

**BE PART OF
THE LEADING TRAVEL
INDUSTRY THINK TANK**

7 - 10 March 2018



**ITB
BERLIN**

THE LEADING
TRAVEL INDUSTRY
THINK TANK

CONVENTION



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



Hot Topics:

- International mega trends
- Innovative business models
- Best practices
- Research findings

FACTS AT A GLANCE 2017

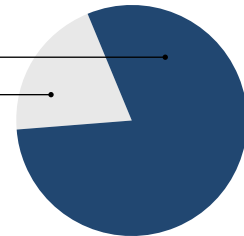
ITB Berlin – The World's Leading Travel Trade Show®

ITB Berlin exhibitor origin

10,000 exhibitors from 184 countries

80% Abroad

20% Germany

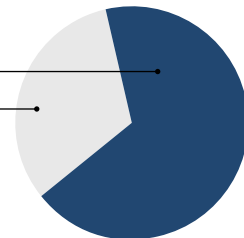


ITB Berlin visitor breakdown

160,000 total visitors

68% Trade visitors

32% Public visitors

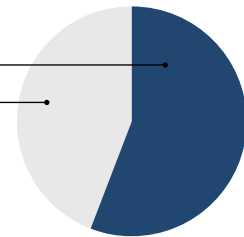


ITB Berlin trade visitor origin

109,000 trade visitors

56% Abroad

44% Germany



ITB Berlin press

Over 5,000 journalists from 76 countries and 450 bloggers from 34 countries reported on ITB Berlin

RECENT TOP SPEAKERS:



Tim Clark
President, Emirates Airline



Chihira Kanae
Robot, Toshiba Corporation



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



Sir Rocco Forte
Chairman, Rocco Forte Hotels



John Christian Kornblum
Senior Counsellor, Noerr LLP,
Former US Ambassador to Germany



Larry Pimentel
President & CEO,
Azamara Club Cruises



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



Hon. Tshekedi Stanford Khama
Minister of Environment, Natural Resources,
Conservation and Tourism, Botswana



Gillian Tans
President & CEO, Booking.com





Convention takes place for the 15th time in 2018



World's largest tourism convention



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