

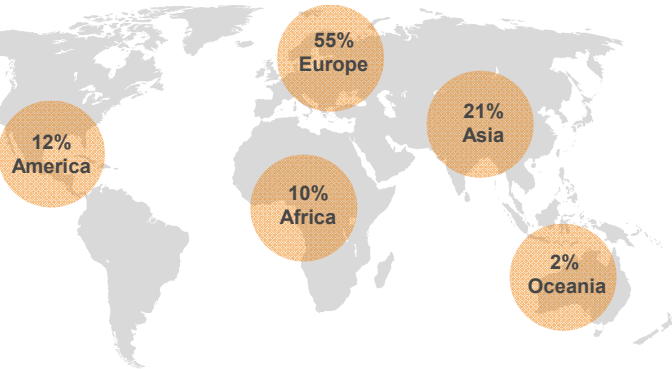
Brief analysis of the exhibitor survey ITB Berlin 2018

Origin of exhibitors

(Source: Database of exhibitors at ITB Berlin)

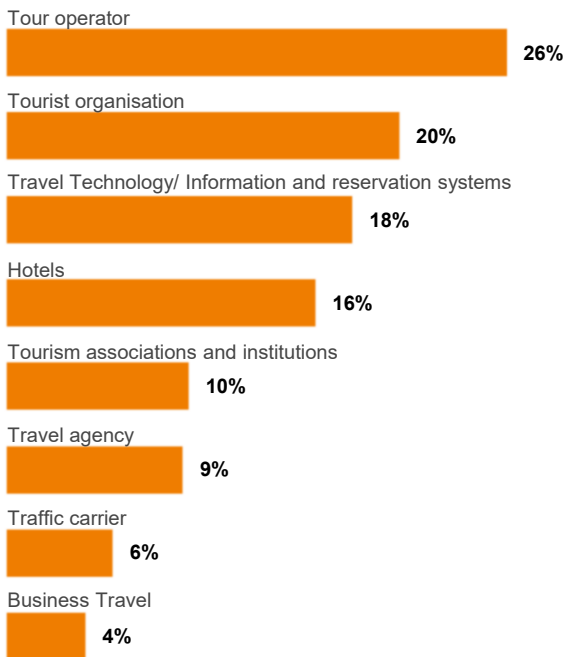
Germany 19%
From abroad 81%

The following percentage refers to foreign exhibitors.



Line of business

(Multiple citations / extract of denominations > 3%)



Quality of the trade visitors

86%



The quality of the trade visitors at ITB Berlin is rated as (very) positive by 86% of the exhibitors.

Participation goals and goal achievement

(Multiple citations)

„New contacts to tourist industry“ as well as „Maintenance of existing business relations“ form the most important participation goals for the exhibitors at this year's ITB Berlin. These goals were achieved by 82% and 90% to a very good to satisfactory extent.

Participation goal	Goal important for % of the exhibitors	Goal was achieved by %
New contacts to tourist industry	88	82
Maintenance of existing business relations	85	90
Competitor / market observation	58	80
Preparation of business transactions	54	80
Implementation of business transaction	49	69
Advertisement / Public relations	47	77
Publicity in the press, radio, TV	39	68
Participation in convention / seminars	31	63
Aquisition of new employees / students / apprentices	30	50
Investor relations	26	52

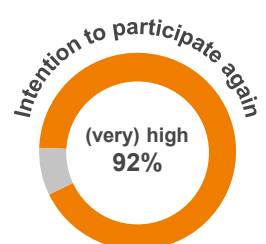
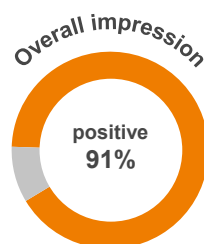
Business success of the fair participation

83% of the exhibiting companies rate the business success of their participation at ITB Berlin as positive.

Follow up business after the fair

88% of the exhibitors expect a positive after fair business.

Overall impression and outlook





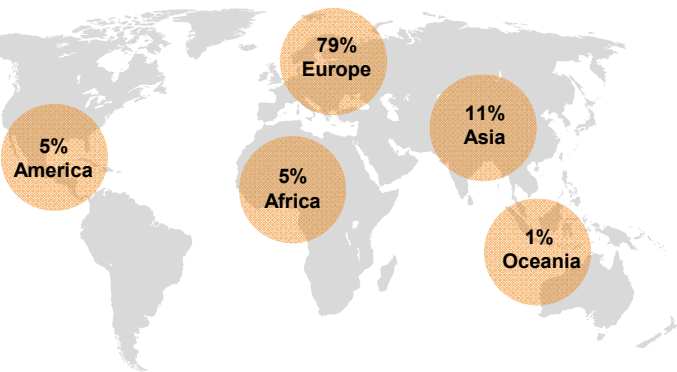
ITB
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Brief analysis of the trade visitor survey ITB Berlin 2018

Origin of the trade visitors

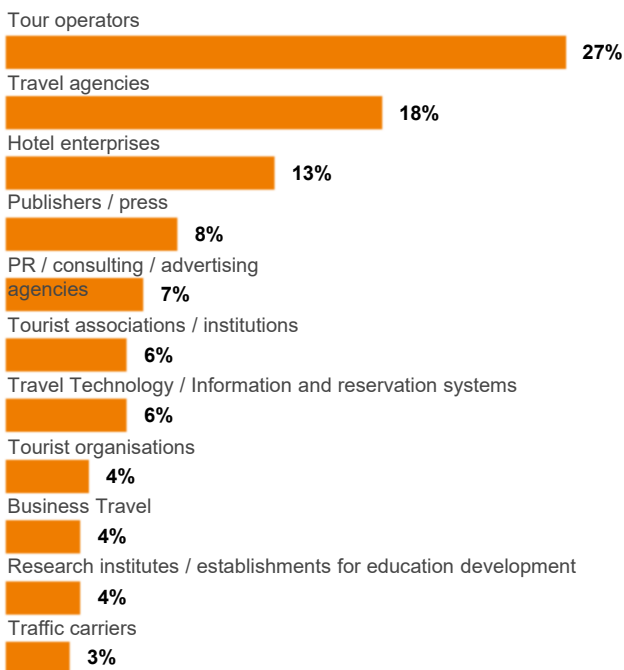
Germany 55%
From abroad 45%

The following percentage refers to foreign trade visitors.



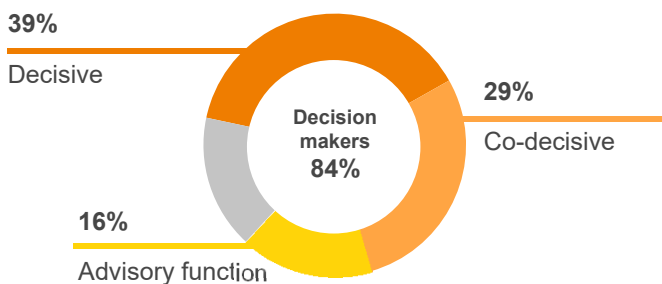
Line of business

(Multiple citations / Extract of employed trade visitors > 2%)



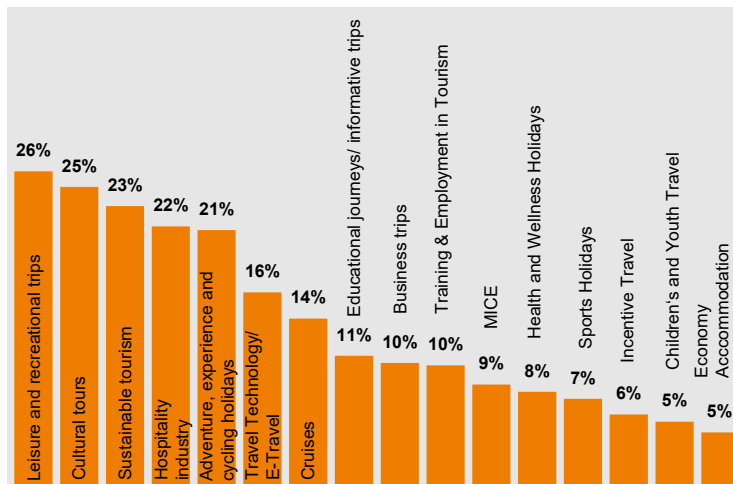
Decision makers

The share of professional trade visitors, who have an influence on purchasing / procurement decisions, is 84%.



Interest in products and brands

(Multiple citations/ extract of denominations > 4%)



Offer assessment

Practically all trade visitors at ITB Berlin declared that they were satisfied with the range of offers at the trade show.



Business success

94% of the employed trade visitors achieved a very good to satisfactory business result at ITB Berlin.

Overall impression and outlook





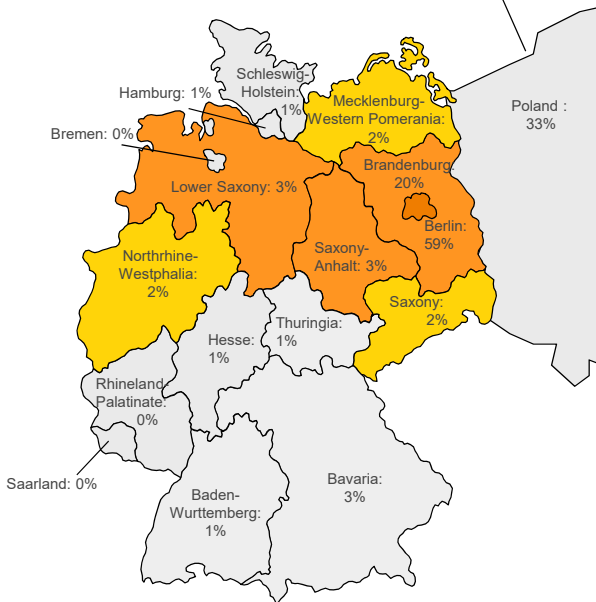
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Brief analysis of the public visitor survey ITB Berlin 2018

Origin of public visitors

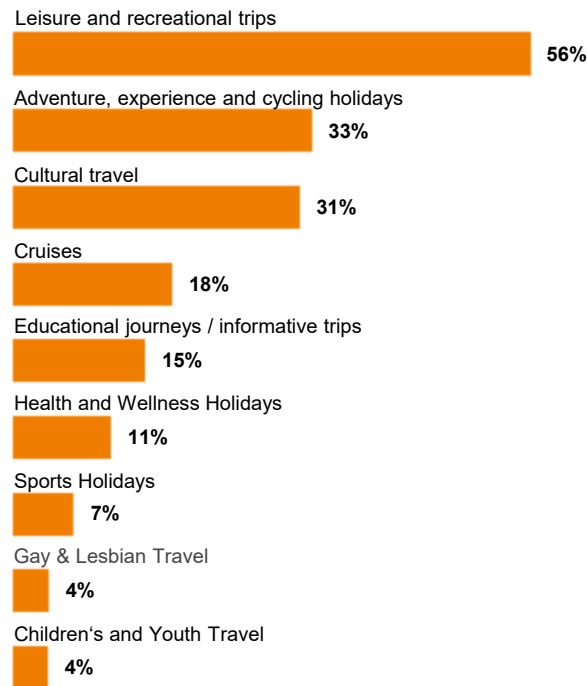
95% public visitors from Germany, thereof:

5% public visitors from abroad, thereof:

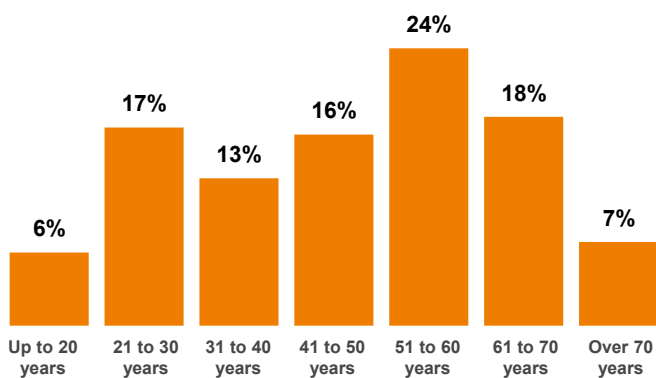


Interest in travel types

(Multiple citations / extract of denominations > 3%)



Age structure



Evaluation of offers



Unchanged compared to the previous year, the visitors at ITB Berlin rated the entire range of offers as very good to satisfactory. In total 97% of the visitors awarded the grades 1 to 3.

Travel expenses

On average, the public visitors of ITB Berlin spend **2,880 Euro a year** for travelling.

Those visitors who booked a journey **at ITB Berlin** spend **1,680 Euro** for this trip.

Average age

48 Years

The public visitors of ITB Berlin are on average 48 years old.

Overall impression and outlook

