Brief analysis of the exhibitor survey
ITB Berlin 2019

Origin of exhibitors
(Source: Database of exhibitors at ITB Berlin)

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>20%</td>
</tr>
<tr>
<td>From abroad</td>
<td>80%</td>
</tr>
<tr>
<td>Europe</td>
<td>29%</td>
</tr>
<tr>
<td>America</td>
<td>12%</td>
</tr>
<tr>
<td>Asia</td>
<td>24%</td>
</tr>
<tr>
<td>Africa</td>
<td>13%</td>
</tr>
<tr>
<td>Oceania</td>
<td>1%</td>
</tr>
</tbody>
</table>

The following percentage refers to foreign exhibitors.

Line of Business
(Multiple citations/ extract of denominations > 3%)

- Tour operators: 24%
- Tourist organisations: 20%
- Travel Technology/ Information and reservation system: 19%
- Hotel enterprises: 19%
- DMC/ Incoming: 12%
- Travel agencies: 8%
- Tourism associations and institutions: 8%
- Traffic carriers: 5%
- Business Travel: 5%
- Research institute/ Educational institution: 3%

Participation goals and goal achievement
(Multiple citations)

„New contacts to tourist industry“ as well as „Maintenance of existing business relations“ form the most important participation goals for the exhibitors at this year’s ITB Berlin. These goals were achieved by 81% and 88% to a very good to satisfactory extend.

<table>
<thead>
<tr>
<th>Participation goal</th>
<th>Goal important for % of the exhibitors</th>
<th>Goal was achieved by %</th>
</tr>
</thead>
<tbody>
<tr>
<td>New contacts to tourist industry</td>
<td>90%</td>
<td>81%</td>
</tr>
<tr>
<td>Maintenance of existing business relations</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td>Competitor/ market observation</td>
<td>56%</td>
<td>80%</td>
</tr>
<tr>
<td>Preparations of business transaction</td>
<td>54%</td>
<td>82%</td>
</tr>
<tr>
<td>Implementation of business transaction</td>
<td>52%</td>
<td>67%</td>
</tr>
<tr>
<td>Advertising/ Public relations</td>
<td>46%</td>
<td>71%</td>
</tr>
<tr>
<td>Publicity in the press, radio, TV</td>
<td>46%</td>
<td>65%</td>
</tr>
<tr>
<td>Participation in convention/ seminars</td>
<td>33%</td>
<td>55%</td>
</tr>
<tr>
<td>Acquisition of new employees/ students/ apprentices</td>
<td>32%</td>
<td>42%</td>
</tr>
<tr>
<td>Investor Relations</td>
<td>28%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Quality of trade visitors
87% of exhibitors rate the quality of trade visitors at ITB Berlin as (very) positive.

Overall impression and outlook
92% of the exhibitors had a positive overall impression of ITB Berlin.

89% of the exhibitors would recommend a participation at ITB Berlin.

91% of exhibitors plan to participate again in the next ITB Berlin.

Evaluation of offers
96% of the exhibitors rate the range of products and services offered by the exhibiting companies at ITB Berlin 2019 as (largely) complete.

Relevance
96% of the exhibitors consider their participation in ITB Berlin to be (very) important compared to participation in other tourism trade fairs.

After fair business
87% of the exhibiting companies expect a positive after fair business.
Brief analysis of the trade visitor survey
ITB Berlin 2019

Origin of trade visitors
(Source: Trade visitor registration data)

- Germany: 53%
- From abroad: 47%

The following percentage refers to foreign trade visitors.

Line of business
(Multiple citations / Extract of employed trade visitors > 2%)

- Tour operators: 27%
- Travel agencies: 16%
- Hotel enterprises: 9%
- Tourist organisations: 8%
- PR/consulting/advertising agencies: 8%
- Publishers/press: 8%
- Travel Technology/Information and reservation systems: 6%
- Traffic carriers: 5%
- DMC/Incoming: 5%
- Tourist associations/institutions: 5%
- Research institutes/Educational institution: 4%
- Business Travel: 3%

Decision makers
81% of professional trade visitors have an influence on purchasing/procurement decisions.

- Decisive: 34%
- Co-decisive: 31%
- Advisory function: 17%
- No influence: 19%

Interest in products and brands
(Multiple citations / Extract of denominations > 6 %)

- Sustainable tourism: 32%
- Leisure and recreational trips: 31%
- Cultural travel: 31%
- Adventure, experience and cycling holidays: 23%
- Hospitality industry: 22%
- Luxury travel: 19%
- Travel Technology/E-Travel: 17%
- Cruises: 15%
- Educational journeys/informative trips: 15%
- Training & Employment in tourism: 12%
- Sport holidays: 12%
- Health and Wellness holidays: 11%
- Business trips: 11%
- MICE: 10%
- Economy & Accommodation: 7%
- Incentive travel: 6%
- Children’s and Youth travel: 6%

Offer assessment
94% of trade visitors declare that they were satisfied with the range of offers at the trade show.

Benefit of visit
88% of trade visitors rate the benefit of their visit as (very) high.

Overall satisfaction and outlook
91% of trade visitors are (very) satisfied with their visit at ITB Berlin.

- 93% of trade visitors would recommend a visit to ITB Berlin.

91% of trade visitors plan to visit the next ITB Berlin.
Brief analysis of the public visitor survey
ITB Berlin 2019

Origin of public visitors

Germany: 96%
The following percentage refers to German public visitors.

From abroad: 4%
Among foreign public visitors 27% are from Poland.

Age structure

- 6% over 70 years
- 14% 61 to 70 years
- 24% 51 to 60 years
- 13% 41 to 50 years
- 14% up to 20 years
- 20% 21 to 30 years
- 15% 31 to 40 years

Ø – age: 45 years

Interest in travel types

(Multiple citations / Extract of denominations > 3%)

- Leisure and recreational trips: 57%
- Cultural travel: 34%
- Adventure, experience and cycling holidays: 34%
- Cruises: 21%
- Sustainable tourism: 19%
- Educational journeys/ Informative trips: 15%
- Sport holidays: 11%
- Health and Wellness holidays: 11%
- Luxury travel: 9%
- Children's and Youth travel: 4%

Offer assessment

96% of public visitors at ITB Berlin rate the range of offers as (very) satisfying.

Overall satisfaction and outlook

95% of public visitors are (very) satisfied with their visit to ITB Berlin.

92% of public visitors would recommend a visit to ITB Berlin.

91% of public visitors plan to visit the next ITB Berlin.

Travel expenses

Amount public visitors of ITB Berlin spend on average per year for their travelling:

- 3.097 €

Amount public visitors spend for their trip on average of those who booked a journey at ITB Berlin:

- 1.713 €