

LEADING TOURSIM INTO BALANCE.





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



24,000Visitors



17



4 Convention Stages



(Source: Survey Data)



80% of the trade visitors attend for several days.

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

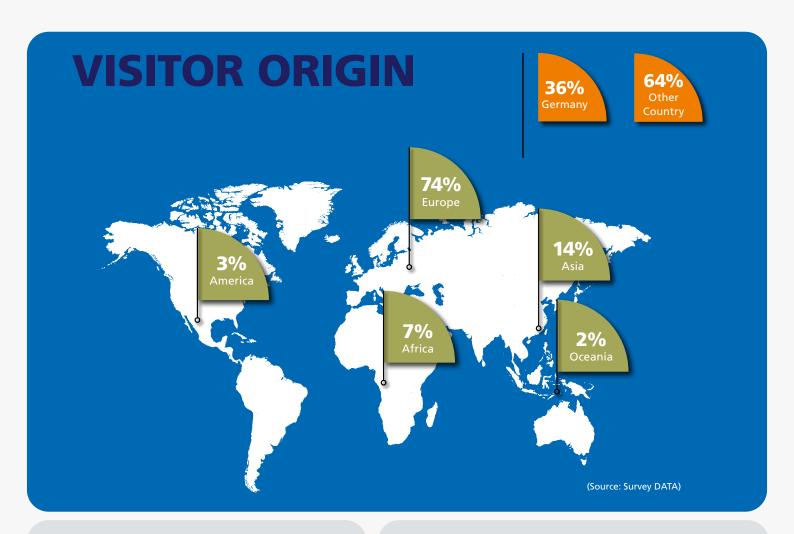
MEDIA EXPOSURE & IMPACT – ITB OVERALL

- 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



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TOP 5LINE OF BUSINESS

Travel Technology/TTA: 15%

Tour Operators: 14%

Education, training & science: 13%

Tourism organizations: 10%

Accomodation: 8%

(Source: Scanner DATA)

TOP 5COMPANY DEPARTMENT

Business-, corporate-,

Marketing, advertising, PR:

operation management:

Sales, distribution:

Information-,

communication technology:

Research and development, design:

24%

17%

14%

9%

7%

(Source: Survey DATA)

TOP 3
POSITONS
(Source: Scanner DATA)

Decision maker:

35%

Operational executive:

26%

Young talents:

15%

(All data 2025)