



ITB Berlin – this is where the heart of the travel industry beats

ITB Berlin (www.itb-berlin.com) is where the Who's Who of the travel industry meets! As such it is the World's Leading Travel Trade Show.

Exhibitors from 186 destinations, 170.000 visitors, 1.000 top industry buyers and trend segments such as Travel Technology, Adventure Travel, LGBT Travel, Responsible Tourism, Medical Tourism and the brand new segment of TTA (Technology, Tours & Activities).

Besides the exhibition area of 160.000m² ITB Berlin Convention is the world's largest tourism think tank happening parallel in the City Cube at the ITB Berlin fairgrounds. This is where top-notch speaker discuss latest trends and developments of the travel industry. In 2019 ITB Berlin Convention debates four major challenges facing travel: Climate change, innovative forms of transportation, overtourism and changing customer demands. Admission is included in the ITB Berlin trade visitor ticket. Check out the thrilling program at: www.itb-convention.com

Around the world, the name ITB stands for year-round industry knowledge, networking and trend-setting events. ITB Asia (www.itb-asia.com), a B2B trade show and convention, covers the entire Asian travel market, is presented in Singapore each year in October. Focusing on the Chinese travel market, ITB China (www.itb-china.com) will take place in May 2019 for the third time in Shanghai.