



**ITB**  
ADVISORY

Solutions  
For Travel &  
Tourism

# YOUR PATH TO SUCCESS

WITH OUR CUSTOMIZED ADVISORY SOLUTIONS



ITB Advisory is the travel industry's leading consultant network, established by the Leading Travel Trade Show®, ITB Berlin, and closely linked to ITB Convention, The Leading Travel Industry Think Tank. ITB Advisory acts as a link between customers and experts and is endorsed by the most influential players in the tourism sector, namely UNWTO, WTTC, PATA, ETC and many more.



## Our Mission

ITB Advisory shares expert knowledge on trends, technologies, developments and hands-on experience within the travel industry in order to create concepts, tasks and procedures.

## Our Vision

ITB Advisory strives to deliver the most trustworthy and effective solution which fits best for our customer.

ITB Advisory's Diagnostic Methodology is the base of all our activities: we strip your product, destination or tourism asset down to its core DNA and we make it surface to the top to clearly understand its potential and match making opportunities.

- The strategic foundations – assessing the situation and setting a vision, goals and core strategies
- Turning visions and goals into actions
- Developing product strategies and delivering the customer service design
- Strategic planning and development implementation
- Positioning, branding und repositioning

- Guiding you to find your Unique Selling Proposition (USP) and Unique Emotional Proposition (UEP)
- Market segmentation / marketing mix / promotions strategy
- Supporting international, customized market entry, expansion service and access to new customer segments
- Workforce development (training and education)
- Consultancy for EU Funding opportunities in tourism sector

## Contact

ITB Advisory · Administration Office · +43 (0) 512 214 555 55 · [solutions@itb-advisory.com](mailto:solutions@itb-advisory.com)