

FIRST CLASS INSPIRATION ...



ITB
BERLIN

THE WORLD'S
LEADING TRAVEL
TRADE SHOW®

...CAN ONLY
BE FOUND AT
ITB BERLIN

7 – 11 March 2012, itb-berlin.com



Official Partner Country



188

COUNTRIES FROM ALL THE WORLD'S
CONTINENTS PRESENT THE **LATEST
TRAVEL TRENDS** AND REFLECT THE
DIVERSITY OF THE TOURISM INDUSTRY
IN 2012

11.163

EXHIBITORS PRESENT A UNIQUE,
160,000 SQUARE METER
MARKETPLACE FOR YOUR
COMMERCIAL SUCCESS

110.791

TRADE VISITORS, AROUND 40% FROM
ABROAD, VISIT ITB BERLIN EACH YEAR
AND ARE PART OF THE **WORLD'S LEADING
TRAVEL TRADE SHOW®**

6 BN

EUROS OF SALES ARE GENERATED EACH
YEAR BY COMPANIES PARTICIPATING IN
ITB BERLIN

CHECK IN

**THE LEADING INTERNATIONAL
TRADE SHOW OF THE TRAVEL
INDUSTRY AWAITS YOU**

Establish valuable contacts in the areas of leisure,
business travel and MICE, zero in on the latest travel
industry trends and close global deals – all in one
location, at ITB Berlin.

With us, you're always up to date
Direct access via: itb-berlin.com



DIRECT LINK TO YOUR
WORLD-WIDE CONTACTS:

itb-berlin.com/networking

“For the last couples of years I have enjoyed being a member of the ITB Berlin. We are all living in the technology era, but nothing surpasses face to face contact.”

Jimmy Ntintili,

Jimmy face2face tours, Johannesburg

OPPORTUNITIES
 INDUSTRIES CASE STUDIES
 MOTIVATION BUDGETS
 CUTTING EDGE KNOWLEDGE
 MOBILE TRAVEL
 BEST PRACTICES DISCUSSIONS
 FIGURES DESTINATIONS
 ROUND-TABLES EXCHANGE OF IDEAS
 THE FUTURE MOBILITY
 LIBRARY DOMESTIC TOURISM
 AVIATION TRENDS
 INCENTIVES **KNOW-HOW**
 STRATEGIES BUSINESS TRAVEL
 HOTELS INSIGHTS **CSR**
 EXPERTS' FORUM **HOSPITALITY ROI**
 MARKETING CAREERS
MICE SOLUTIONS PRESENTATIONS
 TRAVEL DRAFTS & IDEAS
 TECHNOLOGY
 FACTS ANALYSES WORLD-WIDE
 KEYNOTES CONTROLLING
 WORKSHOPS

FASTEN YOUR SEATBELTS

GET READY FOR THE

#1 EXPERTS' MEETING PLACE

Visit the world's biggest travel industry convention: Get information about industry innovations, discuss business strategies and establish contacts all over the world. In 2011 the ITB Berlin Convention was able to continue expanding its **role as the Leading Travel Industry Think Tank**. Last year 14,000 experts came to Berlin and were excited about the vast amount of expertise concentrated in one place.

Build and sustain your competitive advantage!

TOP KNOWLEDGE FOR FREE!

Admission to the convention is included in your **ITB Berlin Ticket**



"Events are an important economic factor. The huge popularity of the ITB Business Travel Days and ITB MICE Day offers compelling evidence of the ongoing importance of congresses and events in 2011."

Matthias Schultze,

Director, GCB German Convention Bureau e.V.

DIRECT TO THE CONVENTION PROGRAM:

itb-convention.com/program

OR WITH THIS QR-CODE:



“Our key challenge in the industry is to stimulate jobs and investment, eliminating barriers to travel such as visa restrictions, taxation, and outmoded infrastructure systems. I am confident that these issues will be addressed at Europe’s premier travel trade fair – ITB Berlin. It is the key place to learn about new trends, market developments, and to deepen existing business relations.”

David Scowsill,
President & CEO, World Travel & Tourism Council

DESTINATION FUTURE

DISCOVER THE TRENDS OF THE TRAVEL INDUSTRY

Discover the eTravel World in the Travel Technology area of ITB Berlin. The latest apps and innovations in the areas of mobile and social media – presented by both well-known companies and young start-ups – are awaiting you in Hall 7.1c. Learn from experts how you can integrate mobile technologies into your business and hear about the latest trends at stimulating round table discussions with international speakers.



FOR INFORMATION ABOUT THIS TREND
WELL IN ADVANCE OF ITB BERLIN:

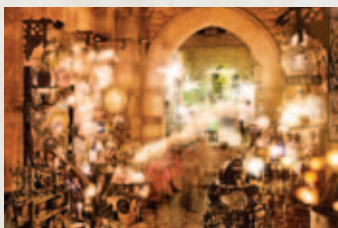
itb-berlin.com/etravel

'speechless,
I stood before this wonder...'



egypt
where it all begins

The story of the Pyramids is one of history. Some claim they were built as tombs for kings, while others claim they were astrological maps mirroring the stars. All agree that they are timeless 'must see' wonders and having been here for centuries, they sat there quietly as millions of people passed by, and thousands of stories unfolded right in front of them.



Visit us at Hall 23A
For more info log to:
www.egypt.travel

IMPORTANT INFORMATION

EVERYTHING YOU NEED FOR A
TOP CLASS VISIT TO BERLIN

BOOK YOUR TICKET ONLINE AND SAVE:
itb-berlin.com/tickets

TRADE VISITORS – DAY PASS
ONLINE **30 EUR**/AT THE TICKET OFFICE **36 EUR**

TRADE VISITORS 5 DAY BADGE
ONLINE **46 EUR**/AT THE TICKET OFFICE **56 EUR**

INFORMATION ABOUT BERLIN
visitberlin.de, sei.berlin.de

CLIMATE CONSCIOUS TRAVEL
with atmosfair at: atmosfair.com or
itb-berlin.com/travel

HOTEL BUS-SHUTTLE
Use this service to travel quickly and
directly from your hotel to the exhibition grounds:
itb-berlin.com/travel

FOREIGN REPRESENTATIVES
Take advantage of the expertise of
our foreign representatives:
itb-berlin.com/contact



READY FOR TAKE-OFF

INTO A SUSTAINABLE WORLD

Responsible trade, sustainability and environmental awareness are not trendy topics – they're social imperatives and pre-conditions for long-term economic success and competitive ability. As the world's largest travel trade show, ITB Berlin has taken a leading role, viewing Corporate Social Responsibility as an integrated concept of sustainable tourism-based corporate development.

At the 4th ITB CSR Day on 8 March 2012 important political and business representatives discuss best practice examples, concepts and the potential cost-effectiveness of sustainable tourism. Sustainability and social responsibility in tourism are also a central topic in numerous other events of the ITB Berlin Convention as well as in Hall 4.1.

LOOK FOR **THIS SYMBOL** IN
THE **CONVENTION PROGRAM**:



FOR MORE SUSTAINABLE
INFORMATION:

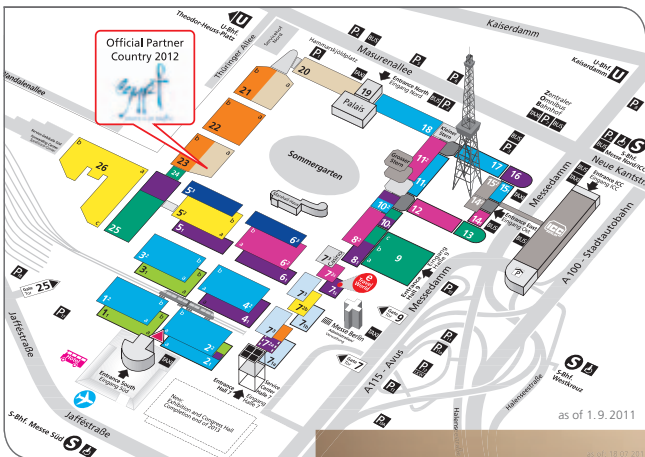
itb-berlin.com/csr

" At the Global Sustainable Tourism Council we have been pleased to see the leadership of ITB in bringing sustainable tourism to the forefront. "

Erika Harms,
Executive Director, Global Sustainable Tourism Council (GSTC)

MAP OF THE ITB BERLIN 2012 EXHIBITION GROUNDS

Printed on environmentally-friendly paper



as of 1.9.2011

as of 18.07.2011

Asia-Pacific
 South Asia, Australia (5.2a)
 India (5.2b), Central Asia (7.2b)
 Far East, Southeast Asia (26)

Africa (20, 21a, 23a)

**Arabian Countries, Israel (7.2a),
 Iran (21b, 22, 23b)**

**Americas/Caribbean
 (1.1, 2.1b, 3.1)**

**Germany
 (6.2, 7.2c, 8.2, 11.2, 12, 14.1)**

**Europe (1.2, 2.1, 2.2, 3.2, 4.2,
 10.2, 11.1, 15.1, 17, 18)**

**Tourism Companies
 Carrier, Hotels, Tour Operators
 (8.1, 9, 10.1, 13, 24, 25)**

Segments
 - Gay & Lesbian Travel (2.1)
 - Youth Travel,
 - Experience Adventures,
 Economy Accommodation,
 ITB Stage (4.1)
 - Training and Employment
 in Tourism (CareerCenter) (5.1)
 - ITB Travel Technology,
 ITB Business Travel Lounge
 (6.1, 8.1, 10.1)
 - Mobile Travel Services (7.1)

DATES

7 – 11 March 2012
 7 – 9 March 2012
 (Trade visitors only)

OPENING HOURS

10 am – 6 pm

- Book World,
 Cultural Tourism (10.2)
- Wellness (16)
- Cruises (25)
- Media Center (5.3, 6.3)**
- ITB Berlin Convention**
 - ITB Destination Days,
 ITB Business Travel Forum,
 ITB CSR Day,
 ITB Mobility Day (7.1a)
 - ITB Future Day,
 ITB Marketing & Distribution Day,
 ITB Hospitality Day (7.1b)
 - ITB Experts Forum Wellness,
 PhoCusWright@ITB (7.3)

ITB Cinema (7.2a)

eTravel World (7.1c)

INFOX-DHL Package Station

Hotel Bus Shuttle

Airport Shuttle Tegel

Trains