

ITB.COM



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

WHERE THE WHOLE WORLD OF TRAVEL COMES TOGETHER.

Live

7-9
MARCH
2023

+
ITBxplore
Digital



emotions are
Georgia

Official Host Country ITB Berlin 2023

WELCOME!

OPEN TO CHANGE.

We look forward to welcoming you when ITB Berlin, the World's Leading Travel Trade Show®, returns as a live event in March 2023. We need open doors – and open minds – to ensure the successful and sustainable development of global tourism. Because major changes still lie ahead for the global travel industry.

These changes also apply to the industry's leading international trade show. In the future, ITB Berlin will unite its strengths as a 100% B2B event for three days with a clear focus on the needs of exhibiting companies, trade professionals, buyers and media representatives. This will ensure more effective networking and even more successful business deals.



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David Ruetz
Head of ITB Berlin

By positioning ITB Berlin as a B2B-only event, we are underscoring the brand's role as a global catalyst for the tourism industry. Our focus is on your success.

**Are you ready for change?
Let's shape the future together –
at ITB Berlin 2023!**

WHY ITB BERLIN?

5 REASONS TO VISIT ITB BERLIN.

What is the focus at ITB Berlin 2023? Quite simple: It's you!

ITB Berlin is where you will find ideal conditions and services aimed at your success in the travel industry. We work every day to give you more good reasons to join us.

Here are five of the best:

BE AT THE FOREFRONT

Visit the #1 global travel industry event! ITB Berlin is the World's Leading Travel Trade Show®.

BUILD YOUR BUSINESS

Meet the entire global travel industry under one roof and boost your business in established and new segments.

INCREASE YOUR KNOWLEDGE

Learn more about tools that can reshape your business. Be there live when the latest insights and trends are presented at the ITB Berlin Convention.

DISCOVER TRENDS

Think ahead and get a glimpse of the future with the latest product innovations from ITB exhibitors and the most exciting news from the industry.

GROW YOUR NETWORKS

Benefit from high-caliber, professional visitors. Meet CEOs and decision makers from all over the world. This is where networking is a #1 priority!

THE WORLD OF TRAVEL FROM A WHOLE NEW PERSPECTIVE.

Global trends, leading experts and the latest best-practice examples. The world's most important travel industry conference offers keynotes, panel discussions, expert interviews and awards with a focus on groundbreaking topics ranging from travel technology, marketing & distribution, future travel, and MICE, to sustainability and social responsibility.

24,000

Participants*

400

Panelists & guest speakers*

200

Sessions*

4

Stages*

125

Countries*



WE CREATE NEW CONNECTIONS WITH SUSTAINABILITY.



itb.com/csr

As the World's Leading Travel Trade Show®, ITB has for many years promoted dialog and networking between travel companies, governments, research institutes, and NGOs. We actively support the travel industry's responsibility to society. Human dignity, safety and justice for all stakeholders are the key to long-term success and sustainability.

ITB offers the world's largest platform to discuss controversial topics and cooperate with numerous initiatives and stakeholders in the field of responsible tourism.

From the **ITB Berlin Convention** with its many renowned experts, to the stage in **Hall 4.1** with presentations and networking events focusing on responsible tourism: This is where you can learn all about strategies, best practice examples and the profitability potentials of sustainable tourism.

**TAKE THE INITIATIVE AND
BE PART OF THE CHANGE!**

JOIN THE CIRCLE!



Apply now







and join the exclusive circle
for global success!

Further information:
itbbuyerscircle.com





Become a member of the exclusive ITB Buyers Circle 2023! A full range of services worth up to €1,400 will save you valuable time and make your ITB Berlin participation more convenient.

Benefit from the ITB Buyers Circle Bundle – exclusively for TOP travel industry buyers!

On-site:


-  Free ticket to ITB Berlin
-  Free access to all ITB Berlin Convention content
-  Fast lane for admission without waiting at the gates
-  Free checkroom service
-  ITB Buyers Circle Lounge with workspaces, meeting rooms and Wi-Fi
-  Participation in ITB Speed Networking

Online:

-  Use of all ITB Berlin networking services
-  Access to ITB Berlin News area
-  Exclusive tutorials
-  Access to the exclusive virtual Buyers Circle members area

CONNECT ONLINE, MEET OFFLINE.

ITB Berlin is all about effective face-to-face networking under ideal conditions. To ensure that you arrive at ITB Berlin well prepared, we offer you the best digital services before and after your visit. Your ITB Berlin ticket also gives you access to the new ITBxplore online platform. Browse the exhibitor directory, plan your ITB Berlin Convention program and arrange on-site appointments with industry buyers and sellers – all before you arrive at the trade show site!

 **Want to improve your company's online visibility and reach a larger audience?**

We offer you a wide range of digital advertising options. Contact our team to discover the perfect product and connect with your target audience!






itb.com/contact

! You will receive access to ITBxplore after booking your ticket or redeeming the exhibitor code.



Download the ITB Berlin app and complete your profile in January 2023.

All features at a glance:

-  Personal user profile
-  List of exhibitors and participants
-  Meeting tool for on-site appointments
-  ITB Berlin Convention program
-  Interactive site map



„Nestled between Eastern Europe and Asia, little-known Georgia is an adventurer's gem. From the uber cool of capital Tbilisi to the quiet wilderness of the mountains, there is much to uncover in this diverse and welcoming country”

National Geographic
georgia.travel



AT A GLANCE

THE WHOLE WORLD OF TOURISM IN ONE PLACE.

From growth industries to trend topics: ITB Berlin's uniquely comprehensive range of products and services points the way forward in all of the markets that are relevant today – and tomorrow!



Adventure Travel & Responsible Tourism



Business Travel



Career Center



Culture Travel



Destinations



Digital Nomads



eTravel World & Travel Technology



Hospitality



LGBTQ+ Travel



Luxury Travel



Medical Tourism



MICE



Technology, Tours & Activities (TTA)



Youth Travel & Economy Accommodation

itb.com/segments

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Tickets available from December 2022:
itb.com/tickets

Any questions?
itb.com/contact