

The New TRAVELER



Exhibitor's Guide

Berlin Travel Festival

1-3 DECEMBER 2023 BERLIN EXHIBITION GROUNDS

Who's Visiting – a Weekend in Numbers

Berlin Travel Festival is the perfect platform for travel industry professionals to showcase their offerings to a highly engaged and diverse audience, with nearly 50.000 visitors in 2022.

Attendees of the Berlin Travel Festival are not only passionate about travel, but also highly educated and have above average income. They are open to exploring new destinations and experiences, and have a strong interest in sustainable tourism practices.

Time spent

Every 2nd visitor has spent more than 3 hours at the event. Every 5th even more than 5 hours.

Overall satisfaction and outlook

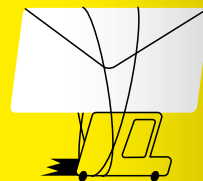
92% have a positive overall impression of the event. 87% would recommend the Festival to friends & family. 87% intend to visit again in the future. 91% of visitors rate the range of products and services positively.

Returner

Every 2nd visitor has already been a visitor to the ITB Berlin Weekend in the past. 2 out of 3 visitors have attended previous editions of the Berlin Travel Festival.

Reasons to join

Two-thirds of those who went to the Berlin Travel Festival cited this was the decisive reason for attending. Almost half of all visitors to the combined leisure trade show rated the Berlin Travel Festival as an important reason for their visit.



Masthead

Berlin Travel Festival 2023 at
Berlin Exhibition Grounds,
1–3 December 2023

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The New Traveler

A Note from the Team



The Berlin Travel Festival is not just another travel fair. We're a dynamic platform that seeks to explore new perspectives on travel and create authentic connections between people and places. Our focus on sustainable and ethical tourism practices puts us at the forefront of a new era in travel that prioritizes the well-being of travelers, local communities, and the environment.

As the official successor event to ITB Berlin Consumer Days, we honor our past while looking to the future with endless possibility.

In 2022, we joined forces with Boat & Fun, Anglingworld Berlin, and Auto Camping Caravan to create the largest consumer travel fair in the greater Berlin area and beyond. By coming together, we can offer exhibitors access to an even larger audience with a wide range of specialist interests.

But it's not just about the numbers. The first season of this new show format proved that exhibitors with us benefit from

synergy that is created by the gathering of different industries. We're not just showcasing products and

services; we're creating a space where meaningful connections can be made and ideas can be shared.

Of course, re-launching the Berlin Travel Festival in 2022 was an adventure in itself. We learned a lot from the experience and have taken the time to listen to feedback from exhibitors, speakers, and visitors. We've reflected, discussed, and repositioned ourselves to ensure that we continue to meet the needs and expectations of our community.

And now, we're back with a clear vision of what we want to achieve and what our exhibitors and visitors want to experience at the event. We're tackling the challenges of the future head-on and we want you to join us on this journey. We welcome and appreciate your feedback as we continue to evolve and grow.

Cover Photo: Julia Nimke

Photo: Peter Mate

TRAVEL COMMUNITIES



Photos: Julia Nimke

We have come up with a whole range of travel types that cater to different preferences and desires. Whether you're seeking balance between work and leisure as a balance hunter, looking for adventure and new experiences as an escape seeker, or eager to immerse yourself in local traditions as a culture surfer, there's a persona for everyone. Embrace your inner road rover, ocean wanderer, or urban nomad and explore the world in a way that speaks to your soul. Discover authentic experiences that prioritize your physical, emotional, and mental well-being while staying grounded.

BALANCE HUNTER

The balance hunter values a harmonious work-life balance even while traveling. They enjoy the benefits of workation and are always looking for ways to incorporate work and leisure in a way that brings them the most satisfaction. Their travel preferences tend to be flexible, allowing them to balance work and leisure activities seamlessly. As advocates of balance, they prioritize their physical, emotional, and mental wellbeing, making sure they achieve their goals while staying grounded.

For the balance hunter, travel options are co-working spaces, wellness retreats, and destinations that offer a variety of activities. They seek out destinations that are easy to access, with reliable internet connectivity and a comfortable work environment. In their leisure time, they enjoy experiences that promote relaxation and rejuvenation, such as spa treatments, yoga classes, and nature walks. They are also drawn to destinations with cultural and historical significance, as they seek to broaden their horizons.



Photos: Julia Ninke

CULTURE SURFER

Culture surfers are curious about the world and seek out destinations that offer rich history, art, architecture, and local customs. They enjoy exploring museums, galleries, and historic landmarks, and immersing themselves in the local cultural scene. They often choose to stay in accommodations that reflect the local culture and traditions, and prioritize learning about the local way of life.

Matching touristic offers for culture surfers include cultural tours, museum and art gallery visits, architectural and historical landmark tours, and local food and wine experiences. These types of destinations and experiences give culture surfers the chance to deepen their understanding of the world and connect with people and cultures in a meaningful way.



ADVENTURE COLLECTOR

Adventure collectors thrive on adrenaline and seek out experiences that challenge them physically and mentally. They prioritize destinations where outdoor activities, such as hiking, mountain biking, rock climbing, or extreme sports like bungee jumping or white-water rafting are possible. They enjoy immersing themselves in the local way of life, often choosing to stay in unique accommodations that offer an authentic local experience.

Preferred opportunities for adventure collectors include active travel tours, expedition cruises, outdoor sports resorts, and backpacking adventures. With these types of destinations and experiences, adventure collectors are given the chance to push their limits and explore new horizons.





Photos: Julia Nimke

ESCAPE SEEKER

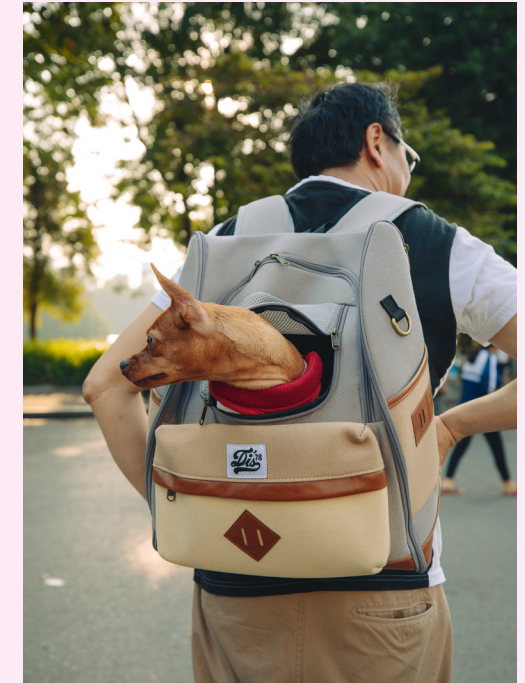
Escape seekers value travel as an opportunity to get away from their daily routine and recharge. They seek out destinations where relaxation, tranquility, and a break from the hustle and bustle of daily life can be emphasized. Their travel preferences tend towards remote or secluded destinations, where they can fully disconnect and unwind. They prioritize their mental and emotional wellbeing, and often choose destinations that offer outdoor activities, to help them de-stress.

Suitable travel experiences for escape seekers include secluded beach destinations, spa and wellness retreats, meditation and yoga retreats, and off-the-grid glamping experiences. These types of destinations are the perfect chance for escape seekers to disconnect and recharge, and provide a peaceful and serene environment to do so.

PROFESSIONAL WEEKENDER

Professional weekenders prioritize maximizing their weekends and short breaks to the fullest, often choosing destinations that are easy to get to and offer a variety of activities and experiences in a short amount of time. They enjoy staying in accommodations that offer luxury and comfort, and prefer a mix of relaxation, culture, and adventure as their destination.

Travel options for professional weekenders include city breaks, weekend getaways to nearby destinations, and short cruises or all-inclusive resort stays. These types of destinations and experiences offer them the chance to make the most of their limited time off, while still indulging in luxurious accommodations and a variety of activities and experiences.



SLOWTROTTER

The slowtrotter is a traveler who values taking things at a leisurely pace and fully immersing themselves in the local culture. They prioritize experiences over checking off a list of tourist attractions, and they enjoy getting to know the locals and learning about their way of life. They prefer to travel slowly, taking in the scenery and enjoying the journey as much as the destination. They are often drawn to off-the-beaten-path destinations and unique experiences that allow them to connect with nature and the local community.

For the slowtrotter, travel is about the journey itself, and the connections and experiences that come with it. They enjoy traveling by train, bus, or boat. They often opt for home-stays or small guesthouses over large hotels, and they appreciate locally-sourced food and sustainable travel options. Their focus is on experiencing the destination in a way that is respectful and mindful of the local culture and environment, and they prioritize making meaningful connections and leaving a positive impact.



A Journey into the Unique and Personal Photography Style of Berlin's Own Julia Nimke.



Photos: Julia Nimke



CAPTURING THE ESSENCE OF TRAVEL

ABOUT JULIA

Based in:

Berlin

Number of Countries Visited:

31 - Great Memories coming back thinking of all these countries

Favourite Roadtrip:

That's a tough one ... ranking: Westfjords of Iceland, USA cross country and Balkan trip

Selected Clients:

Gestalten Verlag, Time Out Magazine New York, Zeit Magazin

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As the Berlin Travel Festival, we have had the pleasure of working with many talented photographers over the years. But few have captured our attention and admiration like Julia Nimke. Her ability to capture the essence of a place and the people who call it home is truly remarkable. What sets her apart is her unique approach to photography that goes beyond the cliches and overdone images that flood social media feeds. Julia's work challenges us to see things in a different light and to discover the beauty in the unexpected.

We admire Julia not just for her technical skill, but for her ability to evoke emotion through her images. Her work transports us to new places and allows us to experience the world through her lens. That's why we are thrilled to dedicate this magazine exclusively to her photos. We want to share her talent with our readers and showcase the beauty and diversity of the world she captures so masterfully.

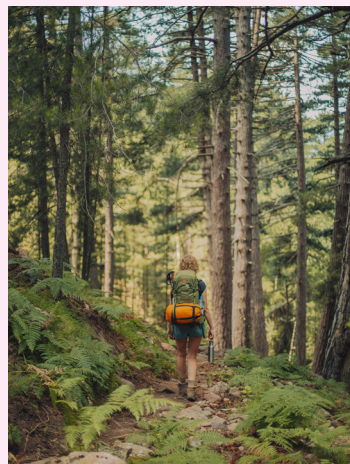
In addition to her incredible work as a photographer, Julia is also an Adobe Ambassador, which speaks to her talent and expertise in the field. Her style is unmistakable, and her photographs are a true work of art. We feel lucky to have worked with her and look forward to seeing what she will create next.

Photos : Julia Nimke



SHOWCASE TO A WIDE-RANGING AUDIENCE

At the Berlin Travel Festival, we're all about catering to diverse interests and creating a platform for specialized leisure options. That's why we're excited to offer a range of travel segments and special interest options that attract not only travel enthusiasts, but also a highly themed and consumptive audience. From water sports to fishing and camping & caravanning, we're committed to bringing together different exhibitors from various leisure sectors and segments, and sort them into our unique Experience Areas.



TRAVEL & LIFESTYLE Unique, fun, soulful

From hand-picked guides, to the most practical innovations in luggage, extraordinary accommodations, and all other things today's traveler loves. If that's what you offer, this is where you belong.



CULTURE JOURNEY Connection, curious, tasty

If your business offers cultural experiences such as exploring new Nordic Cuisine in Scandinavia, Interrailing through Europe, culinary tours by locals, and authentic home stays in Cuba, this is your area to be present.



SLOWTROTTING Slow, mobile, local

Whether you offer travel by bike, car, train, boat or simply on foot — here is not just about getting from point A to point B. It's about the journey itself and the scenery along the way.



OUTDOOR ESCAPES Challenging, respectful, adrenaline

Adventures in the wilderness — from hiking in the Alps to canoeing in Brandenburg to survival in remote woods. This is the right area for all adventure travel companies and far-flung places.



NEST Small businesses with game-changing ideas

Small companies and start-ups founded within the last five years, have fewer than ten employees, and are built around sustainability, social responsibility, and impactful solutions.

HEART AND SOUL OF THE FESTIVAL

Berlin Travel Festival is about listening, learning and creating. Our stages, workshops, test area and fun park are the heart and soul of the festival. This is where our community meets, gets excited and where exhibitors and visitors exchange ideas and inspire each other. On offer will be a line-up of inspiring adventurers, exciting travel reports, travel hacks, expert talks, workshops, a large test area and of course room for recreation.



Photos: Peter Mate



STAGES

The Main Stage bundles the topics of our trade fair network. Here, angling professionals, circumnavigators, outdoor professionals and travel experts meet. Headliners attract and inspire visitors with their outstanding achievement through key note speeches and stunning pictures, all in front of an “Instagramable” stage that guarantees social media coverage. Our Center Court, right in the middle of the action at the Berlin Travel Festival can be exclusively sponsored by a partner. It is the perfect place and atmosphere for panel talks, interviews, and brand ambassadors.

TEST AREA

Let's get active. Two of the main reasons why visitors attend the Berlin Travel Festival are: Entertainment & Fun and testing new products — so we've combined these two in our Test Area — like riding an electric bike, trying to surf the indoor wave or getting wet giving stand-up paddling a first go.

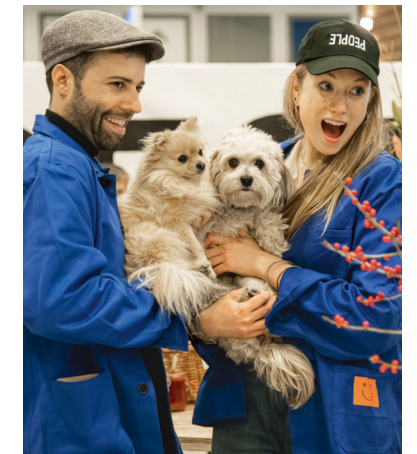


WORKSHOPS

Learn from the best. A variety of workshops offer the opportunity to get creative and try out new things — all under the guidance of professionals. In small groups and with exciting (DIY) projects ahead this is where you can find your future brand supporters and fans.

FUN PARK

Time for a break. In the Fun Park you will find our recreation area. Culinary highlights from all over the world can be enjoyed in a relaxed atmosphere. Sit back and watch the festival buzzing around you is the motto here. We will provide an area that makes the festival weekend itself feel like a micro holiday.



Scan for more information

www.berlintravelfestival.com/en



A NEW LEISURE NETWORK

JOIN THE FUN

6 reasons why you should not miss the Berlin Travel Festival

1. Visibility

Increase your brand presence

2. Discoverability

Facilitate new customers and brands discovering you

3. Relationship

Build relationships with new customers and other brands

4. Experience

Create a tangible brand experience

5. Convenience

Complement your online offerings with in-person experiences

6. Community

Expand your community and turn customers into fans & followers



Experience a new level of travel event by Messe Berlin

As the official successor to the former ITB Berlin Consumer Days, Berlin Travel Festival is proud to be part of a network of leisure and experience events alongside Boat & Fun, Anglingworld Berlin, and Auto Camping Caravan.

What sets us apart is the perfect mix of commercial offers, versatile edutainment events, and access to travel experts. Our unique atmosphere attracts

a diverse range of visitors, each with their own travel interests and preferences.

Don't miss your chance to exhibit at the Berlin Travel Festival and connect with passionate travelers, network with exhibitors from around the world and learn from other leisure industries.

OUR OFFERS FOR EXHIBITORS

Book your perfect booth, explore our marketing services and create a package tailored to your needs. Our offers range from print, online, and social media to public programs and private events.



<h3>EXHIBITOR PACKAGES</h3> <p>From Nest stands for start-ups, to complete Pre-Build stand packages in different sizes and Raw spaces.</p>	<h3>CUSTOMIZED DEALS</h3> <p>Whether an individually designed article or a customized promo campaign - we are by your side with advice and support for the implementation of your ideas.</p>	<h3>MEDIA PARTNERSHIPS</h3> <p>As our media partner, we include you in our communication across our promotional materials before the festival as well as on site.</p>
<h3>SPONSORSHIP PROPOSALS</h3> <p>For our Main, Premium, and Category Partners we offer different sized packages for different needs.</p>	<h3>MARKETING OPTIONS</h3> <p>A wide variety of additional marketing options is at your hands: Merchandise, On- and Offsite communication, and much more. We've got you covered!</p>	<h3>ALL OFFERS</h3> <p>You can find all featured offers and book an appointment with our team on our website.</p>
<h3>COMMUNICATION PACKAGES</h3> <p>Blog Posts, Social Media Coverage, and Newsletters - make use of the reach of our channels to spread the word about you and your offers at the festival.</p>	<h3>ADVERTISING SPACE</h3> <p>Become visible at the festival by booking stage branding, adverts in the festival guide, or video clips.</p>	<h3>Register as Exhibitor here</h3> <div></div> <p>berlintravelfestival.com/en/participation-options/</p>

BERLIN TRAVEL FESTIVAL

The largest consumer leisure fair in
the greater Berlin area and beyond.

Official successor event to the previous
ITB Berlin Consumer Days.
A new leisure network with Boat & Fun,
Anglingworld Berlin and Auto Camping Caravan.







berlintravelfestival.com/en/participation-options/
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AT A GLANCE

1-3 December 2023
10.00 – 18.00
Berlin Exhibition
Grounds

IN CONJUNCTION WITH
Boat & Fun,
Anglingworld Berlin,
Auto Camping Caravan

For more information:
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