



Berlin Travel Festival

1 -3 DECEMBER 2023

EXHIBITION GROUNDS BERLIN

**A NEW LEISURE
NETWORK**

A NEW LEISURE NETWORK



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.

A FEW OF OUR EXHIBITORS

In total, we counted brands, agencies, and organizations from twenty different countries representing more than 370 international destinations. 60% of our exhibitors were directly connected to the travel industry (incl. transportation), 40% were from the lifestyle industry.

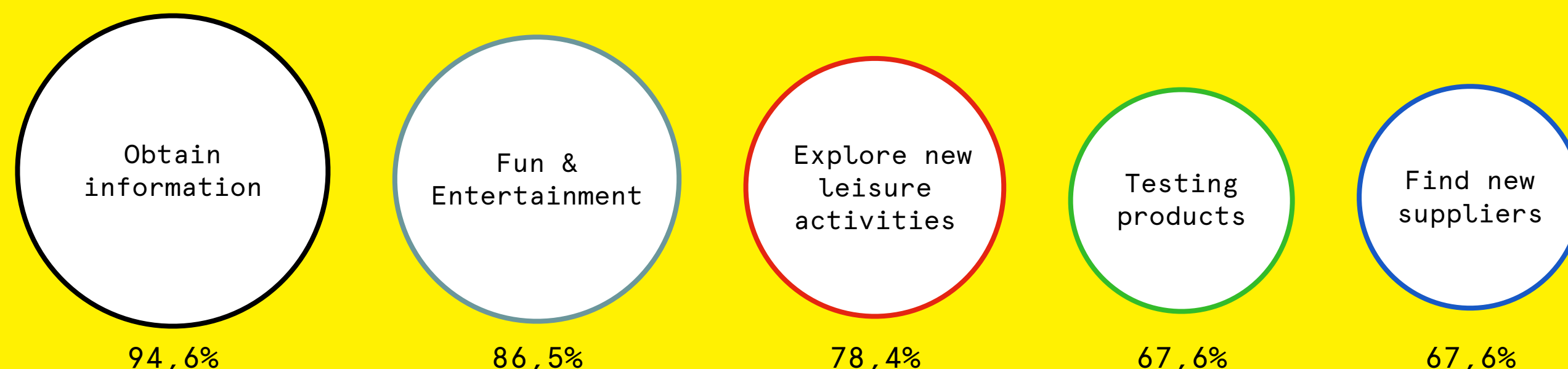


Who's Visiting – a Weekend in Numbers

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.

Visitors expectations



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

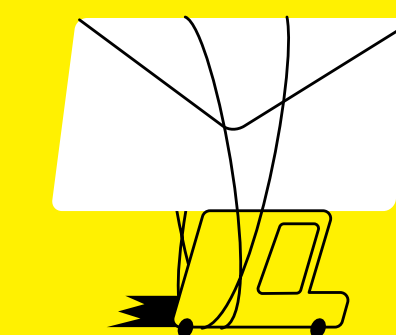
92% have a positive overall impression of the event. 87% would recommend the Festival to friends & family. 87% intend to visit again in the future. 91% of visitors rate the range of products and services positively.

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.

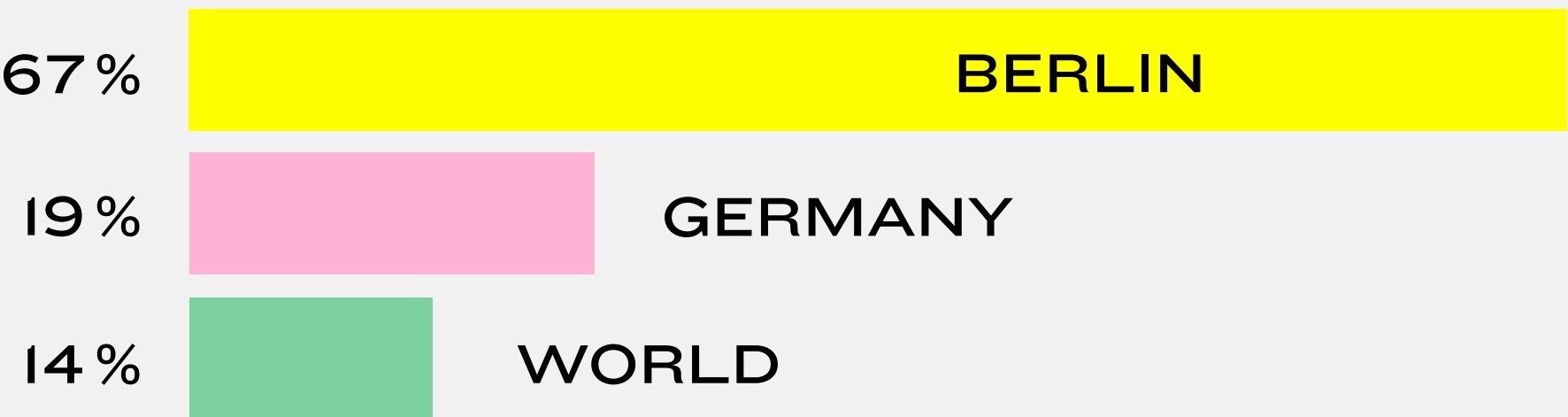
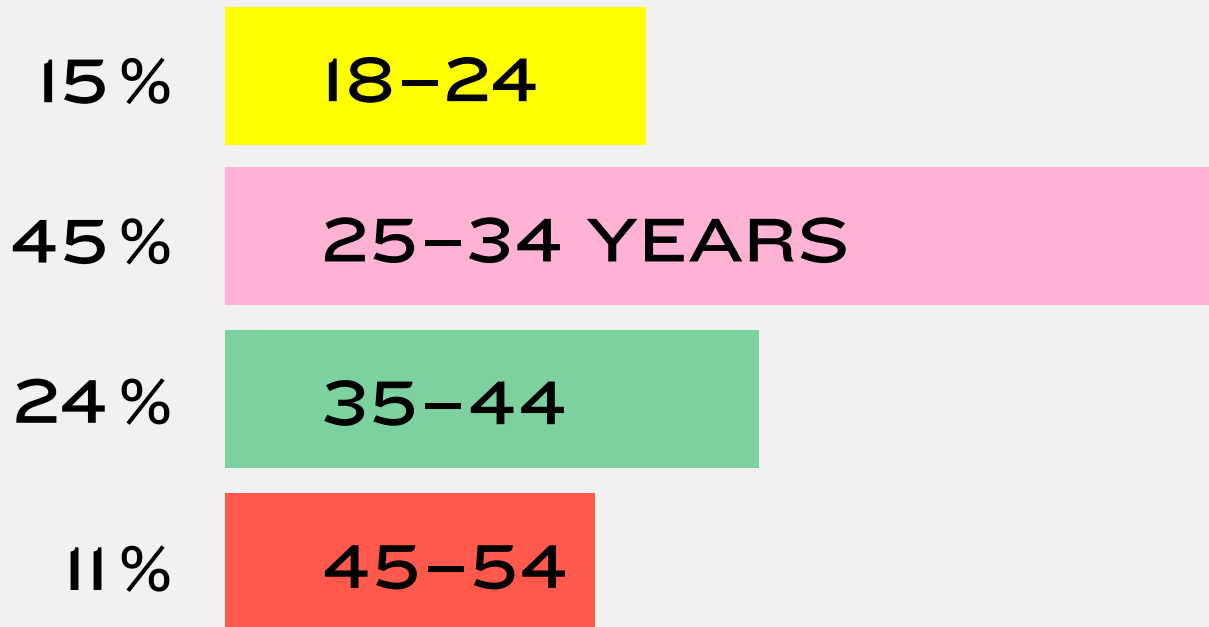
Reasons to join

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.



Who are our visitors?

Berlin Travel Festival visitors range from Generation Z to Millennials – and beyond. They seek new experiences during spontaneous weekenders and immersive cultural adventures – both close to home and abroad.



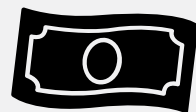
The majority share travel experiences on social media, with 75 % posting at least once a day.



BUSINESS TRAVELS
6+ trips per year



LEISURE
2× 10+ day vacations
8+ weekenders per year
(3× times more than previous generation)



AVERAGE VACATION SPENDING:
50–300 € per day

80 % Value reviews and expert advice

65 % University degree
25,000–70,000 € income p.a.

75 % Travel abroad when possible

40 % Consider last-minute vacations

A Guide to Authentic Experiences

TRAVEL COMMUNITIES



Photos: Julia Nimke



Our target groups are as diverse as our festival. That's why we have developed a whole range of travel types to suit different preferences and desires. Whether Balance Hunters, who are looking for a balance between work and leisure. Escape Seekers looking for adventure and new experiences or Culture Surfers who prefer to immerse themselves in local traditions. There is a persona and a travel offer for everyone at the Berlin Travel Festival.

CULTURE SURFER

Matching touristic offers for culture surfers include cultural tours, museum and art gallery visits.

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.



BALANCE HUNTER

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 horizon



Photos: Julia Nimke

ADVENTURE COLLECTOR

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.

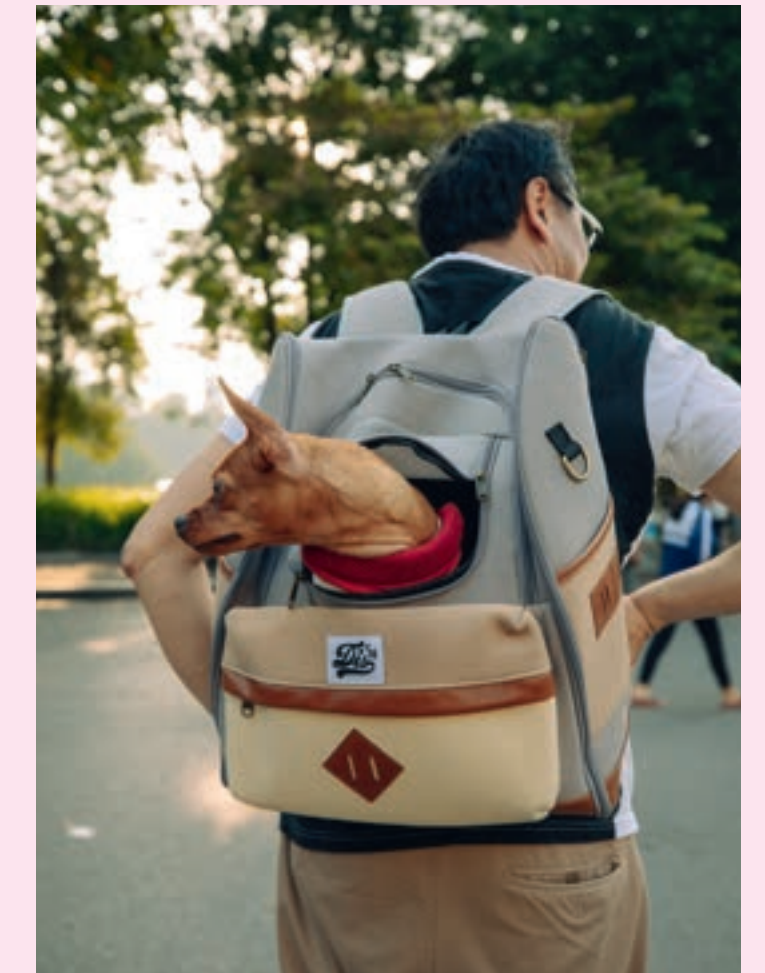




PROFESSIONAL WEEKENDER

Travel options for the 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.

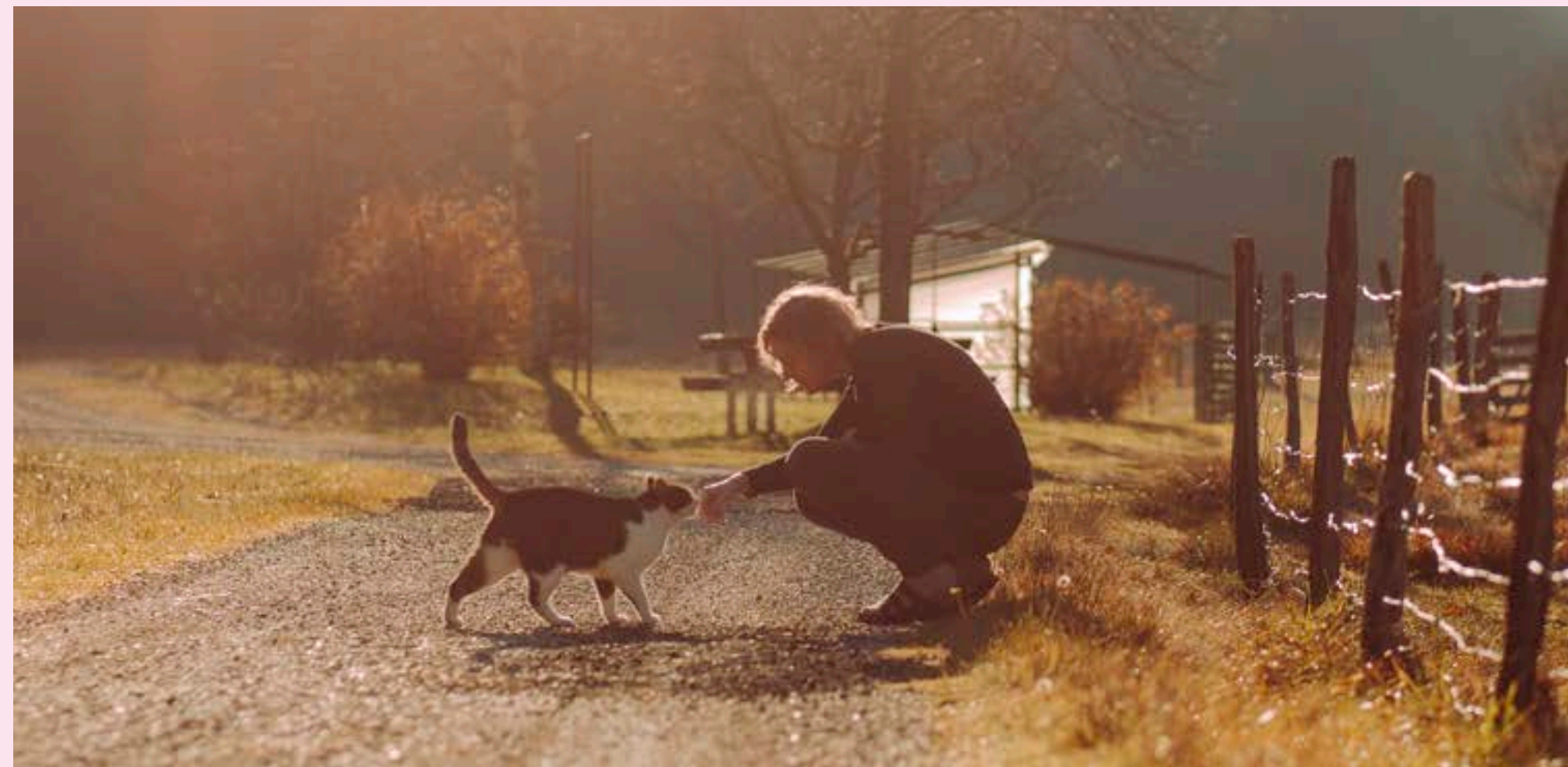


ESCAPE SEEKER

Suitable travel experiences for the Escape Seeker 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.

Photos: Julia Nimke



SLOWTROTTER

For the slowtrotter, travel is about the journey itself.

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.

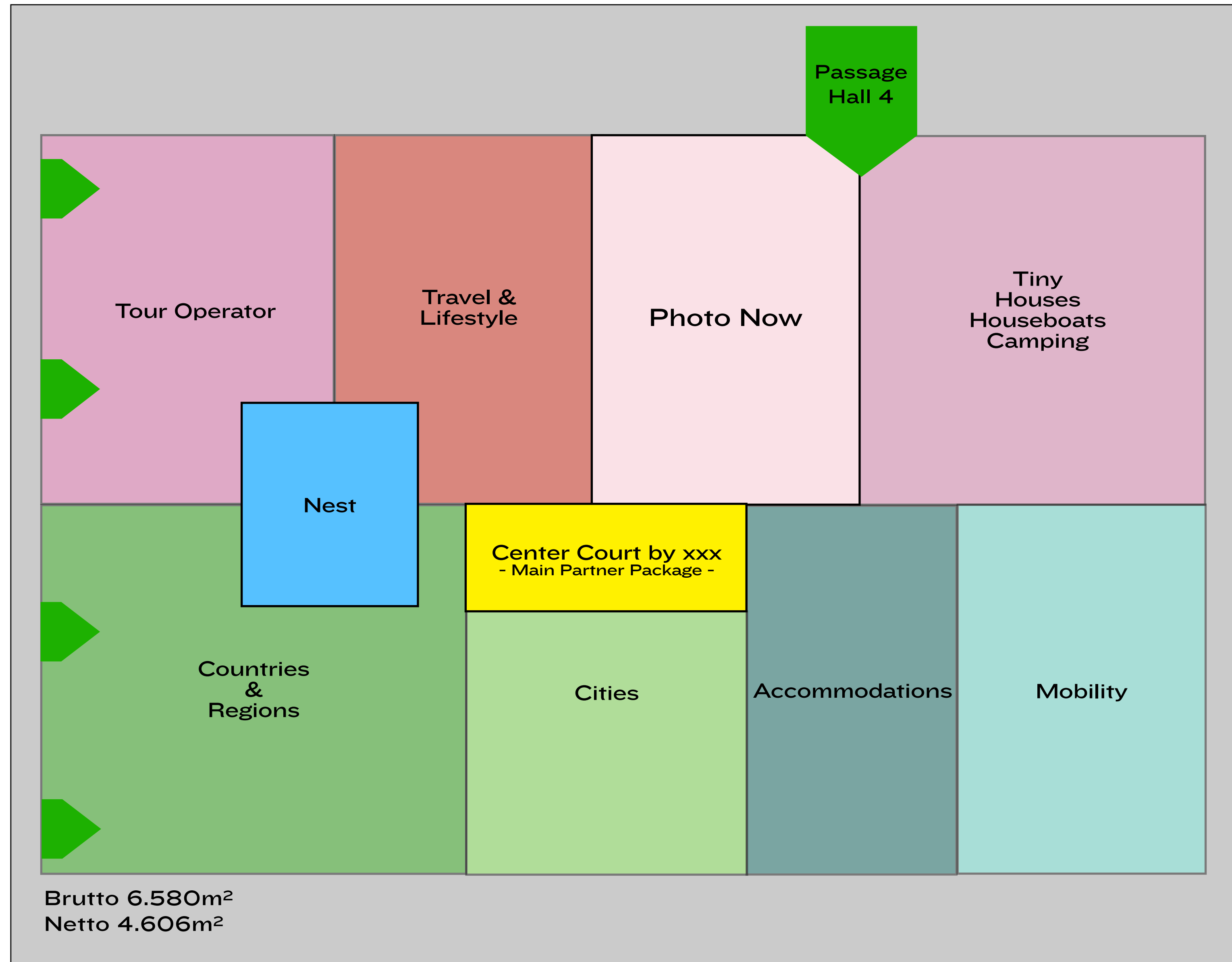
Their focus is on experiencing the destination in a way that is respectful and mindful on local culture and environment. They prioritize amaking meaningful connections and leaving a positive impact.

Exhibition Space by Segments

SHOWCASE A WIDE RANGE OF EXPERIENCES

At 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.



All About our Program

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

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.



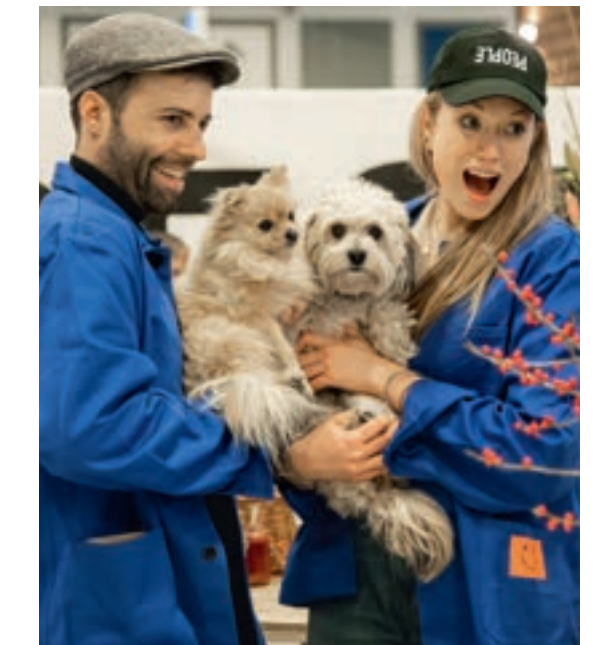
WORKSHOPS

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.



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.

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.



[More Information and Pricing here](#)

<p>EXHIBITOR PACKAGES</p> <p>From Nest stands for start-ups, to complete Pre-Build stand packages in different sizes and Raw spaces.</p>	<p>CUSTOMIZED DEALS</p> <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>	<p>MEDIA PARTNERSHIPS</p> <p>As our media partner, we include you in our communication across our promotional materials before the festival as well as on site.</p>	<p>SPONSORSHIP PROPOSALS</p> <p>For our Main, Premium, and Category Partners we offer different sized packages for different needs.</p>
<p>MARKETING OPTIONS</p> <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>	<p>COMMUNICATION PACKAGES</p> <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>	<p>ADVERTISING SPACE</p> <p>Become visible at the festival by booking stage branding, adverts in the festival guide, or video clips.</p>	<p>ALL OFFERS</p> <p>You can find all featured offers and book an appointment with our team on our website.</p>



THANK
YOU.

For further information please contact:

Sales Team

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