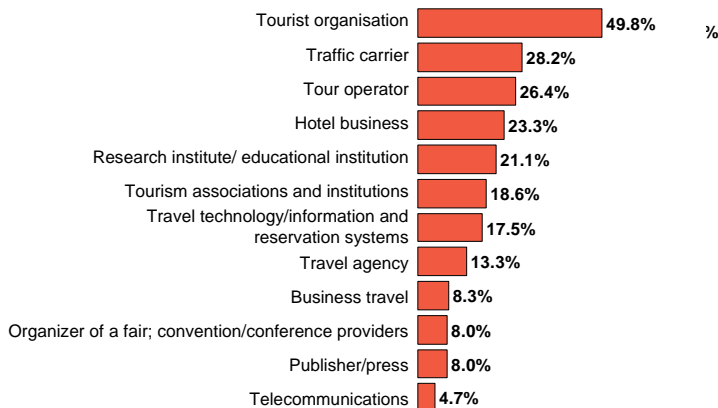


## 1. Exhibitors' survey

(Gathered and analysed by Hopp & Partner Communication Research, Berlin)  
(in brackets the values for ITB Berlin 2010)

### 1.1 Exhibiting companies

(Multiple citations/extract of denominations/n > 4%)



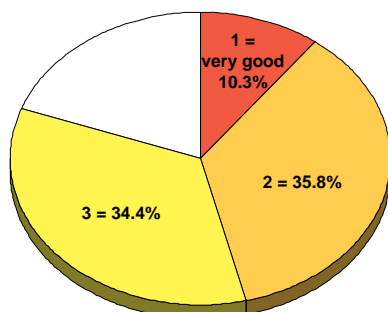
### 1.2 Origin of exhibitors

(Source: Index of exhibitors at ITB Berlin 2011)



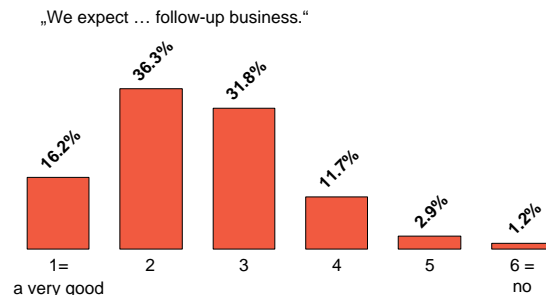
### 1.3 Business success of the fair participation

Eight out of ten exhibitors (2010: 83.2%) this year also rated the resulting business performance of their participation in the trade fair as clearly favourable on a scale of 1 = "very good" to 6 = "very bad".



### 1.4 Follow up business after the fair

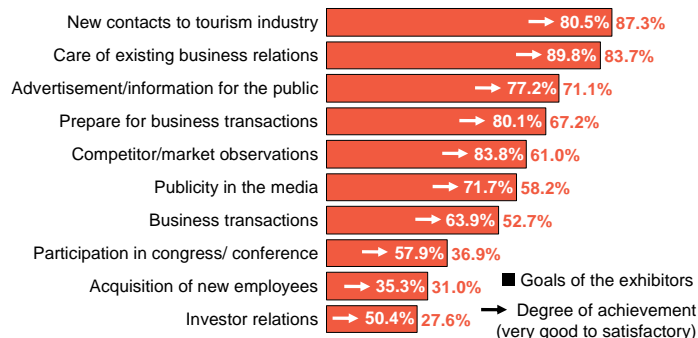
84.3% (87.6%) of the exhibiting companies expect positive follow up business after the fair.



### 1.5 Goals/degree of achievement

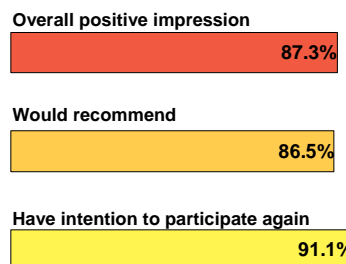
(Multiple citations)

- At 87.3% and 83.7%, "New contacts to the tourism industry" and "Care of existing business relations" were among the companies' main objectives.
- The goal of "Care of existing business relations" was achieved by 89.8% of the exhibitors to a very good to satisfactory extent.



### 1.6 Overall impression and outlook

91.1% of the exhibiting companies intend to participate in ITB Berlin also in the future.

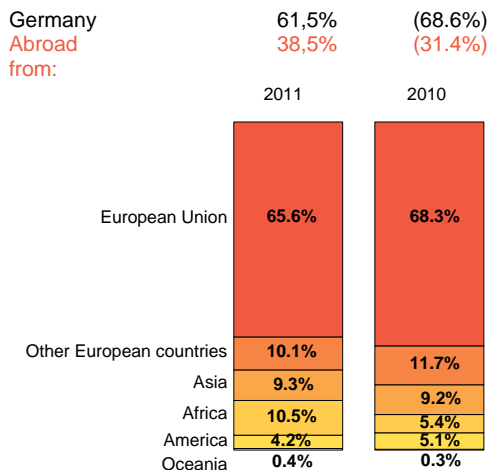




## 2. Trade visitors' survey

(Gathered and analysed by Hopp & Partner Communication Research, Berlin)  
(in brackets the values for ITB Berlin 2010)

### 2.1 Origin of trade visitors



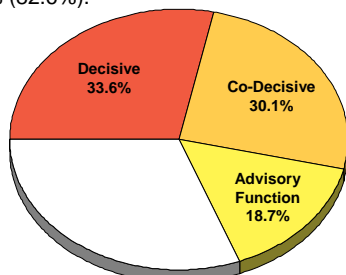
### 2.2 Line of business

	ITB Berlin 2011	ITB Berlin 2010
Tour operators	22.7%	19.1%
Travel agency	14.6%	10.9%
Hotel enterprise	11.5%	8.2%
Tourist organisation	8.3%	5.7%
Publisher/press	7.5%	7.1%
PR/consulting/advertising agency	6.9%	6.0%
Traffic carrier	5.1%	4.0%
Research institute/establishment for education development	4.7%	3.8%
Business Travel	4.5%	2.9%
Tourist association/ institution	4.5%	5.5%
Exhibition organiser/congress and conference organiser	3.1%	2.3%
Travel Technology/information and reservation systems	2.8%	2.1%
Other	8.1%	14.6%

### 2.3 Status

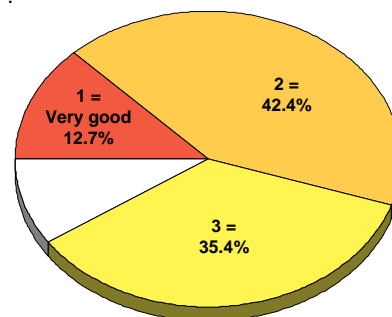
Every second trade visitor (50.2%; 2010: 51,0%) holds an executive position.

The proportion of those who are responsible for purchasing and procurement decisions within their companies is stable at 82.4% (82.6%).



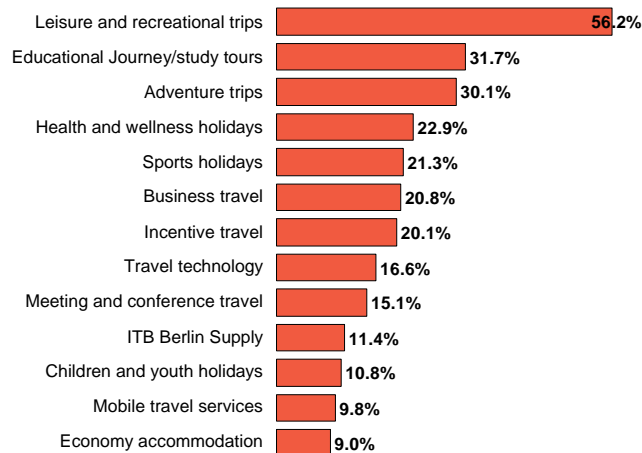
### 2.4 Business success

The trade visitors gave their business performance a clearly positive rating this year as well (average 2.5; 2010: 2.4) based on a scale of 1 = "very good" to 6 = "very bad".



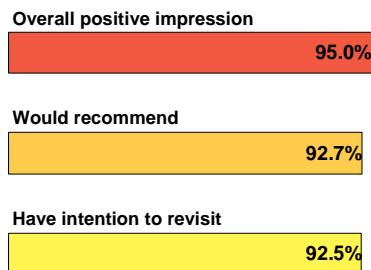
### 2.5 Interest in offers

(Multiple citations)



### 2.6 Overall impression and Outlook

Already at the time of the survey, 92.5% (93.8%) of trade visitors indicated their intention to visit ITB Berlin in the future as well.





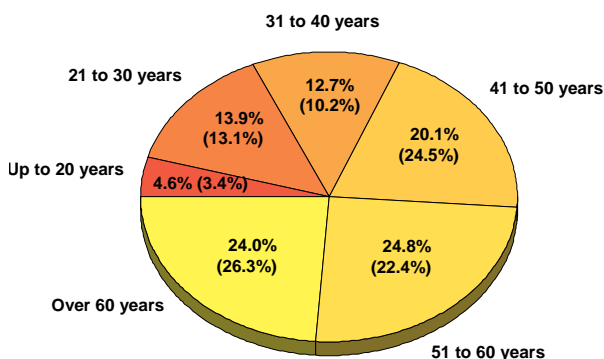
### 3. Private visitors' survey

(Gathered and analysed by Hopp & Partner Communication Research, Berlin) (in brackets the values for ITB Berlin 2010)

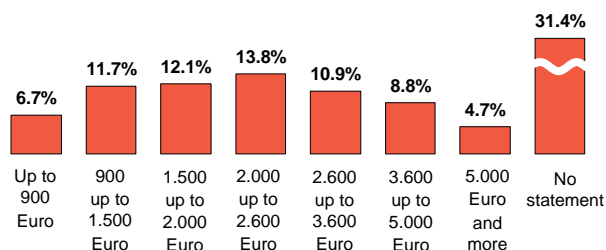
#### 3.1 Origin of private visitors

Visitors from Berlin	61.1% (60.2%)
Visitors from other federal states	33.7% (36.7%)
Visitors from Abroad	5.3% (3.1%)

#### 3.2 Age structure

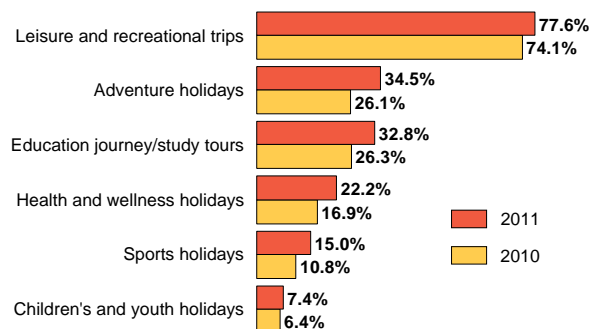


#### 3.3 Net household income



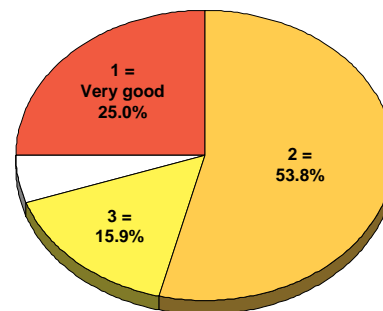
#### 3.4 Interest in offers sorted by travel types

(Multiple citations/extract of denominations/n > 3%)



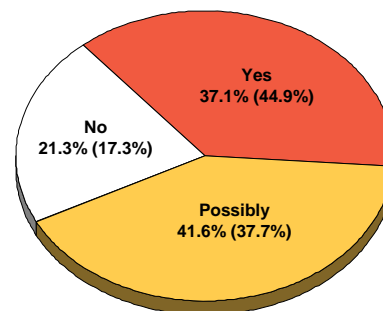
#### 3.5 Offer evaluation

As in the past year, the range of offerings at ITB Berlin was rated very favourably (average 2.0; 2010: 1.9) by private visitors (on a scale of 1 = "very good" to 6 = "very bad").



#### 3.6 Booking intentions

Based on information received at ITB Berlin, 78.8% of the private visitors plan definitely or at least possibly to book a trip following the fair.



#### 3.7 Overall impression and outlook

More than nine out of ten private visitors intend to visit ITB Berlin again in the future (2010: 91.7%).

