

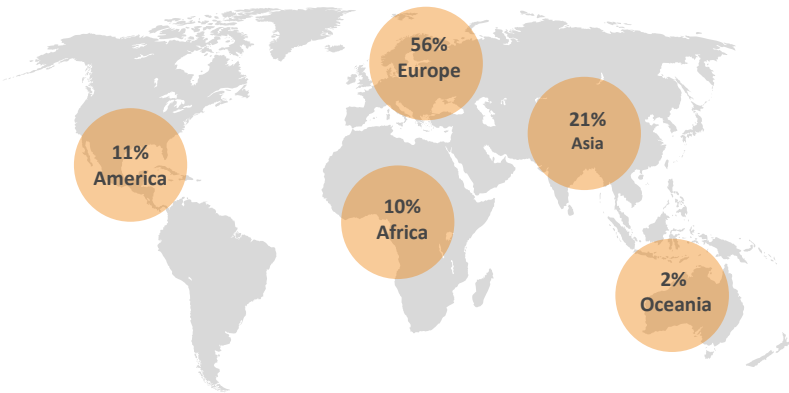
Brief analysis of the exhibitor survey ITB Berlin 2017

Origin of exhibitors

(Source: Database of exhibitors at ITB Berlin)

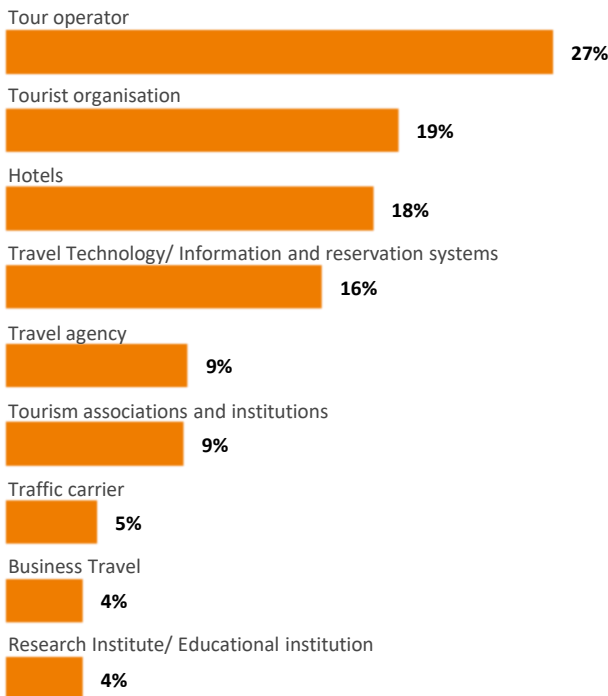
Germany 20%
From abroad 80%

The following percentage refers to foreign exhibitors.



Line of business

(Multiple citations / extract of denominations > 3%)



Quality of the trade visitors

88%



The quality of the trade visitors at ITB Berlin is rated as (very) positive by 88% of the exhibitors.

Participation goals and goal achievement

(Multiple citations)

„New contacts to tourist industry“ as well as „Maintenance of existing business relations“ also form the most important participation goals for the exhibitors at this year's ITB Berlin. These goals were achieved by 83% and 89% to a very good to satisfactory extent.

Participation goal	Goal important for % of the exhibitors	Goal was achieved by %
New contacts to tourist industry	86	83
Maintenance of existing business relations	85	89
Competitor / market observation	54	81
Preparation of business transactions	54	81
Advertisement / Public relations	52	78
Implementation of business transaction	51	71
Publicity in the media	47	68
Participation in convention / seminars	33	58
Aquisition of new employees / students / apprentices	32	47
Investor relations	28	51

Business success of the fair participation

84%

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.

88%

Overall impression and outlook





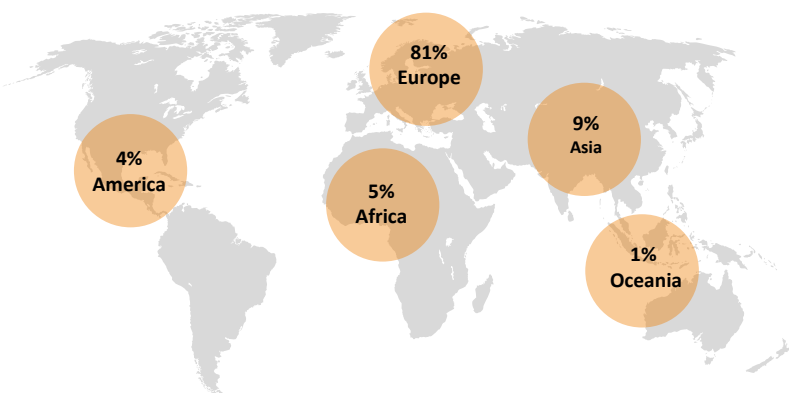
**ITB
BERLIN**

Brief analysis of the trade visitor survey ITB Berlin 2017

Origin of the trade visitors

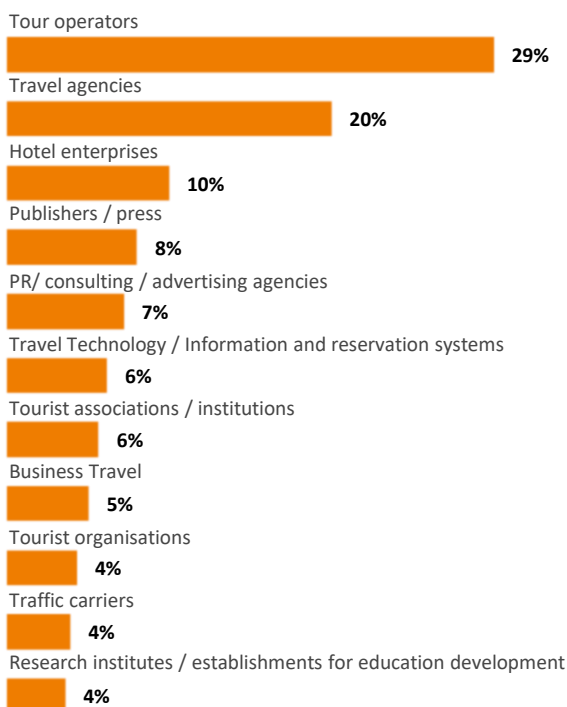
Germany 56%
From abroad 44%

The following percentage refers to foreign trade visitors.



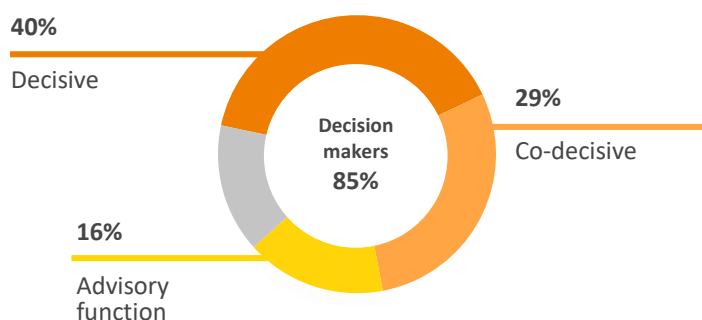
Line of business

(Multiple citations / Extract of employed trade visitors > 3%)



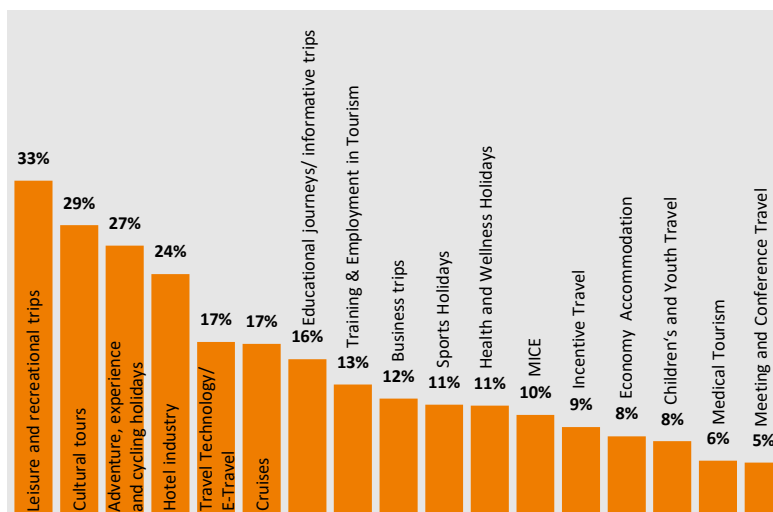
Decision makers

The share of professional trade visitors who have an influence on purchasing / procurement decisions is 85%.



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

92%

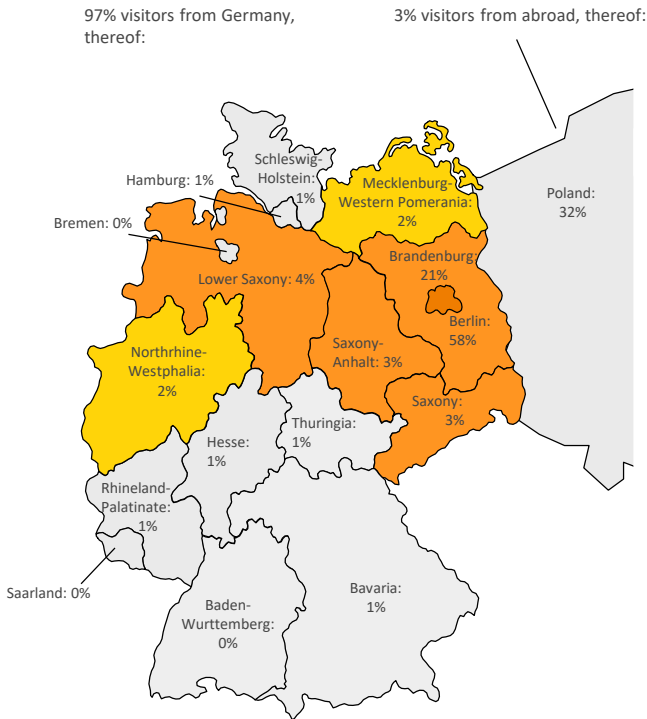
of the employed trade visitors achieved a very good to satisfactory business result at ITB Berlin.

Overall impression and outlook



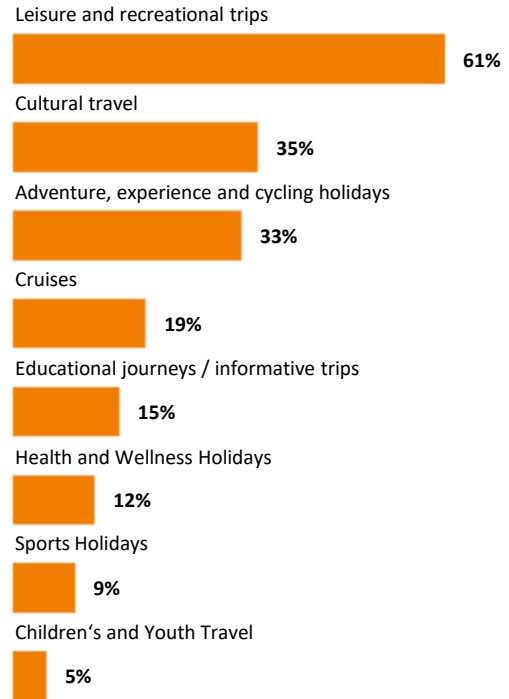
Brief analysis of the public visitor survey ITB Berlin 2017

Origin of public visitors

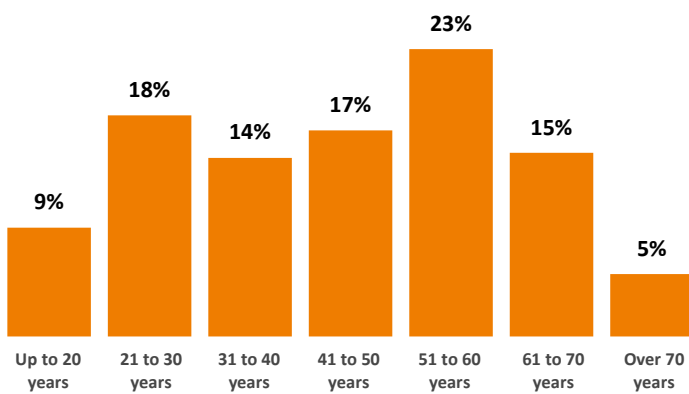


Interest in travel types

(Multiple citations / extract of denominations > 4%)



Age structure



Average age

45 Years

The public visitors of ITB Berlin are on average 45 years old.

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 **2,855 Euro a year** for travelling.

Those visitors who booked a journey **at ITB Berlin** spend **2,370 Euro** for this trip.

Overall impression and outlook

