

FACTS AT A GLANCE 2016

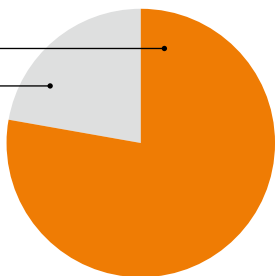
ITB Berlin – The World's Leading Travel Trade Show®

ITB Berlin exhibitor origin

10,000 exhibitors from 187 countries

78% Abroad

22% Germany

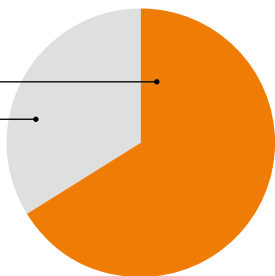


ITB Berlin visitor breakdown

180,000 total visitors

67% Trade visitors

34% Public visitors

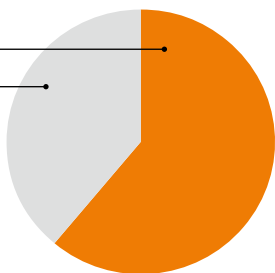


ITB Berlin trade visitor origin

120,000 trade visitors

61% Germany

39% Abroad



ITB Berlin press

5,380 journalists from 80 countries and 380 bloggers from 30 countries

1,174 journalists from abroad

3,854 journalists from Germany



**ONE WORLD.
ONE INDUSTRY.
ONE CONVENTION –
ALWAYS ONE STEP AHEAD.**

ITB Convention segments:

- ITB Future Day
- ITB Hospitality Day
- ITB Marketing and Distribution Day
- ITB CSR Day
- ITB Destination Days
- ITB Business Travel Days, etc.
- ITB Workshops



26,000 Participants

400 Speakers



200 Sessions

1,000 Journalists



RECENT HIGH-RANKING SPEAKERS:



André Borschberg
CEO, Co-Founder & Pilot, Solar Impulse



Chihira Kanae
Robot, Toshiba Corporation



Petra Hedorfer
CEO, German National
Tourist Office DZT



Tim Clark
President, Emirates Airline



**Hon. Tshekedi Stanford
Khama**
Minister of Environment, Wildlife
and Tourism, Botswana



Larry Pimentel
President & CEO,
Azamara Club Cruises



Dr. Oliver Heckmann
Vice President Travel and Shopping,
Google Inc.



Sir Rocco Forte
Chairman, Rocco Forte Hotels



Dr. Taleb Rifai
Secretary-General,
World Tourism Organization
(UNWTO)

OTHER PREVIOUS SPEAKERS:

Dr. Asfa-Wossen Assefate
Prince of Ethiopia, Author and Management
Consultant for Africa and the Middle East

Dr. Kelly S. Bricker
Vice-Chair & Treasurer, Global Sustainable Tourism
Council, GSTC & Chair of The International Ecotourism
Society TIES

Costas Christ
Chairman, National Geographic World Legacy Awards
& Editor, National Geographic Traveler

Fabien Cousteau
Ocean Explorer & Environmental Activist

Andrew Crawley
CEO, International Airlines Group (IAG) Cargo

Dr. Uwe Dumschlag
CTO, Capgemini

Alain Dupeyras
Head of Tourism, OECD

Dr. Peter Fankhauser
CEO, Thomas Cook Group

Dr. Christoph Franz
former President & CEO, Swiss International Airlines

Dr. Michael Frenzel
former CEO TUI AG & Chairman, TUI Travel PLC

Ed Fuller
former President & Managing Director,
Marriott International

Pierre-Dimitri Gore-Coty
Head of Operations, EMEA, Uber

Elcia Grandcourt
Programme Director, Regional Programme for Africa,
UNWTO

Olivier Grémillon
Managing Director EMEA, Airbnb

Hon. Derek Hanekom
Minister of Tourism, South Africa

Matthias Hartmann
CEO, GfK

Kenny Jacobs
Chief Marketing Officer, Ryanair

Dr. Temel Kotil
CEO, Turkish Airlines

Guido Kunze
Extreme Athlete, multiple World Record Holder

Doug Lansky
International Tourism Thought Leader,
Keynote Speaker, Travel Journalist & Author

Gerald Lawless
Head of Tourism and Hospitality, Dubai Holding &
Chairman, World Travel & Tourism Council

Manfredi Lefebvre d'Ovidio
Chairman CLIA Europe & Silversea Cruises

Dr. Antonella Mei-Pochtler
Senior Partner & Managing Director Vienna,
The Boston Consulting Group

Simone Menne
CFO, Deutsche Lufthansa AG

Dr. Hannah R. Messerli
Senior Private Sector Development Specialist / Tourism
Trade and Competitiveness Global Practice, The World
Bank Group

Dr. Story Musgrave
NASA Astronaut

Hon. Vinicius Nobres Lages
Minister of Tourism, Brazil

Günther H. Oettinger
European Commissioner for Digital Economy
and Society, European Commission

Keisuke Okada
former Executive Vice President, Alliances and
International Affairs, All Nippon Airways

Mauro Oretti
Vice President Sales & Marketing, SkyTeam

Dr. Jesko Perrey
Senior Partner, Marketing & Sales Practice,
McKinsey & Company

Dr. Bertrand Picard
Initiator, Chairman & Pilot, Solar Impulse SA

April Rinne
Sharing Economy Advisor

Claus Sendlinger
CEO, Design Hotels

Klaus-Peter Sieglösch
President, Bundesverband der
Deutschen Luftverkehrswirtschaft BDL

Prof. Dr. Hermann Simon
Chairman & Founder, Simon, Kucher & Partners

Richard Singer
President, Travelzoo Europe

Prof. Dr. Dr. h.c. mult. Hans-Werner Sinn
former President, ifo Institute – Leibniz Institute for
Economic Research, University of Munich e.V.

Erich Sixt
CEO & Chairman of the Board, Sixt SE

Dr. Stefan Schulte
Chairman of the Executive Board, Fraport AG

Jasmin Taylor
CEO, JT Touristik

Rohit Talwar
Futurist & CEO, Fast Future Research

Prof. Dr. Klaus Töpfer
Honorary Senior Fellow, Institute for Advanced
Sustainability Studies (IASS), former Minister for
Environment, former Head of the Environmental
Program of UNEP in Nairobi

Hubert Viriot
CEO, YOTEL

Berti Vogts
former Head Coach,
Azerbaijani National Soccer Team

Greg Webb
Vice Chairman, Sabre

Tony Wheeler
Founder, Lonely Planet

Philip C. Wolf
Founder, PhoCusWright Inc.

Eric Wu
Chief Financial Officer & Executive Director,
Platenio Group



ITB Convention takes place for the 14th time in 2017



Visit the world's largest tourism convention!



ITB Berlin Convention Office

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Hamburger Allee 37-39
60486 Frankfurt am Main, Germany

