

# ITB Berlin

07.03.2023 - 09.03.2023 | Berlin, Germany

## **THE WORLD'S LEADING TRAVEL TRADE SHOW**

With more than 100,000 trade visitors and 10,000 exhibitors from all around the world ITB Berlin is the world's leading international B2B trade fair for the tourism industry. Every year in March the whole travel industry meets here: hotels, tourist boards, tour operators, travel businesses, carriers, organisations, associations, system providers and everyone else. In addition to the trade fair, the world's largest tourism convention provides unique opportunities to benefit from the leading think tank of the global tourism industry.

As a driving force, ITB Berlin gives important impulses to a continuously growing travel market. Significant exhibitor sales and a very high exhibitor satisfaction rate are powerful proofs of the most successful event in the travel industry.

## **Categories**

### **Countries & Regions**

**Adventure Travel, Responsible Tourism**

**Business Travel**

**eTravel World**

**Gay & Lesbian Travel (LGBT Travel)**

**Hospitality**

**ITB Book Awards**

**Cultural Tourism**

**Luxury**

**Medical Tourism**

**MICE Forum**

**Career Center**

**Travel Technology**

**Youth Travel & Economy Accommodation**

## **Technology, Tours & Activities**

## **Key Statistics**

Exhibitors: 10,000 from 181 countries

Trade Visitors: 113,500 (160,000 altogether)

## **Special Info**

Cycle of event: Every year

Link to the organizer's website: [ITB Berlin](#)