

# Positive Interim Summary of ITB Berlin 2013



Increase in buyers from the USA, Middle East and Africa - huge growth in delegates at mobile and social media events at the ITB Berlin Convention and eTravel World

During the three days reserved for trade visitors at ITB Berlin there was a slight increase in buyer numbers from the USA, Middle East and Africa. That is the result of an initial analysis of the world's leading travel trade show, which is currently taking place from 6 to 10 March 2013. The number of trade visitors and buyers from Spain, Italy and Greece was 1.7 per cent below last year's figures. This trend also reflects the economic situation in these countries, where citizens currently plan to take less trips abroad. By contrast, there were more visitors to the show who declared they would be back. ITB Berlin reported an increase in trade visitors authorised to make purchasing decisions, a trend which the ITB Buyers' Circle confirmed.

At the ITB Berlin Convention mobile and social media events were in sensationally high demand and reported a 50 per cent rise in participants compared with 2012. The ITB Hospitality Day and ITB Business Travel Days also registered increased attendance. In 2013 visitor numbers on the first two days of the convention were 25 per cent higher than in 2012. Over the first three days, participation in the social media and mobile travel services workshops and lectures at the eTravel World was twice last year's figure. The ITB matchmaking event for bloggers, which this year took place for the first time, was also very well received. Around 100 bloggers from Germany and abroad were able to meet with exhibitors over a period of two days. A total of 250 bloggers from around the world visited ITB Berlin.

Commenting, Dr. Martin Buck, Director of the Competence Center Travel & Logistics Messe Berlin, said: "ITB Berlin has once again confirmed its role as the industry meeting place where growing emphasis is being put on content, informal searches for management positions in the hotel trade, for example, and examining the future prospects of tourism." On 9 and 10 March 2013 ITB Berlin opens its doors to the general public.

## About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2013 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. Parallel with the trade show, the ITB Berlin Convention, the largest travel industry event of its kind in the world, will be held from Wednesday, 6 to Friday, 8 March 2013. More details are available at [www.itb-convention.com](http://www.itb-convention.com). Azerbaijan is the Convention & Culture Partner of ITB Berlin 2013. Basic Sponsors of the convention are the World Tourism Forum Lucerne and Studiosus. ITB Berlin is the world's leading travel trade show. In 2012 a total of 10,644 exhibitors from 187 countries displayed their products and services to 172,000 visitors, who included 113,006 trade visitors.

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