

eTRAVEL WORLD MOBILE SERVICES & SOCIAL MEDIA

Your meeting point for Mobile Web in Tourism
9–13 March 2011



**ITB
BERLIN**

THE WORLD'S
LEADING TRAVEL
TRADE SHOW®

With the eTravel World, **ITB Berlin** offers to all attendees a new perspective on **Social Media** and **Mobile Travel Services**.

The whole world under one roof – at ITB Berlin

Over 122,000 exhibitors and trade visitors come from every area of the international business travel and tourism industry. Participants include national and regional tourism organizations, tourist offices, tour operators, travel agencies, carriers, hotels, travel insurance companies, travel industry suppliers, communication and information systems providers, publishing houses and international tourism associations and organizations.



WHAT WE OFFER **FOR YOUR SUCCESS** IN THE TRAVEL INDUSTRY

INSPIRATION – KNOWLEDGE – NETWORKING

- Bigger exhibition area in a central position of the venue (hall 7.1c). The ITB Berlin Convention, the Business Travel Forum and the Travel Technology area are located close at hand.
- Numerous players from the tourism industry talk about their experiences with Social Media and Mobile Solutions.
- Different approaches to actual and relevant new media topics: Take part in the workshops in the eTravel Lab, watch the presentations on the eTravel Stage and take advantage of the excellent networking opportunities within the eTravel Lounge
- In 2011, exhibitors such as A1Telekom Austria, Clanmo, Komoot, Leadcall, mVolution, Pausanio, TravelSIM, Toozla, Tourias Mobile, TouristMobile, Vodafone and Voyavo are presenting the whole range of Mobile Solutions. Sponsors and Media Partners as Herestay, Mobile Business, Touristiklounge and TNOOZ enrich the programme and highlight the daily Happy Hours.
- PhoCusWright New Media Summit: Exclusive event for international bloggers on 10 March including interactive meetings, workshops and panel discussions.
- All events within the eTravel World are free of charge for trade visitors and exhibitors



POLISH
TOURIST
ORGANISATION

Official Partner Country

ESTABLISH **NEW CONTACTS** AT ITB BERLIN AND REACH **YOUR TARGET GROUP: DECISION-MAKERS** FROM ALL AREAS OF THE TOURISM INDUSTRY!



Thank you very much for the excellent organization. From my point of view, the stage was a complete success and I am very excited about the coming year!

Christoph Schotter, Managing Director, Tourias Mobile GmbH, Würzburg



Thank you very much for the good organization, the design and content of the event and the on-site personal support. It was an interesting and promising start.

Marina Hegemann, CoFounder, Tourist-Mobile GmbH, Innsbruck



Our participation in ITB 2010 was a complete success. In addition to numerous discussions with potential customers, we received outstanding media response from our attendance at ITB. From our perspective, it was a top-class event and a perfect fit to our event strategy. We would be more than happy to attend ITB again.

Joachim Bader, clanmo.com, Munich



The ITB was a big success for our Mobile Solutions. I'm happy that I was allowed to contribute to the creation of ITB Mobile Services.

Oliver Schulze, Director e-commerce Central Europe, BCD Travel Germany GmbH, Hamburg



We are pleased that the ITB is promoting Mobile Travel Services, an important topic. In 2010 the event was an all-around success and we're already looking forward to 2011.

Stefan Wagner, Managing Director, mvolution GmbH, Jena



Many thanks from my side for the opportunity to present during this event. Always again!

Klaus Tusche, Director Marketing, Partnerships & Leisure Sales, Avis Autovermietung, Oberursel



There was a very positive response to the lecture. All in all a well-rounded affair.

Dr. Hagen J. Sexauer, Principal, SEMPORA Consulting GmbH, Bad Homburg



Thank you very much for allowing the "mobile zeitgeist mixer" to take place at the ITB. It was really a lot of fun – not only did I reconnect with a couple acquaintances I hadn't seen for a long time, but I also met many new, interesting people.

Heike Scholz, mobile zeitgeist, Hamburg



The travel industry is predestined for mobile applications, so interest will markedly increase in the coming years.

Torsten Sturm, CIO/CTO, hotel.de AG, Nürnberg

Programme available for download by the end of February

– Detailed information already available on itb-berlin.com/etravel

Contact for exhibitors and trade visitors:

Messe Berlin GmbH · Messdamm 22 · 14055 Berlin

Juliane Gaebler · Product Manager ITB Berlin · Telephone +49(0)30/3038-2126

gaebler@messe-berlin.de