ONE WORLD.
ONE INDUSTRY.
ONE TRADE SHOW.

ITB BERLIN
THE WORLD'S LEADING TRAVEL TRADE SHOW®
• 5 CONTINENTS
> 180 COUNTRIES
> 600 QUALIFIED TOP BUYERS
> 10,000 EXHIBITORS
> 20,000 CONVENTION VISITORS
> 50,000 PRIVATE VISITORS
> 110,000 TRADE VISITORS
• 160,000 SQUARE METERS
• 6 BN. EURO TURNOVER*

Indispensable networking opportunity, worldwide marketplace, trend barometer, platform for knowledge, think tank, career booster – ITB Berlin is all of these things and more. Find out where the tourism industry is headed and meet top decision makers, experts, buyers and young professionals from every area within the tourism value-added chain.

AT ITB BERLIN YOU HAVE AN OVERVIEW OF THE ENTIRE MARKET:

- Book World
- Business Travel Days
- Cruises
- Destinations
- eTravel World
- Forum Wellness
- Gay & Lesbian Travel
- Hotels
- Culture Tourism
- Mobile Travel Services
- Training and Employment in Tourism / CareerCenter
- Travel Technology
- Transport
- Youth Travel
- Adventure Travel
- Responsible Tourism

*Figures are based on 2013, the latest figures can be found online at itb-berlin.com
CONSOLIDATED VIEW: EVERYTHING UNDER ONE ROOF.

<table>
<thead>
<tr>
<th>ITB BERLIN</th>
<th>ITB ASIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>As the leading trade show of the worldwide travel industry, ITB Berlin is the leading business platform for global tourism.</td>
<td>The trade show for the Asian travel market.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ITB BERLIN TRADE SHOW &amp; EXHIBITION</th>
<th>ITB BERLIN CONVENTION</th>
<th>ITB BUYERS CIRCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The entire diversity of the world of travel is presented to trade visitors and private visitors at the world’s leading travel trade show.</td>
<td>As the Leading Travel Industry Think Tank, ITB Berlin Convention features lectures and discussions which address the most important hot topics.</td>
<td>The exclusive meeting place for a select circle of buyers with many first-class service offers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ITB SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITB LIBRARY</td>
</tr>
<tr>
<td>By means of studies, book publications and presentations the ITB Library imparts far-ranging knowledge about the tourism industry throughout the whole year.</td>
</tr>
</tbody>
</table>
The ITB Berlin Convention is the world’s largest travel industry convention – it has established itself as the industry’s central knowledge platform. Top-class lectures about global tourism trends enable the convention to show you the way to a successful future and guarantee you valuable cutting-edge knowledge.

* Based on 2013, the latest figures are available at itb-convention.com
THE MORE GROUNDED THE KNOWLEDGE, THE MORE BRILLIANT THE IDEA.

Knowledge, training and education are what the ITB Academy stands for. Our many years of experience and extensive industry knowledge take you further: Exhibitors and trade visitors receive customized ideas and practical tips in trade show and sales trainings. Our lectures, webinars and workshops provide additional valuable insight and expertise into special topics.

- Trade show trainings for exhibitors, buyers and trade visitors
- National and international sales trainings for exhibitors
- Webinars about industry segments, incl. Travel Technology, Business Travel
- Workshops about industry segments, incl. CSR, Gay & Lesbian Travel
MANAGEMENT CONSULTING: FROM THE INDUSTRY, FOR THE INDUSTRY.

ITB Advisory offers professional and effective consulting through a certified network of consultants. We consider ourselves a key interface for problem-solving: We connect tourism associations, destinations, government representatives and tourism professionals with the best qualified experts. Together, they analyze problems, implement strategies and develop solutions.

The current focus of consulting services is on the further development, marketing and management of destinations. ITB Advisory is supported by the most influential stakeholders of the tourism industry, such as UNWTO, WTTC, PATA and ETC, as well as by selected strategic organizations.
BIG BUSINESS IS BEST IN A SMALL CIRCLE.

The name says it all: the ITB Buyers Circle is the exclusive meeting place for the top travel industry buyers. Handpicked participants can take advantage of the calm, productive atmosphere while they concentrate on what’s truly essential: Closing deals. Present yourself to this exclusive group as a sponsor of the Buyers Circle and increase your chances of doing business with the world’s best buyers. We’ll take care of the rest, with free service offers which leave no wish unfulfilled.

Information and planning tools to perfectly prepare for a trade show visit
Shuttle service, Fast Lane and free entrance to the trade show and ITB Berlin Convention
Buyers Circle Lounge with refreshments, meeting rooms and relaxation area
A complete package of service offers with one goal: Closing those deals

itbbuyerscircle.com
WHAT ARE THE CONSEQUENCES OF OUR DECISIONS?

As the leading trade show of the global tourism industry, ITB Berlin is also the tourism industry’s driving force for Corporate Social Responsibility. Sustainability is an essential future task and a requirement for long-term success – not only in the commercial sense. We provide well-grounded CSR knowledge not only on CSR Day at the ITB Berlin Convention but also in the framework of many lectures, workshops and discussions throughout the trade show, and throughout the entire year at the ITB Academy.

ITB Berlin is actively committed to tourism’s responsibility to the whole of society and advocates protection of the climate and environment, wildlife conservation as well as human dignity and security. We use our key position on the market to foster research and development and to help companies create sustainable products and services. We advocate the implementation of the UNWTO-approved "Global Code of Ethics" and support numerous socially responsible initiatives and projects all over the world.

Our own actions should also be exemplary. That is why, in cooperation with atmosfair, we offer you the possibility to offset your carbon footprint when you purchase tickets online – of course ITB employees also use this service for their business travel. In order to avoid the unnecessary consumption of paper, we have put all the forms online, where they can be downloaded. All documents which are required to be printed are done so on environmentally-friendly paper – like this brochure.
THE PARTNER COUNTRY PROGRAM: THE SUPERLATIVE FOR YOUR ITB PRESENCE.

India, the Dominican Republic, Turkey, Poland, Egypt and Indonesia. In recent years, these countries were all Official Partner Countries of ITB Berlin, and they used this international stage to present themselves – an investment which pays off in many respects.

In the years directly following their ITB Berlin participation, every partner country was able to significantly and continually increase the number of visitors to their countries. Assuming only 1,000 new visitors and an average amount of 2,150 euros per person for long-distance travel*, you would achieve a significant positive return on an investment of 2 m. Your country can also ensure that your presence at ITB Berlin will be successful – become the Official Partner Country!

For an investment of ca. 2 m euros, the ITB Official Partner Country benefits from an exclusive presence, a higher level of media penetration and increasing demand.

Exclusive presence with 110,000 trade visitors, 50,000 private visitors, 8,000 representatives from the press and media and 10,000 exhibitors from 180 countries.

A high level of media penetration with 570 m contacts via internet, TV, radio and print media, with a corresponding media value of 8.4 m euros.

* IPK International Travel Monitor 2011

itb-berlin.com/AboutITBBerlin/SponsorsandPartners
YOUR DIRECT PATH INTO THE ASIAN TRAVEL MARKET.

You’re especially interested in the Asian travel market? Then ITB Asia is the marketplace you can’t afford to miss – with around 1,000 exhibitors from over 70 countries and a total of 8,500 participants from over 90 countries. Over 750 buyers from the Asia-Pacific region, international tourism industry suppliers and a top-class congress await you at the three-day trade show in October in Singapore.

ITB Asia is based on three columns of equal importance: MICE, Business Travel and Leisure. Like the ITB in Berlin, ITB Asia covers the entire spectrum of products and services – from destinations and hotels to software, carriers and services: The entire tourism-based value-added chain is represented here.
WE’RE LOOKING FORWARD TO SOMETHING SPECIAL: YOUR VISIT.

365 days of ITB: The Virtual Market Place® is the information and communication platform of ITB Berlin. Exhibitors and visitors can present themselves and start networking there and all of them can be searched with the service tools.

virtualmarket.itb-berlin.com

Look forward to the 🏛️. This lively and open metropolis in the ❤️ of Europe is one of the most popular travel destinations worldwide. No matter what your plans are, here you will find excellent 🍺, attractive 🏙️, fascinating 📚, entertaining 🎭 and very low-priced 🛍️. The exhibition grounds are located in the 🏙️, they offer perfect connections to 🛬 and are easily reached via 🚌 or 🚇.

itb-berlin.com/VisitorCentre/
Contact
ITB Berlin Team
Tel. +49 (0)30/3038-0
Fax +49 (0)30/3038-2330
itb@messe-berlin.de
itb-berlin.com

Messe Berlin GmbH
Messedamm 22
14055 Berlin
Germany