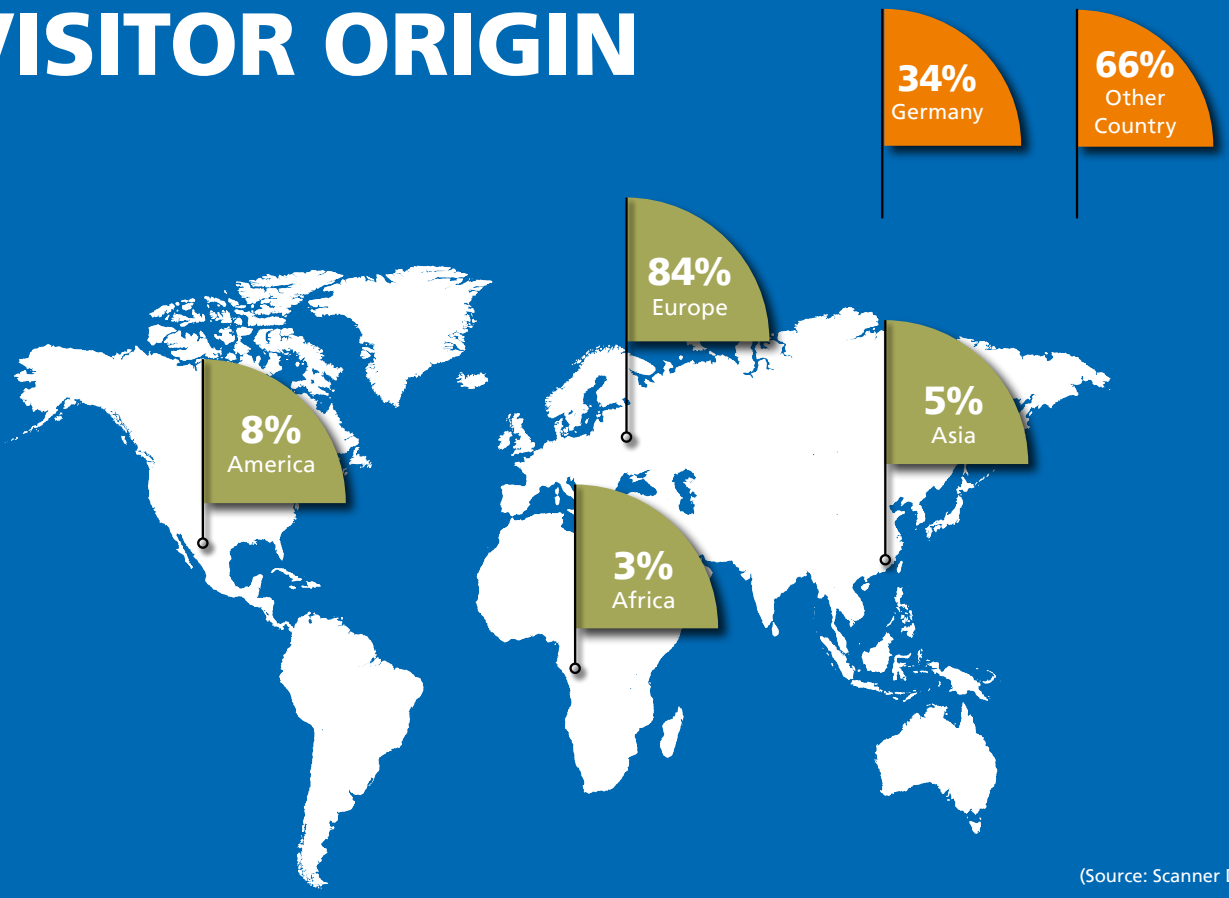
## VISITOR ORIGIN




(Source: Scanner Data)

## TOP 5
### LINE OF BUSINESS

| | |
|---|---|
| Travel Technology: | 18% |
| Accomodation: | 13% |
| Tourism organizations: | 11% |
| Tour Operators: | 11% |
| Education, training & science: | 6% |

(Source: Scanner DATA)

## TOP 5
### COMPANY DEPARTMENT

| | |
|---|---|
| Business-, corporate-, operation management: | 24% |
| Marketing, advertising, PR: | 18% |
| Sales, distribution: | 14% |
| Information-, communication technology: | 10% |
| Research and development, design: | 8% |

(Source: Survey DATA)

## TOP 3 POSITONS

(Source: Scanner DATA)

| | |
|---|---|
| Decision maker: | 41% |
| Operational executive: | 21% |
| Young talents: | 12% |

(All data 2026)