A Message to our Friends

Personal lines to our valued community around the world

FROM YOUR ITB BERLIN TEAM
Dear ITB Berlin friends,

Sometimes you learn to appreciate something only when it is suddenly no longer there. Just like the magic of personal encounters with people from all over the world. The eye contact, the smile and the direct exchange.

Especially now, personal encounters are more important than ever. After all, the economy is made by people and tourism in particular is and will remain a “people‘s business“.

That is also why we are fans of trade shows. Nowhere else can you build up relationships and exchange experiences so effectively and efficiently. Nowhere else do you explore innovations so directly and nowhere else is the broad spectrum of an entire industry so concentrated. And after all, nowhere else do you meet and get to know so many like-minded experts and business friends in one place.

We are exhibition organizers with passion. Our hearts beat for the personal encounter and live experiences to broaden your knowledge and network on a global scale. In real life.
Yes, the world has changed in the last months. Two key things have not, though!

Firstly, our ideas for ITB Berlin start with YOU, our valued customers. Because only with your support can we serve as THE industry meeting place for the global travel industry.

Secondly, we've always cared for good and conscious travel! In light of the current crisis, maintaining the human-centric values is essential for our work, too.

What is also important to us: Your trust! You can rest assured that we live up to our responsibility to host a safe, indispensable and responsible event.

ITB Berlin will support you in strengthening your business. Available for everyone in the travel industry, no matter where you are. You have the choice on how you want to be part.

ITB Hybrid is coming up in early 2021 with access from across the globe.

An even stronger future is right at your fingertips. More than ever: itb.com.

Sincerely, your ITB Berlin Team
"As we have seen once again this year, the industry stands and falls with the ITB Berlin, the leading and world's largest fair in tourism."
(Anna Evertz, trust you)

"ITB Berlin truly is the epicenter for travel technology - there is not another show of this size that is beneficial for a travel technology company. With ITB Berlin, we want to get back to business and sign on new customers - to show the industry that we are still here and stronger than before"
(Caroline Terry, DerbySoft)

"Most efficient travel show in the World, we should not let it disappear so easily even the virtual exhibitions and conventions are in take off phases"
(Fahrettin Çiçek, peninsula)

"The ITB simply brings fun and is part of the start of the year. A purely virtual event cannot replace the air of the fair and personal networking face to face."
(Helge Moser, bd4 travel GmbH)

"[ITB Berlin is...] the biggest market place to meet the industry from around the globe."
(Zorica Jovanov, National Tourism Office Serbia)
“To meet in person is easier and likely more successful to discuss matters. Almost everybody worldwide is present. We’d never be able to meet so many TOs at one place.”
(Petra Schickling, abbey Ireland & UK)

"At ITB Berlin, we get personal exchange at management level and worldwide contacts in one place."
(Annett Heining, ERGO)

"At ITB Berlin we can finally meet our customers in real again and we can benefit from the possibility to present us as to all show guests. It is a unique opportunity for new customer acquisition."
(Regine Kiepert, SCHROPP Land & Karte GmbH)

"Because ITB is always successful for us, the whole world is there and we can make many new contacts."
(Bruno Santangelo, ISITALIA)

YOUR ASSESSMENT IS OUR DRIVE.
Let's tread the road to recovery together!

thank you