

WE CONNECT THE WORLD OF TRAVEL.

Official ITB Berlin Host Country



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



Convention & Culture Partner ITB Berlin 2022
Official Host Country ITB Berlin 2023



Facts | Figures | Impressions



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ITB BERLIN FACTS & FIGURES 2019*



7 Bn.
Euro Sales

160,000 Square meters

110,000+ Trade visitors

28,000+ Convention visitors

5,000 Media representatives

1,000 Members of ITB Buyers Circle

*Figures from ITB Berlin 2019



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OUR HOST COUNTRIES

2007 INDIA

2008 THE DOMINICAN REPUBLIC

2009 RUHR/GERMANY

2010 TURKEY

2011 POLAND

2012 EGYPT

2013 INDONESIA

2014 MEXICO

2015 MONGOLIA

2016 MALDIVES

2017 BOTSWANA

2018 BALTIC SEA GERMANY

2019 MALAYSIA

2020, 2021, 2022 –

no official Host Country due to Corona

2023 GEORGIA

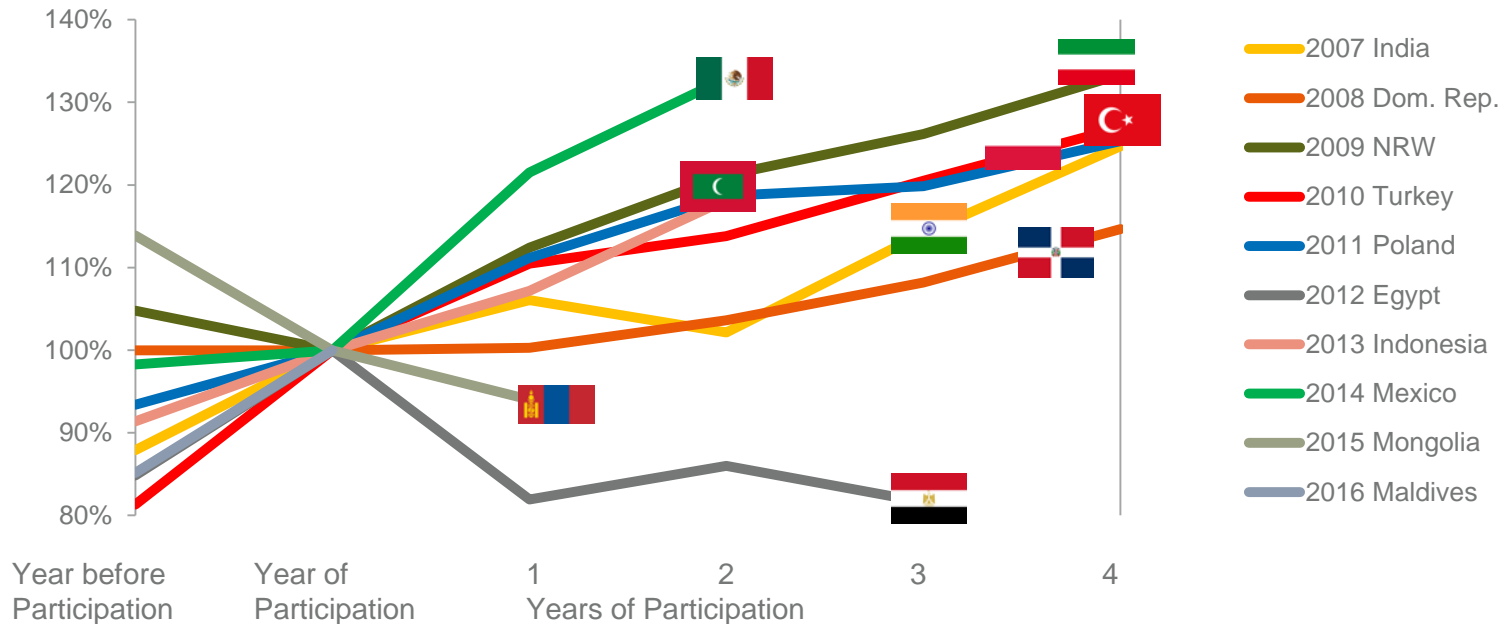




FACTS AND FIGURES

DEVELOPMENT OF INTERNATIONAL GUEST ARRIVALS TO SELECTED FORMER HOST COUNTRIES

By being an ITB Berlin Host Country, the number of international visitors rose in nearly all countries in the present and three consecutive years (Egypt – politics..)



SOURCE: INTERNATIONAL TOURIST ARRIVALS 2007-2017 (UNWTO Madrid)



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HUGE MEDIA EVENT

ITB Berlin generates global media coverage with 5,000 journalists from 86 countries

- ❖ 120+ Press Conferences
- ❖ media center in Hall 6.3
- ❖ 35 editorial offices at 1.000 m² space
- ❖ 770 TV- and 220 radio stations
- ❖ 470 Travel-Blogger from 35 countries





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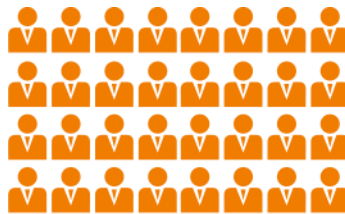
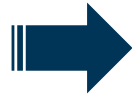
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MEDIA EVALUATION

REACHING PROFESSIONALS AT ITB BERLIN

At ITB Berlin, a vital audience and key business hosts can be reached in person

**Guaranteed Return of
INVESTMENT**



113.500 **SENIOR BUYERS**



5.000 Members **PRESS & MEDIA**



>1 mill. **TRAVELLERS**



Over 10.000 **EXHIBITORS**



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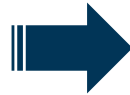
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MEDIA EVALUATION

ONE BILLION EQUIVALENT VALUE OF MEDIA IN CONTACTS

For the investment of the Host Country,
1.000.000.000 contacts* may be reached
through ITB and its communication channels
live, via print media, TV, radio and the internet.

**Guaranteed Return of
INVESTMENT**



SHOW
200.000 live contacts

ONLINE: WEB+SOCIAL MEDIA
832 million contacts

RADIO
40 million contacts

TV 26 million contacts

PRINT
112 million contacts

* Source of figures: ITB Host Country 2018 (Germany/Mecklenburg-Vorpommern), independent media survey results



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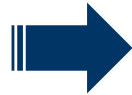
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MEDIA EVALUATION

EQUIVALENT VALUE OF MEDIA REACH **IN EUROS**

The achieved contact reach represents a value of approximately **€ 37.0 million**.
> This shows that the Host Country investment pays off many times

Guaranteed Return of INVESTMENT



ONLINE: WEB+SOCIAL MEDIA
€ 15.000.000

RADIO € 1.100.000

TV € 2.100.000

PRINT
€ 19.000.000



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MEDIA EVALUATION

REFINANCING THE INVESTMENT

An increase in tourism arrivals to a Host Country following the ITB Berlin partnership will indirectly also pay back for the prior investment.

6,5 overnight stays is the average of distance travelers and their average expenditure during their stay is 2.150 Euro.

If visitor arrivals only increased by 1,000 as a result of the ITB Berlin partnership with the Host Country, revenue from tourism would already increase by € 2.15 million.





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WORLDWIDE ADVERTISING CAMPAIGN WITH HOST COUNTRY LOGO AND MOTIVE

ITB BERLIN The World's Leading Travel Trade Show®

DIE WELT ERLEBEN, WO SIE AM SCHÖNSTEN IST. *Headline*

4.–8. März 2020 · itb-berlin.de

Piktogramm

Official Host of the event from 17th to 20th March 2020

Messe Berlin

ITB BERLIN The World's Leading Travel Trade Show®

SUCCESSFUL TRAVEL BUSINESS IS IN OUR NATURE.

6–10 March 2019 · itb-berlin.com

MALAYSIA

Official Partner Country ITB Berlin 2019

Messe Berlin

EXAMPLE: 2019



ADVERTISING MEDIA

WORLDWIDE ADVERTISING IN THE LOCAL LANGUAGE

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ЯВГАН АЯЛЛАЛ
HIKING

WE EXTEND OUR HOSPITALITY TO THE GLOBAL TRAVEL INDUSTRY.

4-8 March 2015 | itb-berlin.com

ITB BERLIN

„Touristik auf der Pole-Position“

Hartmut Kraw, Geschäftsführer der TopDestination Agentur München, über die Chancen des mobilen Internets.

ITB BERLIN

Text hinzufügen
Text hinzufügen

TRAVEL TECHNOLOGY & eTRAVEL WORLD

4-8 März 2015 | itb-berlin.de/itb

ITB BERLIN

Exemplary Advertising Print:

- fw: 31.246
- Germany: 212.471
- Europe (TTG, TravMagazine, Wiadomosci Turystyczne): 44.232
- Overseas and Asia (Travel Weekly, National Geographic, Mongolian Economy): 184.200



ONLINE ADVERTISING: Nearly 10 million impressions



Worldwide

- Ad Impressions: 8.132.389
- Clicks: 13.313

Germany

- Ad Impressions: 1.824.648
- Clicks: 12.740



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HIGHLIGHTS FROM PREVIOUS HOST COUNTRIES AT ITB BERLIN





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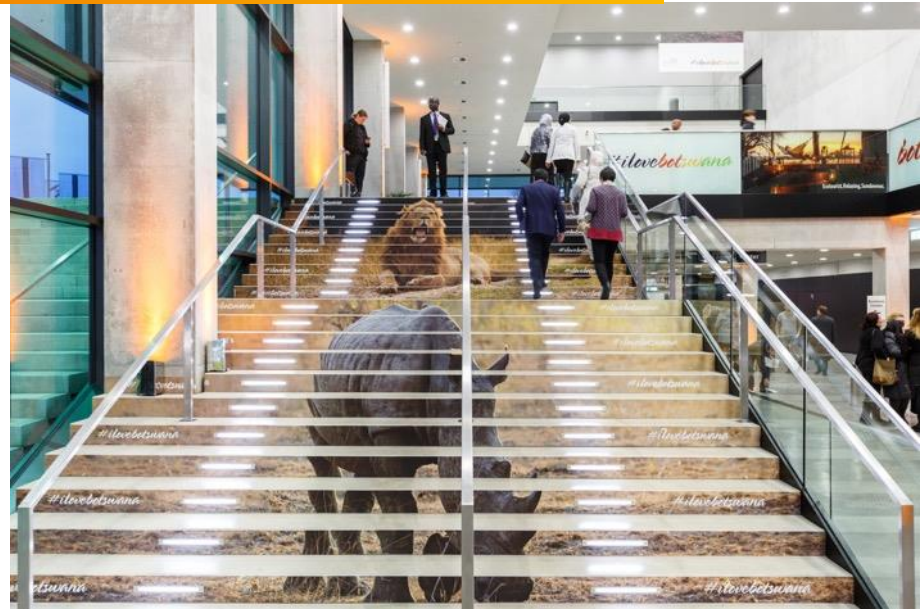




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HIGHLIGHTS FROM PREVIOUS HOST COUNTRIES AT ITB BERLIN





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IMPRESSIONS



OPENING GALA FROM PREVIOUS HOST COUNTRIES AT ITB BERLIN



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HIGHLIGHTS FROM PREVIOUS HOST COUNTRIES AT ITB BERLIN





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HIGHLIGHTS FROM PREVIOUS HOST COUNTRIES AT ITB BERLIN

[Link Video Malaysia](#)

[Link Video Botswana](#)



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HIGHLIGHTS FROM PREVIOUS HOST COUNTRY: STAND BUILDING





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ITB NEWS IMPRESSIONS



OUR PARTNER CLEVERDIS ITB BERLIN NEWS

ITB Berlin News
Your Official Information Source at ITB Berlin

THURSDAY 26 FEBRUARY 2015
PREVIEW EDITION

NEWS

- Dr Christian Gäke**
CEO of the...
"Are you prepared to take on the challenges of the..."
- Dr Martin Bock**
CEO of the...
"This year 2015 of the..."
- Prof. Dr. Conrado**
General Director...
"Only once, the World..."

ITB CONVENTION

EDUCATION & TRAINING

Michael Ruchat
"The..."

Travel & Tourism - a Force for Good
ITB Berlin shines light on positive change through industry evolution

ITB Berlin is definitively the driver in raising the awareness that travel and tourism can be a force for good in the world. While billions of euros in deals are decided at ITB Berlin, the groundwork that will guide the future of the industry are also discussed and indeed forged at the world's greatest travel and tourism trade event.

One of the key factors emerging is the "shared economy" - which will be largely debated at the 2015 ITB Berlin Convention. Sustainability is another major driver - and this year the concept is even further reinforced.

On the other hand, alarm bells are ringing - as the World Travel and Tourism Council, while underlining that tourism is a "force for good", casts a line to the future - a future which will only be bright if we address key issues of education and training today.

See interview p. 24 and feature p. 26

David Scovell
President of IATA, World Travel & Tourism Council (WTTC)

DESTINATION SPOTLIGHT: OCEANIA

Idea for regional destinations such as Western Australia, Samoa, New Zealand or Papua New Guinea are being enriched at ITB Berlin as their destination marketing organisations find new ways to entice and interest travellers. Read more in our daily feature - page 27.



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BECOME OUR HOST



**FIVE REASONS WHY
TO BECOME
OFFICIAL HOST COUNTRY OF
ITB BERLIN**



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FIVE REASONS



1. Direct access to TOP buyers and source markets



2. Measurable conversion and ROI



3. Positive impact on the international guest arrivals for three to four years



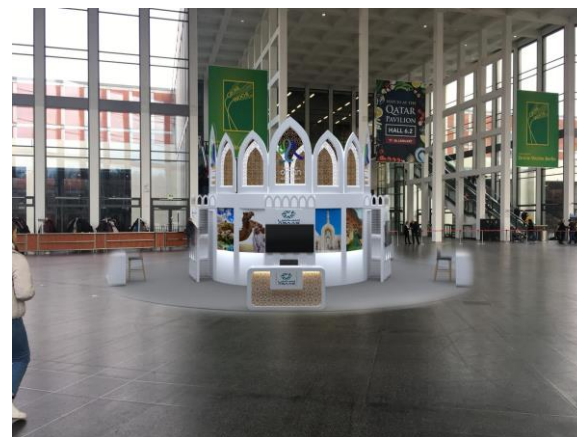
4. High involvement of stakeholders in your own country



5. ITB BERLIN is your host with over 50 years of experience, high service quality and reliable processes

Many additional opportunities to turn international focus on Georgia:

- **Participate in the renown ITB Convention:**
 - Georgia to officially open the Convention
 - ..to have its own "Destination Forum"
 - ..to participate in the **CSR-in-Tourism-Day**
- **Conduct a discussion on one of the stages of Hall 4.1 (Adventure /Responsible Tourism)**
- **Decorate an extra space in hall 4.1**



- Greet visitors at the entrances of ITB in **local costumes**
- Display Georgia at an extra space dedicated to the Host Country in the most central spot of ITB:
The Entrance South
- Initiate a **fund raising** for a Georgian NGO of your choice

Take part in the
ITB Book Awards

ITB IN OTHER MARKETS

IN ADDITION, WE WILL CARRY YOU WITH US TO **ANY TRADE SHOW WE WILL BE EXHIBITING INTERNATIONALLY** & PROVIDE MODULAR APPEARANCE OF GEORGIA AS VISITOR, EXHIBITOR OR SPECIFIC PARTNER AND SPONSOR AT:



ITB
CHINA

The Market-
place for
China's Travel
Industry



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ASIA

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ITB
INDIA



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GATEWAY TO THE INDIAN TRAVEL MARKET



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SUCCESSFULL 3-YEAR- COOPERATION

OUR STRATEGIC COOPERATION



Convention & Culture Partner ITB Berlin 2022

Official Host Country ITB Berlin 2023

Digital Adventure & Sustainability Partner

Convention & Culture Partner

Official Host Country

2020

2021

2022

2023

ITB NOW
2021

ITB Berlin
2022

ITB Berlin
2023

