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# ITB TRAVEL & TOURISM REPORT 2025 / 2026

## Digitalization and Disruption: 20 Insights for the Future Role of Marketing in Tourism

New report from ITB Berlin analyzes the mood and strategies of an industry in transition

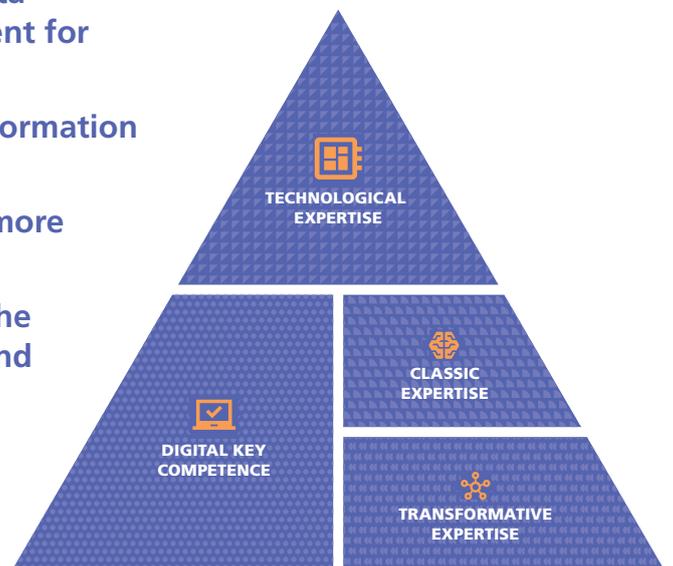
In 2025, the international tourism industry faces extensive challenges and changes. In this era of disruption, marked by technological and economic upheaval, reliable information and informed analysis are more crucial than ever. ITB Berlin aims to meet the industry's growing demand for information through a new publication.

The ITB Travel & Tourism Report 2025/2026, set to be published at the start of ITB Berlin 2025, will provide a comprehensive insight into the industry's current mood and strategies based on extensive data collection. A team of authors, consisting of scientists and marketing experts, will analyze the state of technological transformation, explore attitudes toward key issues, and outline future scenarios and courses of action.



This 32-page report examines **current trends in the travel sector** from various perspectives. Key topics include the challenges posed by AI and digitalization, competitive conditions and booking structures, data management and analysis, sustainability and resilience, as well as human resources and the shortage of skilled workers. The report assesses the ongoing transformation and its **impact on marketing, sales, and the customer market**. Based on a survey of international companies and organizations, the study provides important background on current developments, analyzes existing deficits and conflicts, and identifies practical strategies and recommendations. The report seeks to answer several pressing questions, including:

- How can the customer journey become more attractive and sustainable through new technologies and AI?
- What is the importance of data infrastructure and management for marketing and sales?
- How will technological transformation influence competition?
- How can marketing become more resilient and sustainable?
- What measures can address the shortage of skilled workers and the lack of IT expertise?
- How are organizations reacting to increased uncertainty and instability?



Additionally, the report considers the key competencies companies and organizations must develop to thrive in a competitive landscape shaped by AI. The tourism industry's transformation requires activating various areas of expertise: classic core competencies are essential for fundamental positioning and human resources management, while measures to enhance sustainability and resilience demand transformative competencies. Technological skills are necessary to navigate digital transformation, and the successful implementation of artificial intelligence requires essential digital capabilities.

**Gain valuable insights into the intersection of AI, digitization, sustainability, and resilience – access the full report and prepare for the future of tourism marketing!**

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