

ITB Berlin - THE WORLD'S LEADING TRAVEL TRADE SHOW[®] 9 - 13 March 2011

The tourism industry professionals will be meeting in Berlin. Don't miss this event! For your ITB Berlin participation we composed a list of highlights for hotel managers. Our tour will lead you to the following halls: Hall 4.1: Economy Accommodation / Halls 6.1, 8.1 + 10.1: ITB Travel Technology / Halls 7.1a, 7.1b and 7.3: ITB Berlin Convention / Hall 7.1c: ITB SUPPLY, eTravel World & Mobile Travel Services / Halls 8.1, 9.1 + 10.1: International Hotel Chains / Hall 16: Forum Wellness. However, destination-oriented hotels and hotel chains are also located in various halls. More details including the exhibitor list of ITB Berlin, can be found on www.itb-berlin.com. Welcome to ITB Berlin 2011.



Official Partner Country 2011

HALL 4.1 ECONOMY ACCOMMODATION

Economy accommodation is a global trend and one of the world's most dynamic growth drivers in the travel industry - from leisure and business travel, to MICE. This exhibition segment is again located in Hall 4.1, in its fourth year now. The event dealing with the subject of budget hotels is taking place during the Hospitality Day at the Convention: Low Budget Hotels & Hostels: A Good Night's Sleep for Peanuts? **Thursday, 10 March**, 4:45-5:45 p.m in Hall 7.1b.

HALLS 6.1, 8.1 + 10.1 ITB TRAVEL TECHNOLOGY

International suppliers of hotel software and reservation systems are presenting the latest details about their products in Halls 8.1 and 10.1. Among the providers you will find Protel, Pegasus, Hotel.de, Softbrands, Bookassist and Ez.Yield.com. In addition Micros Fidelio, HRS, Travelport, eHotel and others will be exhibiting in Hall 9.

The latest technologies for the tourism sector are being showcased in the main Travel Technology area Hall 6.1. Here you will find information on subjects such as search engine optimisation or working with content management solutions.

The PhoCusWright@ITB Travel Technology Conference is free of charge in 2011 for all trade visitors and exhibitors. It offers a new and exciting concept: high-profile speakers will meet a highly skilled audience of travel professionals, innovators and visionaries, who will be able to establish new contacts in a unique atmosphere. Take advantage of your opportunity to meet industry experts at PhoCusWright@ITB on **Wednesday, 09 March** in hall 7.3

More information can be found on www.itb-berlin.com/phocuswright

HALL 7.1c eTravel World + MOBILE TRAVEL SERVICES

Following the successful launch of the Mobile Travel Services segment at ITB Berlin last year, the 2011 edition will also feature the **eTravel World**, where you can learn about the latest product information for mobile services as well as the latest ways to integrate social networks into your marketing and sales strategies.

HALLS 7.1a, 7.1b, 7.3 ITB BERLIN CONVENTION

ITB FUTURE DAY

What megatrends are shaping the economy and society? How are they impacting the global tourism industry? ITB Future Day offers answers.

- ITB Global Future and Trends Summit
- ITB World Travel Trends Report: Forecasting Global and European Tourism in cooperation with IPK International
- Trends und Innovations in Marketing Communication and Advertising

Wednesday, 09 March,
11:00 a.m. - 5:30 p.m., Hall 7.1b

ITB HOSPITALITY DAY

How much do current social and tourism issues impact the hotel industry? International experts discuss this topic together with media partner hospitalityInside.com:

- Environment & CSR - Concepts & Assessments
- CEO Panel: Priorities on Hospitality or Real Estate?
- Social Media & Hotel Evaluation Platforms - Friends for Life?
- Low Budget Hotels & Hostels: A Good Night's Sleep for Peanuts?

Thursday, 10 March,
10.30 a.m. - 6.00 p.m., Hall 7.1b

ITB MARKETING AND DISTRIBUTION DAY

ITB Marketing and Distribution Day presents global marketing trends in the various industries:

- What Will the Future Bring in 2050 – Implications for Marketing and Distribution
Friday, 11 March,
10:45 a.m. - 5:45 p.m., Hall 7.1b

ITB DESTINATION DAYS

ITB Destination Days address the challenges and opportunities in international destination management:

- Focus on China: How the Chinese Outbound Market is changing?
Wednesday, 09 March,
11.50 a.m. - 5.45 p.m., Hall 7.1a
- City Tourism - The Magic of the Place
- European City Destinations: Facts and Figures - Highlights from GfK's Mobility Monitor
Friday, 11 March,
10:30 a.m. - 4:15 Uhr, Hall 7.1a

ITB CORPORATE SOCIAL RESPONSIBILITY DAY

Representatives from the business sector as well as politicians discuss concepts, best-practice examples and the profit potential of sustainable tourism:

- Luxury and Environmental Sustainability: Friends or Foes?
- The CSR Conscious Tourist: Exception or Potential?
Thursday, 10 March,
10:30 a.m. - 5:30 p.m., Hall 7.1a

The participation in ITB Berlin Convention is free of charge.

Alle Sessions under
www.itb-convention.com/program

ITB Berlin Hotel Special

HALL 7.1c ITB SUPPLY

The products in the ITB SUPPLY section range from hotel installations to convention and event technology, as well as sales promotion, advertising items and name tags.

HARTMANN TRESORE AG

presents its security solutions, specially designed for the hotel, restaurant and food services industries, in hall 7.1c/124. These solutions include easy-to-operate room safes, minibars with various cooling systems, safe-deposit boxes with flexible numbers of boxes, safes for back office and administration, and depository safes.



"Greater convenience for your guests: HARTMANN TRESORE is your one-stop source for room safes and minibars" www.hartmann-tresore.com

BÜTEC

has long been known for quality within the hotel & tourism industry for its professional stage systems. The company, which has operated over 35 years and is active on the international market, is exhibiting at ITB Berlin for the first time this year. The company's stages, curtains, aluminum trusses, motorized rigging, bleacher seating, mobile dance floors, canopies, special aluminum constructions, lighting towers, music rehearsal booths and much more are produced in the company's 5,000 sqm facility (www.buetec.com). The company's credo: BÜTEC is a reliable, full-service business partner for planning, production and performance of your event and can also handle development of your lighting and sound equipment concept.



We look forward to meeting you in hall 7.1C/125

Melitta SystemService Your global partner for professional coffee preparation

Melitta SystemService is one of the leading producer and system partner for commercially used coffee machines. Custom-made for breakfast or banquet services, at the bar or in the restaurant.



The Melitta cup, the Melitta bar-cube, the Melitta c35 and the Cafina Alpha, all of our fully automatic coffee machines are fast, powerful and reliable. They offer perfect dispensing of milk foam and chocolate, are easy to maintain and extremely attractive.

Professional products for professionals - Melitta is your premium partner! Melitta for the ultimate in coffee enjoyment
Hall 7.1c / 119
www.melittasystemservice.com

badgepoint® GmbH New members in the "office" series

The tried-and-true "office" series is being expanded with a few new and innovative members. The new office "color-print" product with color logo imprinting allows your company's corporate design to be specified without modification. The office "alu-print" model features a sophisticated-looking face side made from anodized aluminum. Visit us at stand 7.1c/100.
www.badgepoint.com



The Madsack Media Group

is a successful media company that publishes 18 regional daily newspapers in 6 German states with a total reach of 2.5 million readers. The group also publishes a variety of advertising papers with a total distributed circulation of 6 million copies per week. The print editions are supplemented with online content. The group is also successfully involved through holdings, activities and innovations in expanding media markets such as the Internet, radio, TV productions and postal services.

Madsack is being represented at ITB Berlin for the first time with a stand, where it will present the attractive travel pages which are published each week offering travelers valuable tips and ideas for their next vacation.

Madsack is looking for contacts with businesses from the tourism industry to develop customized concepts that directly address the target group of newspaper readers who love to travel.
www.madsack.de

Backpack/tote bag for kids and adults

By simply unsnapping two snaps, this tote bag can quickly be converted into a backpack. The bag itself is available in various fabrics, colors and sizes, and will soon be available with photo imprinting and for kids, as well as in a paintable version especially for kids. These bags are an extremely affordable and efficient advertising medium for hotels, tourism businesses and others, and are used year-round.

www.kerler.de

Hall 7.1c/101



BEACH BAG © DAS ORIGINAL THE "MUST-HAVE" ITEM FOR SUMMER

With our multifunctional beach bag, your guests will have everything they need on hand at the pool and on the beach. It functions as a beach bag (65x40 cm) with 6 handy pockets and as a beach towel with neck support pocket, and it features a pocket for your mobile phone. Available in various colors, and in the custom color of your choice. Visit us at the booth of Miro Radici Hometextile GmbH in hall 7.1c/102. www.radici-belotex.com



The latest innovation from Bartech

Bartech markets the first "Flat Fridge": tailored to match current concepts in room design. Only 230 mm thick, it makes a perfect visual fit with the new flat screen televisions. Behind its elegant twin-leaf door made of black, frosted glass there is room for up to 22 products. Come and see the "Flat Fridge" on our stand. We look forward to meeting you there. www.bartech.com



HALL 7.1c MOBILE TRAVEL SERVICES + eTravel World

Social media and mobile travel services

Having successfully debuted at ITB Berlin 2010, providers of mobile travel services will once again exhibit in 2011. In addition, products and studies related to social media and mobile solutions will be presented and discussed within the adjacent forum eTravel World.

mvolution GmbH

Mobile Hotel Check-In via iPhone
Endless queues in front of the hotel reception desk is now a thing of the past! With the mobile travel planning tool "travelload" your guests can check-in via smartphone before they have even arrived. That saves precious time for them as well as for you! Visit our booth in hall 7.1c and let us show you all the perspectives for your hotel. www.mvolution.de



komoot GmbH

The guest should always be treated like royalty not when he's in his hotel room, but also when he's organizing his leisure activities far from home. The innovative outdoor route plans from komoot are just the perfect tool for this, offering hotels and their guests an extensive range of tours for each region. Visit komoot, winner of the VIR Innovation Days 2010, hall 7.1C/117. www.komoot.de

Fappulous by Views Publishing

Fappulous brings your hotel to the iPhone or iPad of your guests. You can send booking confirmations with a link to your hotel app. With one click, your guest gets all important information about your business at his fingertips without wasting time surfing the Internet. The app calculates the route to your hotel, offers current weather information and provides information about your surroundings, including jogging routes. Fappulous is a spin-off of Views Publishing, a close partner to international luxury hotels for the past 30 years, in the areas of print products, PR campaigns, and in the wide-ranging field of electronic media. Hall 7.1c/105 www.views-publishing.com

A1 Telekom Austria AG

Mobile Internet for travelers.
One click is all it takes for you to go online with broadband. With broadband you can surf at top speeds in more than 50 countries worldwide for only EUR 0.59/MB all without any contracts or base fees. You pay only for what you actually use, simply and conveniently, via credit card or PayPal. Have fun surfing with broadband! www.abroadband.com

Pausanio GmbH & Co. KG

offers audio tours and art guide apps for cultural excursions. At www.pausanio.de you can find more than 220 downloadable audio guides to cities, museums and places of interest throughout all of Germany and many other European cities. All of the content is also available in an ideal format for Smartphones at the mobile website <http://pausanio.mobi>. The Art & Travel app for the iPhone will be released in March. Hall 7.1c/118

World Mobi Ltd.

has now added 'deal of the day' information, including Groupon, to its City.mobi mobile sites. City.mobi now covers over 800 cities in nearly 200 countries. Hotels that would like to promote time limited deals to a minimum number of customers should drop by the World Mobi stand to see how it works... www.worldmobi.co.uk

Hotel guides for iPhones and more

GIATA (Hall 6.1/100) and TOURIAS (Hall 7.1c/116) are presenting a mobile guide for hotels in 11 languages at this year's ITB Berlin. The content of the guide is oriented fully on the needs of the guest, and in addition to extensive hotel information, it offers a complete travel guide as well as practical features like a city map and a weather forecast. The package price for the product includes creation of an app for more than 300 mobile devices, marketing of the guide through app stores, and translation of the hotel information into 11 languages. www.tourias-mobile.com / www.giata.de



TravelSIM

is a worldwide prepaid GSM SIM card that will help you reduce your telephone bill enormously. It's an extremely universal product the perfect companion for every traveler! Take it along on your next trip and enjoy affordable international telephoning and SMS rates in more than 180 countries. You can even be reached at no cost in 70 countries. As soon as you plug the TravelSIM into your phone, you'll save up to 85% on outgoing calls. No contract, no expiration date and no obligations! www.travelsim.com Hall 7.1c, stand 120

TouristMobile

Tourist Mobile's MyTravelCompanion empowers travellers while travelling with relevant information and the ability to (re)act in order to make their trips as efficient and as enjoyable as possible. TouristMobile introduces the next generation of travel and paves the way for mobile travel from information delivery devices to transaction platforms. www.tourist-mobile.com Hall 7.1c/112



Please visit us at our booth in Hall 7.1c/111.

HALLS 8.1, 9 + 10.1 HOTEL BUSINESS

The main focus in Halls 8.1, 9 and 10.1 is on the hotel business. The Economy Accommodation section is located in Hall 4.1.

ITB Berlin Hotel Special

HALL 16 FORUM WELLNESS

Healthy Travel and Wellness are important topics at ITB Berlin. Wellness resorts, tour operators and hotels from Germany and Poland are presenting their offers in the Wellness Hall (Hall 16) and showing the most popular and latest wellness trends. There is also a Forum Wellness, presenting promising strategies and providing insights into the wellness and spa industry, which has been experiencing a boom over the past 20 years.

The programme will feature the following:

- ? Keynote: Go Green!?
- ? Sustainability in Hotel & Spa
- ? Enjoy a Better, Healthier Lifestyle!
- ? Medical Spa & Healing Diet - A View on the Asian Market
- ? Guest Satisfaction - Great Potential for Corporate Governance

Thursday, 10 March,

10:30 a.m. - 5:15 p.m., Hall 7.3, Room Berlin
www.itb-convention.com

ITB BERLIN 2011 - THE WHOLE WORLD IN ONE PLACE!

Date:

Trade visitors: 09 - 11 March 2011

Trade visitors and general public:
12 - 13 March 2011

Opening hours:

daily 10:00 a.m. - 6:00 p.m.

Tickets:

Trade visitor pass: 46 Euro

(valid for all days)

One day trade visitor pass: 30 Euro

Public Transport:

S-Bahn: S3, S41, S42, S46, S5 and
S75 to S-Bahn station "Messe-Süd",
"Messe Nord" or "Westkreuz"

Bus shuttle service (free of charge):

To help you reach ITB Berlin fast and comfortable we are providing the following services:

Airport Shuttle:

Tegel airport to Entrance South and back,
daily 10:00 a.m. - 6:00 p.m.

ITB City Shuttle

Our City Shuttle takes you fast and comfortable to the ITB Berlin venue, Entrance South.

ITB Hotel Bus Shuttle:

This shuttle is provided by our partner hotels and takes you to the Entrance South. You can find the participating hotels on our website www.itb-berlin.com/travel.

Fairground Shuttle:

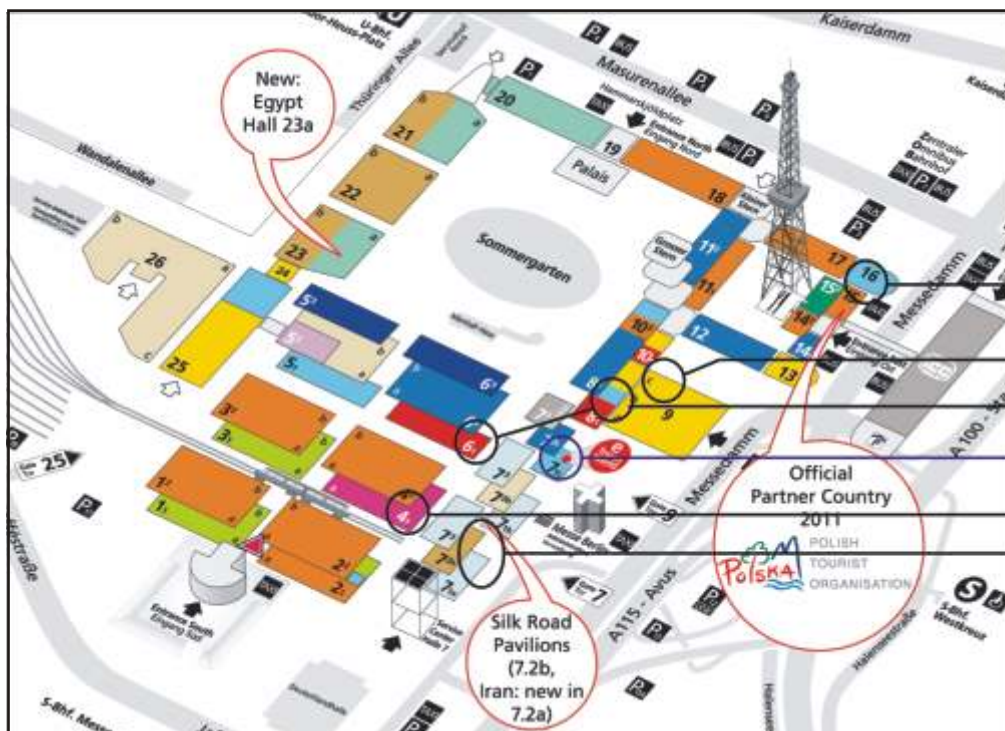
Our ITB fairground shuttle will take you from hall to hall.

More information:

Further details are available on the Internet: www.itb-berlin.com.

Or simply call the ITB Berlin Hotline at +49 (0)30 3038-5555, our team will be glad to answer your questions. Additional information will also be provided at all info counters on the ITB Berlin fairground.

EXHIBITION GROUNDS



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