

# ONE WORLD. ONE INDUSTRY. ONE PROMISE.



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

Our enthusiasm for this exceptional and beautiful tourism industry is unbroken. We strongly believe in the power of all players that make travelling one of the best things in the world. Also, and this is more certain than ever, there is nothing that can compete with the magic and authenticity of physical meetings. ITB is on the way to support you in these times with valuable information, know-how and a strong network. **Let's tread the road to recovery together and...**

## ... LOOK AHEAD



Our common goal is to rebuild a "futurefit" tourism industry. ITB Virtual Convention is your unrivalled compass in dynamic, challenging times. Stay ahead of the game.

**[itb.com/VirtualConvention](https://itb.com/VirtualConvention)**

## ... BUILD GLOBAL BRIDGES



When else if not now, do we serve the industry as a global brand and as exciting concepts of ITB Asia and ITB China are on the way. Discover more!

**[itb-asia.com](https://itb-asia.com) | [itb-china.com](https://itb-china.com) | [itb-india.com](https://itb-india.com)**

## ... FOCUS ON RELATIONSHIPS



Now is the time to focus on building and maintaining relationships with your costumers, clients, partners and investors. Join and benefit from THE new, global and powerful travel network.

**[itb.com/travelnetwork](https://itb.com/travelnetwork)**

## ... STAY TUNED & KEEP LEARNING



Understanding the market is where you start to be successful, right? Consider our daily news section as the „intra-year extension“ of ITB insider know-how. Check it out!

**[itb.com](https://itb.com) | [ITB News](#)**

## ... ACT RESPONSIBLY



We put the safety and security of everyone first when carefully planning the concept of our ITB brand events. More than ever it is important to advocate an ecologically, socially and economically sustainable strategy:

**[itb-berlin.com/csr](https://itb-berlin.com/csr)**

## ...TAKE THE NEXT STEP



The travel industry will reinvent itself and rise again. ITB Berlin and its ITB Advisory team is ready to share hands-on experience to create sustainable concepts and enter new markets. Let's turn visions into actions:

**[itb-berlin.com/advisory](https://itb-berlin.com/advisory)**

# #tourismroadtorecovery

## ... AFTER ALL: LET'S STAY IN TOUCH!

We're happy to turn your visions into actions: **[itb@messe-berlin.de](mailto:itb@messe-berlin.de)**

