



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

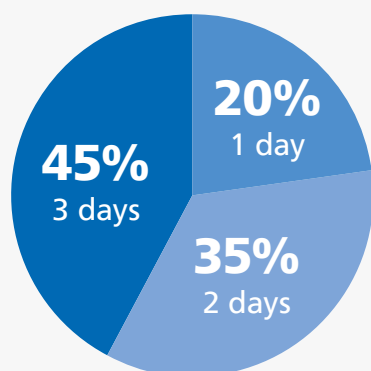


4
Convention
Stages



DURATION OF VISIT

(Source: Survey Data)



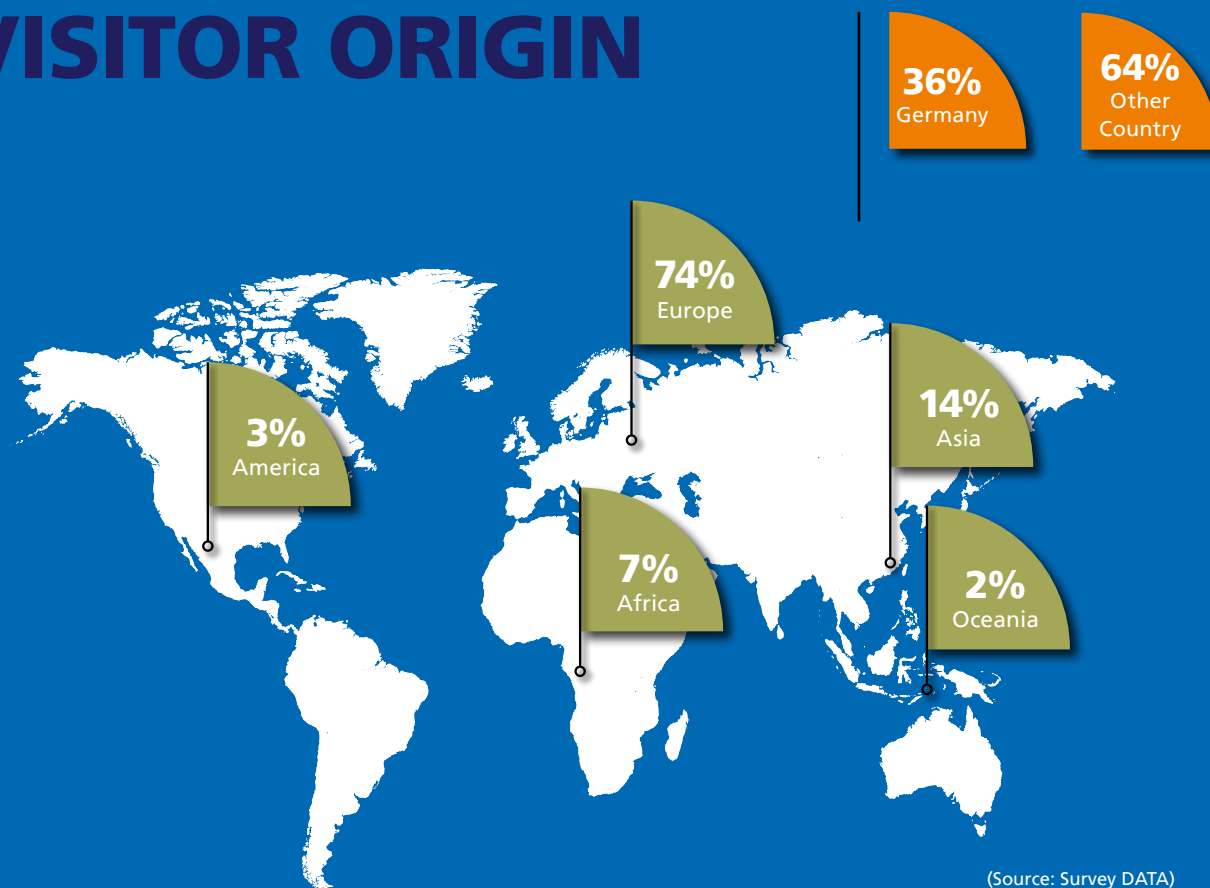
80% of the trade visitors attend for several days.

The average duration of visit is **2,2** days.

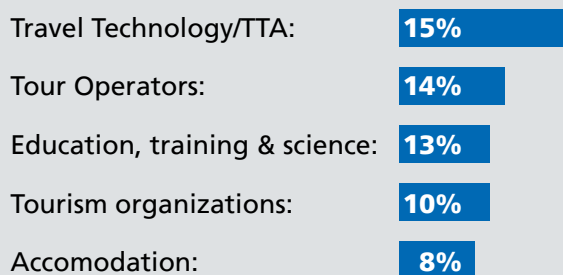
MEDIA EXPOSURE & IMPACT – ITB OVERALL

- ▶ Around **3000** journalists from **87** countries (national 60 per cent, international 40 per cent)
- ▶ **300** International travel bloggers on site **32** countries (national 50 per cent, international 50 per cent)
- ▶ **9100** press articles throughout the German-speaking markets. Reach 1.5 bill.
- ▶ **36,7K** international press articles Reach 5,1 bill.
- ▶ **45,8k** press articles in total Reach 6,7 bill.
- ▶ **162.000+** Social media followers

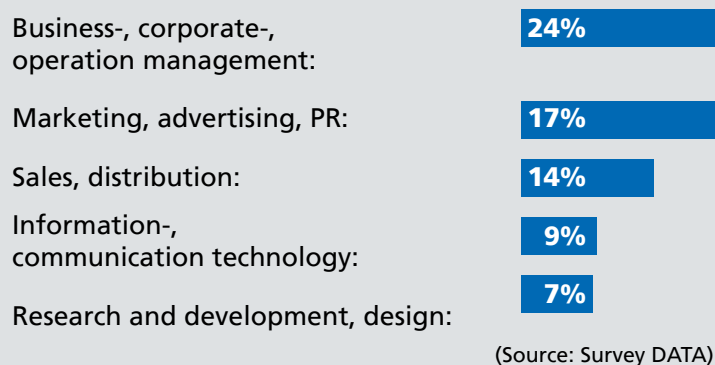
VISITOR ORIGIN



TOP 5 LINE OF BUSINESS

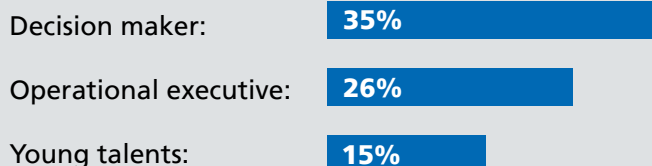


TOP 5 COMPANY DEPARTMENT



TOP 3 POSITIONS

(Source: Scanner DATA)



(All data 2025)