



ITB
BERLIN

CONVENTION

FACTS & FIGURES

ITB Berlin Convention is the world's leading travel industry think tank. During the 4-day event top-notch international speakers discuss latest trends, innovations and developments and debate about major challenges facing the global travel industry.



400 speakers



200 sessions



24,000 visitors



18,000 minutes of content

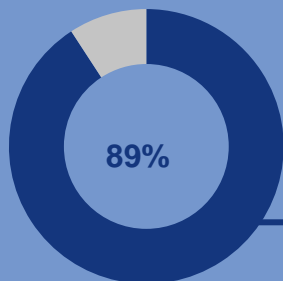


7 stages

For more information visit itb-convention.com

Evaluation

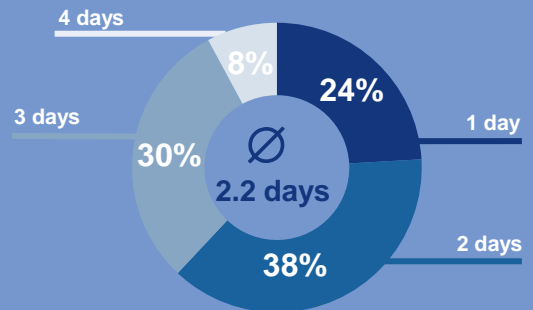
(Source: Survey data)



89% of the participants consider the **development of the ITB Berlin Convention** as **positive**

Duration of visit

(Source: Survey data)



76% of the trade visitors attended for several days. The average duration of visit is **2.2 days**.

Media exposure and media impact

4.800 journalists from **81** countries
(national: 3.455, international: 1.345)

520 bloggers from **34** countries
(national: 296, international: 184)

242 press articles throughout Germany

➔ Reach: **11.4 m**

1.218 international press articles

➔ Reach: **180 m**

1.469 press articles in total

➔ Reach: **191.4 m** (Source: Meltwater & Argus)

Survey data gathered by:



Messe Berlin



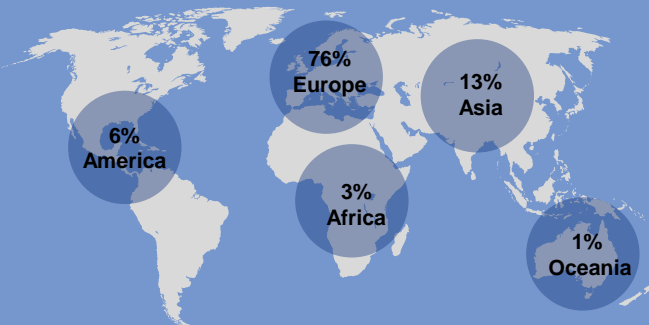
VISITOR FACTS

Origin

(Source: Scanner data)

Germany	46%
Other country	54%

The following percentages are based on foreign visitors.



Admission is included in the ITB Berlin tickets. Tickets are available online towards the end of the year: itb-convention.com/tickets

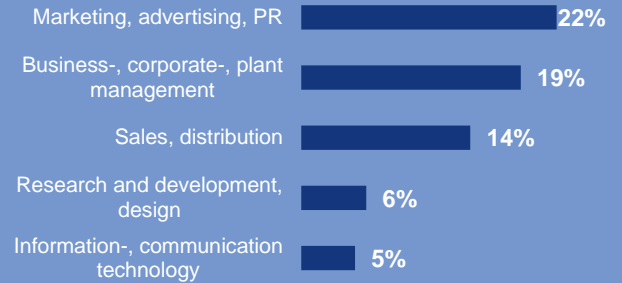
TOP 5 line of business

(Source: Scanner data)



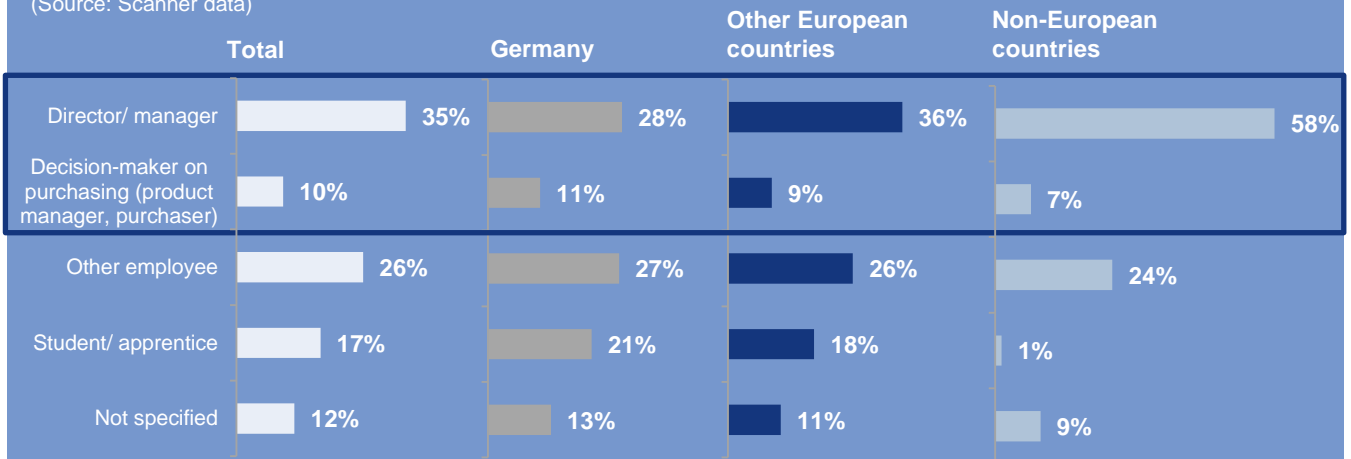
TOP 5 company department

(Source: Survey data)



Position

(Source: Scanner data)



45% of the visitors hold decision-making positions. Among visitors of other non-European countries, the share amounts to **65%**.