

ITB BERLIN 2024

DEFINE THE
WORLD OF TRAVEL.
TOGETHER.

5 – 7 MARCH 2024

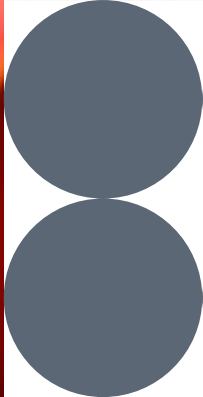
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Official Host Country ITB Berlin 2024



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



ABOUT

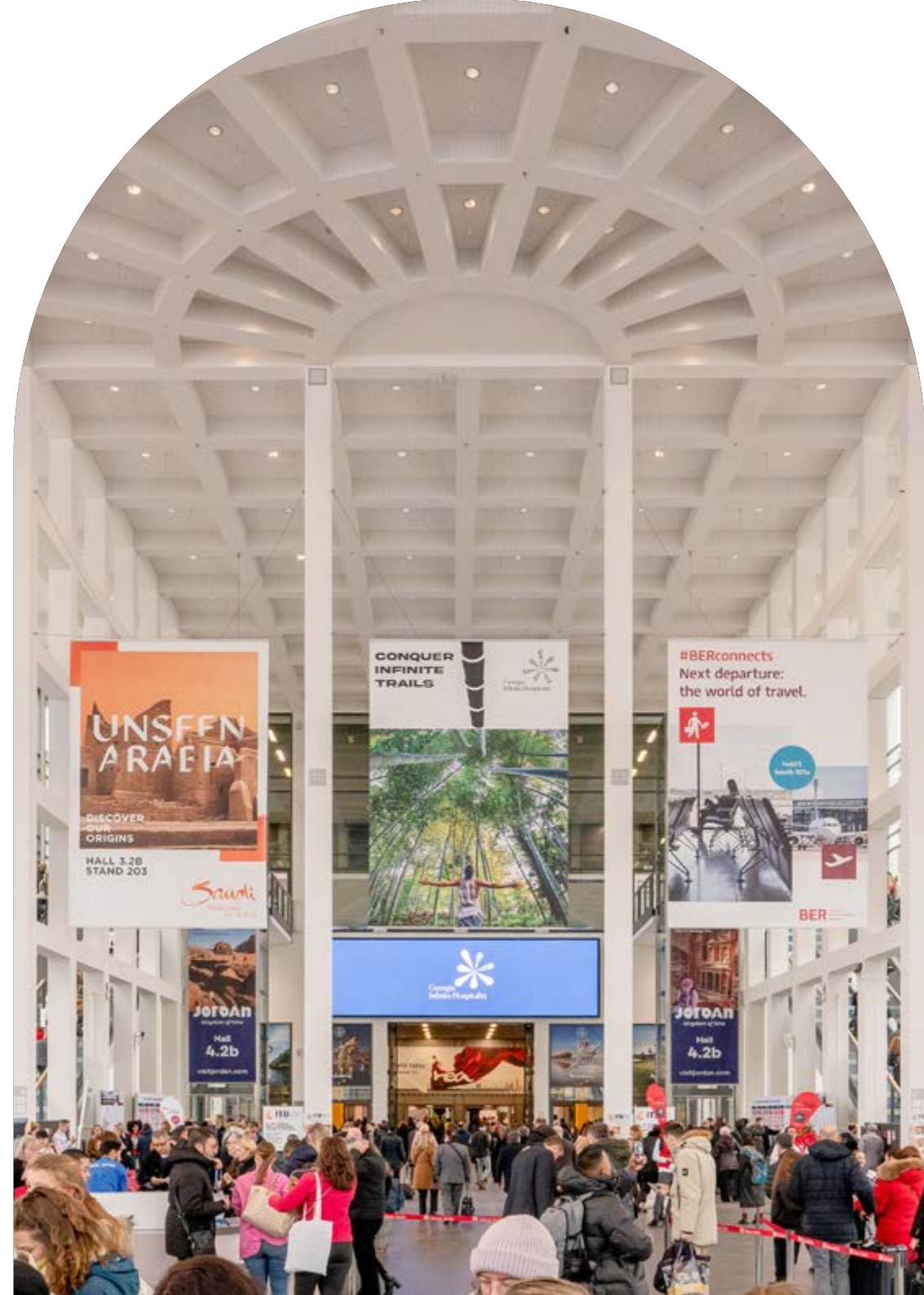
INTRODUCING ITB BERLIN.

The World's Leading Travel Trade Show® is bringing together the global tourism industry again from **5 – 7 March 2024** in Berlin. **Save the date!**

ITB Berlin is an innovative platform, at the forefront of the travel and tourism industry since 1966. The travel trade show and convention welcome key industry players from around the world, both in-person and online.

ITB Berlin Convention is organized as a supplementary on-site event. With 20 years of expertise, ITB Berlin Convention is renown as the travel industry's paramount think tank.

It boasts various theme tracks across 4 stages.





90,000+

Trade show attendees



1,300

Qualified top buyers



180+

Countries & regions



5,500+

Exhibitors



150,000+ m²

Exhibition space



3,600+

Media reps & bloggers



24,000

Convention attendees



400+

Speakers



200+

Sessions



18

Theme tracks



4

Stages

ITB BERLIN IN FIGURES (2023)

AUDIENCE

EXHIBITORS

Exhibitors at ITB Berlin are made up of the entire value chain of the international travel and tourism industry. Participants include national and regional tourism organizations, tourism boards, travel operators, travel agencies, carriers, hotels, travel insurance companies, car rental services, tourism industry suppliers, communication and information systems, publishers, as well as international tourism associations.

- ❖ **Grow** your business.
- ❖ Enhance your **lead database**.
- ❖ **Strengthen bonds** with existing customers & partners.
- ❖ Directly address your **target market**.
- ❖ Discover the latest **travel industry trends**.
- ❖ [Please see more information here.](#)
- ❖ [Increase your visibility with our sponsoring options.](#)

BUYERS

The ITB Buyers Circle is an exclusive membership for serious buyers with a background in leisure, business travel or MICE. It targets 1,300 handpicked international buyers from the travel industry. Take advantage of a range of benefits, including:

- ❖ 1 year **membership**.
- ❖ **Free ticket** to ITB Berlin.
- ❖ **Free access** to ITB Berlin Convention content.
- ❖ Access to all ITB Berlin **networking formats**.
- ❖ High level of **customer service**.
- ❖ Exclusive ITB Buyers Circle **newsletter**.
- ❖ Special **onsite benefits**.
- ❖ [Join the Circle here.](#)
Available from December 2023.




AUDIENCE


TRADE VISITORS


Trade visitors come from all sectors of the travel and tourism industry and include tour operators, travel agents, hotel managers, tourism organizations, consultants, young professionals, and many others.

 [Get more information here.](#)

 Visit the **#1 place** to be in the travel industry.

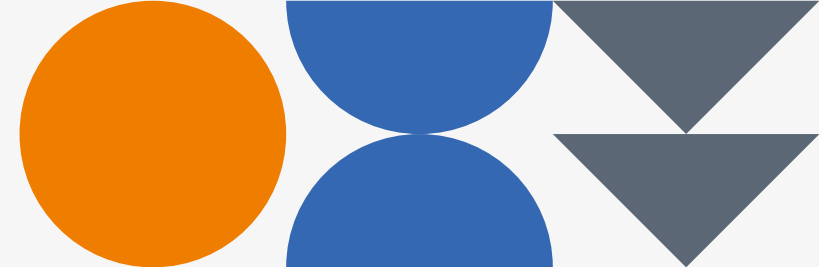
 Do **business**.

 Discover **trends**.

 **Network**, network, and network some more.





 **Collect insights** and know-how.


 [Get your ticket here.](#)
Available from November 2023



MEDIA

Due to high-profile international figures, ITB Berlin attracts considerable media attention, with more than 3,000 journalists and more than 300 travel bloggers present.

-  Dive into the **world of travel**.
-  Uncover the **newest industry trends** and developments.
-  Find **new story angles**.
-  Network and make **meaningful connections**.

 [Please click here](#) to get your press accreditation.
Available from December 2023.

GLOBAL BRAND

THE WORLD OF ITB

The **ITB brand** stands for innovation, inspiration, ideas, and industry knowledge since over 55 years. It represents in-person events that bring together the whole world of travel professionals. These key players unite to connect, meet, and share insights to transform the travel industry. Across [ITB Berlin](#), [ITB Asia](#), [ITB China](#), and [ITB India](#), it is the connection and collaboration that truly makes ITB a must attend event you want to be a part of.

ITB 360° - Valuable Insights from the Industry

Can't wait until March 2024? We've got you covered with useful insights, relevant news, and topical podcast episodes at [ITB 360°](#). With ITB 360°, our editorial team uncovers one themed topic per month that stimulates discussions across the industry.

"Our extensive network of partners and experts has enabled us to open a new chapter as the platform for the global tourism industry."

Deborah Rothe,
Exhibition Director ITB Berlin



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CONTACT US

Stay up to date

Register for our newsletter [here](#).

General questions

itb@messe-berlin.de

Questions regarding your participation?

Our team is [here](#) to help.

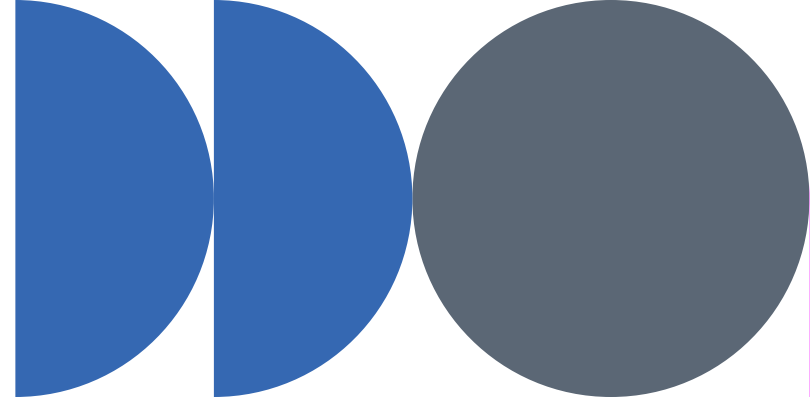
Interested in sponsorship opportunities?

itb-sponsoring@messe-berlin.de

See you at ITB Berlin from 5 – 7 March 2024!

itb.com

 Messe Berlin



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