

## PRESS RELEASE

October 24, 2018

# ITB Buyers Circle: The exclusive meeting place for senior buyers

**Access to a premium circle at the World's Largest Travel Trade Show for the best buyers in the tourism industry – Numerous advantages for members – The application deadline is 15 February 2019**

*Berlin, 24 October 2018* - For the first time the countdown to the ITB Buyers Circle has begun shortly after ITB Asia closed with record-breaking numbers last Friday. Buyers can ensure that their visit will be a great success. Senior buyers from around the world are being invited to apply for one of the coveted 1,000 places available each year in this exclusive circle. National and international decision-makers from the business travel, MICE and leisure travel sectors, as well as startups, can take advantage of the free services offered by the ITB Buyers Circle. At the last ITB Berlin in March 2018 five out of ten members had at least five million euros at their disposal, six out of ten were from companies with more than 100 employees, seven out of ten had previously visited ITB Berlin at least four times, and eight out of ten operated in Europe.

The senior buyers of the ITB Buyers Circle benefit from numerous services which save time and significantly improve efficiency as well as ensuring a pleasant stay at the show. The ITB Buyers Circle Lounge at the Marshall Haus offers a tranquil atmosphere where fully equipped workplaces, wi-fi, refreshments and a quiet area are available to the select members. Buyers can make use of the Open Networking Area in the gallery and one of six separate meeting rooms, which can be booked in advance, for in-depth meetings with exhibitors away from the bustle of the fair. Other advantages of the ITB Buyers Circle include free admission, including to the ITB Berlin Convention, early access via a fast lane to the exhibition grounds from 8.30 a.m., and various shuttle services.

The exclusive 90-minute ITB Speed Networking event will be taking place on the morning of Thursday, 7 March 2019 for the fifth time. A pre-matchmaking system ensures buyers can target those exhibitors whose products interest them. Furthermore, members of the ITB Buyers Circle will be the first to receive invitations to all the important themed networking events.

The fact that applications for the ITB Buyers Circle are already being invited shortly after ITB Asia 2018 reflects the new global orientation of ITB. As an international umbrella brand, ITB combines three individual show profiles from Germany (ITB Berlin), Singapore (ITB Asia) and China (ITB China), and is active all year round on the tourism industry's strongest growth markets.

Applications can be submitted to [www.itbbuyerscircle.com](http://www.itbbuyerscircle.com). The deadline is **15 February 2019**. As in every year candidates' applications will be individually checked. Details and application forms are available online at [www.itbbuyerscircle.com](http://www.itbbuyerscircle.com).

### About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2019 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 6 to Saturday, 9 March 2019. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit [www.itb-berlin.com](http://www.itb-berlin.com), [www.itb-convention.com](http://www.itb-convention.com) and the



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### Additional information:

[www.itb-berlin.com](http://www.itb-berlin.com)  
[www.itb-convention.com](http://www.itb-convention.com)

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