



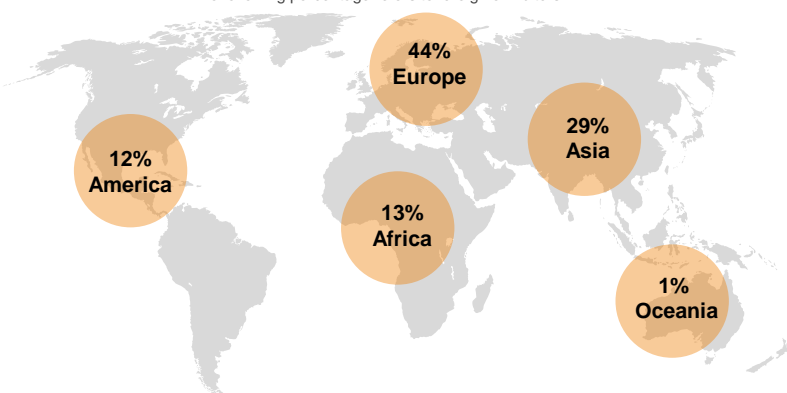
# Brief analysis of the exhibitor survey ITB Berlin 2019

## Origin of exhibitors

(Source: Database of exhibitors at ITB Berlin)

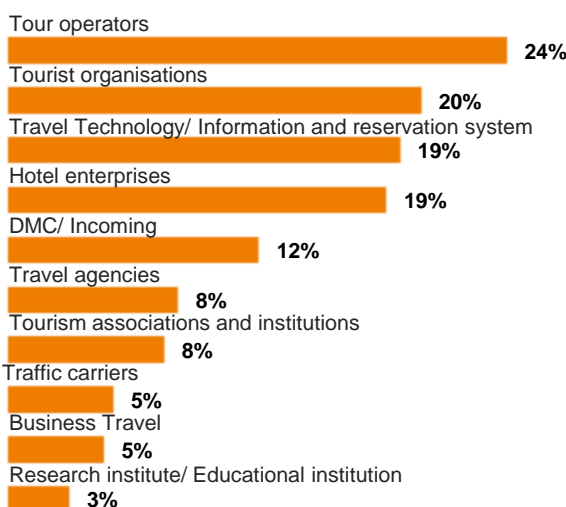
**Germany** 20%  
**From abroad** 80%

The following percentage refers to foreign exhibitors.



## Line of Business

(Multiple citations/ extract of denominations > 3%)



## 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**.

## 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.

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

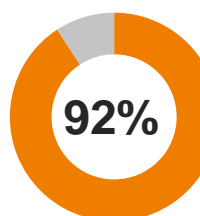
## Quality of trade visitors

**87%**

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

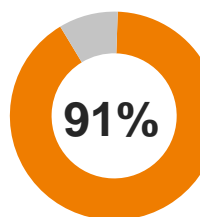
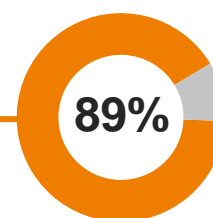


## Overall impression and outlook



of the exhibitors had a **positive overall impression** of ITB Berlin.

of the exhibitors would **recommend a** participation at ITB Berlin.



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



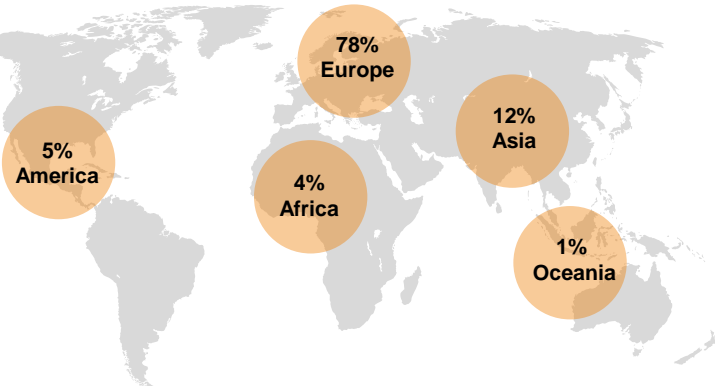
# Brief analysis of the trade visitor survey ITB Berlin 2019

## Origin of trade visitors

(Source: Trade visitor registration data)

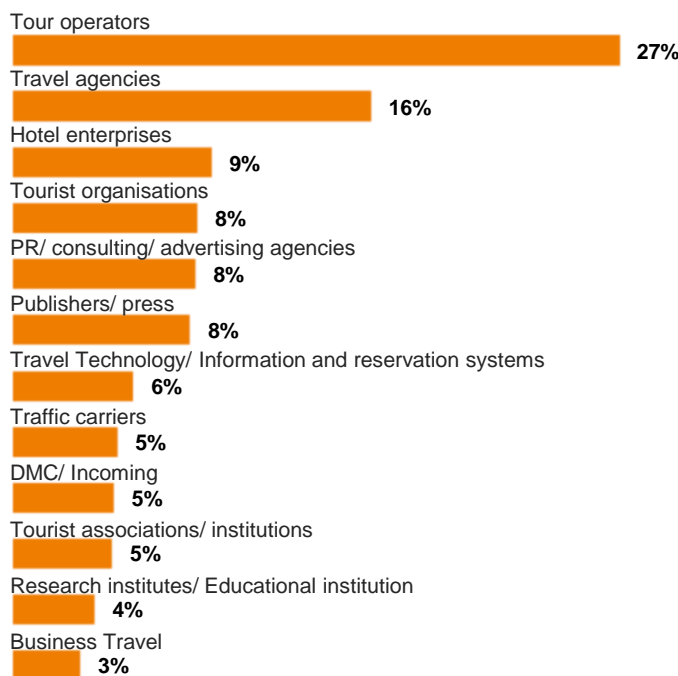
**Germany** 53%  
**From abroad** 47%

The following percentage refers to foreign trade visitors.



## Line of business

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



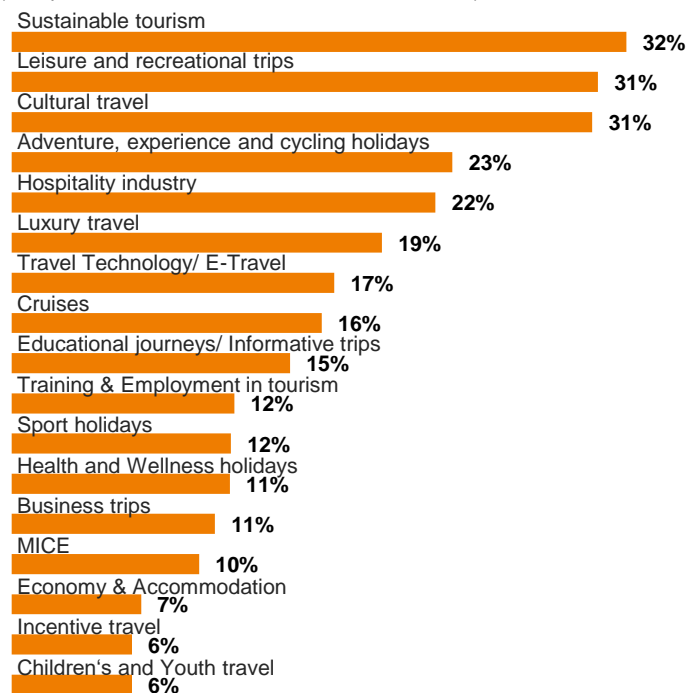
## Decision makers

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



## Interest in products and brands

(Multiple citations/ Extract of denominations > 6%)



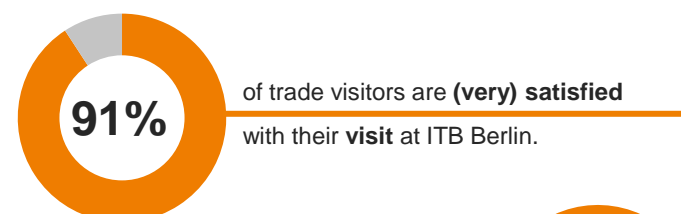
## Offer assessment

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

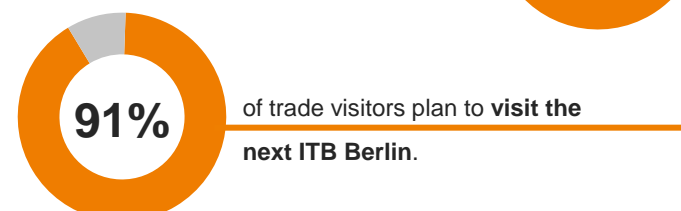
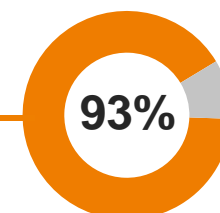
## Benefit of visit

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

## Overall satisfaction and outlook



of trade visitors would **recommend** a visit to ITB Berlin.





# Brief analysis of the public visitor survey ITB Berlin 2019

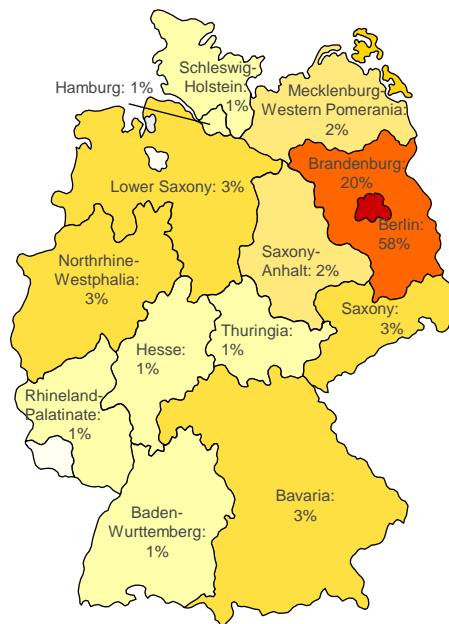
## Origin of public visitors

**Germany: 96%**

The following percentage refers to German public visitors.

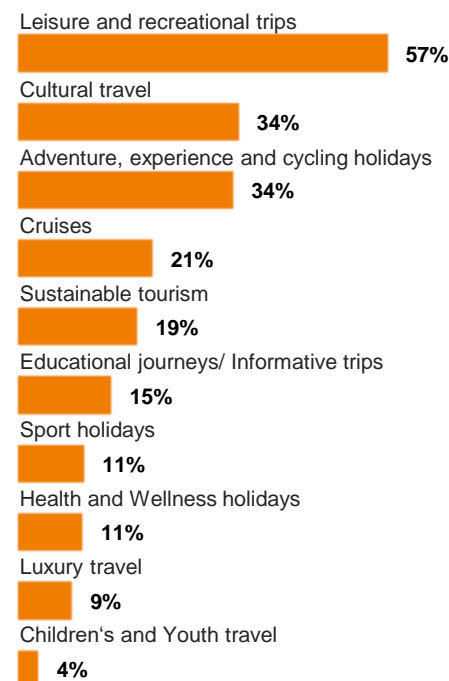
**From abroad: 4%**

Among foreign public visitors **27% are from Poland.**

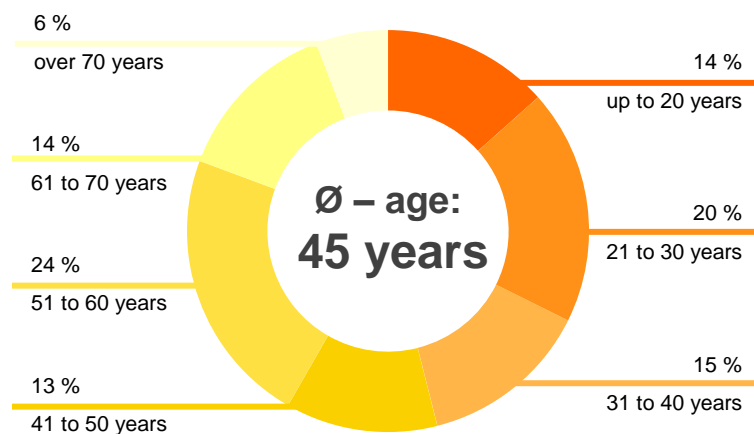


## Interest in travel types

(Multiple citations / Extract of denominations > 3%)



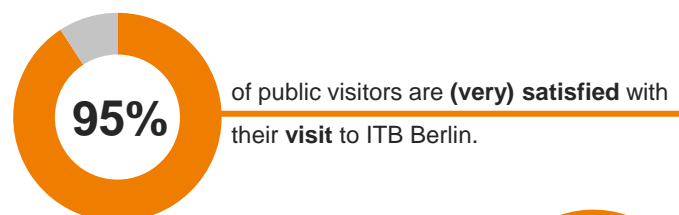
## Age structure



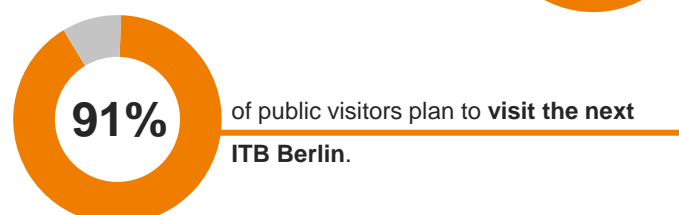
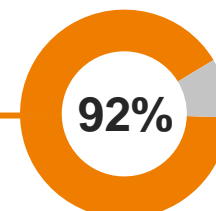
## Offer assessment

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

## Overall satisfaction and outlook



of public visitors would **recommend** a visit to 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 €**