

February 28, 2017

Plan, explore and network: The ITB App offers many new features

New interactive features to plan the ITB visit efficiently and gain new business contacts – The [ITB App](#) is free of charge and available now for download on [App Store](#) and [Google Play](#).

ITB Berlin on your smartphone or tablet: the ITB App provides users with all information about ITB and assists as a guide on the exhibition grounds. With this app, exhibitors and visitors can organise their entire visit to the World's Largest Travel Trade Show and get all the information and services they need at any time on their mobile device.

The new 3D floor plan displays all exhibition and convention halls. In addition the new navigation feature makes it easier to find one's way from one to another hall. The new private chat room is available to organize the visit much easier than before. Exhibitors and trade visitors who register via email or login to the Virtual Market Place® can be found by other users. Business partners who have logged in can contact each other by using the new private chat room in order to schedule meetings, for example.

The whole event and convention program is available on ITB App. Users may save their personal event highlights in their calendars in advance. Those who are undecided can get inspired by the 'What's on now?' section showing the events taking place within the next 15 minutes. Those who are not able to attend in person can follow lectures and discussions on ITB Live Stream. Selected sessions invite attendees to take part in voting and ask questions via ITB App, yet another new feature.

The ITB services from A-Z are very useful as a guide on how to find the nearest exit, where to get a coffee break, or where to relax before going to one's next meeting. The ITB App is just as useful outside as on the grounds too. The 'Green Berlin Guide' offers exhibitors and trade visitors a selection of cafés, shops, events and hotspots to explore the 'green' side of Berlin.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2017 will take place from Wednesday to Sunday, 8 to 12 March. From Wednesday to Friday ITB Berlin is open to trade visitors only. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 8 to Saturday, 11 March 2017. Admission to the ITB Berlin Convention is free for trade visitors.

More details are available at www.itb-convention.com. Slovenia is the Convention & Culture Partner of ITB Berlin 2017. ITB Berlin is the World's Leading Travel Trade Show. In 2016 a total of 10,000 companies and organisations from 187 countries exhibited their products and services to around 180,000 visitors, who included 120,000 trade visitors.

As of now you can obtain your **accreditation** for ITB Berlin at www.itb-berlin.com/Press/Accreditation.

Join the **ITB Press Network** at www.linkedin.com.

Become a **fan of ITB Berlin** at www.facebook.de/ITBBerlin.

Follow ITB Berlin on www.twitter.com/ITB_Berlin.

Get the latest updates from the Social Media Newsroom at newsroom.itb-berlin.de/en.

You can find **press releases on the internet** at www.itb-berlin.com under the section



Press contacts: Messe Berlin

Emanuel Höger
Press Spokesman and Press and
Public Relations Director
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
phone: +49 30 3038-2270
fax: +49 30 3038-2279
hoeger@messe-berlin.de
www.messe-berlin.com
https://twitter.com/pr_messeberlin

ITB Berlin / ITB Asia / ITB China:

Julia Wegener
PR Manager
Messedamm 22
14055 Berlin
phone.: + 49 30 3038-2269
fax: + 49 30 3038-912269
j.wegener@messe-berlin.de
www.messe-berlin.com

Additional information:

www.itb-berlin.com
www.itb-convention.com

Management board:

Dr. Christian Göke (CEO), Dirk
Hoffmann (CFO)
Chairman of the Supervisory
Board: Peter Zühlsdorff

heading Press / Press Releases. Make use of our information service and subscribe to our **RSS feeds**.

Commercial Register: Amtsgericht
Charlottenburg (District Court)
HRB 5484 B (Commercial Code)