



The World's Leading
Travel Trade Show

CHRONICLE

ITB Berlin

The World's Leading Travel Trade Show

held since 1966

Latest addition:

2007: The 41st ITB Berlin

*Leading international meeting of travel industry
sets new records*

15 per cent more trade visitors with an increasingly international dimension – ITB Convention with 9,000 participants (+ 25 per cent) and highly topical subject matter – India benefits from its partner country status and a total attendance of 177,154

“In terms of quality and volume the ITB Berlin 2007 continues to strengthen its position as the *world's leading marketing platform for the travel industry*. For example, over the past five days the industry has been able to form a picture of the changes that will take place in global demand as a result of climate change. At the same time the Berlin Exhibition Grounds were the background to an excellent level of business, providing the basis for commercial success in 2007.” These were the entirely positive conclusions drawn by *Dr. Christian Göke*, COO of Messe Berlin.

Each year the ITB Berlin becomes an *even more international event*. Whereas in 2003 approximately one third of all trade visitors came to Berlin from abroad, this year they accounted for 43 per cent of the total, a further two per cent rise over the previous year. However, the world's largest travel trade show did not only set new records for the number of exhibitors: *10,923 companies from 184 countries* presented the latest products and services from the travel industry (previous year: 10,856 companies from 183 countries). The number of trade visitors broke the 100,000 barrier for the first time. Between Wednesday and Friday *108,735 trade visitors* were recorded, a 15 per cent rise. (2006: 94,553 trade visitors). The *ITB Convention Market Trends & Innovations* proved to be a major attraction, with participation up by a quarter and a total of more than 9,000 trade visitors. On Saturday and Sunday *68,419 members of the general public* came in search of ideas for their next vacation, compared with the 68,270 who attended on the Friday afternoon and the weekend at last year's ITB Berlin. Over the five days of this trade show the halls on the Berlin Exhibition Grounds were visited by a total of 177,154 visitors.

Klaus Laepple, President of the National Association of the German Tourism Industry (BTW) and President of the German Tour Operators' and Travel Agents' Association (DRV) summed up as follows: “As the world's top event for the travel industry the ITB was a massive success. As the figures clearly reveal, there were substantially more trade

visitors compared with last year. The ITB can justifiably carry the designation International, because the proportion of foreign visitors rose again this year. Exhibitors were positive in their assessments of this event too. They are thoroughly satisfied, reporting on many new customers and plenty of contracts. The ITB provides the general public with a unique opportunity to learn about the attractions and advantages of the most varied range of countries and regions in a concentrated form, all at one location, and to obtain suggestions about their next holidays. The partner country, India, made the best possible use of the ITB in order to gain the maximum publicity and to highlight its potential as a destination for vacationers and business travellers alike. Encouraged by such positive signs the travel industry is expecting a successful year for tourism. Tour operators and travel agencies are confident that last year's positive trend will be continued and that the travel sector will finish the year with further increases."

Francesco Frangialli, Secretary General of the World Tourism Organization (UNWTO) emphasised the particular importance of the ITB Berlin for the development of climate protection strategies: "ITB 2007 was a landmark event at which the industry began to support our call for a proactive global strategy to respond constructively to the new demands of climate change without compromising on the basic challenge of using tourism as a tool to fight poverty. And we at UNWTO will respond in turn to the need and report back on progress at every ITB going forward. We are confident that by 2015 – the target date of the Millennium Development Goals – we will be able to show real progress on both fronts."

India already occupies a strong position within global tourism as a destination for business travellers and tourists. Due to its political stability, a strong economy and an increasingly favourable climate for business and investment there are excellent prospects for an increase in tourism. During the ITB Berlin the subcontinent highlighted a wide range of offers and numerous promotional campaigns. On the evening prior to the start of the trade show India organised a spectacular opening ceremony featuring the country's many diverse aspects. *Giriraj Singh Kushwaha*, European Director, India Tourism: "We are very happy with everything. Our exhibitors are reporting very good business, better than at last year's event. Tour operators are displaying an enormous amount of interest. Our appearance as partner country at the ITB Berlin was a thoroughgoing success. I can state this on behalf of my Minister of Tourism and Culture, *Ambika Soni*, too. We were also very satisfied with the organisational arrangements made by Messe Berlin. A great deal of media interest has been generated. In Germany too India is "in". During the weekend the ITB is much busier and louder than during the trade visitors' days. We want and need the general public, our tourists. We are now expecting a record number of visitors to India in 2007."

The new arrangements, whereby the USA and the Mediterranean countries are at the southern end of the grounds and the section devoted to Cruises is in Hall 25, met with a

very good response. Exhibitors at the ITB Berlin were positive about the commercial success of their involvement as well as being very satisfied with the progress of this event. 92 per cent are provisionally planning to attend again at the ITB Berlin 2008 (2006: 92 per cent). 97 per cent of exhibitors are satisfied with the commercial results of their participation, which is a five per cent improvement over the previous year (2006: 92 per cent).

Visitors found the range on offer at the ITB Berlin even more attractive than at last year's event. It was described as very good or good by 95 per cent of visitors, the same level as last year. 94 per cent of visitors (previous year: 88 per cent) would recommend the fair to acquaintances or colleagues and 89 per cent intend to return next year (2005: 88 per cent).

This year for the first time the Friday at the ITB Berlin was reserved exclusively for trade visitors. Exhibitors and visitors were conducting business until late in the afternoon and also on the Saturday. Exhibitors welcomed this new arrangement. *Sieglinde Vogler-Schirmacher*, Key Accountant Manager Touristic Varig Germany: "We are here at the ITB to show the flag and we have succeeded. We want to make it clear to tour operators and journalists that Varig continues to operate daily flights between Germany and Brazil on the Frankfurt-Sao Paulo-Rio de Janeiro route. The decision to divide the ITB into three trade visitors' days and two for the general public was a good one and this arrangement should be retained."

Many members of the public were waiting to be admitted well before the doors opened and interest in the world's largest travel trade show remains as high as ever. With three stages, live acts from around the world, some wonderful travel prizes and many opportunities to get actively involved, the ITB Berlin also had a great appeal for the general public. *Andreas Gross*, Chairman of the Latin America Working Group: "Our stand attracted a great many people. We are hoping to have a larger stand area in 2008. This trade show is a good one. Our hall was packed and very lively at the weekend. People love to hear Latin American rhythms."

This year the *ITB Conventions Market Trends & Innovations*, Europe's largest specialist convention for the travel industry, again effectively fulfilled its role as a think tank for the travel sector. Along with the discussions about climate change the *ITB Hospitality Day* and *ITB Aviation Day* have proved to be leading industry forums. In their third year the *ITB Business Travel Days* have become well

established as a platform for business travel manager, offering workshops with a strong practical element, forums on specific countries and the new Suppliers' Day. There was a positive reciprocity between the travel technology convention *PhoCusWright@ITB* and the neighbouring Travel Technology exhibition and, for



two days, it highlighted the latest developments in this rapidly evolving sector. The ITB Convention attracted a total attendance of 9,000.

The ITB Berlin is an international media event. In addition to international news agencies it was also attended by some 8,000 journalists from 91 countries (previous year: 85 countries). Politics and the diplomatic service were also well represented at the ITB Berlin 2007: In addition to Princess Ubol of Thailand, four other members of royalty attended the ITB Berlin 2007, along with 137 representatives of politics and the diplomatic corps: 125 ambassadors and chargé d'affaires, two minister presidents, 65 ministers and deputy ministers, and 17 permanent secretaries. From Germany 23 ministers and permanent secretaries, two state minister presidents and a senator attended the ITB Berlin.

In accordance with the new arrangement the next ITB Berlin 2008 will take place from Wednesday to Sunday, 5 to 9 March 2008. From Wednesday until Friday admission will again be restricted to trade visitors only.

Review:

ITB Berlin 1966 to 2004

Background information

The boom enjoyed by the tourism industry in the 1960s led not only to a sharp rise in the range of tourism attractions, but also in the number of companies and organisations. Specialist trade fairs are an accepted feature of many other industries, but this was a novel step for the tourism sector.

1966: The very first tourism exchange gets underway

The International Tourism Exchange ITB Berlin had its origins in the Overseas Import Fair „Partners for Progress“ . At the *very first event in September 1966*, nine exhibitors from Egypt, Brazil, the Federal Republic of Germany, Guinea and Iraq presented their tourism products and services to 250 trade visitors on a display area measuring 580 sq. metres on the Berlin Exhibition Grounds and in the city's Congress Hall.

It was also accompanied by a seminar entitled „New Holiday Destinations on Three Continents“ . A total of 24 countries, mostly French-speaking, from Central and West Africa, took part in this discussion.

In a final communiqué the participants thanked the organisers for having had the initiative to bring together all the people interested in the development of tourism.

They were unanimous in agreeing that the joint efforts and close co-operation were needed in order to make new holiday destinations accessible to a still wider public. „The results of the event justified the efforts which will be made in the coming years to make the Berlin Tourism Congress an international meeting place for representatives of the tourism industry and tour operators“ . The seminar was the forerunner of the congress, one of the three areas which formed the basis for the ITB Berlin. These consist of:

1. The trade fair for the German and foreign tourism industries.
2. The tourism congresses, meetings and workshops, seminars on topical problems confronting the German and foreign tourism trade.
3. The informational/promotional display for the travel-conscious public.

1967: No event held

1968: The tourism exchange becomes an independent event

The *2nd ITB Berlin* took place as an independent event. For reasons of scheduling convenience and due to their related subject matter it was held concurrently with the Boat, Sports and Recreation Exhibition BSF Berlin, and the two events were subsequently held in conjunction with one another for a number of years, thus utilising the remaining available halls on the Exhibition Grounds.

By this time the ITB Berlin was already attracting 65 exhibitors from 35 countries, and was visited by 1,250 travel trade professionals. 123,000 Berliners took advantage of the opportunity offered by this „limited period super travel agency“ in order to gather information on new holiday destinations, travel arrangements and routes. Two socialist countries, Hungary and Romania, were represented by stands distributing information and serving to establish contacts with their opposite numbers in other countries.

1969: Over 100 exhibitors at the 3rd ITB Berlin

The upward trend continued at the *3rd ITB Berlin* 1969. The number of exhibitors rose to 104, from 37 countries. One of the most important groups of participants included the Italian Secretary of State for Tourism, Signor Scarlet. The East European countries were represented in almost their full strength by delegations of observers. Leading tour operators from the USA were able to see for themselves, as were also delegations from Kenya, Indonesia and the Philippines, the effect of this interesting meeting place of the German and foreign tourism industries.

Extra weight was lent here by the participation of the official German tourism organisations, the German National Tourism Board and the German Tourism Association. A big impression was made by the „Speakers' Convention Germany“, a new type of contact event organised by the German tourist travel trade for travel agents, tour operators, travel journalists and other tourism experts.

For the 3rd ITB Berlin 1969 an Advisory Council under the chairmanship of Günther Spazier, Managing Director of the German National Tourist Board, and a Board of Trustees under the chairmanship of Waldemar Fast were formed. The Advisory Council and the Board of Trustees are composed of well-known figures from various sectors of tourism in Germany and abroad.

The Board of Trustees is the highest representative body of the ITB Berlin. It meets to keep watchful eye on the development of the ITB Berlin and to discuss informatory alterations and improvements in its conception.

It is the function of the Advisory Council to advise AMK Berlin on the preparation and shaping of the International Tourism Exchange ITB Berlin, with the object of furthering this event for the benefit of all connected with the tourism industry.

After the 3rd ITB Berlin the organisers were able to strike a gratifying balance: the breakthrough had been achieved. The fourth event subsequently confirmed the International Tourism Exchange Berlin as a trade fair for German and foreign tourism industries.

The continuing steep rise in the number of exhibitors showed that this still-growing branch of industry had accepted the ITB Berlin as an impartial, comprehensive meeting place for all those involved; it had quite simply become a „Mecca“ (as a tourist trade journal described it) of the tourism industry. 2,500 trade visitors from 60 countries and 130,000 „holiday consumers“ gathered information on the tourism attractions offered by 156 exhibitors from 38 countries.

Apart from the executives and representatives of the national tourism organisations of the various countries, special mention should also be made of the visits by experts from countries which had not hitherto been officially represented at the ITB Berlin, such as the Central African Empire, Dahomey, Denmark, Morocco, the Netherlands, Sweden and Venezuela.

1970: The ITB acquires an international standing as the meeting place of the tourism industry

„For me the trade fair was of inestimable value“ stated the director of the Canadian Tourist Office, Ottfried von Finkenstein, at the end of the *4th ITB Berlin*. „In this one week of the fair I have made more contacts than I would have done on a business trip lasting several weeks“ .

For the first time a major publisher of tourism material, the Jaeger-Verlag-GmbH, Darmstadt, sponsored the competition „The Golden Stagecoach“, prizes being awarded for the best brochure, the best advertisement, the best poster and the best display idea on the subject of tourism.

Whereas the events in the lecture rooms of the Congress Hall and on the Exhibition Grounds at the first ITB Berlin 1966 still had the appearance of a forum for developing countries and their future tourism plans, they grew in stature in succeeding years to the importance of an accepted meeting point for tourism experts, and managers and all those concerned with the product „tourism“, travel journalists from all over the world and the holiday-making public. The International Tourism Exchange ITB Berlin offered the tourism industry a means of establishing new contacts and cultivating and deepening existing business connections which no other trade fair could come near to emulating.

1971: Travel destination Germany celebrates its own hall

152 organisations and firms of the tourism industry from 32 countries took part in the *5th ITB Berlin 1971*. As an informational and promotional exhibition on the subject of „Holidays and Tours“ this offered an excellent opportunity of finding out what the tourist world had to offer.

Of special importance was the participation of the tourist destination Spain, which provided an all-round survey in a hall of its own under the slogan „Expotour Spain“. Germany presented its tourism attractions under the slogan „Wanderlust in Germany“, which was organised jointly by the German National Tourist Board and German Federal Railways.

Likewise for the first time the travel agency trade appeared at the 5th ITB Berlin 1971 with its own programme of lectures and discussions. This was also the year when this branch dropped its previous attitude of reserve.

Among the many prominent foreign visitors to the ITB were the President of the UFTAA (International Union to Travel Agency Associations), Gunnar von Haartmann, Helsinki, the Managing Director of the PATA (Pacific Area Travel Association), Marvin Plake, San Francisco, the President of the National Council for Tourism of Mexico, Miguel Alemán, Mexico City and the President of INTOURIST, Victor Boitschenko, Moscow.

1972: The display area trebles – „The fair has finally arrived“

A supra-regional journal published in the Federal Republic of Germany just after the conclusion of the *6th ITB Berlin*, in which 192 direct exhibitors and 60 additionally represented firms and organisations from 33 countries took part, had the following to say:

„This is the breakthrough, even if it is still not completely free of improvisation and uncertainties in concept and procedure. Here it is necessary for previous statements to be reiterated: occasional sniping at the organisers, i.e. AMK Berlin, Company for Exhibition, Fairs and Congresses, is in many cases nothing more than uncertainty on the part of the industry, which had long needed an annual presentation but was never able to make up its mind what attitude to adopt to it. To speak in the language of the times: a new industry's conception of itself is less developed than its economic, political and social importance in national and international areas“ .

The ITB Berlin had become an institution: the exhibition space had tripled since 1969, the poll of visitors at the end of the fair revealed that 92 per cent took a favourable view of contacts with trade visitors, while 96 per cent of exhibitors confirmed that their management were present either the whole time or intermittently. A good impression was also made by the hall set aside for the first time as the ITB meeting point for trade visitors. The arrival of groups of trade professionals and delegations of important countries underlined the importance of the ITB Berlin for the tourism industry in Germany and abroad. There were particularly large groups of trade visitors from Austria, Japan, the USA, the West African countries and Yugoslavia.

1973: The ITB becomes a „trade fair with a world impact“

The dynamic expansion and increasing transparency of the tourism business, according to the evidence of exhibitors at the *7th ITB Berlin 1973*, had led to a definite objectivization of the business discussions, which had as their subjects specific, detailed problems of the tourism industry (new tour programs, hotel reservations, transport capacities, publicity plans etc.). The questions asked by the public likewise were aimed at obtaining factual supplementary information on selected and planned holiday destinations.

The 225 direct exhibitors and 41 additionally represented firms and organisations from 38 countries, together with the trade visitors from 60 countries were unanimous at the conclusion of the 7th ITB Berlin 1973 that this had become a „world-class fair“. Exhibitors emphasised again and again in discussions the value of the logical combination of trade fair, informational/promotional exhibition and tourism congress.

For the first time the most important tourism concerns from the GDR took part, so that now all of the socialist states of Europe with the exception of Albania were represented at the ITB Berlin.

In the trade fair the first annual congress of the IAM (International Active Members) of the American tourism association ASTA was of special significance.

1974: First „Prix ITB“ film awards

When the *8th ITB Berlin* ended on March 10, 1974, the 253 direct exhibitors and 90 additionally represented firms and organisations from 56 countries were able to state that despite the energy crises and its consequences, which had hit the tourism industry hard, the ITB Berlin had again proved to be a „growth-promoting exhibition“. The trade press in Germany had the following to say after the conclusion of this, the eighth event: „The Berlin ITB is, as ever, the meeting point of all the top people in the trade – In the course of eight years the ITB Berlin has grown in stature from a tourist tea-party to an institution. A rendezvous for all“ – „The ITB Berlin has become one of the most powerful rallying points of the international tourism trade, now that it has won the professional recognition it desired, and indeed enjoys tremendous popularity in the tourism trade.“

Press opinions were again reflected in the result of the poll of exhibitors, who were almost unanimously satisfied with the results of their participation. 97 per cent assessed their contacts with representatives of the tourism industry in Germany and abroad – the most important reason for attending the exhibition – as positive.

The importance of the 8th ITB Berlin to the profession was also manifested in the still-growing number of trade visitor delegations from leading tourism countries. Altogether more than 5,000 trade visitors were counted from over 70 countries. For the first time Denmark was represented with an information and contact stand. From the Andes, Bolivia, Chile, Colombia, Ecuador and Peru took space to inform trade visitors and prospective holiday makers about their tourism attractions and hotel capacities.

This exhibition also saw the first international tourism film competition for which 40 films from 20 countries were entered. The fringe attractions accompanying the ITB Berlin were thus augmented by yet another important event.

1975: Over 5,000 trade visitors from 85 countries

The optimistic assessment of the on-going tourism year and the rosier prospects re-assured by the future of international tourism characterised the course of the *9th ITB Berlin 1975*, at which 394 direct exhibitors and 42 additionally represented firms and organisations were present. Trade journalists from 23 countries demonstrated the world-wide significance of this event.

Italy booked the whole of Hall 7 to present the tourist attractions of all its regions. This represented a continuation of the tradition of large scale presentations by one country.

March 4, 1975 was declared „PATA Day“. The PATA regards the ITB Berlin as impartial, high-potential contact point for the tourism industry, at which it intends to extend and deepen its trade contacts – especially with the representatives of the German and European travel agency trade.

1976: A two-day congress attracts visitor attention

The *10th International Tourism Exchange ITB Berlin 1976* consolidated its reputation as an internationally prized „information and contact centre“ for the tourism industry. From February 28 to March 7, 1976 it was attended by 441 direct exhibitors and 30 additionally represented firms and organisations from 68 countries and areas. The 6,000 or so trade visitors flocked to the Exchange from 89 countries. Every trade publication worth the name was represented – a total of 433 trade journalists from over 20 countries were registered.

For the first time ever the tourism organisations of the Sudan, Sweden, Taiwan, Ruanda, Macao, the Netherlands Antilles, Burundi, Haiti, the United Arab Emirates and Benin presented their tourism attractions. After a lengthy absence Japan and Pakistan were again represented by their tourism organisations at the ITB Berlin.

Dr. Hans Friderichs, Federal Minister for Economic Affairs, was the first recipient of an award presented by the Association of German Travel Journalists (VDRJ) „for outstanding services to tourism“ .

The organisers of the ITB Berlin were quick to appreciate the wide degrees of differentiation within the tourism sector. What began in 1966 with a seminar „New Tourism Destinations in Three Continents“ had, by the 2nd ITB Berlin 1968, become a tourism congress. This differentiation within the tourism sector has been clearly apparent, when one considers the many topics that have since been discussed at the ITB Berlin congress. Debate has focused for example on „Marketing“, „International Tourism by Car“, „Sea-Tourism“, „International Rail Tourism“, „Congress Tourism“, „Air Fares“, „The Behaviour of Holidaymakers“, „Tourism's Image“, „The Tourist and his Rights“ and „Incentive Travel“ . On the first day of the congress of the 10th International Tourism Exchange ITB Berlin 1976 the emphasis was on „Current Problems in the International Hotel Sector“ . The second day of the congress was devoted to „Tourism and Social Policy“ .

Of those attending the tourism congress of the 10th International Tourism Exchange ITB Berlin 1976, 65 per cent indicated that their main purpose in coming to Berlin was to attend this congress. Half of all the participants came from outside Germany.

1977: Exhibitor numbers increase by 31 per cent to over 500

The *11th International Tourism Exchange ITB Berlin 1977* proved to an even greater extent than hitherto to be the worldwide centre for communication and trading for the international tourism industry. 579 direct exhibitors and 74 additionally represented firms and organisations from 80 countries met on an exhibition space of 38,000 m² gross (14,690 m² net) from March 5 to 13, 1977. More than 7,000 trade visitors came from over 100 countries.

The total number of visitors rose by 31 per cent, the number of foreign visitors by 39 per cent. This renewed increase in the number of visitors was testimony to the worldwide reputation of this trade fair as a place for business and contacts. For instance, a major German trade magazine wrote: „The above-average growth rate confirms the concept of this fair, which again and again is compared with major sales-oriented events all over the world. When the „Pow-wow“ is occasionally discussed here as a model for future ITB structures, the adoption of such an idea would seem to indicate a retrograde step. A giant workshop such as the „Gala“ organised by the Americans could at best be an integral part of the ITB Berlin, which, with its heterogeneous structure, meets the far more diversified demands of this branch. The ITB Berlin has culminated in a fruitful base for world tourism.”

38 per cent of exhibitors confirmed that they had signed contracts with tourism enterprises, 89 per cent judged the commercial results of their participation in the fair as favourable.

For the first time the official tourism organisations from the Bahamas, Bangladesh, Barbados, Belgium, Brazil, Gabon, Gambia, Iceland, Surinam, Somalia and Monaco participated in the 11th ITB Berlin 1977. Firms and organisations from Argentina were also represented for the first time. COTAL (Confederation of Tourism Organisations of Latin America) was among the leading exhibitors at this tourism trade fair.

The new campaign „Admission tickets for travel agency staff“ was a complete success. The tickets, offered at reduced rates, enabled travel agencies to send their counter staff to the ITB Berlin.

The following subjects were covered by the congress of the 11th International Tourism Exchange ITB Berlin 1977: „Educating and Protecting the Consumer“ (March 9, 1977) and „Visions for Tourism for the Next 20 Years“ (March 10, 1977). The first day of the tourism congress was organised jointly by AMK Berlin and the Study Group for Tourism, Starnberg, while the second was held in conjunction with the Research Institute for Tourism of the University of Bern.

1978: The Tourism Experts Forum (TEF) comes into being

The world's tourism industry showed greater interest than ever before in the *12th International Tourism Exchange 1978*. Once again the ITB Berlin confirmed its position as the hub of communication and trade for the tourism industry throughout the world.

Between March 4 and 12, 1978 a total of 632 direct exhibitors and 137 additionally represented firms and organisations from 81 countries and regions took part in the 12th ITB Berlin 1978. 399 exhibitors and 94 additionally represented firms and organisations came from abroad, and 8,836 travel trade professionals from 104 countries took part. The influence of this leading tourism trade fair throughout the industry and the world was enhanced once again. For the first time the official tourism organisations from Argentina, Cuba, the Dominican Republic and Malta attended. The supporting programme of the 12th ITB Berlin was distinguished by further intensification, with a strong emphasis on commercial aspects. This was also clearly recognisable by the fact that the tourism industry was keen to make use of the newly created „Tourism Experts' Forum TEF“ even in its first year; no less than 12 TEF events were held. Exhibitors emphasised that company-sponsored information meetings, factual consumer information and product presentations – all functions for which the TEF is ideally suited – were precisely geared to the trend of intensified commercial activity.

The poll of visitors to the 12th ITB Berlin 1978 revealed a further upswing in business activity. 73 per cent were satisfied with the business contacts made with the tourism industry from Germany and abroad, 46 per cent of exhibitors stated that they had been able to sign deals with tourism enterprises, while over half judged their participation in this trade fair to have been even more successful than in 1977 in business terms. Almost all the exhibitors expected firm business to result from their new contacts.

92 per cent of travel visitors were also able to establish new contacts at the 12th ITB Berlin 1978, and 50 per cent of them confirmed that they had signed new business agreements. 57 per cent of registered participants came from abroad of represented foreign companies of organisations.

The VDRJ prize for 1978 for outstanding services to tourism was awarded to the Spaniard, César Manrique of Lanzarote.

The tourism congress of the 12th ITB Berlin 1978 was again organised by AMK Berlin, the first day being held in collaboration with the Study Group for Tourism, Starnberg, when the focus was on „Tourism – development and hazards? – The economic and social impact of tourism.“ The second day of the congress, organised by AMK Berlin in collaboration with AIEST, International Association of Tourism Experts, St. Gallen, was devoted to „Tourism, neglected by the transport industry? – Proposals for a transport policy in line with the needs of tourism“.

1979: Trend towards joint display stands

Of course the *13th International Tourism Exchange ITB Berlin 1979* was again larger and even more closely aligned to the need of the professional. From March 3 to 11, 1979 a total of 842 directly represented firms and organisations from 88 countries and regions took part in the ITB 79 on the Berlin Exhibition Grounds.

The display area was increased by approximately 22 per cent, and more visitors attended too: an increase of 46 per cent compared with 1978, with 25 per cent more participants coming from abroad. Taken together, the number of participants from the Federal Republic of Germany and abroad increased by 33 per cent over the previous year. Some 10,500 travel trade professionals from about 110 countries provided concrete proof of the vastly increased interest by the world's tourism industry.

Official tourism organisations from Afghanistan, Aruba, Bermuda, Mexico and Uruguay participated for the first time.

The ITB Berlin, which has been continuously intensifying the trade fair aspect of its character, also reported confirmation of the trend towards even greater commercialisation. The development towards joint stands and tourism organisations representing the various regions and private sector firms of a specific country became more apparent, as illustrated in 1979 by the USA, United Kingdom, Austria, Mexico, Portugal, Netherlands, Spain, Scandinavia, Brazil, Greece, Yugoslavia and South Africa.

As the poll conducted by AMK Berlin at the ITB 79 revealed, a total of 71 per cent of those questioned were satisfied with the contacts made with the tourism industry in the Federal Republic of Germany and other countries. At the 13th ITB Berlin 1979 no less than 78 per cent of all exhibitors were able to maintain and intensify existing contacts. 44 emphasised that they had signed contracts with tourism enterprises. The function of the ITB Berlin as a global forum for information and contacts was borne out by 84 per cent of all trade visitors who were able to establish new business contacts at this tourism trade fair. According to their own statements, 44 per cent of all trade visitors signed contracts at the fair.

Dr. Ilse Wolf, Director of the Berlin Tourist Office, received the VDRJ award for outstanding services to tourism in 1979. A notable feature of the ITB 79 was the originality of most stands, which had an effective impact on the visiting public. Behind all this, however, over a prolonged period of time a genuine trade fair, and a broadly based dialogue had become established too. It should be pointed out, that business and contacts take place on an international level which on occasions have nothing at all to do with the German market. The ITB Berlin 1979 provided impressive proof that the title given to this event of „The world's tourism fair“ is justly deserved.

In order to illustrate the wide variety within the tourism sector the organiser of the ITB Berlin, AMK Berlin company for Exhibitions, Fairs and Congresses, subdivides the congress programme for the 13th ITB Berlin 1979 into a „Tourism Experts' Forum TEF“ and

„Special Meetings“ . Events making up the Tourism Experts' Forum TEF included conferences, seminars, workshops and symposiums. Attendance was available free of charge to all interested exhibitors and trade visitors at the ITB Berlin.

However, the underlying concept of the congress of the ITB Berlin remains one that is intended to provide experts from the practical sphere with information extending beyond their own specific fields of activity, providing them with insights into other areas of the tourism industry. Thus each year new events are included in this congress, each year adjusted to the requirements of a particular section of the market.

1980: The International Boat Show says „Adieu“ / The fair becomes shorter

After 1980 the International Tourism Exchange ITB Berlin was no longer held in conjunction with the International Boat Show Berlin, and has been taking place as an independent trade fair since then.

Dispensing with the second weekend, the *14th International Tourism Exchange ITB Berlin* 1980 took place from March 1 to 7, 1980 on the Berlin Exhibition Grounds, Occupying Hall 1 and Halls 3 – 19. In this respect the ITB Berlin reflected the growing international trend towards shorter trade fairs. In accordance with the wishes expressed by the vast majority of exhibitors, and as revealed by a poll conducted by AMK Berlin, it was decided to reduce the length of the fair by cutting out the second weekend. A total of 1,032 direct exhibitors and 114 additionally represented firms and organisations from 105 countries presented their tourism products and services at this world tourism fair, thereby making the most of the opportunities available at this market place for the international tourism industry.

The display area occupied by companies and organisations from the Federal Republic of Germany increased by 15 per cent, and there was also a 39 per cent increase in the area occupied by foreign exhibitors.

Compared with the preceding year, in 1980 the number of exhibitors rose by 23 per cent. Whereas the total of domestic exhibitors increased by 21 per cent, the number of foreign participants exhibiting at the fair went up by some 23 per cent.

for the first time official tourism organisations participated from Australia, Honduras, Madagascar, Maldives, Papua New-Guinea, Panama and Paraguay.

The ITB Berlin in 1980 was the largest such event that ever been held.

For the first time the World Tourism Organisation was represented at the ITB Berlin 1980, with a conference on the subject of „the world Tourism Conference and the Role of Tourism in Modern Societies“, following the third general assembly of the World Tourism Organisation (WTO), which had been held in September 1979 in Torremolinos, Spain. It was during this general assembly that AMK Berlin, the organiser of the ITB Berlin, was accepted as an affiliate member of the organisation .

Yet another organisation participating for the first time was the European Travel Commission, with its seminar entitled: „Regional Organisations – Selling Europe“. At this seminar speakers dealt not only with the structures and activities of the European Travel Commission, but also devoted time to discussions about the marketing philosophy of the ETC and its relations with the tourism industry.

As confirmed by AMK Berlin at the ITB Berlin 1980 in a poll conducted by that company, and which focussed on exhibitors and trade visitors, the position of the ITB Berlin throughout the

world is recognised as the leading venue for the tourism industry to promote communications and conduct its business. Almost every exhibitor assessed the commercial results of his participation as positive. In accordance with their objectives, 98 per cent of the exhibitors who were questioned stated that they had been able to establish new contacts, 85 per cent emphasised the excellent response in the media. According to statements by the exhibitors themselves, half of all of all of them at the ITB Berlin succeeded in signing contracts during the fair itself, while 90 per cent anticipated that their newly acquired contacts would result in good follow-up business. 91 per cent of all trade visitors succeeded in establishing new contacts with representatives of the tourism industry. According to details supplied by the trade visitors themselves, 38 per cent were able to sign business deals at the fair. One in three trade visitors came from outside the Federal Republic of Germany. Of these foreign visitors, 39 per cent were from overseas countries. Despite earlier sceptical expectations, events during the world's tourism fair signalled a cautious optimism on the part of the tourism industry.

The fifth person to be honoured with the VDRJ award was Sir Freddy Laker who received the prize given by the Verein Deutscher Reisejournalisten (German Travel Journalists' Association) for 1980 for „outstanding services to tourism“.

With this, the fourteenth such event in its history, the International Tourism Exchange ITB Berlin proved that it has indeed established itself as an institution for the entire travel industry worldwide. The specialist nature of this event was underlined more than ever before by the presence of 12,000 travel trade professionals from over 100 countries.

1981: One in three ITB trade visitors from abroad

The positive course of the fair once again emphasised the central importance of the *15th International Tourism Exchange ITB Berlin 1981* as a world fair of tourism. The increase yet again in the number of suppliers and potential customers in the tourism sector led to heightened commercial activity among exhibitors and trade visitors at ITB 81. More than 13,000 tourism experts from more than 100 countries visited the ITB 81.

The purely specialist and commercial nature of the ITB Berlin became increasingly clear. It became apparent that the transactions concluded here were by no means limited to the German travel market, they also covered for example the tourist links between the USA, Mexico and the Caribbean or between Australia and the rest of the Far East region. The course of the International Tourism Exchange ITB Berlin 1981 fully confirmed the prevailing feeling of optimism in the tourism industry.

This year too the ITB 81 proved to be a record fair, once again surpassing all its previous records. Altogether 1,217 direct exhibitors and 128 additionally represented firms and organisations from 111 countries took part. The net area hired out increased by 16 per cent. Compared with 1980 the number of exhibitors increased by 18 per cent, the proportion of foreign exhibitors rose by 47 per cent. One out of every three trade visitors came from abroad. 15 per cent of the foreign trade visitors came from overseas.

For the first time the official travel trade organisations of Ethiopia, Costa Rica, Montserrat, New Zealand, St. Kitts/Nevis/Anguilla as well as of the Turks and Caicos Islands participated in this event. For the first time the Travel Industry Association of America (TIA) introduced itself at the ITB Berlin. This association is made up of firms from the USA which deal with incoming business. Belgium once again participated in the ITB Berlin.

Once again the most important trade publications from all parts of the globe were represented at the ITB 81. The 1,055 trade journalist registered came from 51 countries.

The character of ITB 81 was marked in particular by the increased trend towards joint stands by NTO's (national tourist organisations) representing the different regions and private firms from all branches of the tourist industry of one country.

The experiments with Bildschirmtext (videotext) carried out for the first time during a tourism trade fair, were successful. The fair information system, developed by way of trial for the ITB Berlin, met with much interest. The recall of information from outside the fair reached an unexpectedly high level.

Within the framework of the events from „ITB-Aktuell – Das Gespräch mit der Presse“ (discussion with the press), the Publications and Information Centre of the OECD (Organisation for Economic Cooperation and Development), Bonn drew attention to the travel trade policy of its 24 member countries and outlined the activities of the OECD in the tourism sector.

Austria's Federal Minister for Trade, Commerce and Industry, Dr. Josef Staribacher, was presented by the German association of travel journalists (VDRJ) with the award, given yearly, for

special services to tourism. In the opinion of German travel journalists the Minister was responsible, to a high degree, for Austria's flourishing tourist trade. His commitment to his work goes far beyond the usual bounds. This is shown in his extraordinary efforts, his constant dedication and his richness of ideas.

For one whole week Berlin was the capital of world tourism. No other city can offer exhibitors such a forum for presenting themselves, making contacts and obtaining information. What is worth noting in this respect is the total internationalisation of the travel trade market.

1982: New hall geography makes it easier to find one's way around

Events at the *16th International Tourism Exchange ITB Berlin 1982* were characterised by a good business atmosphere and optimistic predictions about developments in the international travel trade. contacts and discussions between exhibitors and trade visitors gave no indications of a crisis at all, although it was generally apparent that the more inflated growth rates were a thing of the past. The travel trade made a much more intensive and professional use of the ITB 82 than it had of previous fairs.

At the 1982 event 1,310 direct exhibitor and 62 additionally represented firms and organisations from 114 countries and territories were on display to all sectors of the tourism trade. 944 direct exhibitors came from abroad, and in all, foreign exhibitors accounted for 72 per cent of all exhibitors at the fair. There was a 7.6 per cent rise compared with the 1981 total visitors.

The ITB 82 displayed a greater emphasis on an reorganisation along geographical lines, in order to provide travel trade professionals from all over the world with a clearer outline of the display at this tourism fair. For the first time official tourism organisations were present representing the Fiji Islands, Tonga, Western Samoa, Tahiti, Guam and Zimbabwe. Another innovation was the first PATA Joint stand. More than 14,000 travel trade professionals from over 100 countries attended the ITB 82, in addition to 55,732 members of the general public.

AMK Berlin agreed to resume allowing folk music presentations, in response to requests by certain exhibitors whose activities were aimed in particular at the public.

For the first time against the background of the ITB Berlin a meeting was held between the organisers of meetings and congresses, and their opposite numbers, i.e. the suppliers of meetings facilities: the „ITB Congress Mart“. On the supply side alone 39 countries were represented, and 79 organisers from 6 European and overseas countries also attended.

The fair information system specially developed for the ITB 82 proved to be a complete success. Those sections intended in particular for the press were referred to 2,000 times by those editorial departments and publishers equipped with Bildschirmtext (videotext) facilities. The media's interest has grown by leaps and bounds. All the leading trade publications from all over the world were represented at the ITB 82, and the 1,405 travel journalists who attended came from a total of 55 countries.

The ITB 82 was also accompanied by an extensive programme of congresses, meetings and seminars. Among items from the „Tourism Experts' Forum“ the following events are particularly worthy of mention: the „Bus Tourism Seminar“, the Meeting of the Berlin Medical Council on the subject of „Travel and Health“, the „Convention and Congress Forum of the ITB Berlin“, the „New Media in Tourism“ event staged by the videotext

organisation Institut Bildschirmtext from Worms in conjunction with AMK Berlin, the seminar given by the Institute for Planning Cybernetics, the Study Group for Developing Countries, the seminar of Swedish travel agents, the event by the German Communication Association BDW

on the subject of „Communication for Congresses and Congress Centres“ , the Churches' Forum, the Caribbean Seminar, a panel discussion on the subject of „Nature Parks – Areas Primarily for Tourism and Recreation“ , and a meeting between the German Federal Railways (DB) and travel agency counter staff.

The „Special Meetings“ organised during the ITB 82 included: the „8th European Conference HSMA 1982“ , „PATA - German Market Seminar“ , the Board Meeting of the German Association of Travel Agencies DRV, the Incoming Day of the German National Tourist Board, a meeting of the VDSM, the ICCA Central European Chapter Meeting, the VDRJ Colloquy, the Lufthansa Working Conference with travel journalists, and the Lufthansa Sales Managers' Conference.

The supporting programme was supplemented by various press conferences, receptions and prize-giving ceremonies, such as the award of the PRIX ITB 82, the „Golden Travel Coach“ from Jaeger-Verlag Darmstadt, for the best tourism advertising, and the „Timone d'Oro“ from the Italian company IPR-Tourist.

The director of the Study Group for Tourism in Starnberg, Dipl.-Psych. Heinz Hahn, was awarded the „Wheel“ by the German Travel Journalists' Federation (VDRJ), which is given annually for particular services to tourism. The Study Group for Tourism was set up in 1961 and under Heinz Hahn's direction has developed into an internationally recognized institute. No comparable facility exists in any other country. The most important publication each year from the Study Group is its „Travel Analysis“ , an evaluation of an opinion poll dealing with travel behaviour by tourists from the Federal Republic of Germany in the preceding and impending year. The originator of this idea was Heinz Hahn himself. Each year the results of the Travel Analysis are presented at the ITB Berlin.

1983: New market segments: „Congress Travel“ and „Incentive Travel“

The *International Tourism Exchange ITB Berlin 1983*, the major event for vacation-seekers and for all those with a yearning for far-away places, continued its successful development *in its seventeenth year*. The ITB Berlin clearly demonstrated that it is a lot more than just a show. On display here in Berlin is an industry that achieved worldwide sales totalling about \$ 650 billion in 1982. This sum, represented by world trade, was second only to the total accounted for by sales of oil. As revealed by events at the International Tourism Exchange ITB Berlin, there is every confidence that this sector will continue its revival.

Representatives of the international tourism trade met from March 5 to 11 at this event, the leading forum for communication and marketing for the whole travel trade. A total of 1,620 exhibitors and 83 additionally represented firms and organisations from 118 countries and territories attended. Compared with 1982 there was a 24 per cent increase in the number of exhibitors, while foreign exhibitors, i.e. those from outside the Federal Republic of Germany, increased by 28 per cent. The International Tourism Exchange was also able to enhance its position as the main exhibition for the German tourism trade, recording a 12 per cent rise in the number of exhibitors from the Federal Republic. Some 15,000 travel trade professionals from well over 100 countries visited the ITB 83. Moreover, 60,793 private visitors (based on ticket sales) were recorded, and the 1,527 journalists who attended came from 62 different countries.

Making their first appearances at the ITB 83 were the official tourism organisations from the Arab Republic of the Yemen, the British Virgin Islands and the Solomon Islands, and the fair was again arranged on a geographical basis.

Special Areas within the tourism trade acquired added significance at the ITB 82. Although the main focus of interest at the fair continues to be on vacation travel, recreational travel, educational trips, city tourism etc., increasing attention is being given to other special areas: congress travel and incentive travel. To keep pace with these developments it was decided to hold the „ITB Congress Mart“ for the second time, at the ITB 83. This event brought 128 suppliers from 35 countries into contact with 77 conference and meetings organisers. The „Incentive Seminar“ was a definite success, and was organised by EUROMIC, a Paris-based consortium, in conjunction with AMK Berlin. The theme of the meeting was: „Incentive travel – an answer to a difficult economic situation“. Yet another major focus of attention at the ITB 83 was the conference on „New media in tourism“, again organised by the Institut Bildschirmtext, Worms, in collaboration with AMK Berlin. The self-imposed task of the „Media Day 1983“ was to supply details about the information acquired through the use of new media. An exchange of views within the tourism industry took place, and there constructive debate about the challenges presented by screenbased communication. Theoretical and practical demonstrations of the uses for there new media were provided by eleven speakers representing various sectors of the tourism industry.

research, data processing, PR and hardware manufacturers. The first half of this event was concerned with videotext as an information system, as well as a means of making bookings and

reservations using linked computers, and was particularly relevant in view of the impending introduction of a nationwide videotext system in the autumn of 1983 under the name „Bildschirmtext“.

The second section of the event was devoted to other media offering challenges and opportunities for tourism.

The first „ITB Hotel Workshop“ took place during the ITB 83. This was organised jointly by the HSMA (Hotel Sales Management Association / German Chapter) and AMK Berlin. Its objective was to provide tour operators and travel agencies with an opportunity of undertaking their purchases of hotel services in a concentrated for all in the course of a single day.

The recipient of the prize awarded by the German Travel Journalists' Association (VDRL) for particular services to tourism was the Head of the Alpine School in Innsbruck, Hannes Gasser. The Association members based their choice on the contribution made by the founder of the world's largest mountaineering school to the increased awareness of safety that he has fostered among mountain climbers and walkers in recent years.

The ITB 83 also offered an extensive programme of congresses, conferences and seminars. During this year's fair a total of 10 special meetings were held, along with 23 events as part of the Tourism experts' Forum (TEF), 5 prize-giving ceremonies, 26 incoming presentations and incoming workshops. The increasingly specialist nature of this world fair for tourism is underlined by a total of more than 300 conferences, press conferences, workshops, seminars and reception that took place. These includes: a conference of the Alliance Internationale de Tourism AIT, the Fédération Internationale de Camping et de Caravanning FICC, the Fédération Internationale de l'Automobile FIA; a seminar by the PATA Chapter Germany on the subject of „Structure and trends in the German tourism trade“; the annual general meeting of the PATA Chapter Germany; the annual general meeting of the ASTA Chapter Germany; the workshop given by the Heilbronn Technical College in collaboration with a working group for passenger transport (Interessengemeinschaft des Personenverkehrsgewerbes in Baden-Württemberg) dealing with the subject of „the application of data processing by medium-sized tour operators“; the Rudolf Hebauf-Verlag working group, „Die Reisestelle“, on the subject of „Is canvassing by travel agencies worthwhile – reality and requirements“; the traditional Incoming Day by the German National Tourism Board (DZT), a presentation of what the city of Düsseldorf has to offer; the award of the „Golden Steering Wheel“ by IPR-Tourist; the award of the „Golden Travel Coach“ by Jaeger Verlag, Darmstadt, for the best advertising in the tourism sector; the 2nd Meeting of the Berlin Tourism Advisory Council; a specialist meeting of the Study Group for Tourism, Starnberg, „How Europeans traveled 1981/82 – eight analyses from eight countries –Austria, Sweden, Switzerland, United Kingdom, Spain, Italy, France, Germany; a workshop by the Study Group for Tourism of the Heilbronn Technical College dealing with the subject of „The search for new visitors – an opportunity for spas and health resorts“; the VDRJ Colloquy; the seminar by the Germans Lawyers' Academy on the subject of travel law; the conference „Transport and tourism – problems and prospects“, given by the German Society

for the Study of Transportation (Deutsche Verkehrswissenschaftliche Gesellschaft) in conjunction with the IVT Heilbronn; the Churches' Forum „Local inhabitants and tourists – encounter or con-



frontation?" ; the Board Meeting of the German Association of Travel Agents (Deutscher Reisebüro-Verband e.V.); and a conference given by the German Federal Railways (DB) with travel agency counter staff.

1984: Debut of a special exhibition: „Alternative Tourism“

The international travel business is optimistic about prospects for this year. This positive attitude became apparent at the *18th International Tourism Exchange ITB Berlin*, which took place in 26 Halls on the Berlin Exhibition Grounds and in the ICC Berlin from March 3 to 9, 1984, and there were also indications that this improvement would continue into 1985. The world's leading trade fair for tourism again proved to be a reliable mean of assessing the mood within the trade, and served as an important stimulus for business. The value of the ITB Berlin as an international forum for communication and meeting was enhanced further in 1984 by the depth of contacts and the high level of business activity that took place during the fair itself.

A total of 1,896 and 121 additionally represented firms and organisations from 131 countries and territories were on display at the ITB '84. 1,431 exhibitors came from abroad. This represented a total increase of 17 per cent compared with 1983. Moreover there was an 18 per cent increase in the number of foreign exhibitors. The 14 per cent increase in the number of exhibitors from the Federal Republic of Germany also confirmed the leading position that the ITB Berlin enjoys as the main event for the German tourism trade. The ITB 84 welcomed 16,038 travel trade professionals from over 100 countries, and in addition there were 70,312 private visitors. The 1,632 journalists came from 62 countries.

Newcomers to the ITB this year were the official tourism organisations from Andorra, Antigua, Botswana, Djibouti, PR Congo and the Maldives. For the first time Japan was represented at the ITB Berlin 1984 with a national joint stand, representing not only the official tourism organisation but also 20 companies from Japan. Following a prolonged interval the Andes Pact was again represented with a joint stand at the ITB Berlin, providing an opportunity for tourism organisations and companies from Bolivia, Ecuador, Colombia, Peru and Venezuela to display their range of products and services in the tourism sector.

For the first time, and on a trial basis, AMK Berlin Company for Exhibitions, Fairs and Congresses placed Hall 9 A on the Berlin Exhibition Grounds at the disposal of the special exhibition „ALTERNATIVE TRAVEL“ during the ITB 84. Suppliers of tour services and special tours, publishing companies, Third World groups, share-a-car agencies, alternative conference centres and cooperative organisations were gathered here under the heading of „ALTERNATIVE TRAVEL“. Public debate took place, as well as discussions, seminars and exhibitions on the subject of „Alternative tourism“.

In this way AMK Berlin is successfully continuing its efforts to integrate a new sector of the tourism industry within the ITB Berlin.

During the ITB 84 a total of 12 special meetings took place, along with 54 TEF events (Tourist Expert' Forum), 52 press conferences, 237 receptions and social events, as well as 6 awards ceremonies. The more than 350 conferences, press conferences, seminars, workshops and receptions confirm the professional nature of this, the world's tourism fair.

Once again the ITB Congress & Convention Forum was sponsored by ICCA (International Congress and Convention Association). The subject of the event at the ITB 84 was „Congress/Convention Marketing“ .

The ITB Hotel Mart, being organised for the second time by the German Section of the Hotel Sales Management Association (HSMA) offered an opportunity to hotels and hotel groups to meet trade visitors to the ITB Berlin and conduct sales discussions. A total of 51 hotels participated in the 2nd ITB Hotel Mart.

Euromic, Paris and the Arbeitsgemeinschaft Incentive-Reiseveranstalter e.V. (AIR), Düsseldorf, in conjunction with AMK Berlin held an workshop in order to create a better understanding of the differences between incentive travel from the American and the European point of view within the tourism trade and industry as a whole.

As in previous years there was keen interest in the conference entitled „New Media in Tourism“, organised by AMK Berlin in collaboration with the videotex institute, Institut Bildschirmtext, Worms. Once again this meeting offered a compact programme dealing with new developments in those areas of the new media where repercussions for the tourism sector can be expected.

Another traditional feature of the fair is the presentation by the PATA Chapter Germany of tourism trends and structures in the Pacific area in comparison with Europe. The discussions also take in topics concerned with the relationship between PATA member countries and German tour operators and the German travel press.

The new recipient of the prize awarded for outstanding services to tourism by the German travel journalists' association, Vereinigung Deutscher Reisejournalisten, is the Frenchman, Pierre Racine, President of the Intra-Ministerial Commission for the Development of the Languedoc-Roussillon Coastal Area. Members of this association explained their choice by pointing out that Pierre Racine has been largely responsible for implementing efforts to develop forward-looking plans for the establishment of new resort areas along the coast of previously unequalled dimensions. The VDRJ particularly praised the development of modern resorts, building complexes and sporting infrastructures in line with the wishes and needs of millions of seaside vacationers.

1985: A significant increase in business over the previous year

By its close the *19th International Tourism Exchange ITB Berlin*, which took place from March 2 to 8, 1985, on the Berlin Exhibition Grounds and in the ICC Berlin, had revealed an optimistic outlook regarding the development of tourism in the current year. During the year international travel experts expect the continuing improvement in the economic situation in Europe and other regions of the world to have a positive effect on the international travel business. Following an expansion in the volume of business in this sector, prospect for 1985 in this sector look set for further progress, reflecting the upswing on the economy.

A total of 2,096 exhibitors and 134 additionally represented firms and organisations from 129 countries and territories, from every sector of the tourism trade, took part in the ITB 85. This represents an 11 per cent increase over 1984. Three quarters of all exhibitors came from abroad. There was also an 11 per cent rise in the number of foreign exhibitors, to a total of 1,587, with 87 additionally represented firms and organisations. In addition 509 exhibitors and 47 additionally represented companies and organisations from the Federal Republic of Germany displayed the entire range of their tourism offer. The rate of increase among this group of exhibitors was 9 per cent. The ITB 85 also attracted 19,747 travel trade professionals from over 100 countries. Their purpose in attending at this leading market place for the tourism trade was to obtain information about the international travel market, to sign business deals, and to establish new commercial contact. Moreover, on the basis of tickets sold, 65,092 members of the public also attended. The numbers of journalists present rose to 1,685, from 63 countries.

But even more convincing than these statistics, which provide evidence of the effective function of the ITB Berlin as an internationally recognised tourism trade fair for this market, is the fact that over half of all the exhibitors were able to conclude commercial deals during the event itself. There was a considerably higher degree of business activity compared with presiding year. A poll conducted by AMK Berlin at the end of the fair revealed that 93 per cent of exhibitors were expecting lively follow-up business, while 94 per cent were positive in their assessment of their own participation.

Newcomers to the ITB Berlin in 1985 were the official tourism organisations from Barbuda (Caribbean) and Vietnam, while the official tourism organisations from Algeria, Benin and Niger returned, following their absence in 1984.

The structure of the ITB Berlin is being increasingly influenced by the constant expansion of this specialist fair with additions to the programme of congresses, meetings, seminars, associations' meetings and information aimed specifically at the travel trade professional. After all, the ITB Berlin is seen not only as a tool for obtaining additional information about the market situation and marketing in general, it is also an invitation to engage in a dialogue involving tourism experts from all over the world. During the ITB 85 a total of 8 Special Meetings, 48 TEF events (Tourism Experts' Forum), 60 press conferences, 447 receptions and social events and 8 prize award ceremonies were held.

In 1985 the ITB saw its first meeting by the Bundesgemeinschaft der Clubs Behinderter und ihrer Freunde e.V. (National Working Party for the Handicapped and their Supporters) on the subject of „Handicapped in tourism?“ Participants in this meeting included experienced travelers who also happen to be handicapped, along with non-handicapped people with an interest in the subject. They were able to submit their ideas, special needs and demands to the representatives of suppliers, ministries, associations and scientists for discussion.

Numerous different activities have arisen in tourism in connection with the utilisation of new media. The „ITB Media Day“, organised jointly by AMK Berlin and the Institut Bildschirmtext, Worms, was intended to reflect these developments. The main focus of attention was on those media where conflicting views exist regarding their application in tourism, such as videotex or laser video discs, technologies which are now becoming established. The ITB Media Day offered a compact survey of all the areas of telecommunications that are of significance for tourism.

The ICCA (International Congress and Convention Association) organised its 6th Congress Forum during the ITB 85. The choice of subject was very future-oriented: this worldwide association for all the various sectors concerned with congresses on a national and an international level dealt this year with: „Management and Multinational Information System“ – MMIS – The ICCA Data Base

FIJET – Fédération internationale des journalistes et écrivains du tourisme (International Travel Journalists' and Writers' Association) was present for the first time at the ITB Berlin, with a forum discussion on tourism by young people.

Another first was the „1st Working Party on In-Company Travel Departments“, organised jointly by publishers Rudolf Hebauf Verlag and AMK Berlin. The key topic of this working party concerned the use of new communication technology in companies' in-house travel departments. Discussion also centred on „Economic prospects for 1985 and their effects on business travel“ and on „Optimising travel cost accounting using personal computers“.

This year the traditional meeting held by the Study Group for Tourism, Starnberg, had as its subject „Resort architecture“. This event served as a meeting place for architects, planners, tourism organisations and travel journalists, as well as the representative of municipal and civic authorities. A number of different subjects came up for discussion, including „Resort architecture between Bauhaus and Post-modern“, while models and dimensions for resort architecture were investigated, and participants also debated how tourists wish to spend their vacations, in houses with the accent on leisure activities, in hotels integrated into the landscape, or in futuristic vacation centres.

The annual award for outstanding services to tourism was given to Dr. Manfred Busche, Managing Director of AMK Berlin Company for Exhibitions, Fairs and Congresses by the German travel journalists' association, the VDRJ, at the ITB 85. In stating the reasons for their choice the association praised the clear-cut concept pursued by Dr. Manfred Busche – even in the face of resistance and conflicting views – which has enabled the ITB Berlin to expand into the world's most important specialist trade fair for the international tourism industry.

1986: The People's Republic of China attends the ITB Berlin in its anniversary year

The *ITB 86*, which was held on the Berlin Exhibition Grounds and in the ICC Berlin *for the 20th time* from February 28 to March 6, reflected the good overall economic conditions and economic stability in many parts of the world. Events at the fair were influenced by the optimistic expectations of the tourism sector, falling energy costs, and growing interest on the part of consumers in the product „travel“. In the opinion of the international tourism industry, the ITB Berlin again served as an effective barometer for the trade, and established new yardstick in international competition among companies and organisations from the tourism and travel sector.

A total of 2,132 exhibitors and 123 additionally represented companies and organisations from 137 countries and territories took part in the ITB 86, encompassing every aspect of the tourism industry. Compared with 1985 this represented an 2 per cent increase, while the number of foreign exhibitors rose by 1.6 per cent. 524 exhibitors and 74 additionally represented companies attended from the Federal Republic of Germany, and the ITB 86 attracted 20,174 travel trade professionals. In addition 66,753 members of the general public (based on ticket sales) were recorded. 1,890 journalists attended from 57 countries.

The People's Republic of China was making its debut at the ITB Berlin. To mark the first appearance by China at this fair, and to underline its importance as a tourism destination, the Chinese presented a rich-admired display of photographs and venues popular with tourists to their country. The official tourism organisations from Djibuti and Belize were also attending for the first time. Other newcomers included the islands of Saba and St. Eustatius from the Netherlands Antilles, along with the Marianas Islands. The ITB 86 proved that the tourism industry has learned to meet economic difficulties by the application of selective and appropriate measures.

According to the poll conducted by AMK Berlin at the end of the fair, 51 per cent of exhibitors had been able to sign contracts during the event itself. One quarter of all exhibitors stated that they had been more successful than in 1985, and 93 per cent assessed the results of their participation as positive.

In its 20th year, the ITB Berlin confirmed that this international trade fair is instrumental in producing more objective and intensive discussions. Moreover the ITB Berlin has proved to be the outstanding show covering the entire spectrum of travel and tourism trade, exerting a fascination and a stimulating effect on exhibitors and trade visitors alike. Exhibitors at the ITB Berlin also turned their attention to the general public, who were able to obtain comprehensive information about destinations in every continent. 72 per cent of all travel-conscious visitors to this event emphasised that they had obtained the information they required from the exhibitors at the ITB 86. One welcome feature on many stands at the ITB Berlin was the increased effort being made to catch the public's eye by using greater originality in the displays.

The extensive programme of meetings, congresses and seminars, a regular feature of the ITB Berlin for many years, comprised 13 Special Meetings, 37 Tourism Experts' Forum events, 65

press conference and 9 prize award ceremonies in 1986. The programme of supporting events was augmented by receptions and other social events.

An exhibition of photographs entitled „ Travel and tourism – a historical overview“ was staged to mark the 20th anniversary of the ITB Berlin. 20 chapters comprising 150 exhibits were used to show the development of tourism from ancient times up to the present day. This exhibition provided an opportunity to find out about travel in the Middle Ages, rail travel from the earliest days up to the present, details about the history of the travel agency business and about sea travel.

This year's programme for the „ITB Media Day 1986“, staged jointly by the Institut für Bildschirmtext (Videotex institute), Worms and AMK Berlin, gave an indication of the rapid inroads being made by telecommunications in tourism.

The ICCA (International congress and Convention Association) organised its congress forum for the 7th time at the ITB Berlin. this year's subject was „The future of international congresses – a series of provocative statements and observations“ .

In addition to the „ Company travel departments“ study group, with its keynote subject of „ The end of the road for travel agencies?“ , keen interest was also aroused by the Churches' Forum at the ITB 86, dealing with „The role of the churches in tourism“ . In conjunction with the 20th anniversary of the ITB Berlin the two organisers, the Evangelical Working Group for Leisure, Recreation and Tourism of the German Evangelical Church, and the Catholic Working Party on Leisure and Tourism, sought to present and explain the specific contributions to tourism made by the churches, using selected examples.

The traditional seminar by EUROMIC International Marketing Ltd., Paris was devoted this time to the subject of „ Incentive travel – from a European viewpoint“ . The incentive sector within tourism was also the main focus of attention at the official presentation of the AIR Incentive Prize for 1985 to CTI Canadian Tourist International, Toronto. AIR (Incentive Tour Operators Working Party) also presented its new membership structure.

The seminar for travel agency counter staff that was staged by the Institut Bildschirmtext, Worms, proved to be a great success. The object of this seminar was to pass on current findings about videotex and about business management, items regarded as indispensable for travel agency staff.

The recipient to the VDRJ award for outstanding services to tourism in 1986, presented by the German Travel Journalists' Association, was Abbot Dr. Chrysostomus Giner, from the Augustinian Chorherrenstift in Bolzano, who was chosen to honour the commitment shown by both denominations of the Christian church to the contemporary problems resulting from an increase in tourism.

The conference by the Study Group for Tourism, Starnberg, at the ITB 86 produced lively discussions. Entitled „The Germans and their enthusiasm for travel“ it provided insights into the workings of the Tourism Analysis. Methods, questions and models for discussion were presented, which were of interest not only to practical experts but also to journalists and technical college students.

Another highlight was provided by the Federal Ministry of Youth, Families and Health, acting in conjunction with the Willy-Scharnow-Stiftung, a foundation for promoting international understanding among young people of different countries, and the Study Group for Tourism, with a competition for young travelers wishing to acquaint themselves with Europe. The Federal Minister of Youth, Families and Health, Prof. Dr. Rita Süßmuth, awarded the prizes to young travelers aged between 12 and 25 whose entries had been judged the best.

1987: 10th Churches' Forum at the ITB Berlin

The *21st International Tourism Exchange ITB Berlin 1987* ended on a positive note. Between March 7 and 12, 1987 a total of 2,419 exhibitors and 84 additionally represented firms and organisations from 140 countries and territories took part on an overall display area of 79,000 sq. metres – 40,183 sq. metres net – in 25 halls on the Berlin Exhibition Grounds and in the ICC Berlin.

Compared with the figures for 1986 this represented a 13 per cent increase in the number of exhibitors. 1,822 exhibitors and 61 additionally represented firms and organisations from outside the Federal Republic of Germany made use of the ITB Berlin to present their tourism services and products. There was a 13 per cent rise in the number of foreign exhibitors compared with the previous year. The ITB 87 underlined its standing as the main trade fair the German tourism industry with an increase of 14 per cent in the number of exhibitors from the Federal Republic. The ITB Berlin was attended by 23,348 travel trade professionals from more than 140 countries and regions. In addition it attracted 70,044 private visitors. The number of journalists attending the fair rose to 2,109 from 72 countries.

Bahrain and Nicaragua were represented for the first time by their official tourism organisations, and New Caledonia was yet another newcomer to the event.

As the market becomes more involved and more subject to change, it becomes increasingly important to obtain precise, complete and early details. With its supporting programme the ITB Berlin fulfilled an important role in this respect in 1987. Travel trade professionals from all over the world found it easy to obtain a complete survey of the current state of the international tourism industry, with information about changes and possible trends, and to exchange such details with one another. To assist them in this work the ITB 87 included 17 Special Meetings, 44 Tourist Experts Forums (TEF) and 53 press conferences. The supporting programme was also supplemented by more than 300 events, 6 prize awards ceremonies, receptions and social events.

For the first time the Media Day, previously organised jointly by AMK Berlin Company for Exhibitions, Fairs and Congresses and the videotex institute Institut Bildschirmtext, included IBM Germany among its co-organisers. The inclusion of IBM Germany as one of the co-organisers of the ITB Media day successfully reflected the rapidly growing importance of data processing in tourism, in conjunction with telecommunications systems. In addition the Institut Bildschirmtext met with a good response to its series of lectures for travel agencies. A total of four series of lectures provided travel agency staff with an opportunity of finding out the latest details about videotex and various management-related subjects.

The ICCA Forum 1987 was the eighth such event and this year's slogan was „The subject of corporate meetings“. Under the chairmanship of Walter E. Stöhrer, chairman ICCA Central Europe Chapter and director of the travel company Deutsches Reisebüro (DER), the ICCA Forum dealt with all the various aspects of corporate meetings with presentations and panel discus-

sions. Moderator of this forum for congress and meetings experts was Richard Hodgson, regional director of marketing for Inter-Continental Hotels in Europe.

In addition to the working group for „Company travel departments“ on the main subject of „INCENTIVE Intensive: Latin America“, EUROMIC/Paris also staged its traditional „ITB Incentive Seminar“, . Representations of the incentives sector from various industries made use of this seminar to discuss possible approaches to their future work and concluded that this is one area of the tourism trade that must display more imaginativeness than it has shown so far.

The ADAC (German motoring organisation) traffic advisors were awarded the prize for „outstanding services to tourism“ by the German Travel Journalists' Association (VDRJ) at the ITB 87. According to the ADAC these „yellow angels on motorcycles“ have made a unique contribution towards helping to cope with motorized tourists and their problems, bearing in mind that well over 60 per cent of all West German holidaymakers travel by car. According to the VDRJ the ADAC staff are a valuable aid in modern holiday traffic conditions and one simply cannot imagine the motorways without them.

The conference by the Study Group for Tourism on the subject of „Tourism and the Environment“ also met with a keen response. It was moderated by church counsellor Paul Rieger and Heinz Hahn of the Study Group for Tourism. This meeting spotlighted the problems, suggested possible solutions and called upon those in positions of responsibility in the tourism industry to combine in order to be effective.

The tenth Churches Forum at the ITB Berlin was again successful. It was organised by the Catholic Working Group for Leisure and Tourism and the Evangelical Working Group for Leisure, Recreation and Tourism in the Evangelical Church of Germany, and this year's event focused on „Working in tourism, professionals in the shadow of the sunshine business“. Moderators of the Churches Forum were Professor Dr. Bleistein SJ, Munich and Rev. Dr. Reiss, Bielefeld. This event represented an attempt to identify what staff in the tourism industry expect from their jobs, what personal and professional pressures they are exposed to, and the social conflicts that they face, in the light of their commitment to help tourists enjoy their vacations.

Influenced to some extent by the upturn in the economic situation, leading to expectations of further improvements in international tourism business, commercial activity during the ITB 87 was brisk. Two thirds of the exhibitors (68%) were able to actually sign contracts during the ITB 87, with 30 per cent achieving better commercial results than at the previous year's fair. Trade visitors also confirmed that almost two thirds of them had achieved predominantly good business results (65 per cent). In addition to the tangible success of exhibitors and trade visitors they also underlined the professional value of the ITB 87 as a forum for communication within the international tourism industry. Once again the ITB Berlin confirmed its standing as the world's tourism fair.

Apparently as a result of the shocks produced by recent events, there was a general appreciation at the ITB 87 that „travel does not take place in a political vacuum“ either. In discussions on this topic one of the leading voices was that of the working group „Tourism with Understanding“, represented for the first time at the ITB Berlin by its own stand. Exhibitors, trade visitors and above all the media agreed that the ITB 87 had profited from a counterweight to the tour-

ism establishment, and the majority accepted this attempt to gain closer insights into the various different viewpoints.

1988: At the start of a year with record tourism industry growth

The *22nd International Tourism Exchange ITB 1988* was the scene of keen business activity against the background of stable economic conditions. It thus confirmed many analyses and predictions that had forecast another record-breaking year in tourism in 1988. According to the travel trade professionals who came to Berlin from approximately 150 countries and territories to attend the ITB 88, this success was due to a large extent to the wide, varied and attractive offer by the international tourism industry.

Even while the fair was still in progress more than half of all the exhibitors were able to sign contracts. More than one quarter of the exhibitors at the ITB 88 (27 per cent) achieved better results than in 1987. The travel trade professionals, 31 per cent of whom came from overseas, were satisfied with the commercial value of their visit. The technical and specialist discussions that exhibitors held during the ITB 88 were regarded as positive by 90 per cent of them. Only 4 per cent of travel trade professionals were dissatisfied with the commercial results of their visit to the fair.

Consequently there was a general consensus in the media, which was expressed in the following way. „Once again the International Tourism Exchange ITB Berlin was a superlative event“ .

From March 5 to 10, 1988 a total of 2,724 exhibitors and 108 additionally represented companies and organisations from 146 countries and territories were represented at Berlin' internationally recognized trade fair for the international tourism industry. the event covered a rented net area of 42,574 sq. metres (74,000 sq. metres overall) in 25 halls on the Berlin Exhibition Grounds. Attendance by exhibitors was 13 per cent higher than in 1987. The number of foreign exhibitors rose by 14 per cent to 2,076, along with an additional 69 companies and organisations. The number of exhibitors from the Federal Republic of Germany also increased, by 4 per cent.

The general public also attended in greater numbers. A total of 27,485 travel trade professionals from approximately 150 countries and territories came to the ITB 88, thereby confirming its position as a leading meeting place for the trade with an international range of products and services, meeting demand from around the world. In addition 77,422 people attended in a private capacity. The ITB Berlin underlined its importance as a „media fair“ by the attendance of 2,214 journalists who came to Berlin from 72 countries and territories.

Gibraltar was represented for the first time by its official tourism organisation. Tourism companies from American Samoa were also among the newcomers at the ITB Berlin.

The ITB Berlin fulfilled its function as a „barometer“ of development within the industry.

Once again the supporting programme had an important role to play. Many aspects of the programme provided an ideal platform for an intensive exchange of views between the representatives of the international tourism industry and those in positions of responsibility in the holiday destinations. At the ITB 88 the supporting programme again contained more than 300 events, thereby providing impressive confirmation of its outstanding international reputation as a com-

bined congress and trade fair. A total of 7 Special Meetings, 41 TEF events and 47 conferences met with a keen response during the ITB 88. In addition the supporting programme was augmented by 5 prize awards ceremonies, as well as a number of receptions and other events.

Activities by the working group „Tourism with Understanding“ formed a particularly interesting part of the programme. The success of this particular aspect is due to the fact that the ITB has been relatively quick to include critical discussions about relevant topics.

The ITB Media Day 1988, staged by the Institut Bildschirmtext and Telematik, Worms, and the AMK Berlin, focussed attention on the subject of „Telecommunications in Tourism – Electronic Distribution Systems“, and provided the first opportunity to present „Galileo“ and „Amadeus“ at such an event. The Siemens company, Munich, acted as co-organisers for his event and also demonstrated the first „START“ terminal of the new generation of equipment at an exhibition that was held within the general framework of the ITB 88.

The Institute in Worms met with good response at the ITB 88 to its continuing series of seminars for travel agency counter staff, providing this professional group with an opportunity of updating their knowledge.

The series of seminars dealing with subjects such as „Electronic marketing in the travel agency“, „The use of personal computers in the travel agency for customer processing and for filing“, „START reservations via videotex and PC“ and „Direct bookings in Austria for travel agencies“ proved to be a valuable means of keeping counter staff informed about new developments, and this was confirmed by the increased attendance.

The slogan of the Conference for Company Travel Departments was „Company travel departments with computers – the task of cost management“. Ernst Ruhstrat and Michael A. Tennert, American Airlines, explained the capabilities of this system, using „SABRE“ as an example. Dr. Christian Franck, Commerzbank AG, read a paper containing information about the ideal methods of payment for business travellers. In addition practical solutions were presented for travel cost accounting. In collaboration with the Travel Cost Department of Degussa AG, the Computer Forum company presented computer-assisted accounting of travel costs based on the DATAFLEX system.

The Association of German Travel Journalists (VDRJ) regularly awards a prize for „outstanding services to tourism“ at the ITB Berlin. This year the recipient was the Austrian, Hans Glauber, born in the village of Toblach in the South Tirol, who was responsible for the setting up of the „Toblacher Discussions“. This round of talks, which takes place every year, involving some 200 scientists and tourism experts, culminates in the publication of the „Toblacher Theses“.

The specialist conference „Sport on holiday“, organised by the Study Group for Tourism, Starnberg, in conjunction with the German Sporting Federation, Frankfurt am Main, provided an outline of the different forms of supply and demand with regard to sport, games, and activities by holiday makers. These papers examined „The sporting interests and sporting activities of German holiday makers“, offering a detailed investigation to the wide range available, from angling trips to hiking. The assembled participants discussed the role of sport in the programmes drawn up by travel organisations, holiday hotels and clubs, countries and sports associations, and dealt

in detail with the environmental problems caused by summer and winter sports. Attention also focused on the „keep fit campaign“ by the German Sports Federation and possible ways in which they could be utilised by holiday resorts and tourism organisations. Discussions also took place about „Leisure sports and holiday sport as a subject in the mass media“. The meeting concludes with ideas on „Encouraging sports in hotels and clubs“.

The Commission of the European Communities has been actively involved in the ITB Berlin for many years. Part of its development policy work consists of the promotion of tourism in developing countries. This also involves the presentation of the tourism attractions and facilities in these countries at the ITB Berlin, aspects which assured a correspondingly large attendance at the press conference given by the Commission of the European Communities, at which the Director General for Development, Dr. Dieter Frisch, gave his views on the subject of „Contributions by the Commission of the European Communities for the promotion of tourism in developing countries“. The ACP Secretary General, Edwin Carrington, presented the views of the 66 ACP countries that are associated with the EC within the framework of the Lome III Agreement.

Recent years have seen increased attendance at the ITB Berlin by the representatives of tourism companies and authorities from Africa. This growing interest by African tourist companies has encouraged AMK Berlin, in collaboration with the German Travel Agencies' Association DRV, Frankfurt am Main, and the Afrika-Verein, Hamburg, to stage a workshop for those countries that receive assistance from the EC to enable them to participate in the ITB Berlin.

At this workshop representatives of the African tourism industry were able to meet with tour operators from the Federal Republic of Germany, the Netherlands, Scandinavia, Austria and Switzerland.

As in previous years the Churches' Forum at the ITB Berlin aroused a considerable amount of interest. This year's subject was „Tourism by senior citizens – motives – desires – realities“. In accordance with past practice the symposium was organised by the Evangelical Working Group for Leisure Recreation and Tourism in the Evangelical Church in Germany and the Catholic Working Group for Leisure and Tourism.

1989: The ITB develops its leading position as the test market for new forms of travel

The *23rd International Tourism Exchange ITB Berlin 1989* proved a great success. Exhibitors and trade visitors made full use of this leading meeting place for the world's tourism industry in order to conduct in-depth discussions and sign business, conference and incentive travel.

A further rise in business contacts was recorded at the ITB 89. Exhibitors confirmed that 51 per cent of them had actually signed contracts during the fair itself while 91 per cent expected follow-up business as a result of contacts made there. Turning to the specialist discussions held by exhibitors, 90 per cent regarded them as successful. Among travel trade professionals, 35 per cent came from outside the Federal Republic of Germany, and 29 per cent of this total came from overseas.

„Business as usual“ was the slogan of the ITB 89. The media reported that each year the industry makes even better use of the ITB Berlin, and more effectively exploits the opportunities offered by a modern trade fair infrastructure. Once again market opportunities were selectively exploited at the ITB Berlin. Despite the emergence of many competitors, the strength of the ITB remains its ability to offer what travel trade professionals from all over the world regard as a concentrated survey of the entire market, and they also emphasise that it continues to develop its leading position as a test market for new forms of travel.

The International Tourism Exchange ITB Berlin took place from March 4 to 9, 1989 in all 25 halls of the Berlin Exhibition Grounds and in the ICC Berlin and the net rented floor space increased once again to 46,027 square metres – overall area 72,800 square metres. This represents an 8 per cent increase in the net rented display area compared with the ITB 88. A total of 2,961 exhibitors and 100 additionally represented firms and organisations from 152 countries and territories took part in the ITB 89. Compared with the exhibitor figures for 1988, there was an 8.7 per cent increase. The attendance by foreign visitors also rose, by 9 per cent, to 2,265, with 67 additionally represented firms and organisations. There was also a 7 per cent increase in the number of exhibitors from the Federal Republic of Germany.

Attendance figures for visitors to this fair are still growing too. This world event was attended by 29,961 travel trade professionals from more than 150 countries and territories, and as a forum for communication and marketing for the international tourism industry it continues to attract tourism companies and organisations from all continents. A study conducted by the influential tourism trade publication PATA TRAVEL NEWS Asia/Pacific, published in Hong Kong and Bangkok, give some indication of the standing enjoyed by the International Tourism Exchange ITB Berlin throughout the world. According to a poll conducted by this publication, trade visitors and suppliers from the Asian Pacific area regard the ITB Berlin as a clear market leader. This article revealed that this trade fair is now essential for the Asian and Pacific tourism sector. In the opinion of experts of this region, the ITB Berlin can also claim to be the starting point for the year's marketing activities in Europe.

The ITB 89 was also attended by 69,901 members of the public. This also enjoyed a high media profile, with 2,461 journalists attending from 27 countries and territories.

Oman, the People's Republic of Mongolia and Tuvalu were represented for the first time by their official tourism organisations. Following an interval of several years, tourism organisations from Chile, Ireland, the Comores and Venezuela were again represented.

The travel trade professionals who again came to Berlin from 150 countries and territories confirmed the value of the information available from the supporting programme. During the ITB 89 there were a total of 10 special meetings, 46 TEF events and 70 press conferences. The supporting programme was augmented by five awards ceremonies and 264 receptions.

Although the main focus continued to be on vacations, considerable attention was also paid to the business travel market, a fact that was underlined by the results of a study that were announced during the fair. According to this investigation an annual total of 4.1 million German business travellers undertake 102 million journeys for business or professional reasons each year. Market research institutes have revealed that the number of journeys is even higher being estimated at 137 million. This study into current trends confirms the substantial expansion currently taking place in the travel sector.

The Working Group for „Tourism with Insight“ was again represented at the fair. Its 21 full members and 7 future member groups from 11 countries attended the world fair for tourism in order to illustrate new and different ways towards a more considerate, or „gentle“ tourism.

The co-organisers of the ITB Media Days 1988 and 1989, Siemens AG of Munich, also presented a small display of equipment at the 1988 event, and as a result of the very positive results of this display, it was decided to again hold a special exhibition at the ITB 89. Exhibitors displayed unexpectedly keen interest. Demonstrations were provided, among others, by Siemens, Amadeus, START, Japan Airlines, TRASY, Sabre, Intelmatique, explaining the various applications of electronics in tourism.

Once again the topics dealt with at the ITB Media Day were under the general heading of „Electronic Distribution Systems“. This reflects the far-reaching impact of such systems on all areas of tourism, from travel agents and tour operators to suppliers of services. The two leading European systems – Amadeus and Galileo – reported on their plans for 1989. There was also great interest in the panel discussion chaired by Rudi Hardell, Berlin, which dealt with the subject „Are electronic distribution systems changing the travel agency business?“

Another successful conference was that held by the Study Group for Tourism, Starnberg, which dealt on this occasion with the results of travel polls and investigations into tourism, as well as the demands imposed by tourism planning on researchers. Speakers who reported on their investigations into travel came from the United Kingdom, the Netherlands, Spain, Germany, Denmark and Yugoslavia.

For the first time two women were jointly awarded the VDRJ prize. In the view of the VDRJ, it is partly due to the commitment of these two tourism experts that increasing numbers of West Germans are considering health aspects when planning their holidays, with a growing preference for active vacations as opposed to just lazing around. The VDRJ prize for 1989 was

awarded to Barbara Richter, Managing Director of IKD Internationale Kur-Dienst Gesellschaft für Medizinischen Tourismus mbH, Munich and Renate Drescher, Marketing Director of Air Conti Flugreisen GmbH und Co. KG, Munich.

In addition to reporting on continued growth in the holiday sector, the International Tourism Exchange ITB Berlin has also been providing an opportunity for several years for critical summaries and assessments. Among those warning of some of the more disturbing effects of mass tourism are the organisers and participants in the Churches' Forum at ITB '89. The aim of the Churches' Forum at the ITB '89 was to focus discussion on the relationship between travellers and those whose countries they visit, and to discuss prospects for new attitudes to travel. As always, the media gave considerable coverage to this event, which attracted widespread attention.

Politicians attending the fair were encouraged to note the importance of tourism as an economic factor: a total of 66 ministers, state secretaries and foreign government members attended the ITB 89, along with 31 ambassadors.

As the *Frankfurter Allgemeine Zeitung* reported, „ this was an overwhelming, hectic and good natured if sometimes raucous event, a festival of tourism of Babylonian proportions” .

1990: Trend towards health vacations

In its 24th year, the International Tourism Exchange ITB 1990 was again highly successful. On the opening weekend the halls around the Berlin „Funkturn“ featured folk music and dancing from around the world, but this soon gave way to serious business and the largest trade fair in the world, which was devoted to one of the strongest growing industries, tourism. The conclusion drawn at the ITB 90 was that it would continue its irresistible rise and eventually become the most important industry of the world.

The main focus of attention at the ITB 90 was on the development of expansion of tourism in the German Democratic Republic and other countries of Central and Eastern Europe. The expected potential of these countries for tourism not only stimulated ideas within the tourism industry of the Federal Republic of Germany, but also dominated the business discussions involving tourism companies from other European countries. Once again the ITB Berlin demonstrated its ability to react rapidly and effectively to sudden changes within the industry. Apart from these main aspects, the supporting programme also focused on a number of issues such as new forms of distribution and marketing, tourism and the environment, the European Year of Tourism, and the continuing development of tourism in third world countries.

This fair, taking place on the Berlin Exhibition Grounds, and in the ICC Berlin from March 3 to 8, continued to consolidate its position at the start of the 1990s, in the European Community's „Year of Tourism“. The ITB Berlin again proved how effective it is for the industry, when 3,478 exhibitors and 84 additionally represented organisations and companies from 160 countries and territories assembled in the 25 halls on the Exhibition Grounds and in the ICC Berlin on a rented net area of 48,915 m² - 76,200 m² overall. This was the largest number of exhibitors ever recorded at the ITB Berlin. This event continues to exert a major influence on the international tourism industry, and yet there still seems to be room for more expansion. In 1990 there was a 17.5 per cent increase in the number of exhibitors. Foreign exhibitors increased by 19.5 per cent to 2,713. Services and products were presented by 765 exhibitors from the Federal Republic of Germany, along with 39 additionally represented companies. This represents a 10 per cent increase in the number of exhibitors from the Federal Republic of Germany compared with the previous year.

ITB Berlin has no equals among other tourism trade fairs in its ability to meet the communication requirements of a dynamic and internationally active sector; 32,552 travel trade professionals from 160 countries and territories attended the ITB 1990. In addition 67,916 members of the general public also attended. All the leading trade publications were represented at the ITB Berlin. The 2,900 journalists came from 78 countries and territories, including 278 journalists from the German Democratic Republic.

Namibia was represented for the first time by its official tourism organisation .

Of course the ITB 90 was also accompanied by an extensive programme of meetings and seminars, justifying its claim to be equally important both as a trade fair and a congress of international standing. Many of the conferences, seminars, workshops and working groups dealt with

the underlying conditions and effects of structural and economic policy on the international tourism industry, while others focused on ecological subjects and their significance for world-wide tourism.

Another important issue concerned the political and economic changes which have taken place in Eastern and Central Europe, allowing the citizens of these countries the freedom to travel. A number of events on the supporting programme were a direct response to developments in these countries.

The fair not only provided a comprehensive survey of the current tourism facilities available in the GDR, but also included a number of events dealing specifically with aspects of the tourism industry in this area of Germany. Other outstanding items included the presentation of a survey of the travel plan of East German citizens in 1990. AMK Berlin also lent its support to a conference by the Inter-German Economic Commission, Tourism Sector.

A total of 10 Special Meetings, 54 TEF events and 64 press conferences were held during the ITB 90. In addition the supporting programme included 5 award ceremonies, and was augmented by 148 receptions and other social events.

Electronics and telecommunications are becoming increasingly important in tourism. In response to this development the ITB 90 featured a new congress, dealing specifically with problems associated with telecommunications and data processing in individual sectors of tourism. This forerunner of a new series of events was entitled „Electronics in Tourism“ and was organised jointly by AMK Berlin and the telecommunications institute, Institut für Bildschirmtext und Telematik, in collaboration with the German Hotel and Restaurant Association, the German Tourism Association (DFV), the German Travel Agencies' Association (DRV) and the various advertisers who use these screen-based services. This congress originated from the ITB Media Day which has been held regularly at the ITB Berlin since 1980, and continues to form part of the congress. The congress was also accompanied by an exhibition and numerous seminars for travel agencies. The following companies staged their own display at this exhibition: Best Western Hotel, DeTeWe, HAAS Datentechnik, KRONE, Lasec Datenbank Technologien, Loewe Opta, Neptune Computers, PHILIPS Kommunikationsindustrien, Ric Reisebürosoftware, Siemens, TRASY Computersysteme, Unisys Deutschland, Zartmann-EDV Beratung.

Celic Gülersoy is regarded as the saviour of many buildings of artistic and historical interest in Istanbul. With the assistance of the Turkish Touring and Automobile Club, of which he is the president, he has been instrumental in preserving many of the wooden buildings so typical of the inner city, which have been restored and then put to good use for tourism. For these achievements the Turkish writer and art historian was awarded this year's VDRJ prize for „outstanding services to tourism“.

The ITB Berlin has always been a source of valuable contacts for developing countries, one example being provided by the „African Workshop“. The aim of this event is to make the involvement by African exhibitors in the ITB as commercially effective as possible. At the ITB 90 this workshop again proved to be a very welcome initiative, being utilized not only by private

sector representatives of tourism in Africa, but also by tour operators from European countries, as a means of strengthening business contacts during the ITB Berlin.

Another successful event was the conference by the Study Group for Tourism, Starnberg, which focused this year on „Marketing in Tourism“. The conclusions reached were: „There is no doubt that, compared with the early 1970s, many aspects of tourism have become much more professional, and this professionalism is gradually becoming more widespread throughout the industry. But it is the market which sets the standards, and the market has become more vigorous than ever before.“

Health vacations should not necessarily be a serious matter, but should be approached in a free and easy way. This was the subject of a panel discussion organised by International Health Treatment Services (IKD) and the preventive health care organisation „Aktion Prävention“. Experts representing holiday facilities specialising in health and treatment held successful discussions about the fundamental issues and problems concerning this type of vacation.

For more than a decade the two main churches have been seeking to demonstrate their own views about holidays to the international tourism industry. On the final day of the International Tourism Exchange ITB Berlin they sought to draw attention to the human aspects of recreation and travel. The Churches' Forum is a form of ecumenical cooperation between the Evangelical Working Group and the Chatholical Working Group for Tourism. At the ITB 90 they investigated the question of what people consider necessary to insure the satisfaction of holidaymakers. „Does travel make you happy?“ and „Holiday as an opportunity for coping with everyday life“ where the items on the agenda.

At the end of the ITB 90 the highly regarded trade publication *Fremdenverkehrswirtschaft International* drew the following conclusions:

„Contrary to fears and expectations, the function of the ITB trade fair was not adversely affected by a flood of visitors from the GDR: During a period of uncertainty about the eventual situation of tourism in 1989/90 (on the part of tour operators) and in travel industry in 1990 (for everyone else involved) the fair tended to create a greater feeling of optimism, rather than pessimism. Amid the confusing diversity of market research produced at the ITB the industry continues to recognise that basically the economy is still in a healthy state. The general public can still afford to travel, and business representatives still find many reasons to travel as well. What more could one offer any sector of industry: ,The rest, i.e. motivating customers and reaping the rewards, it must do itself.'“

1991: A new impetus from the ITB after the Gulf War shock

The expanding tourism industry received an unexpected setback with the outbreak of the Gulf War, and business suffered from cancellations by holidaymakers and business travellers. The end of the conflict therefore came as a relief to the inter-tourism sector. This aspect, and hopes of a revival in summer business were at the centre of many discussions at the fair. Due to the Gulf War, the role of the ITB 91 in providing a fresh impetus for the industry assumed even greater importance, and this became apparent during the course of this year's fair. Business picked up immediately following the cease-fire, and bookings rose at a rate seldom experienced before at this time of year.

From 2 to 7 March 1991 the *International Tourism Exchange ITB Berlin* celebrated a special anniversary: the international tourism industry has now been meeting in Berlin for *25 years*. The total number of exhibitors broke all existing records: 3,851 exhibitors and 102 additionally represented firms and organisations from every sector of tourism in 154 countries and territories occupied a net rented area of 54,479 m² in order to display their products and services. There was a 6.5 per cent increase among foreign exhibitors, and a massive 25.7 per cent rise in the number of exhibitors from Germany. The increase in the total number of exhibitors compared with 1990 was 10.7 per cent. A total of 116,061 visitors (based on ticket sales) attended the ITB 91, including some 25,500 trade visitors from 160 countries and territories. The 3,164 journalist came from 76 different countries and territories.

The People's Republic of Korea was making its first appearance at the ITB Berlin, while Iran was participating for the first time since 1975.

However, compared with the previous year there was a drop in the number of overseas trade visitors, especially from areas immediately affected by the crisis. This can be explained by the political and economic circumstances, which are already widely known, for example the Gulf crisis itself, the decision by companies not to allow their staff to fly, the fear of terrorist attacks, reduction of flight capacities etc. In addition, many trade visitors were unable to arrange flights to Berlin at such short notice following the end of hostilities.

In its 25th anniversary year the ITB Berlin was again accompanied by an extensive supporting programme, including 90 TEF events, 65 press conferences and 8 Special Meetings.

For many years this trade fair has been recognised by travel trade professionals as an opportunity to discuss current problems affecting the tourism sector, and in their contacts with AMK Berlin they again confirmed the value of the supporting programme as an effective source of information.

The „Contact Exchange“ was one of the innovations at this year's ITB Berlin, providing opportunities for newcomers to the business to find out the conditions that must be met in setting up a new company, and providing possibilities for locating other, like-minded firms. AMK Berlin assumed that travel trade professionals from the new federal states in particular would be keen to take part in the „Contact Exchange“. However, there was little response to this facility, and consequently it will not be included in next year's programme.

Once again AMK Berlin and the videotext organisation Institut für Bildschirmtext joined forces with the German Tourism Associations (DFV), the German Travel Agencies Association (DRV) and the DEHOGA (Association of German Hotels and Restaurants) in staging this year's congress „Electronics in Tourism“. This focused on the events „Electronics for tour operators and travel agents“, „Electronics in tourism and the hotel trade“ and the ITB Media Day, the latter the subject of critical scrutiny by the media. The topics included new development trends in telecommunications, and the subject of „Self-service in the tourism sector – utopia or reality?“ In addition the new Worldspan reservation system was presented to the industry. Along with these events there were also special seminars on the use of PCs and videotext in travel agencies. Many visitors were also registered at the exhibition which provided a concentrated display of hardware and software for the entire range of tourism applications. For newcomers to data processing, and for experts too, this exhibition was the ideal platform for information, and served as a basis for decisions about investments in data processing.

African members of the World Tourism Organisation (WTO) declared 1991 the „Year of Tourism in Africa“. AMK Berlin took this opportunity to hold another „Africa Workshop“. Topics again included „Travel to Africa“, in response to the rising number of tourists visiting Africa in recent years. Experts on the subject of the African tourism industry dealt with issues of particular importance for collaboration between European suppliers and African countries.

The recipient of this year's „Award for outstanding services to tourism“, given by the Association of German Travel Journalists (VDRJ), was Beate Serrano, member of the board of the German Travel Agencies Association (DRV) and chair of the „Environment and Culture“ committee. Since 1987 this committee has been encouraging holiday regions to adopt environmental measures, and in so doing to apply for the environmental award given each year by the DRV. In nominating this year's winner the travel journalists emphasised her ability to convince tour operators and travel agents of the importance of working together in the interests of environmental protection in areas where their economic influence is most effective, i.e. holiday regions.

The European Travel Data Center has been engaged in a long term study of the whole European travel market since 1988. It publishes the European Travel Monitor, still the only comprehensive survey of markets in both Western and Eastern Europe. In 1990 it entered into partnership with the US Travel Data Center to enable information about the various markets to be exchanged and standardized. It is also cooperating closely with the Marketing Intelligence Corporation (TTC) in Japan.

The first of what is intended to be an annual series of seminars was held at the ITB 91, with the name „ITB WORLD TRAVEL REVIEW“, dealing with new trends and developments in travel during 1990 in Western and Eastern Europe, North America and Japan. It also featured discussions on the prospects for 1991, and closed with a statistical outline of the European business travel market.

„Getting used to Gentle Travel“ was the title of a widely regarded event by the Evangelical Working Group for Leisure, Recreation and Tourism. It presented the work which had been carried out over the past two years by a committee set up to investigate the subject of „The ethics of tourism“. The object was to find ways in which a critical approach to tourism could be im-

plemented in practice. It questioned how the various criticisms of tourism that have been voiced for many years can be utilised to alter attitudes and behaviour on the part of travellers, the suppliers of tourism and travel services, and those who live in areas frequented by tourists.

This year's Churches' Forum dealt with a number of issues of practical relevance. Topics under discussion included „Requirements and motivations not only of women travelling alone“, and the situation of women in the countries commonly visited by tourists. The organisers of the Churches' Forum at the ITB 91, the „Evangelical Working Group for Leisure, Recreation and Tourism in the German Evangelical Church“ and the „Catholic Working Group for Leisure and Tourism“, also included a discussion of the vocational prospect for women in tourism, in view of the fact that the German tourism sector employs twice as many women as it does men.

„Not long ago they were regarded as 'troublemakers making excessive demands', who were only making it more difficult to find practical solutions. Now even conservative critics accept them as 'green forward-thinkers', although they still retain the capacity to stir up controversy. They provided the largest single programme of events at the ITB Berlin: the organisations that form the Working Group „Tourism with Insight“, according to the Swiss trade publication *Hotelrevue*, Berlin, with reference to the ITB 91. The working group presented a wide range of conferences and panel discussions on topics such as „Leisure projects in the new federal states“, „Sports tourism in the Alps“, „Tourism communities face their responsibilities – the practical aspects of gentle tourism in the Federal Republic of Germany“ and „Tourism versus human rights“, as well as press conferences and exhibitions. The Working Group „Tourism with Insight“ now comprises 30 organisations from 10 countries. The wide diversity of its membership reflects the complex nature of tourism itself. The Working Group „Tourism with Insight“ has been represented at the ITB Berlin since 1986. It fulfils a wide-felt need and has become an „established, specialised platform for continuous discussion of the development and consequences of tourism“.

At the end of this fair in Berlin the leading German daily, the *Frankfurter Allgemeine Zeitung* summed it up as follows: „As in previous years the ITB 91 provided a spectacular display with colourful presentations featuring folk dancers and singers, against an eye-catching background, with samples of regional cuisine and opportunities for all kinds of sporting activities too, even including crossbow shooting with the Swiss“. And the Hamburg trade publication *Fremdenverkehrswirtschaft International* commented: „The war is over in the Gulf, but the crisis it provoked within the industry has not gone away. We have not heard the last of it. If this realisation can be accompanied by the resolve to be better prepared for such eventualities in the future, and to identify common interests, then apart from any business that may have been done there, the 25th ITB will have been well worthwhile for the whole industry“.

1992: Environmental protection an issue at the ITB / First Caribbean Forum

In a European context Berlin's role as a venue for trade fairs and conventions has substantially widened. Fairs taking place in Berlin have a worldwide impact, and are continuing to expand. The *26th International Tourism Exchange ITB Berlin*, which was held from 7 to 12 March 1992 on the Berlin Exhibition Grounds and in the ICC Berlin, is still the world's foremost tourism exhibition. Once again it provided overwhelming evidence of the predominant mood of optimism within the industry, regardless of the economic recession in some countries or the difficulties facing other tourism destinations.

The number of exhibitors rose again, by 5.1 per cent. The total of 4,050 exhibitors and 110 additionally represented firms and tourism organisations from 156 countries and territories came from every sector of the tourism industry. Participation by foreign exhibitors rose by 6.1 per cent compared with the previous year, and there was a 2.2 per cent increase among German exhibitors over the same period. All available space in the halls was occupied. The net display area at the ITB 92 showed a 4.6 per cent increase to 56,933 m². The display also occupied the Marshall Haus for the first time, a listed building which is to house the regions of Valencia and Catalonia, and the organisation promoting to Barcelona Olympics.

Attendance at the ITB 92 (based on ticket sales) was 123,148. Of this figure some 44,000 were trade visitors from 168 countries and territories, representing a further rise in this segment. The media were also widely represented at the ITB 92, with 3,554 journalists from 74 countries and territories.

Cape Verde, Laos and Sao Tomé & Príncipe were taking part for the first time.

Discussions about the environment at the International Tourism Exchange ITB Berlin reached an unprecedented level in 1992. AMK Berlin made the right decision when it officially dedicated this year to the subject of environmental protection, extending invitations to a panel discussion entitled „Environmental protection versus tourism? Tourism versus environmental protection?“ This event was an attempt to focus on the overall problems and to investigate whether and to what extent restrictions can and should be introduced on the freedom of travel as part of an economic and social restructuring process.

As in previous years the ITB 92 was accompanied by an extensive supporting programme. The media and the travel trade professionals from all over the world showed keen interest in the seven Special Meetings, 80 TEF events and 70 press conferences. There were also 143 receptions and social events, as well as four awards ceremonies.

Particular interest focussed on the Latin America Workshop, organised jointly by AMK Berlin and „COTAL“ (Association of Latin American Tourism Organisation). The 19 member countries of COTAL all took part, making the most of this opportunity to familiarise trade visitors from all over the world with the new tourism attractions of these countries.

A new event this year was the „Caribbean forum“, presented by the Caribbean Tourism Organisation (CTO), New York, again in collaboration with AMK Berlin. This forum was aimed at tour operators, travel agencies and media representatives, seeking to create a greater awareness of the Caribbean nations within the European travel industry, and to promote discussions about the future development of tourism in the Caribbean. Discussions centred on the major European markets, air travel between Europe and the Caribbean, and the „Caribbean product – as seen by European tour operators“.

In the summer of 1991 a total of 231 travel agencies and 45 tour operators were asked to take part in a survey to identify the extent of views and knowledge about the South Pacific and its member states. Results showed that the South Pacific remains a largely unknown region, even among travel experts. This was one of the reasons why this new survey, commissioned by the Tourism Council of the South Pacific (TCSP), met with such interest on the part of travel trade professionals.

The „African Forum“ at the ITB 92 marked a new milestone in the history of this event. It has now been taking place for five years, and again confirmed its role as a link between representatives of the African tourism industry and tour operators. This year it again included a number of topics of vital interest, which were of particular relevance for the ongoing collaboration between European suppliers and African countries.

A new feature of the supporting programme this year was the „European Science Forum at the ITB Berlin“, by the European Tourism Institute of the University of Trier. Its first conference enquired into „Challenges and possibilities for tourism research“.

Another event celebrating an anniversary at the ITB 92, its fifteenth, was the Churches' Forum, which is traditionally held on the last day. This year the Evangelical Working Group for Leisure, Recreation and Tourism in the German Evangelical Church, and the Catholic Working Group for Leisure and Tourism tackled the subject of „The limits of tourism growth“.

The European Travel Intelligence Center (ETIC), Luxemburg, again held its „World Travel Review“ this year. The subject is to provide the international tourism sector each year with an insight into the results of the latest research into the international travel market. The basis is provided by the European Travel Monitor, with which the European Travel Intelligence Center maintains a continuous watch on events in all the countries of Europe. At the ITB 92 the World Travel Review 1991 pursued two objectives in its search for information: the compilation of a review of the international travel market in the calendar year 1991, and details about new trends in the main segments of the international travel market.

The information and discussion event by the motoring organisation ADAC on „The quality of water and beaches at holiday resorts“ found widespread interest among travel trade professionals. The ADAC reported on the work of its summer service for vacationers, which provides a regular update on the quality of water and beaches on virtually all the major holiday beaches in Europe. To ensure that this service is truly effective, ADAC has expanded its information network and has now stated its intention of providing eight local offices in Italy, the South of France, Spain and Germany.

„Tourism and human rights – an inappropriate subject for the industry?“ was the item of most concern to the „Working Group for Tourism with Insight“ at the ITB 92. It was not long ago that those environmentalists who sought to draw attention to the limits of tourism growth were ridiculed, but now everyone is talking about the concept of „gentle tourism“. Tour operators and tourism offices now appoint their own environmental officers, accept seals of quality, and in general consider the ways in which ecology and tourism can be harmonised with one another. The object of the various events staged by the „Tourism with Insight“ group was to point out that tourism and human rights have a lot more in common than the tourism industry would like to believe. By focussing on these issues the 25 organisations belonging to this international network are seeking to give a fresh impetus to discussions. „And if this eventually leads to a process whereby the environmental officers were joined by human rights officials, this would certainly reflect the aims of ‘Tourism with Insight’ “. .

The VDRJ Prize at the ITB 92 was presented to Brigitte Gayler. The Association of German Travel Journalists (VDRJ) has been awarding this prize annually for the past 17 years, for „outstanding services to tourism“, and this year its recipient was the Youth Advisor of the Study Group for Tourism. „We, at the VDRJ, are often asked whether we should give an award for outstanding services to someone who is professionally involved with tourism“, reflected VDRJ member Christa Helmschrodt, an editor with the *Süddeutsche Zeitung*, in her address: She continued by saying: „I believe it is legitimate that the person receiving the award not only carries out his or her job, but is also pursuing a vocation, with vision, and stimulating others to consider the situation, leading to decisive and practical applications“. Bearing these aspects in mind, in the opinion of the VDRJ too, Brigitte Gayler is a worthy winner.

A few years ago a new area was launched in travel agencies, and now electronics form an indispensable aspect of their work. This was reflected at the ITB 92, where considerable space was devoted to electronics and telecommunications. AMK Berlin Ausstellungs-Messe-Kongress-GmbH and the telecommunications institute known as Institute für Bildschirmtext and Telematik, Worms, joined forces for the fourth time, together with the German Travel Agencies Association (DRV), the German Tourism Association (DFV) and the German Hotel and Catering Association (DEHOGA) to present the convention and exhibition entitled „Electronics in tourism“. The main focus was on events such as „Electronics for tour operators and travel agents“, „Electronics in tourism and in the hotel sector“, and the „ITB Media Day“. Discussions covered topics such as electronics sales aids in travel agencies, and multi-functional terminals, the viability of START as a medium for travel agencies, and the „Electronic Ticket Delivery Network“. This relies on satellite communications, and enabled travel agencies in the USA to print out tickets for customers at any location. The Exhibition was larger than ever before, and again proved to be a valuable source of information for newcomers and professionals alike.

„The ITB 92 is as colourful as ever, and maybe just a bit more practically inclined, because even the smaller players on the market are more accomplished. Tourism is no longer naive but, even in the remotest corners of Africa and on the smallest islands, displays remarkable professionalism. And there is still this contrast between the construction of a dream world and reality“, according to the summing up by the *Frankfurter Allgemeine Zeitung*. The *FVW International* commented: „Otto Schneider too emphasised the fact that the ITB 92 is a major event in its own

right. 'The pessimists were wrong, including those engaged in market research. Instead of a downturn, the travel sector anticipates an economic resurgence'. It also welcomed the fact that, following this year's ITB, both camps, i.e. the critics of tourism and the industry itself, had finally recognised the need to act together. Critics have realised that the industry is sincere in its efforts to intensify its social and environmental commitment".

1993: First Research Centre at the Marshall Haus

The enduring interest in travel and vacations helped to enhance the appeal of the *27th International Tourism Exchange ITB Berlin 1993*, which was held from 6 to 11 March on the Berlin Exhibition Grounds, in the ICC Berlin and in the Marshall Haus.

With 4,468 exhibitors and 160 additionally represented firms and tourism organisations from 163 countries and territories, the ITB 93 was even larger than its predecessors. The number of exhibitors represented a 10.3 per cent increase over the previous year.

The official tourism organisations from Mayotte and Guyana were making their debut at the ITB Berlin, which also welcomed a return by exhibitors from Brunei, the Cayman Islands, the Lebanon and Mauretania.

An overall total of 101,400 sq. metres was available to exhibitors and visitors on the Berlin Exhibition Grounds, in a total of 26 halls as well as the Marshall Haus, where the „Research Centre“ was presented to the public for the first time. Hall 26 was available for the first time, and was used for the display of attractions by the „American Continent“. There was an increase of 8 per cent in the net rented area compared with the previous year, to a total of 61,528 sq. metres.

The international character of the ITB Berlin is becoming more apparent all the time, with even more foreign travel trade professionals than last year, and significant numbers from Central and Eastern Europe. Attendance by trade visitors from these regions has more than doubled over the past year, to its current total of more than 4,000. The largest number of trade visitors from any one country came from Austria, followed by those from Poland, the Czech Republic and the USA.

The ITB '93 attracted an attendance of 139,686, including more than 50,000 trade visitors from over 170 countries and territories.

The in-depth coverage by the media continues to expand too, with 4113 journalists from more than 90 countries at the ITB 93.

Even more significant than the statistics, however, was the mood at the fair. Despite all the signs of a worldwide recession, countless crisis hotspots, and numerous wars, some almost ignored, and others widely publicised by the media, the overwhelming view is that the international tourism industry will continue to grow, acting increasingly as a stabilising factor for many countries. Half of all the exhibitors reported that they had finalised deals during their stay in Berlin. Forty per cent expect the numerous contacts established with the international tourism industry at the ITB 93 to provide a good level of business after the fair, and a further 48 per cent expect a satisfactory follow up.

Last year „environmental protection“ was the dominant topic of discussion at the fair, in numerous panel discussions, in scientific and academic contributions, and in various activities involving tourism companies. At the ITB 93 many tourism experts expressed the opinion that this subject had lost some of its urgency, and they voiced their regrets that the „Tourism with Insight“ Working Group has been disbanded.

However, the Secretary General of the World Tourism Organisation, Antonio Enriquez Savignac, returned to environmental issues in his opening address, stating that „The World Tourism Organisation“ has ensured that the subject of tourism was included on the agenda of the summit meeting in Rio. The organisation is now endeavouring to develop a global partnership for the tourism industry in this field. Nowadays there is widespread recognition of the fact that tourism requires a clean, safe environment. He cannot afford to waste any more time in implementing the plan of action outlined at the world summit – Agenda 21 – with regard to those areas of direct relevance to tourism. The WTO supports Agenda 21 in its own way with a number of projects relating to worldwide environmental management. However, the efforts of the WTO can only act as a catalyst for the tourism industry. To ensure success our networks of „green alliances“ must always be set up in collaboration with governments and all the various areas of the tourism industry. I have no doubt that the ITB itself could serve as such a network“ .

Apart from environmental protection, another critical issue has taken centre stage: the violence against foreigners. In many discussions attention was repeatedly drawn to the fact that the Federal Republic of Germany is unequalled in the number of people that it „dispatches“ abroad each year, and on the basis of these many millions of travellers it can claim to be a world leader in foreign travel. A number of events pointed out how difficult it is to find an adequate explanation for this phenomenon.

The supporting programme at the ITB 93 was again divided into the events of the ‘Tourism Experts’ Forum (TEF) and those categorised as Special Meetings. There were 15 such Special Meetings, 132 TEF events and 83 press conferences. The programme also included 87 receptions and social events, 17 presentations and 4 awards ceremonies. In addition to the traditional workshops and meetings, such as those devoted to „Electronics in Tourism“ , and the „African Forum“ , to mention only two, other events also had a significant part to play.

The aim of the „4th World Travel Review“ was to give the international tourism industry some insights into the development of international travel markets, and this was also an opportunity to announce the findings of its 1992 survey, in which travel trends involving Europeans, the Japanese and the Americans played a prominent part.

The new concept for the Travel Analysts, carried out by the Study Group for Tourism in Starnberg, met with an encouraging response from the media and travel trade professionals. For the past 20 years the Study Group for Tourism has been investigating the behaviour and attitudes of German travellers. Since 1989 this has also included people living in the new federal states of Germany as well.

For the 1990s and beyond, increased professionalism and higher qualification levels will continue to be vital issues for the travel sector. In shaping the tourism of the future, politics, industry and the public will increasingly include practical and user-related findings from the tourism research being conducted at the universities. It was against this background that the European Research Forum at the ITB Berlin was drawn up by the EUROPEAN TOURISM INSTITUTE of the University of Trier. At its second conference the subject under discussion was „Megatrend culture? Opportunities and risks of tourism marketing of the cultural heritage“ .

Considerable interest was also shown in the conference on „Tourism in the media“, organised by the N.I.T. Institute for Tourism and Spa Research in Northern Europe, Kiel in collaboration with AMK Berlin with the assistance of publishers Gruner + Jahr, GfK Marktforschung, the WAZ newspaper group and the Study Group for Tourism.

This meeting dealt with the role of travel journalism against a background of changing conditions. The main focus was on a paper by Professor Felizitas Romeiss-Stracke, Munich, on „Tourism in the media“.

For many years the Churches' Forum sought to promote discussions on specialist topics between tourism organisations, tour operators, journalists, interested members of the public, and the churches' working groups, and also to act as a link between economic aspects and humanitarian concerns in tourism. Discussions at the ITB 93 took as their slogan „Widely travelled – nothing learnt? Xenophobia and foreign travel experiences among the Germans“.

The maxim adopted by Jaime Cladera, Tourism Minister of the Balearics, can be summed up as tourism as a long term contribution to the quality of life, in contrast to efforts to achieve short-term profits. To mark his outstanding services to tourism, Jaime Cladera has been awarded this year's VDRJ prize by the Association of German Travel Journalists.

„This Tourism Exchange was on the surface, as colourful and lively as ever, the calendar of events was crowded, one could have hardly taken in another press conference, and surely no one could have attended all the 87 receptions and special events – and yet it was just a little boring. The alternative scene was sorely missed, especially the Working Group for Tourism with Insight. It disbanded last year, and now there is no one to offer utopian concepts, or criticisms and contradictions that could help to disconcert the system and invite debate. The travel industry could do with it, so that, despite its eagerness to conduct business, it does not forget to reflect on itself and the world which it deals.“

These were the words of *Frankfurter Allgemeine Zeitung* when it summed up the ITB. And according to the trade paper FWV international: „Trade fairs are market places, and the ITB is one of the largest of its kind. And at this year's ITB too this concentration is taken a step further, the use of electronic media makes more progress, the structure of sales organisations is improved, and advances are made in the dissolution of established structures. Some people are active, others view these proceedings with horror, while others celebrate the ITB as they have every year, saying afterwards that nothing out of the ordinary has happened.“

1994: St. Petersburg Kirov Ballet performs at the opening ceremonies

Trade visitors from all over the world who attended the *28th International Tourism Exchange ITB Berlin 1994*, which was held from 5-10 March 1994 on the Berlin Exhibition Grounds, in the ICC Berlin and in the Marshall Haus, described the event as an „Indicator of tourism’s role as a stable economic factor“.

Once again this international trade fair continued to expand, breaking several records in the process. The number of exhibitors was 12.4 per cent higher than in 1993: 5,023 exhibitors and 164 additionally represented firms and tourism organisations from a 167 countries and territories attended the world’s largest and most important market place for travel and tourism. There was an increase of 3,871 in the number of foreign exhibitors, while among additionally represented firms and tourism organisations the figure was boosted by a further 108 such exhibitors. This corresponds to a 16 per cent increase. There was also 3.5 per cent improvement in the number of exhibitors from Germany. A total of 1,152 domestic exhibitors and 56 additionally represented firms and organisations from Germany presented tourism products and services at the ITB 94.

The International Tourism Exchange ITB Berlin 1994 was held on an overall display area of 101,400 m² (62,430 m² net) in 26 exhibition halls, in the ICC Berlin and in the Marshall Haus.

The Marshall Haus served as the location for the „Research Centre“, which was judged a complete success by travel trade professionals and students from universities, technical colleges and various research institutions. The Research Centre attracted a higher number of travel trade professionals, and exhibitors described the contracts that they made with the industry as being of even higher quality. We can therefore safely say that a dialogue has now become firmly established between the academic and practical sides.

Official tourism organisations from Bhutan, San Marino, Ukraine und Uzbekistan were represented for the first time at the ITB 94. Berlin’s tourism exchange is also the largest service sector trade fair in the world, and this international dimension continues to expand. Travel trade professionals from 193 countries and territories were registered. 28 % of trade visitors attending the ITB 94 came from outside Germany. The largest number of trade visitors came from Poland, followed by Austria, The Czech Republic, Italy, the United Kingdom, Sweden, the USA, France, Spain, Greece and Hungary.

Total attendance was 138,652, and once again some 50,000 of these were trade visitors.

The media were again extensively represented, with 4,230 journalists from 82 countries and territories.

The ITB 94 began against the background of a continuing boom in tourism. Bookings were being made at a surprisingly early stage of the year and this has had a positive impact on the world’s tourism fair. The international tourism industry came to Berlin full of expectations for the

year's business, and the ITB Berlin continued to give a powerful impetus to the international tourism industry. Half of all the exhibitors at the ITB 94 were able to sign contracts during the fair itself. Based on the numerous contacts with the international tourism industry, 40 per cent of exhibitors anticipate good follow-up business, and 43 per cent expect it to be satisfactory.

Those attending the opening ceremonies of the ITB 94 did not merely have to listen to facts and figures, but also received some direct encouragement. The Secretary General of the World Tourism Organisation (WTO), Antonio Enriquez Savignac, announced new record figures once again, and called for a further expansion of the international tourism industry. But after reporting new records for the number of tourists arrivals and earnings from tourism he also drew attention to certain „warning signals“, pointing out the levels of oversaturation, the decline of certain destinations, and the deterioration of several cultural attractions and facilities, the stresses imposed on various groups, and even the „growing resentment by the local population“ in certain destination countries.

The addresses by other speakers also featured optimistic expectations for the future, as well as warnings about the limits of unrestrained growth. As the Federal Minister for Economics, Dr. Günter Rexrodt, pointed out „the constant increase within this sector should also be accompanied by consideration of the cultural and ecological requirements. The aim should be not to generally condemn tourism because of its increasing impact on the environment, but to improve it.“

A guest performance was given at the opening ceremonies by the KIRO Ballet from the Mariinskij Theatre, St. Petersburg, which enjoys an almost legendary reputation around the world.

There was a great deal of discussion about the criticisms of tourism, and at many of the debates it was reported that criticism of tourism from outside the industry had now been overtaken by critical voices from within tourism PR itself. According to the German trade publication *FWW international*, „the industry has adopted the language of the critics, displaying a willingness, but also constantly imposing limits. This has taken the wind out of the critics' sails. Suddenly the subject matter of environmental discussions is being determined by environmental appointees from within the industry itself.“

In keeping with tradition the International Tourism Exchange ITB Berlin 1994 was accompanied by an extensive supporting programme. There were 13 Special Meetings, 61 Tourism Experts' Forum (TEF), 86 press conferences, 44 receptions, 20 presentations and 4 award ceremonies. The Research Centre featured 61 TEF events, 13 presentations and 15 receptions.

New records were also set by the congress „Electronics in Tourism“ which attracted many experts. This congress, organised by START Telematik Worms and Messe Berlin GmbH, in conjunction with the German Travel Agencies Association (DRV), the German Tourism Association (DFV) and the German Hotel and Restaurant Association (DEHOGA), included numerous technological innovations. The accompanying exhibition provided suggestions and advice for the tourism industry.

For the first time „Vacation + Travel 94“ was organised at the ITB 94 by DRV Service GmbH, Frankfurt am Main, and publishers Gruner + Jahr, Hamburg in collaboration with a number of

other organisations. It met with a good response by the media and travel trade professionals. Not only did this study provide a description to the current vacation market, but also an analysis of future developments, both in an overall sense and in individual sectors of the market.

N.I.T. Institut for Research into Tourism and Coastal Resorts in Northern Europe, Kiel joined forces with the Baltic Tourism Cooperation in Norrköping, Sweden and Messe Berlin GmbH to stage a conference on the subject of: „Future prospects for tourism in the Baltic area“. This conference provided an outstanding opportunity for presenting current tourism development in this region on both the supply and the demand side, for discussing opportunities and risk, and for identifying new areas of action. It was attended by representatives of the tourism industry from the countries concerned, as well as tour operators and travel agents involved in this region.

The African Forum dealing with passenger travel on the African continent, was another success. The title of the conference was „New horizons for passenger transportation in Africa“.

Messe Berlin seeks to provide exhibitors at the International Tourism Exchange ITB Berlin with attractions that will provide the maximum possible support for their own participation in the fair. At the ITB 1994 it collaborated with IMK – Institut for Media Development and Communication, part of the *Frankfurter Allgemeine Zeitung* GmbH publishing group, to present two seminars for members of the press from Germany and other German-speaking countries, under the heading „Practical aspects of press work for the fair“. These seminars provided information about up to date methods of press work, quick and effective means of communicating ideas to the press, ways of formulating press texts to achieve the maximum impact on the media and many other aspects, and these had particular relevance to the tourism industry.

This year's „VDRJ Prize“ for outstanding services to tourism was given to the Director of East Bavaria Tourism Association in Regensburg, Klemens Unger.

The Churches' Forum at the ITB 94 was organised by the Evangelical Working Group for Leisure-Recreation-Tourism and had as its slogan „Children victims of tourism?“ Considerable interest was aroused by this subject, which dealt not only with sex tourism and child prostitution, but also with the harmful, if less sensational effects on children, both physically and mentally, in those areas where tourism is often the only significant economic factor.

Summing up, the *Frankfurter Allgemeine Zeitung* wrote: „And this fair, will it contribute to a better understanding between peoples? On the stands most countries continue to promote themselves by emphasising their „exotic“ image, which we are familiar with from holiday brochures: beautiful beaches, beautiful people – Puerto Rico even flew in Miss Universe to Berlin. Apart from one or two well known buildings, one learns little about what makes a foreign country so special and distinctive. It is interesting to note that the best features of the ITB Berlin occurred at those moments when cultural differences were abandoned: for example when Asians in their native costumes were seen trying on the feathers used to advertise the American State of Oklahoma, or when the „natives“ on the Papua-New Guinea stand, dressed in loin cloth and painted all over with bright colours and wild ornamentation, finished off the day at the fair with a cigarette, leaning on the bar, in idle conversation with passers by. When everyone gives a little, and everyone takes a little, suddenly the illusion is created that visitors to the fair are also



citizens of the world, although one cannot help realising at the same time how much is lost as a result of this development” .

The experts who attended the International Tourism Exchange ITB Berlin 1995 agreed that international tourism is a growth industry, a fact that was emphasised at seminars, conferences and workshops. During the fair the view was frequently heard that tourism will be one of the three „super industries” which, over the next ten years, will stimulate the world economy, the other two being information technology and communications. This is yet another reason why the International Tourism Exchange ITB Berlin attracts growing worldwide attention each year.

1995: Shorter duration of fair / New trade visitor day a success

The international tourism industry's leading position was confirmed once again from 4 to 8 March 1995 in the exhibition halls at the Funkturm and in the ICC Berlin, where 5,327 exhibitors and 295 additionally represented firms and tourism organisations from 172 countries and territories were gathered, setting new attendance records. The number of exhibitors at the *29th ITB 1995* was again higher than in the previous year, by 4.26 per cent. Foreign exhibitors increased to 4,035 and 130 additionally represented firms and organisations. There was a slight fall of 0.87 per cent in the number of domestic exhibitors. This was due to the reduced display area available to German exhibitors in 1995 as a result of ongoing construction work. Once again the ITB Berlin was the most cosmopolitan of trade fairs, as well as being the largest service sector fair in the world.

The ITB Berlin 1995 occupied an overall display area of 97,000 square metres (61,684 m² net). There was an increase in the net area occupied by foreign exhibitors, while the construction work taking place meant that a smaller net area was available to domestic exhibitors.

What was new at the ITB 95? In response to requests from exhibitors and following a decision by the Advisory Council, the duration of the fair was reduced by one day. In addition the majority of exhibitors at the ITB 95 were in favour of the introduction of a trade visitors' day. In the poll conducted by an independent market research organisation, three quarters of the trade visitors approved of a special day for trade visitors, and only six per cent were against the idea.

The official tourism organisations from Albania, Azerbaijan, Eritrea, Kyrgyzstan and Nigeria were taking part in the world's tourism fair for the first time.

The ITB Berlin attracted a total of 118,644 visitors, including more than 52,000 travel trade professionals from 174 countries and territories. The ratio of trade visitors to the general public has shifted in favour of the former group. The lower attendance by the general public can be explained by the reduction in the length of the ITB Berlin and the introduction of the trade visitors' day.

Twenty nine per cent of the trade visitors attending the ITB 95 came from abroad, the majority of them from Austria, Poland, Switzerland, France, Spain, the United Kingdom, Belgium, Greece and Russia.

The media were also represented in unprecedented numbers; there were 4,695 journalists from 83 countries and territories at the ITB Berlin 1995.

Exhibitors and trade visitors gave optimistic assessments of the commercial results of their attendance at the fair. It was evident at the ITB Berlin that favourable economic prospects in 1995 were likely to lead to high growth rates, a slowdown in price increases, and a reduction in unemployment in many countries, resulting in a further upturn in international tourism. Almost half of the exhibitors were able to sign contracts during the fair in Berlin. As a result of their numerous contacts with representatives of the international tourism industry, 34 per cent are

expecting good follow-up business and a further 48 per cent anticipate satisfactory results after the fair.

Discussions at the ITB 95 focussed on the trend towards a greater concentration in the German tourism industry, as well as on subjects such as „Tourism and Ecology“, and a nationwide information and reservation system to promote Germany as a vacation destination. The economic importance of the international tourism industry was also one of the main topics, and featured in the opening speeches too. However, apart from references to „boom“, „expansion“ and „dynamics“, the speakers also focused on other aspects such as „environmental protection“ and „the role of tourism in maintaining peace“. The opening ceremonies always attract a great deal of attention, and traditionally include a speech by the Secretary General of the World Tourism Organisation (WTO), Antonio Enriquez Savignac, Madrid, who responded to current issues concerning the international tourism industry. The other speakers consisted of the Indonesian Minister for Tourism, Post and Telecommunication, H.E. Joop Ave, who is also chairman of the PATA (Pacific Asia Travel Association), and the member of the European Commission with responsibility for tourism, Christos Papoutsis. The world's tourism fair was officially opened by the Minister for Economics of the Federal Republic of Germany, Dr. Günter Rexrodt. The guests at the opening ceremonies were welcomed by the Governing Mayor of Berlin, Eberhard Diepgen.

The Tourism Studies Centre plays an important part in the overall concept, and was again a complete success, meeting with the thorough approval of exhibitors and trade visitors. A total of 54 universities, technical colleges, academic institutes and students' working groups presented their displays at the ITB 95 under the slogan „Tourism and the Environment“. There was an excellent response to the 70 or so accompanying seminars and specialist papers. The exhibitors came from Germany, Austria, Switzerland, Belgium, The Netherlands and Sweden. The Tourism Studies Centre also met with the overwhelming approval of the participants for the part it plays as a centre where offers of practical courses can be arranged. The exhibitors reported that genuine offers were received from the tourism industry.

The Tourism Studies Centre also featured the debut of the EUROPE Day, at which speakers from various European countries from Greece to the United Kingdom presented the results of selected projects dealing with Tourism and the Environment“. The EUROPE Day was organised by the General Directorate X of the European Commission.

One of the highlights of the Tourism Studies Centre was the award of the ITB Tourism Studies Prize for the best work in 1994 on the subject of „Tourism and the Environment“, in a theoretical and technical, practical, and European-wide context.

The International Tourism Exchange has proved its effectiveness as a means of assessing the current state of the market, and each year the varied and extensive programme of conferences and seminars has an important part to play. A total of 17 Special Meetings, 72 TEF events, 86 press conferences, 36 receptions and 7 awards ceremonies were held during the ITB 95.

The congress „Electronics in Tourism“ attracted greater attention among travel trade professionals this year. It was organised by START Telematik Worms and Messe Berlin GmbH, in collaboration with the German Travel Agencies Association (DRV) and the German Hotel and Res-

restaurant Association (DEHOGA), and over 800 participants were registered. The Travel Agency Workshops were also better attended than in the previous year.

For the eighth time Messe Berlin successfully staged its „Africa Forum“, under the slogan „Tourism in Africa in the Year 2000“. This investigated not only the collaboration under private law between European tourism companies and African governments, but also „Southern Africa, as an example of successful conclusion with a paper on the subject of „Tourism promotion by the ACP countries into the next century“, and the traditional discussions between participants and speakers.

For his pioneering work in the field of study tours by bicycle, this year's VDRJ Prize was awarded to the founder and operator of ROTALIS, a tour company specialising in sport and culture, in Baldham, Horst von Xylander.

Facts, figures and data were at the forefront of many of the events that made up the supporting programme. These included the initial results on the Urlaub + Reisen Survey 95, by the research group „Urlaub + Reisen 95. In its scope the U+R 95 was similar to previous travel analyses. IPK International, Munich, presented a review of the main trends in demand for the overall European travel market. The basis for the information compiled for this forum was provided by the IPK's European Travel Monitor. Each year since 1988 a representative poll has been conducted of some 300,000 people from every European country west of the former Soviet Union. In addition to giving insights into the European Travel Monitor, IPK International also provided journalists and trade visitors with an interesting review of the main results of the German Travel Monitor. This deals with the behaviour of German travellers, and shows the number of journeys undertaken by Germans in 1994, together with details of their destinations, developments on the German travel market, and the expenditure on travel. The Churches' Forum at the ITB 95 was again very popular, and dealt this year with people's need to derive spiritual benefits from their holidays, focusing on various aspects of these spiritual needs, the search for a spiritual meaning, and ways in which this can be provided when on holiday.

The importance and development of tourism as a job market and vocational field formed the subject of a specialist conference organised jointly by the Institute for Tourism and Spa Research in Northern Europe (N.I.T.) and Messe Berlin GmbH. This sought to project a picture of the vocational possibilities in tourism in the future, and to use this background to assess the current employment market and training situation. Following an introduction to the subject, the panel discussions by representatives of the tourism sector, tourism regions, training facilities and administrations centred on the various problem areas on an international level.

At the end of the ITB 95 the *Frankfurter Allgemeine Zeitung* wrote:

„The way it is put together varies from year to year, but the subject matter remains the same. ‚As expected, the fair was a success‘, according to an initial summing up at the end of the International Tourism Exchange – ‚as expected‘, because tourism has become the world's largest industry much faster than had been predicted only a few years ago, and because it continues to expand. This trend is confirmed not only by the statistics for this fair, but also by the predictions for the future, which exhibitors were asked to provide this year for the first time. They display an unalloyed optimism.“

1996: Record participation by over 6,000 exhibitors at the 30th ITB

From 9 to 13 March 1996 the international tourism industry celebrated *30 years* of the *International Tourism Exchange ITB Berlin*. On this significant anniversary the number of exhibitors rose by 16 per cent to 6,112, with 148 additionally represented firms and organisations from 176 countries and territories, the first time that the ITB Berlin has passed the 6,000 mark. The number of foreign exhibitors rose by 14 per cent, with 4,629 exhibitors and 44 additionally represented firms and organisations. German exhibitors increased by 24 per cent in 1996 to 1,483, with 104 additionally represented firms and organisations.

Once again all available space on the Berlin Exhibition Grounds was booked up. The ITB 96 occupied an overall display area of 103,000 m². The net area increased by seven per cent to 64,863 m². Georgia, with its official tourism organisation, was represented for the first time.

In 1996 the ITB attracted a total attendance of 119,915, including 52,000 trade visitors, from 197 countries and territories, illustrating once again the international make-up of the Berlin Tourism Exchange. Twenty five per cent of the trade visitors came from abroad. Trade visitors from Central and Eastern Europe accounted for 28 per cent of the total. The majority of foreign trade visitors came from Poland, Austria, France, the United Kingdom, Switzerland, Russia, Italy, the Netherlands and the Czech Republic.

The media were again very strongly represented: 5,101 journalists from 92 countries and territories attended the International Tourism Exchange ITB Berlin.

Exhibitors and trade visitors assessed the commercial results of their participation as promising. Almost half of all the exhibitors (44 per cent) were able to finalise contracts at the ITB 96. One in three trade visitors also signed contracts. As a result of their many contacts with the international tourism industry, 36 per cent of exhibitors expected good follow-up business and a further 46 per cent expected it to be satisfactory. For one in five exhibitors their participation brought them more success than in 1995, and for half of them it remained positive.

Exhibitors and trade visitors alike approved of the introduction of a trade visitors' day, thereby acknowledging Messe Berlin's efforts to further improve the professional quality of the ITB Berlin, and to adapt it to the changing demands of the market.

The majority of the general public at the ITB 96 came to learn about holiday destinations and countries (81 per cent). Two thirds stated that they would be booking a trip in the strength of the information and ideas obtained at the ITB 96. 82 per cent of the general public stated that the exhibitors were very friendly, and the willingness to supply information by the stand personnel was described as very good or good by 79 per cent. The possibilities for obtaining selective information about the countries and travel regions display were regarded as predominantly positive.

Over the past 30 years the international tourism industry has become established throughout the world as a dynamic economic factor, a development to which the International Tourism Ex-

change ITB Berlin has made a substantial contribution. This event remains the focus of attention for the international tourism industry, and in 1996 its exhibitors reported that it had again fulfilled its invaluable commercial role. In that year Messe Berlin was able to introduce further qualitative improvements to this leading trade fair. This is yet one more reason why it is renowned as a „barometer“ for assessing the mood of the tourism industry. Events at the fair confirmed the continuing growth of this dynamic industry.

„A triumph“ is how the *Frankfurter Allgemeine Zeitung* described it: „After sowing the seed of the International Tourism Exchange over thirty years ago with nine small stands as a supplement to the Overseas Import Fair in Berlin, its has flourished and become a vast field of hundreds of different blooms. reflecting an industry which is unrivalled for its constant, above-average growth, and an immunity to any kind of crisis. Now 176 of the 193 nations of the world are gathered on the Exhibition Grounds at the Funkturm, having been brought together to compete for custom and foreign exchange. And whether they adopt an ‘exotic’ form, or a sober and business-like one, or simply present a few modest brochures, each of them is announcing the same message, which is that this world offers countless attractions and untroubled holiday pleasure.

One continuous theme that was reiterated at the opening ceremonies of the ITB 96 and afterwards at the workshops and seminars concerned the expected doubling in the volume of international tourism over the next five to eight years. According to experts at the ITB, in view of this rapid expansion, it is particularly important to pay attention to the environment and social structures at holiday destinations. In his speech at the opening ceremonies of the ITB 96 the Secretary General of the World Tourism Organisation, Antonio Enriquez Savignac, gave the following warning: „Our fragile planet cannot afford to neglect these issues, and our demanding travellers will not accept it.“ He therefore issued the following appeal: „Protecting the public interest also includes maintaining the quality of our tourism destinations, and this responsibility is borne by government, at national, regional and local level. Only governments are in a position to produce the policies that are needed to ensure the balanced, lasting development of tourism. This policy must be implemented by working hand in hand with the private sector, and by applying instruments such as planning guidelines, construction permits, limitations on building density etc. If governments fail to meet their responsibilities with regard to the rational expansion of tourism, the pursuit of individual interests will destroy our destinations. Unplanned development produces chaos, as we have seen all too often in the past. It destroys the natural world and leads to an influx of too many people at the tourism destinations.“ The Head of the German Federal Chancellor’s Office, Friedrich Bohl, who opened the ITB 86, stated „Tourism can also make a substantial contribution towards maintaining peace, freedom and a regard for human dignity. Travel, and the exchanges of views and information all helped the process of German reunification. For us in Western Europe, tourism’s contribution towards a better understanding between people has been incalculable. Our children’s generation already take it for granted that they can travel right across Europe and make friends with their contemporaries in Paris, London, Rome, Budapest or Prague. This presents international tourism with a massive opportunity, and a challenge too“.

The guests at the opening ceremonies were welcomed by the Governing Mayor of Berlin, Eberhard Diepgen.

The universities, technical colleges, working groups and students' organisations represented at the Tourism Studies Centre were very pleased with the response by visitors. The wide use that was made of the invaluable information and the numerous contacts with representatives of the tourism industry confirmed the value of the concept of this centre as a link between theory and practice, and between research and business.

The supporting programme of the Tourism Studies Centre, comprising some 80 papers, was also consistently well attended. The broadly based and interesting range of topics attracted many travel trade professionals, students and trainees, who made full use of this forum for an in-depth exchange of ideas and experiences.

Following on from the success of last year's event, a Europe Day was again held, with the support of the General Directorate XXII of the European Commission, and was opened by its Director General, Heinrich von Moltke. Many representatives of the member countries of the European Community and other travel trade experts attended the opening of the two workshops and the presentation of three current studies.

The ITB Tourism Studies Prize was awarded for the second time, for the best work of 1995 on the subject of „Tourism and Transport“, in three categories: theoretical and academic, practical, and European-wide.

Another feature that met with a positive response from exhibitors and visitors alike was the ecological stand design, which applied to the whole of the Tourism Studies Centre for the first time.

A Multimedia Hall was set up for the first time by Messe Berlin at the International Tourism Exchange ITB Berlin 1996. This was occupied exclusively by companies involved with reservation and information systems, as well as the suppliers of hardware and software. This Multimedia Hall has already become established as the forum for the latest developments on aspects such as multimedia, online services and interactive television, in conjunction with established computer reservation systems.

There was also a good response by the 600 participants in the congress „Electronics in Tourism“. The congress is a spin-off from the ITB Media Day, and provided a comprehensive review of the various development trends in telecommunications and multimedia that are of particular relevance to the tourism sector. The experts acknowledged that this congress was an invaluable aid to decision-making in a field where companies had to make vital decisions for the future in 1996.

It is important for travel trade professionals to be supplied with good advance information, especially under difficult market conditions and when changes are imminent. Once again the ITB 96 demonstrated the effectiveness of its programme of seminars and conferences. Together the supporting programme of the ITB 96 and the Tourism Studies Centre comprised a total of 179 Tourism Experts' Forum (TEF) events, 94 press conferences, 10 awards ceremonies, 10 presentations and 45 receptions.

The 2nd Travel Literature Forum of the ITB Berlin played an outstanding part in this supporting programme. Occupying a much larger display area than before, in one of the new halls that have recently been completed on the Berlin Exhibition Grounds, it lasted for the entire duration of the ITB 96. With the non-commercial sponsorship of the German Travel Agencies' Association (DRV), Frankfurt am Main, the display featured books, maps, electronic media and travel literature from leading German and foreign publishing companies. The various themes included a new emphasis on the wide and often confusing range of choices available to the travelling public. To mark the special Anniversary of the ITB Berlin there was also a display of books entitled „30 Years of the ITB Berlin“.

Another item that attracted much attention was the two-day event by the German Seminar for Tourism (DSF), organised in collaboration with the Club for the Disabled and their Friends (cbf), Stuttgart. The seminar was aimed at tourism suppliers seeking to expand in the market segment of „Travel for the Disabled“. Topics included special forms of transport and technical assistance for travellers, entertainment at the destinations, and the different possibilities available to travellers, as well as the construction of hotels and restaurants to eliminate obstacles and obstructions.

The presentation of awards for the „TO DO' 95 – Competition for Socially Responsible Tourism“ was a new feature at the ITB 96. Invitations to enter this competition were issued by the Study Group for 'Tourism and Development'. The competition is seen as a valuable addition to existing environmental competitions in the tourism sector, and is supported by governmental bodies, the churches, and by tourism companies. Its primary aim is to ensure that the justified interests of the local population are considered when tourism projects are being planned and carried out, with the active involvement of local inhabitants. It is essential to point out the opportunities and dangers inherent in the development of tourism, as well as the extent and scope of its economic benefits. This includes maintaining the appeal of jobs in the tourism sector. Measures to preserve and encourage indigenous culture and to prevent the influx of tourists from damaging society and culture are also regarded as vital aspects of socially responsible tourism. The *Frankfurter Allgemeine Zeitung* praised this event, and wrote: „Acknowledgement is due to the Study Group and its partners for producing a competition that draws attention to these problems. In inviting entries and selecting the winners in the future, however, it is important to place an even greater emphasis on the questions raised by the impacts of tourism as a mass movement with what appears to be almost unlimited growth“.

Messe Berlin GmbH and N.I.T. – Institut for Tourism and Spa Research in Europe, Kiel staged a conference with the title „Architecture versus the landscape – ideas for new vacation architecture“. It analysed various problems that are not confined solely to Europe, but which also apply to situations in other countries and at other destinations.

For the ninth time the „Africa Forum“ was an important part of the supporting programme. Its slogan at the ITB 96 was „Africa, an innovative market for tourism“, and it dealt not only with the „Image of African countries“, but also investigated the „Tourism market in Africa“. Other topics included „Creating the right conditions in Africa“ and „Gambia, a successful example“.

The tourism attractions of South America, as presented by various companies and tourism organisations, again formed one of the central themes of the ITB 96. Many trade visitors and experts believe that, as a travel destination, South America does not receive enough attention in Germany.

„Most of all the tourism sector likes to play with figures, and statistics provide the most convincing argument of all, as the *Frankfurter Allgemeine Zeitung* wrote. „Consequently each year countries and regions, tour operators and hotel companies, airlines and even the automobile industry all eagerly await evidence of the constant expansion of an industry that provides employment and helps the balance of trade, acting as a stabilising factor even in highly developed countries“.

1997: Tourism overtakes construction industry in Germany

The *31st International Tourism Exchange ITB Berlin 1997* was held from 8 to 12 March on the Berlin Exhibition Grounds, in the ICC Berlin and in the Palais am Funkturm, and its value as a world leader in its field was confirmed by the consistently high level of attendance by trade visitors and even greater international representation. Despite the depressed state of economy the international tourism industry continued to expand. The overall economic situation did not have an adverse effect on the levels of business conducted by exhibitors and trade visitors. The increased value of the dollar did affect both supply and demand at the ITB 97.

At the end of his visit to the ITB Berlin, the President of the World Travel & Tourism Council (WTTC), Geoffrey Lipman, pointed out that „The optimistic mood in the industry was outstanding at this year’s ITB Berlin. It was most apparent among the new, young nations that were exhibiting. They add a unique dimension to the commercial atmosphere at the ITB Berlin“. He added that „the presence of Federal Chancellor Kohl at the opening ceremonies is a welcome indication that politicians around the world are becoming aware that travel and tourism can create more jobs than any other industry.“

The opening ceremonies of the ITB 97 were among the highlights of the world’s tourism fair. For the first time Chancellor Kohl was able to address some 5,000 tourism experts from around the world. He emphasised the importance of tourism as an economic factor in Germany and all over the world, and its contribution to international peace. The Chancellor also reminded his audience that tourism is one of the leading industries in Germany, and with sales of around DM 200 billion it now ranks above the construction industry. „Nevertheless“, he pointed out, „the German tourism industry must also prepare for the future and change some of its ideas, a process which some will not find easy“. Germany should be made a more attractive destination, in order to safeguard growth and employment in the future.

He expressly welcomed the so-called „Berlin Declaration“ by the international conference of environment ministers, which was held in the ICC Berlin on the occasion of the ITB 97. „Positive initiatives for our environment are also positive initiatives for tourism“. The Chancellor also stated that today’s generation does not have the right to use up the natural resources of this world.

The 21 point „Berlin Declaration“ demands that tourism should be made ecologically, socially, and culturally acceptable, and it is intended as the initial step in what will become a global agreement on environmentally acceptable tourism. It states that the natural world and biological diversity are a vital basis for the resources needed for tourism activities.

In his greeting the Secretary General of the World Tourism Organisation (WTO), Madrid, Francesco Fragialli, referred to the fact that the German Chancellor was attending the opening ceremonies of the ITB Berlin for the first time: „Federal Chancellor, your presence at the opening ceremonies of the ITB Berlin has a two-fold significance. It is a well-earned acknowledgement of the efforts of tourism in Germany, and also an honour for world tourism. The data recently pub-

lished by the World Tourism Organisation (WTO) for 1996 indicate that German tourists outnumber those from any other country.

On an overall display area of 101,000 square metres (65,833 m² net) a total of 6,613 exhibitors and 110 additionally represented firms and organisations from 178 countries and territories attended the ITB 97, and they came from every sector of the tourism industry. Kazakhstan, the Niue Islands and Palestine were represented for the first time, while the Mariana Islands returned to the ITB 97 as exhibitors. The number of exhibitors at the ITB Berlin rose in 1997 by 7 per cent over the previous year.

Attendance totalled 103,475, including 53,000 trade visitors, from 195 countries and territories. These figures confirm that the high number of trade visitors remains at a constant level. 29 per cent of all trade visitors came from outside Germany, the majority of them (34 per cent) from other member countries of the European Union, from Central and Eastern Europe (34 per cent) and from elsewhere in Europe (8 %). The number of accredited journalists increased to 5,701, who came to the ITB 97 from 81 countries and territories. The majority of them represented radio and television networks.

According to the survey conducted by an independent market research institute, 45 per cent of exhibitors signed contracts during the ITB 97. Their participation in the fair was assessed positively by 88 per cent of exhibitors. Almost one third of all trade visitors signed contracts during the ITB 97, the largest proportion being in the market segment of „Vacation/Recreational Travel“ , with 56 per cent. Trade visitors reported a noticeable trend towards last-minute travel, and towards long and short haul journeys.

85 per cent of trade visitors welcomed the introduction of a special Trade Visitors' Day. It is worth noting that 68 per cent of trade visitors specifically reserved the Monday for their visit to the ITB.

The supporting programme of the ITB 97 comprised 49 Tourism Experts' Forum (TEF) events, 26 Special Meetings, 85 press conferences, 7 awards ceremonies and 51 receptions. Once again the supporting programme attracted widespread attention among travel trade professionals and the media. At the individual events the greatest interest focused on the development of the international tourism industry. At the end of the event the trade publication *fww international* commented on the supporting programme of the ITB 97 as follows: „The supporting programme, like the ITB itself, becomes more extensive every year. It is already apparent that additional rooms will be needed for the congresses, discussions and press conferences at the ITB next year, because the ICC Berlin is already bursting at the seams. Trade visitors are spoilt for choice in their efforts to filter out what might be of particular interest and value for them, from a vast array of events“ . The *fww international* also voiced its criticism: „The range of topics is wider than ever before, but the public continues to be drawn by environmental issues and the Media Congress. These aspects were introduced years ago with the support of Messe Berlin, and although they initially served encouraged debate and the introduction of new ideas, they have now become merely vehicles for self-presentation“ .

Outstanding features of the supporting programme of the ITB 97 included the Public Meeting, with the approval of the Berlin Declaration, by the International Environment Ministers' Confer-

ence, which was organised on the occasion of the world's tourism fair by the Federal Ministry for the Environment, Nature and Conservation and Reactor Safety, and the press conference by the Prime Ministers of the new federal states.

The Travel Monitor Forum of IPK International, Munich, was held for the tenth time. The intention was to provide participants in the ITB Berlin with a review of the main results in travel sector in 1996. The highlight of this event was the speech by the President of the World Travel and Tourism Council (WTTC), Geoffrey Lipman, who presented a highly topical vision of tourism at the start of the new millennium, and its growing importance for world economic expansion and the creation of jobs. The initial findings of the Urlaub + Reisen Travel Analyses '97 were also presented, with the emphasis on „ The Vacation Travel Market 1997“ . Participants were also provided with evidence of the value of this travel analysis, using a practical example, and information was also available about changing trends in the motives and interests of vacationers.

The „Europäische Tourismus Institut GmbH“ provided a fresh emphasis with the 6th European Studies Forum. Based on the example of the well-known „Literary Quartet“ , tourism experts are invited once every year to take part in discussions in which current, common trends in travel behaviour are analysed. They also focus on the future competitive situation, present innovative products from their areas of work, debate the opportunities and risks presented by tourism development, and offer varied predictions about the future of tourism.

There was a large attendance at the conference organised by Messe Berlin and N.I.T. – Institute for Tourism and Spa Research in Europe, Kiel, on the subject of „Marketing international tourism destination countries abroad – a comparison of organisational structures“ . Its participants agreed that this event had dealt with an important, widely discussed, and highly topical subject of concern to the tourism industry.

The „TO DO – Competition for Socially Responsible Tourism“ was held for the second time by the Study Group for Tourism and Development. A total of 23 projects from 17 countries and territories were submitted. According to the organisers, these included various approaches. taking into account socially responsible aspects, that could provide a pattern for tourism planning in other regions. This competition is seen as a necessary addition to existing tourism competitions dealing with the environment, and enjoys the support of the government and churches, and of companies in the tourism sector.

For many years the „Multimedia“ segment of the market has been an indispensable component of the International Tourism Exchange ITB Berlin. Because of the growing importance of this area within the international tourism industry, Messe Berlin has placed a greater emphasis on multimedia as part of the overall concept of the ITB 97. „ITB Travel Technology“ brought together the suppliers of reservation and information systems, and of hardware and software, in one hall.

The ITB Electronic Congress has been successfully organised for many years by TMS Tele-Marketing-Services GmbH, in collaboration with Messe Berlin, It augments the items and services displayed by exhibitors at the „ITB Travel Technology“ , and provides a review of current development trends in the fields of telecommunications and multimedia. There was a very good response, and over 500 people took part. There was particularly keen interest in the papers

dealing with the subject of the Internet, which revealed, for example, that global distribution systems would inevitably become involved with the dynamics of the Internet. This ITB congress was planned by Prof. Klaus Frank, and when questioned about the response this year, he replied: „There was a surprisingly wide response to the congress this year. Advance bookings were up to 70 per cent. The subject of the future development of the Internet, with many speakers from the US, was extremely well attended“. Dr. Frank continued: „The ITB needs a congress like this one, and this need was underlined by the widespread response this year“.

On the same subject, fww international noted: „Notwithstanding all the outstanding features on offer at the ITB Electronic Congress, those who attended it must have been disappointed with the uneven quality of the papers. The first two days of the congress were primarily concerned with the electronic travel marketing on the Internet, and although this generated a lot of interest, assessments of its value varied, a factor that no doubt had something to do with the levels of knowledge of the audience. However, the slogan of the event, „From vision to practice“, also implied that the speakers were expected to expound on other aspects apart from those with which they are already familiar. Reporting on products and the status quo is unlikely to impress insiders. Companies involved in electronic systems for tourism, and especially the larger ones, should make use of such a congress to explain their projects to an informed audience, and to give their estimates of the importance of the new media world“.

The supporting programme of the Tourism Studies Centre featured nearly 50 exhibitors, and the quality of the 53 events, packed with information, again confirmed the standing of this part of the ITB 97 in tourism circles, as a source of innovations, and as a link between research and business.

For the first time the Federal Ministry of the Environment took part in the Tourism Studies Centre, along with the Federal Nature Conservation Office and the Federal Health Office. They joined forces to set up their own information stand and to present a number of specialist papers as part of the supporting programme. It was during a panel discussion that they presented the „Berlin Declaration“.

The presentation of the Tourism Studies Prize was one of the highlights of the Tourism Studies Centre. At the ITB 97 it was awarded during a panel discussion on the subject of cooperation between research and practice in tourism. There was a total of 23 entries, consisting of work submitted during diploma courses, and all of it was of high technical standard.

FUTURISTICA, the international organisation representing tourism students' working groups, presented a series of papers entitled „City Marketing and City Tourism“, which met with a very good reception, and formed part of the keynote subject of „Tourism and Marketing“.

The „Travel Literature Forum“ of the International Tourism Exchange ITB Berlin was retained, but with a new concept and a new name, the „ITB Book World“. It continued the interdisciplinary dialogue between publishers and the international tourism industry. It was held in Hall 7.2 for the first time, and here publishers presented all kinds of books to be studied before or during a journey. This was an ideal opportunity for trade visitors and the general public to gain some idea of the range offered by these publishers. A total of 23 publishers and 42 additionally

represented publishing companies from Germany, Austria and Switzerland displayed their books.

This ITB contained many special anniversaries. The "Africa Forum" at the ITB Berlin, which has helped to improve the image of the African tourism industry, was held for the tenth time, while the Churches' Forum has been taking place for twenty years at the ITB Berlin, since it was first organised jointly in 1978 by the Catholic Working Group for Leisure and Tourism and the Working Group for Leisure-Recreation-Tourism of the German Evangelical Church. At the ITB 97 the Africa Forum dealt with the subject of „Eco-marketing as a tool in African tourism promotion“, as presented from the viewpoint of the countries of southern and east Africa. Discussions at the Churches' Forum focused on „Travel as the last opportunity – tourism at the time of scarce resources“.

The Association of German Travel Journalists (VDRJ) awarded its VDRJ Prize for outstanding services to tourism to Peter Zimmer of FUTOR Umwelt-, Tourismus und Regionalberatung GmbH & Co KG. This was an acknowledgement of Peter Zimmer's innovative approach to tourism, and in all his various functions he has sought to promote a dialogue between criticism and practice. His most outstanding contribution has been his many years of work to make tourism more humane, and his efforts to achieve a balance between the criticisms of tourism and the needs of the industry itself.

Dr. Erich Kaub, President of the National Association of the German Tourism Industry, Berlin/Bonn is the new Chairman of the Board of Trustees of the International Tourism Exchange ITB Berlin. His long-serving predecessor, Otto Schneider, was appointed an honorary member of the Board of Trustees, and continues to serve on this body.

At the end of the ITB 97 the weekly newspaper *Die Welt* wrote: „In Berlin the travel industry displayed unfettered optimism. In the past the tour operators' problems and worries were often hidden behind colourful stands promoting faraway places. artificial waterfalls and illusions made of paper maché, but now the International Tourism Exchange, the world's largest shop window for vacation and business travel, displays a mood of overwhelming confidence. Although the days of double digit growth rates are a thing of the past, there is nevertheless a great deal of satisfaction with the existing high levels, which continue to expand by five to eight per cent. Only a few smaller companies complained about the tendency to achieve savings in the face of gloomy economic predictions“.

In its review of the International Tourism Exchange ITB Berlin 1997 the *Frankfurter Allgemeine Zeitung* stated: „The ITB remained the way it has always been, and the enthusiasm of all those involved remains undimmed. Nevertheless, certain trends have become more pronounced in 1997: for example this event is even more of a fair for the trade and the specialists rather than the general public, and in addition it is receiving more attention from the politicians. There is also an even greater mood of self-confidence than ever before within the travel industry.”

1998: New professionalism at the ITB and tourism industry

At the *32nd International Tourism Exchange ITB Berlin 1998*, which took place on the Berlin Exhibition Grounds and in the ICC Berlin from 7 to 11 March, the Secretary General of the Madrid-based World Tourism Organisation (WTO), Francesco Frangialli stated: „Not only is the ITB Berlin 1998 larger than ever before, it also provides a very accurate reflection of the international tourism industry, with its continued annual growth, and it is also becoming more professional all the time. The topics discussed at the seminars and conferences, and the presence of all the leading decision-makers in the tourism industry ensure that the ITB Berlin is more than just a colourful and exciting trade fair, but is indeed the annual highlight of the tourism year.”

During the course of Travel and Tourism's World Trade Fair the increase in the number of exhibitors and trade visitors, with the involvement of even more international participants, underlined the growing importance of this dynamic industry.

Despite the problems affecting currencies in Asian countries, and the ongoing weakness in the economies of several European countries, the ITB 98 again demonstrated that tourism remains one of the more stable industries. The Secretary General of the World Tourism Organisation (WTO), Francesco Frangialli referred to this fact in his welcoming address during the opening ceremonies of the ITB 98: „Before concluding I would like to say something about the enormous strength of the world tourism industry and its extraordinary flexibility. I believe that these qualities will be demonstrated once again by the ability of this sector to overcome the effects of the Asian crisis, and to benefit from the new and significant milestone in the development of Europe's economy, the creation of a monetary union.”

The stable growth of the international tourism industry had a decisive influence on the commercial activities of exhibitors and trade visitors. The President of the German Travel Agencies Association, Gerd Hesselmann, drew very positive conclusions from this situation: „The contacts made by German tour operators at the ITB 98 were of a high quality and provide a good basis for upcoming business. The ITB 98 will trigger off the required boost to demand.”

Following the rapid expansion of the Berlin Exhibition Grounds, the overall hall area available for the ITB 98 rose to approximately 130,000 m². This enabled Messe Berlin to offer an additional 30,000 m² of overall display space to exhibitors at the ITB 98. A total of 7,165 exhibitors and 88 additionally represented firms and organisations from 188 countries and territories, representing every aspect of the international tourism sector, occupied an overall display space measuring 78,468 m². This represented a 9.6 per cent rise in the number of exhibitors, and confirmed the position of the ITB Berlin as the market leader. The number of foreign exhibitors also continued to increase, this time by 13.6 per cent.

The ITB 98 attracted 113,597 visitors, including 57,000 trade visitors from 195 countries and territories. This represented a further increase in the numbers of trade visitors attending the ITB Berlin, 28 per cent of whom came from outside Germany, with one in five coming from overseas. Most of the foreign trade visitors came from countries of the European Union. A substantial number also came from Central and Eastern Europe and from other European countries. The

5,900 accredited journalists came from 84 countries and territories. This also represents another positive development. As at last year's event, the largest proportion of them were reporting on behalf of radio and television networks.

The International Tourism Exchange ITB Berlin was also attended by 106 ministers, deputy ministers and state secretaries, as well as 55 ambassadors. Representing his country at Travel and Tourism's World Trade Fair for the first time was the Crown Prince of Nepal, H.E. Dipendra Bir Bikram Shav Dev.

As revealed by the survey conducted by an independent market research organisation, 41 per cent of exhibitors actually signed contracts during the fair. Among the exhibitors 84 per cent assessed their involvement in the fair as positive. Half of all the exhibitors expect follow-up business to be good or very good, and a further 37 per cent believe it will be satisfactory. The USA, which accounted for the largest number of exhibitors at the ITB 98, reported that the vast majority of its 250 tourism companies and organisations were very satisfied not only with the results of business conducted at the fair but also with the response by the general public. Fifteen per cent of the trade visitors stated that they had finalised deals at the ITB 98. They also reported that the best results were achieved in the „Holiday/Recreational Travel sector, with 39 per cent. According to trade visitors a number of trends are apparent in holiday travel: 1. last-minute travel, 2. short breaks, 3. long haul travel, and 4. city tours.

The supporting programme of the ITB 98 comprised a total of over 300 individual events, consisting of 111 Tourism Experts' Forum (TEF) / Special Meetings events, 105 press conferences / discussions with the press, and 96 awards ceremonies and receptions.

Highlights of the supporting programme included a specialist conference by the Federal Ministry of the Environment, Nature Conservation and Reactor Safety, the Federal Environmental Office and Ecology on the subject of „Environmental Technology and Tourism“, and the Conference of Tourism Ministers.

The Federal Minister for Economics, Dr. Günter Rexrodt, took the opportunity presented by the ITB 98 to extend invitations to this conference in Berlin. Discussions centred on „Options for Tourism Policy During the Next Decade“. Participants included the EU Commissioner with responsibility for tourism, Christo Papoutsis, Brussels, the Secretary General of the World Tourism Organisation (WTO), Francesco Frangialli, Madrid, and the current Chairman of the EU Council of Ministers, Tom Clarke, London.

The supporting programme revealed strong international participation and was highly commented by travel trade professionals and the media. In the words of the *Frankfurter Allgemeine Zeitung*: „The period marked by a sense of inferiority is over. Those who saw the ministers, leading figures from industry and European officials at this Tourism Exchange, and heard the expectations that they placed in the travel business as a motor for economic growth and the creation of new jobs, find it hard to believe how new this, the main task of the „fair weather industry“ is in Germany. Until very recently neither politics nor the business world took tourism seriously, whereas now this sector, with its stable growth, is the repository of many hopes.“

One of the highlights was the ITB Electronics Congress, which has already been a success for several years. It had a larger international involvement than ever before. Attended by leading figures, this congress focused on technological and international trends in the forms of telecommunications used by tour operators and travel agents, in both the tourism sector and the hotel trade. Another major aspect concerned the future of global travel sales systems in the face of the challenges presented by the Internet. A new section of the congress dealt with „Liberalisation of voice communication“. The leading role played by the USA in information technology was reflected by the speakers themselves.

There was also keen interest from around the world in the ITB Euro Congress, at which more than 190 participants were registered. This congress clearly demonstrated that the tourism industry is prepared to meet the challenges posed by the introduction of the Euro. Greater efforts than ever before have been made to identify the opportunities, as well as the not inconsiderable risks associated with monetary union. „The industry will have to apply its own skills if it wants to profit from this situation“ was the opinion of Gerd Hesselmann, Chairman of the German Travel Agencies' Association. There are no alternatives to the process of European integration, of which monetary union forms a part, because this is the only way to guarantee the continued growth of the tourism industry in the interests of peace, prosperity and the freedom of travel. He recommended that the ITB Euro Congress be continued at the ITB 99.

The Tourism Studies Centre was a feature of the ITB Berlin for the sixth time. Under this year's slogan of „Tourism and data processing“ the various technical colleges, universities and other advanced training institutes presented extensive and varied details about the courses available, in combination with a fascinating supporting programme. An increased display area was available for the first time, in Hall 5.3. It was apparent at the ITB 98 that the Tourism Studies Centre is becoming even more firmly established at the ITB Berlin as a communications forum for tourism experts and ambitious members of the younger generation, in promoting a dialogue between research and business, and as a pool of professional skills.

The successful expansion of the Tourism Studies Centre continued, with more than 50 stands and various sub-exhibitors.

The attractions of the Tourism Studies Centre included the traditional award of the Tourism Studies Prize, the activities of FUTURISTICA, and the many interesting and well attended panel discussions, totalling 60 in all.

Another outstanding feature was the panel discussion by the Willy Scharnow Foundation on the subject of „Academic Trainees in the German Travel Sector“. This was the opportunity for some lively discussions involving practical experts, students and professors. The foundation regarded its first event at the Tourism Studies Centre of the ITB Berlin as a success.

For the first time the ITB Book World was located in Hall 25, immediately adjacent to German tour operators. The display featured 35 publishing companies and 13 additionally represented publishers from Germany, Austria and Switzerland. These publishers confirmed that their proximity to the tour operators produced a positive synergy, and this arrangement also encouraged an interdisciplinary dialogue between the publishers and the international tourism industry.

Many of the seminars, meetings and workshops dealt with aspects of economic and tourism policy. There were also supplementary events on ecological subjects and their importance for the international tourism industry. For example, for the third time the Study Group for Tourism and Development, Starnberg awarded prizes for the „TO-DO – Competition for Socially Responsible Tourism“, and the IPK REISEMONITOR FORUM 1998 presented the latest results on travel behaviour in 1997 and the prospects for the new century. One new aspect was the publication of the findings of ongoing psychological research into trends by the European Travel Monitor. „Eco-tourism in the national parks of Latin America: what has been achieved, what needs to be done?“ This symposium at the ITB 98 was organised by COTAL Germany to identify grey areas in the practical field, and to develop new perspectives. There was a good response to the efforts of the Working Group for Integrative Tourism in staging a discussion between experts on the subject of „Tourism for people with disabilities – exclusion or an economic factor?“ Another important aspect of the programme at the ITB 98 was the presentation of the initial findings of the Urlaub + Reisen Travel Analysis 98. Urlaub und Reisen (FUR) is a research organisation based in Hamburg, and this year it presented information about the development and scope of the travel market in 1998, and the underlying trends affecting holiday motives and interests.

There is nothing wrong with any tourism marketing theories, and they would all function perfectly well were it not for one factor: the customer. But they are an indispensable component in the service sector. With intensified international competition the strategies of the international tourism industry are also focused increasingly on the customers, their needs and their wishes. Messe Berlin and N.I.T. a Kiel based organisation specialising in research into tourism and health resorts in Northern Europe, chose the current discussions about these topics as the basis for the keynote subject at their annual conference at the ITB Berlin.

For its 21st event the Churches' Forum at the International Tourism Exchange ITB Berlin chose the subject of „Tourism as a leading economic factor – the abandonment of social and environmental orientation?“ Participants discussed the question of where the boundaries lie between the necessary commercial requirements and the problems surrounding the utilisation of the natural world, the countries visited, and their inhabitants.

Trade visitors from every continent are taking an increased interest in the Africa Forum, which was held for the eleventh time at the ITB 98. The topic under discussion was „The Importance of Cultural Heritage for Tourism to Africa“. For the first time representatives of North African countries also took part in the Africa Forum.

Incentive travel and congress travel are two segments of the market that continue to play an important part at the ITB Berlin, and Messe Berlin therefore commissioned Meetings World (1969) Associates to organise the „First International Meetings & Incentive Travel Forum“ at the ITB 98. The speakers and participants in the discussions, representing international associations, institutions and the tourism industry from around the world, sought to provide an accurate picture of current trends and developments.

This year the Association of German Travel Journalists (VDRJ) chose Friedensreich Hundertwasser and Robert Rogner as the recipients of its „VDRJ Prize for Outstanding Services to Tourism“. This

award is an acknowledgement of the joint efforts of the artist from Vienna and the Carinthian building contractor to develop the thermal spa at Bad Blumau in Austria. As the jurors explained, this has resulted in the creation of a „remarkable total work of art, in which people can walk and live, providing a unique health resort and holiday centre, meeting people’s requirements for recreation, health and leisure time sporting activities” .

Once again in 1998 the ITB Berlin proved to be the most successful shop window for the industry anywhere in the world. This was confirmed by the *Frankfurter Allgemeine Zeitung* in its summing up: „Only in one respect does the ITB remain unchanged: it continues to serve as a meeting place for the international tourism industry, and not just for that of Germany. For Australia, New Zealand or America, whose two hundred exhibitors occupied an enormous working stand, the German market is only of incidental importance. All these exhibitors finalise worldwide agreements in Berlin. The setting provided by the ITB of hula girls, barrel organ players and soldiers in historical costumes is a deceptive one: the world’s largest and most important travel fair is an instrument for international marketing and sales.

1999: Two trade visitor days / First WTTC conference in Berlin

The *33rd International Tourism Exchange ITB Berlin 1999* again provided impressive proof of its leading worldwide position. For the first time the International Tourism Exchange ITB Berlin was restricted to trade visitors only during the first two days. This arrangement conforms to the needs of its exhibitors and trade visitors, and also meets the demands of the market.

Events at travel and tourism's world fair reflected the optimistic mood within the international tourism industry. Despite a process of monetary consolidation that is still affecting a number of Asian countries, and a subdued economic situation in most European countries, the tourism industry indicated that it is set for continued growth.

„Although many people believed that the ITB Berlin had already reached the limits of its expansion, this fair has continued to grow, with great success, and without detracting from its character or its capabilities. The ITB Berlin is a trade fair that not only promotes the interests of the tourism industry, but also serves to an increasing extent as a place where tourism ministers from all over the world can meet each year, here in Berlin. It provides a forum for discussions about issues which are of decisive importance for the future of our industry“, according to Francesco Frangialli, Secretary General of the World Tourism Organisation (WTO), Madrid, speaking at the opening ceremonies of the ITB 99. Travel and tourism's world fair was opened by the Federal Minister of Economics and Technology, Dr. Werner Müller. The first speaker to address participants in the opening ceremonies of the ITB was the Director General of UNESCO (United Nations Educational, Scientific and Cultural Organisation), Federico Mayor, Paris.

In his concluding statement, the President of the German Association of Travel Agencies and Tour Operators (DRV), Gerd Hesselman, also confirmed the leading position of the Berlin fair.

„The importance of the tourism industry as an economic factor was emphatically underlined by the ITB 1999. Overall the fair was regarded as an increasingly professional event, and one of the contributory factors was the addition of a second trade visitors' day“.

One of the highlights of the ITB 99 was the annual general meeting of the World Travel & Tourism Council (WTTC), London, which was being held in Berlin for the first time. As a focal point for the Council's members, this AGM provided the latest information about the WTTC's achievements during 1998. In addition the meeting in Berlin formed the basis for an international exchange of views and experiences. As usual, this programme provided an opportunity for the representatives of leading tourism companies and for speakers from all over the world to state their views and obtain details about issues of particular relevance to the industry and business as a whole. Pre-eminent among the subjects under discussion were the powerful influence exerted by travel on the regulations governing competition in air travel, the negotiations within the World Trade Organisation (WTO) on the subject of liberalisation, and the introduction of the Euro.

Some 80,000 square metres of hall space have been added since 1991, and consequently the right conditions have been provided in recent years to ensure the continued growth of the ITB Berlin. All the additional display space on the expanded Exhibition Grounds was used for the

first time at the ITB 1999.

The International Tourism Exchange ITB Berlin 1999 occupied an overall display area of 149,000 square metres. The net area increased by 14.6 per cent to 85,529 square metres. The net area occupied by foreign exhibitors rose by 13 per cent to 52,761 square metres, while the equivalent area for domestic exhibitors was 6.6 per cent larger, at 30,144 square metres.

Once again, every sector of the international tourism industry was represented at the ITB 99 by the 7,374 exhibitors and 199 additionally represented tourism companies and organisations from 192 countries and territories. There was a further 3.8 per cent increase in the number of exhibitors: the rise in the case of German exhibitors was 3.1 per cent, and for those from abroad it was 4 per cent.

A total of 111,801 people attended the ITB Berlin 1999, including 60,000 trade visitors from 182 countries and territories. Most of the journalists were from Germany, but 1,261 media representatives also came from abroad. Radio and television coverage was provided by 1,368 journalists.

There were also 121 ministers, deputy ministers and state secretaries, as well as 5 ambassadors at the International Tourism Exchange ITB Berlin 1999.

According to the survey conducted by an independent market research organisation, 45 per cent of exhibitors were able to sign contracts while still at the fair. Questioned about the commercial results of their participation, 47 per cent reported that it was good to very good. More than half of the exhibitors anticipate very good to good follow-up business, and a further 29 per cent expect it to be satisfactory. The USA, one of the largest national delegations at the ITB 99, reported agreement among its 409 exhibitors that the ITB Berlin had been more of a success than ever before. The 112 exhibitors on the Polish stand also confirmed their satisfaction with their commercial results at the ITB 99, due largely to the larger Polish presentation. According to exhibitors, the market segment of „Holiday/recreational travel“ accounted for the largest number of contracts signed, 64 per cent of the total. Among trade visitors, 17 per cent reported finalising deals. Trade visitors also reported making new contacts during their time at the ITB. As a result of these contacts and discussions, 62 per cent are expecting further negotiations or business transactions in the aftermath of the fair.

The supporting programme comprised more than 300 separate events, of which the Tourism Experts' Forum / Special Meetings accounted for 114. There were also 106 press conferences / discussions with the press, and 83 awards ceremonies, presentations and receptions. A German daily, the *Frankfurter Allgemeine Zeitung*, wrote: „A look forward into the future is more revealing than going over the good business results again“. In their closing reports the media confirmed the extraordinarily high standard of the seminars, meetings and workshops, and emphasised in particular their importance for the international tourism industry.

Compared with the previous year, for example, much more interest was shown in the ITB Electronic Congress. The seven sessions held during the ITB 99 attracted 1,100 bookings. The papers were of an exceptionally high standard, and there was far greater international participation among speakers and participants. During the congress it became evident just how much com-

mercial use is now being made of the Internet. The ITB Euro Congress, held for the second time, dealt with the introduction of the Euro from the viewpoint of the European Union, the banks and the German travel industry.

Holidays are extremely popular with young people all over the world too. The world organisation FIYTO (Federation of International Youth Travel Organisations), Copenhagen, estimates that travel by young people within Europe at the start of the new millennium represents a potential market of some 125 million people. This is a vast number of potential travellers who demand to be „fed“ with travel offers throughout the year. The ITB Berlin featured a new event in 1999, with the aim of packaging these offers more effectively, and also to provide interested young persons with compact and quick information: for the first time 30 providers of such services from Europe and overseas joined forces in order to present their expertise and their travel products. Led by the German Youth Hostels Association DJH Service GmbH, the international association FIYTO and the youth travel organisation RUF Jugendreisen in Deutschland, a „Youth Travel Centre“ was set up, covering 600 square metres, as a fund of information for young people.

The organisers were unanimous in their assessment: „There was a good response to the Youth Travel Centre at the ITB 99“.

In 1998 the Study Group for Tourism and Development invited entries for the TO-DO competition for socially responsible tourism for the fourth time. A total of 24 projects from 15 countries and five continents were submitted. They included some fascinating approaches which could provide a pattern for socially responsible tourism planning in other regions too. Ernst Hinsken, Chairman of the Tourism Committee of the Deutsche Bundestag (lower house of parliament) and Dr. David de Villiers, Deputy Secretary General of the World Tourism Organisation (WTO), gave the addresses praising the winners.

A number of non-governmental organisations responded to an initiative by the Federation for the Environment and Nature Conservation (BUND) and the Association for Ecological Tourism (Ö.T.E) at the ITB 99, by collaborating under the slogan „ITB initiatives: tourism – environment and development“. The main objective of these initiatives was to take part in the ITB 99 with their own stand. In addition a number of events were held in a larger setting in the Palais am Funkturm, along with several smaller events and activities on the stand, with the aim of encouraging critical reflection, as well as presenting some successful projects and new concepts. These events focused on the problems associated with some of the long term issues giving rise to criticism in the tourism sector. They include the subject of long haul tourism, as well as current developments such as the 7th Tourism Conference of the UNO Commission for Sustainable Development.

By taking this step the originators of these initiatives are seeking to find common ground for the various different attitudes, activities and alternative approaches in the field of tourism criticism, in the hope of giving a fresh impetus to efforts to encourage environmentally and socially acceptable forms of tourism.

Once again Messe Berlin appointed Meeting World (1969) Associates, London, to organise the „Corporate Travel Business & Incentive Travel Forum“ at the ITB 99. This forum, which was di-

vided into two seminars, discussed trends and developments in business travel, company conferences and in providing back-up and assistance for business partners, and the associated market sectors. The second of these seminars investigated the question of whether the millions of dollars spent by tourism organisations, carriers and the tourism industry to promote incentive travel programmes are really justified.

The Africa Forum has become a firmly established feature of the ITB Berlin. Discussions at the ITB 99 were concerned with the question „Does Africa ignore its most important markets?“. In a dialogue held at the Africa Forum, experts from Europe, North America and Japan discussed whether the African countries could make a greater impact with their presentations on the international tourism market, and whether they can make progress in the face of international competition.

The Churches' Forum, which took place for the 22nd time at the ITB Berlin, took as its slogan „Rituals of change – travel as an organised experience“. As always, the Churches' Forum sought to encourage encounters and exchanges between commercial and non-commercial forces in tourism, to enable technical discussions to take place between tourism organisations, tour operators, journalists, interested members of the public, and the churches' own working parties, and to act in an intermediary role between economic aspects and human requirements.

The VDRJ Prize for outstanding services to tourism, awarded by the Association of German Travel Journalists (VDRJ) at the ITB 99 went to Werner Gössmann and Johann Norbert Kreiter of the working group „Tourism for all“, for their initiatives to help tourism for the disabled.

Much of the credit for the positive response to the Tourism Studies Centre at the ITB Berlin 1999, with its extensive range of information and services, is due to the efforts of the exhibiting universities, technical colleges, institutes and students' working groups. The chosen theme of „The development of tourism in the 21st century“ reflected the rapid pace of structural change and future trends in the tourism sector. For the first time the supporting events were held in the „Berlin“ room in Hall 7.3 of the Berlin Exhibition Grounds, which is equipped with the latest technical facilities for shows and events. Meanwhile exhibitors were able to make use of the whole of Hall 5.3 for their presentations. One new feature was the series of daily discussions under the heading of „Tourism studies update“. The debates and information, along with discussions with prominent figures from research and practice, ensured a lively exchange of ideas and encouraged an open dialogue. Among the events which were also aimed at the public during the ITB Berlin were the award of the Tourism Studies Prize, discussions on the subject of „Marketing and sales for socially and environmentally acceptable travel“ and „What are the practical benefits of tourism studies?“.

The ITB Book World was again located in Hall 25, where 30 publishing companies presented books and publications to help travellers prepare for their journeys, and to accompany them. The ITB Book World was placed near to leading tour operators. With this arrangement Messe Berlin again created ideal conditions for an interdisciplinary dialogue between publishers and the international tourism industry.

Among members of the public attending the ITB 99, 85 per cent stated their intention of undertaking a holiday trip during the year, and 67 per cent had already decided on their destination.

More than half of the general public who had already chosen a destination had also made their bookings. Based on the information and suggestions obtained at the ITB Berlin, 74 per cent of the general public had been encouraged to consider taking a holiday trip.

In its 33rd year the International Tourism Exchange ITB Berlin 1999 was again the meeting place for the international tourism industry, and their discussion forum.

The *Frankfurter Allgemeine Zeitung* concluded: „The fact that the fair management has always endeavoured to provide a forum for discussions represented a sort of second level, which only gradually began to come into contact with the first. This may explain why, apart from some re-decoration, the Tourism Exchange appears to have changed very little. No major alterations seem to have been made, or so it would appear. The world is in perfect order, with the desire to travel being evident everywhere. Here, where virtually every country from A to Z is represented, one sees proof of the fact that there are no longer any unexplored areas on the tourism map, and the globe is shown as a ball, intended only for pleasure, with no dark areas: no crises or catastrophes, no pain or problems. If the tourism sector does become disconcerted at all, then this occurs in quite different fields, and from Germany's point of view, there is certainly reason for concern this year” .

2000: The virtual travel world puts its stamp on the fair

With large numbers of exhibitors, continued high attendance levels by trade visitors and the growing importance of information technology, the *34th ITB Berlin*, held from 11 to 15 March 2000 on the Berlin Exhibition Grounds and in the ICC Berlin, again demonstrated its role as a world leader in its field. In his opening speech the Federal Minister of Economics and Technology, Dr. Werner Müller, welcomed the fact that „this year's ITB made the subject of travel technology one of the focal points of the fair, and for the first time it presented a comprehensive concept for this advanced sector“ In his statement Gerd Hesselmann, president of the DRV (the Association of German Travel Agents and Tour Operators), Frankfurt am Main, confirmed that „this really was the awaited e-commerce ITB in widest sense. It was not concerned solely with the position of the travel agencies or of the tour operators and service providers, but also of suppliers at the destination regions“ .

The daily newspaper *Frankfurter Allgemeine Zeitung* summed up the ITB Berlin 2000 as follows: „Although 8,994 exhibitors from 177 countries were vying for attention in the halls, this time, even outside the traditional Electronic Congress, almost everything was concerned with the virtual world of travel. This was immediately evident from the picture that this event presented, with less of the displays being designed to appeal to the senses, and hardly any presentations of folklore. Instead one found dozens of young entrepreneurs from the e-commerce sector, sharply dressed in black, against the cool design of their stands, their Internet screens bearing such snappy statements as ‚Take a mouse to bed‘, or ‚Click on and check in‘.

And in between, www.Schlosshotel-Urlaub.de, advertising holidays in a castle, on a poster featuring high walls, an example of the merging of advanced technology and artistic aspiration. Other examples are provided by the „Black Forest-green“ visiting card with the website www.brennerspark.de embossed on it, competitions with prizes, and live online auctions from C&N offering flights and travel, while Lufthansa gave us a glimpse of the „WAP“ age, in which mobile phones can be used to access the Internet. Lufthansa is seeking to expand ticket sales via online outlets, and the new subsidiary „Lufthansa E-Commerce“ is being developed to provide an comprehensive range of services. Apart from flights, hotel reservations and car rental, passengers can also download travel insurance in a flash. Only a few years ago who would have thought that a company with such a low public profile as „Start“ , the computer-aided reservation system operated by Germany's travel sector, would be occupying an entire hall, transforming it into a kind of disco, at its centre a dramatically illuminated, transparent yellow bar shining out of the semi-darkness.“

The opening ceremonies of the ITB 2000 were attended by over 5,000 travel trade professionals from all over the world, who were addressed by the Governing Mayor of Berlin, Eberhard Diepgen, while Francesco Frangialli, Secretary General of the World Tourism Organisation (WTO), Madrid, stated in his views on the current issues facing the international tourism industry. He continued by stating: „At the same time, however, tourism helps to provide a growing number of people with additional knowledge about their planet. It promotes peace, brings democracy, creates jobs, employment and prosperity even in remote areas. Moreover it also generates the

resources that are needed to enable national economies to keep pace with change, and promotes the preservation of a natural environment and the diversity of animals living in the wild. Our common talk is therefore obvious: to promote development models that will benefit from the outstanding possibilities offered by this industry, while at the same time reducing the negative effects associated with such development, and where possible to eradicate them. This is the task of governments and of the companies whose representatives are gathered here today". The ITB Berlin 2000 was officially opened by the Federal Minister of Economics and Technology, Dr. Werner Müller.

A new feature of the opening ceremonies at the ITB 2000 was the presentation of the tourism industry's Innovation Prize by the National Association of the German Tourism Industry (BTW). This prize is awarded in recognition of people, companies or associations linked with the German tourism industry and which have helped to promote innovativeness in this sector. Dr. Michael Frenzel, Chairman of the Board of Preussag AG, Hannover, and a trained lawyer, was the first recipient. In the words of the President of the National Association of the German Tourism Industry, Dr. Erich Kaub, „Over a very short time Michael Frenzel implemented his idea of a realignment of the Preussag group with remarkable persistence, and by setting up a vertically integrated tourism group he gave the German tourism market a new dimension." Kaub added: „We are convinced that, in the person of Dr. Frenzel, we have chosen an outstanding personality as the first recipient of this award."

A total of 8,994 exhibitors and 92 additionally represented tourism companies and organisations from 177 countries and territories, representing every sector of the tourism industry, occupied an overall display area of 152,000 square metres. The number of exhibitors rose by 19.4 per cent, passing the eight thousand mark for the first time, and underlining the dominant position of the ITB Berlin on the market. Among foreign exhibitors the increase was 18.7 per cent, while there was a 34.8 per cent rise in the numbers of German exhibitors.

A total of 118,904 visitors attended the ITB Berlin 2000, including some 60,000 trade visitors. Of these trade visitors, 31.1 per cent were from abroad and 68.9 per cent from Germany.

Over 6,500 journalists from 98 countries and territories came to the ITB 2000, a figure roughly the same as last year's. The vast majority of the journalists who were accredited at this event were from Germany, while 2,014 came from abroad.

The German print media reported on the ITB Berlin 2000 in a total of 3,138 articles. According to data gathered by Observer Media Intelligence, Baden-Baden, during the period from 10 to 17 March 116 radio items with a total airtime of 6.74 hour hours were devoted to this event, reaching an audience of 17.49 million. German television networks broadcast 609 separate items, with a total airtime of 26.8 hours, reaching 67.61 million viewers.

The International Tourism Exchange ITB Berlin 2000 was also attended by 124 ministers, deputy ministers and undersecretaries, as well as 75 ambassadors.

As revealed by a survey conducted by an independent market research organisation, 44.5 per cent of exhibitors at the ITB 2000 signed contracts during the ITB 2000. Foreign participants were particularly successful in this respect (49.8%), along with those representing „hotel com-

panies", „carriers", „travel agencies and tour operators". The results of their participation in this fair were assessed as positive by 85 per cent. Based on their numerous contacts with the international tourism industry, well over half of the exhibitors anticipate very good or good follow-up business. The USA, which again formed one of the largest groups of exhibitors, reported that the ITB 2000 has been a successful event for them, and emphasised in particular the keen response by trade visitors and consumers. Business results were good, despite the strength of the dollar. In general exhibitors praised the high professional standards evident among their business contacts at the travel and tourism world's fair. The largest number of contracts were signed in the segment of „vacation / recreational travel". Among trade visitors 16 per cent also reported signing contracts, and for this group too vacation / recreational travel" was the dominant area. 61 per cent of trade visitors reported making new contacts during their visit to the ITB.

The supporting programme of the ITB 2000 included 82 events under the heading of the Tourism Experts' Forum (TEF) / Special Meetings, 114 press conferences / discussions with the press, and 97 awards ceremonies, presentations and receptions. Participants in the ITB were highly appreciative of these seminars and meetings, which attracted leading practitioners in the field, and made full use of this international forum in order to obtain information about subjects such as the environment, the business travel market, and market segments such as youth tourism and incentive travel, as well as about business and tourism policy issues. The supporting programme also included the events of the ITB Berlin Tourism Studies Centre. Among the successes of this section of the ITB were the congress on „Progress in Tourism Research", which dealt with the different aspects of the main theme of „Destination Management and Tourism Policy".

Another important feature of the programme was the ITB Electronic Congress, now larger than ever in its 20th year. Now firmly established as a major component of the ITB Berlin, it enjoys considerable international recognition too. Compared with the previous year attendance rose sharply to over 1,000, and included in particular highly qualified participants comprising senior executives and decision-makers. Forty per cent of the speakers and presenters came from abroad, mainly from the USA. At the centre of this year's congress was an examination of the subject of e-commerce, which formed the focus of discussions. The subject which aroused the most interest among participants was that of „Web Marketing".

„Trade visitors of an extremely high quality" was the conclusion reached by the 134 companies at the ITB Travel Technology event. These companies provided a concentrated display in four halls at the ITB Berlin 2000. This was a response by Messe Berlin to the growing importance of e-business and information technology. A poll of the exhibitors revealed that companies involved in technology and business-to-business transactions benefited in particular from this concentration, which was so highly valued by trade visitors. As Tasso von Hentschel, Managing Director of Sabre Deutschland explained: „This year at the ITB Berlin we were very much aware of the upsurge in demand for modern IT solutions. Especially for companies in the travel sector the combination of traditional information technology and e-commerce is a very attractive proposition." Christoph von Zabiensky, Director of the Business Unit Distribution and Marketing and member of the management of START AMADEUS GmbH, also drew some positive conclusions. „The ITB 2000 was the most successful trade fair for START AMADEUS GmbH. There was particular interest in Internet applications and in tools for improving the productivity of work proc-

esses in travel agencies. Examples included the web-based STAR access; software for managing sales and distribution processes, such as BESTTRAVEL and AMADEUS Travel Choice”.

With the emphasis on three main aspects the ITB Tourism Studies Centre increased in popularity with visitors to the ITB 2000. Firstly Hall 5.3 contained an international mix of exhibitors from universities and technical colleges, and from other private and public sector educational and advanced training institutions. This proved to be a magnet for the new generation in the tourism sector. The range of information and services from almost 60 exhibitors from eight countries met with a keen response. Secondly intensive use was made of the forum at the centre of Hall 5.3, which featured papers, presentations and a dialogue between the new generation and representatives of the tourism industry. With twelve events on a variety of topics, the forum fulfilled its claim to be a platform for communication and contacts. The Project Mart, involving tourism companies and students, and the „Come Together” with leading figures from politics and business dealt with many issues of particular interest to the public, and this dialogue attracted spontaneous interest and a keen response. By now the award of the Tourism Studies Prize, which is organised by the Deutsche Gesellschaft für Tourismus-Wissenschaft e.V. (DGT – German Society for Tourism Studies), has become a regular feature of the Tourism Studies Centre at the ITB. The third main aspect, the series of papers, also attracted a good response. At the ITB 2000 the international congress „Progress in Tourism Research” was held for the first time in the area adjacent to the ICC Berlin (Hall 14.2).

Following its successful debut in 1999 the „Youth Travel Centre” at the ITB 2000 attracted the attention of trade visitors and the general public too. In collaboration with the FIYTO (Federation of International Youth Travel Organisations) and RUF Jugendreisen, market leader for unaccompanied youth travel in Germany, Messe Berlin widened its concept, and augmented the subject of youth travel with a number of interesting events. Over 80 exhibitors from more than ten countries presented their tourism attractions at the „ITB Youth Travel Centre”. Among the new aspects were an action area as a focal point for events aimed at consumers and trade visitors. During the weekend at the ITB in particular the colourful and varied programme attracted the interest of many young people. The creative workshops that were organised by members of the RUF team provided an opportunity for young people and their parents to experience at first hand the kinds of activities provided by youth leaders at the various destinations. In-depth information about the work of team members was also available. Another action area at the ITB Youth Travel Centre” was devoted to new trends in sport, for example beach football and beach volleyball. For trade visitors the emphasis was less on „Action” and more on „information”.

Once again the „Corporate Travel Business & Incentive Travel Forum” was one of the highlights. Seminar A at the ITB 2000 was concerned with services for business travellers, and tackled the new role of travel agencies in this specialised market. Incentive travel has acquired a reputation as „the most creative and exciting form of travel”, and consequently Seminar B not only presented the latest developments in this segment of the market, but also displayed current developments in business and vacation travel.

TO DO! – Competition for Socially Responsible Tourism – was held for the fifth time during 1999. Organised by the tourism study group Ammerlander Studienkreis für Tourismus und Entwicklung, it again invited entries from all over the world, attracting 14 projects from 13 countries and four continents. The organisers proceeded from the assumption that the future of tourism will in part also be determined by the material and non-material benefits it brings the host population. In accordance with the terms of the competition, the projects that are submitted should also include evidence of local participation. For example, the jury believe it is important for the local inhabitants concerned to have been involved in the process of tourism planning from the very start, through information events, questionnaires and public discussions. During the implementation phase they should have been encouraged to actively participate and share in the decision processes, as well as taking being involved in the economic and socio-cultural effects of the project. At the ITB 2000 the TO DO! was awarded for three projects, from Latin America and Europe, and for the first time, from Africa.

At the ITB 2000 an increased number of exhibitors, journalists and trade visitors attended the Africa Forum, which took as its main subject „The challenge to Africa's tourism industry in a globalising economy“. Although tourism arrivals in Africa rose by nine per cent in 1999, this should not be allowed to obscure the fact that, on an international scale, tourism in Africa offered few prospects of real growth at the end of the 20th century. If this situation is to be altered then tourism policy in African countries must create the right conditions for the industry to expand and improve its performance. It is also vital that companies in African countries should collaborate closely with companies in the industrialised nations. The tourism industry should apply its skills in developing tourism not only opening up privately owned tourism sector that is willing to enter into joint ventures. The African position was outlined by the Minister for Tourism, Trade and Industry of the Republic of Kenya, Honourable Nicolas K. Biwott, and by Etherton Mpisaunga, Chief Executive Officer of the Zimbabwe Tourism Authority. The European viewpoint was explained by Dr. Michael Blank, Afrika-Verein e.V., Hamburg, and Felix Herle, Willy Scharnow Institute for Tourism at the Free University Berlin.

During the ITB 2000 a successful panel discussion was organised by ECOTRANS with the title „European environmental symbol for tourism: one or none?“. ECOTRANS is a European network of experts which has been engaged since the earliest days in researching and observing the development of symbols, prizes competitions and brands associated with the environment, at a regional, national and international level. With assistance from the German foundation Deutsche Bundesstiftung, and the European Commission, ECOTRANS published the most important details on the Internet. The panel discussed the experience gained thus far and expressed its regret that so far the „masses“ have hardly been reached, and have displayed little interest either. Amongst the countless pictograms to be found in brochures published by the various destinations, referring to every conceivable quality of their tourism facilities, present day environmental symbols are all too frequently overlooked, and are generally not even included in the tour operators' catalogues.

A total of 18 national and international environmental and development organisations presented some of the work they have been carrying out in the tourism sector as part of the „ITB Initiatives: Tourism – Environment and Development“ at the ITB 2000. The strengths of these ITB

initiatives lie in the wide range of skills with regard to tourism issues involving environmental, social and cultural responsibility. These also include finding a range of genuine alternatives to the usual mass tourism. The common objective was to provide advice and information, not only on the stand but also with three days of events and activities at the Palais am Funkturm. Participants welcomed the fact that the organisations involved have focussed on three main problem areas in tourism, i.e. „Child workers and their exploitation“ , „Tourism and biodiversity“ and „Holiday mobility“ .

The segments of „Airlines“ , „Cruises“ and „Travel for senior citizens – service travel“ , which were being presented together for the first time, attracted a good response from the media, trade visitors and members of the travelling public. In collaboration with the association „Deutscher Service-Ring e.V. (DSR), the „Senior Citizens“ sector was presented for the first time by Messe Berlin . An area measuring some 300 square metres was occupied by 20 suppliers of travel arrangements for senior citizens and for the over-50s. A questionnaire was issued at the information mart, which also provided an opportunity for people to state their specific requirements. The aim was to obtain data about personal ideas, expectations and requirements on the subjects of travel for senior citizens and tourism offers (service, quality, educational and cultural possibilities, creativity, care arrangements, medical services and many other aspects).

This year's international conference organised by Messe Berlin and N.I:T. – Institut für Tourismus und Bäderforschung in Nordeuropa GmbH, Kiel, also dealt with the same issues, under the heading of „Senior citizens and tourism – we'll get older later“ . This meeting was concerned above all with younger, more active senior citizens, who are an increasingly important aspect not only of society as a whole but also of the travel market. Currently 24 per cent of all German travellers are aged 60 or over, a proportion that has risen by some 20 per cent in recent years, and is set to increase further. With this in mind the conference looked at the future needs of senior citizens, focussing on aspects such as product design and development, as well as on the development of marketing strategies. The conference began with an introductory paper addressing the basic requirements and concepts for products intended for older members of society. These aspects were then investigated in greater depth from various perspectives in the subsequent panel discussions, for example from the viewpoint of older travellers themselves, of tour operators, destinations, tourism policy and research.

The ITB Book World was again located in Hall 25, A total of 26 publishing companies from Germany, Austria and Switzerland presented a wide range of publications for travellers, for use in planning their journeys or as travel guides. At the ITB 2000 the ITB Book World was again located close to the leading tour operators.

The Churches Forum was taking place for the 23rd time at the ITB 2000, and is jointly organised by the Evangelical Working Group for Leisure – Recreation – Tourism, and the Catholic Working Group for Leisure and Tourism. The subject this year was „Religious sites and political reality – Middle East tourism as a contribution to the peace process“ . The millennium festivities of the year 2000 led many people to visit the Middle East for educational purposes or to meet other people. More than in any other region the world religions of Judaism, Islam and Christianity all come into contact with one another in the Holy Land, and this is where different cultures, tradi-

tions, societies and political systems meet. The resumption of peace talks between Israel and its neighbours has given a boost to tourism too. The Churches Forum 2000 took this opportunity to discuss whether cooperation in the tourism sector could help prepare the way for closer contacts. The Churches Forum sought to find an answer to the question „What form should be taken by socially compatible tourism that bear responsibilities in a religious, cultural and ethical sense?“

For the public the „German Fairytale Route“ was one of the main highlights at the ITB Berlin, and in the year 2000 it celebrated its 25th anniversary with a fairytale castle and a „magic room“, and also featured the children’s campaign „Ein Herz für Kinder“. The „German Fairytale Route“ involves 80 towns and five counties. The concept used at the ITB Berlin was developed jointly by many sponsors and the training organisation Verein für ausserbetriebliche Ausbildung, Marburg. A special „magic room“ was set up for children from all over the world, and for those adults who have not lost their love of fairy tales.

2001: Exhibitor attendance topples the ten-thousand mark

The *35th International Tourism Exchange ITB Berlin*, held on the Berlin Exhibition Grounds and in the ICC Berlin from 3 to 7 March 2001, confirmed its outstanding reputation as a marketing and sales instrument. Despite evidence of a general economic stagnation in a number of regions of the world, the International Tourism Exchange ITB Berlin continued its successful progress, and it exercised an even greater attraction for tourism companies from every continent. For the first time the number of exhibitors exceeded the ten thousand mark, having risen by 13 per cent since the previous year. In the words of the Secretary General of the World Tourism Organisation (WTO), Francesco Frangialli: „The International Tourism Exchange ITB Berlin makes a substantial contribution to the success of the tourism industry by bringing together over 10,000 exhibitors this year, as well as tens of thousands of trade visitors every year“.

10,136 exhibitors and 132 additionally represented tourism companies and organisations from 181 countries and territories, encompassing every sector of the international tourism industry, announced their intention to participate. The number of foreign exhibitors increased to 7,656, along with 96 additionally represented firms and organisations, a 9.5 per cent increase over the previous year. There was a further above-average rise, by 25 per cent, in the numbers of German exhibitors to 2,493, with 36 additionally represented firms and organisations. In the „Year of Tourism 2001“ the country was represented with many new products, ideas and suggestions for unique travel opportunities and relaxing holidays in Germany.

Ursula Schorcher, who heads the German National Tourism Board DZT and also chairs the Supervisory Board of the ITB Berlin, stated: „During these days superlatives and records dominate tourism in Germany. It is not only the ITB 2001 that is setting records, but also tourism in Germany, from home and abroad. Both the ITB Berlin and Germany itself as a travel destination have recorded steady growth for several years – and this could accurately be described as a record year.“ The *Frankfurter Allgemeine Zeitung* also acknowledged this success: „Tourism in Germany has more than recovered from its low point in 1997, and the fact that well over two thirds of all Germans take holidays abroad has done nothing to detract from this success. Many of the figures relating to vacations in Germany are so far above the highest point achieved at the start of the 1990s that, on the graphs recording these movements, it looks as if tourism only has to gain a little more momentum in order to achieve unprecedented heights.“

Apart from the Governing Mayor of Berlin Eberhard Diepgen, other speakers at the opening ceremonies of the ITB 2001 included Raimund Hosch, Chief Executive Officer of Messe Berlin, who presented the „Virtual ITB“ to the audience, and the Secretary General of the World Tourism Organisation (WTO), Francesco Frangialli. In his speech the WTO Secretary General drew particular attention to economic results in the tourism sector in 2000. „The outstanding results for 2000 confirm our view of the strength and resistance of the tourism market, and the ITB Berlin provides unique confirmation of the way it reflects these characteristics and acts as a driving force. More than ever we believe in the accuracy of the predictions that the flow of tourists in Europe will double, and on a worldwide scale will treble between 1995 and 2020, i.e. within a generation.“

The ITB 2001 was opened by the Federal Minister of Economics and Technology, Dr. Werner Müller, who used his opening address to discuss the social compatibility of tourism, and who stated: „It can be in no-one's interest to be able to reach an increasing number of destinations in ever greater comfort, if it become less worthwhile to visit these places. We too must accept that tourism can pose a threat to cultural values in societies that have developed over the centuries. Tourism provides a unique opportunity for bringing people closer together. However, this can hardly succeed if visitors do not show any respect for the values and traditions of their hosts. Neither will tourism bring people closer together if the host countries yield to the temptation of simply trying to cater for the most banal and unoriginal concepts of their guests. The Federal Government therefore regards the requirements of socially compatible tourism very seriously, and it views the needs of eco-tourism in 2002 just as seriously.“

The ITB 2001 attracted 123,400 visitors, of whom some 60,000 were trade visitors from every continent. Around 6,500 journalists from 89 countries and territories attended the ITB 2001. The prime minister of Malta was officially welcomed to this event, along with 68 ministers, deputy ministers and state secretaries, and 92 ambassadors and chargés d'affaires.

As revealed by the poll conducted by an independent market research organisation, 45 per cent of exhibitors were able to sign contracts during the ITB 2001, and for 63 per cent of them these contracts were numerous or very numerous. Questioned about the commercial results of their participation, 88 per cent gave a positive assessment. As a result of excellent contacts with the international tourism industry, 87 per cent anticipate good follow-up business.

Exhibitors from Hong Kong obtained a positive impression. „For the Hong Kong delegation the ITB was most positive. Following a record year for travel in 2000, among tour operators and the consumers alike interest in China's special economic region remains as high as ever. The 40 exhibitors are very satisfied with events at the ITB 2001.“

The USA, again one of the largest exhibitors, reported that business at the ITB 2001 had gone well. „There was a slight decline in the numbers of trade visitors at the USA stand, compared with the previous years. However, the quality of these contacts was described as very good. As a result of various mergers on the German market, it was evident to American suppliers that increasing numbers of buyers are representing a number of different departments within the same company. There were differing views about the influence of the strong dollar on Germans travelling to the USA. Nevertheless suppliers are hoping that the diversity and the quality of American travel products will retain their appeal“, according to Mike Piña, TIA (Travel Industry Association of America).

Almost a third of all trade visitors came from abroad. Most international trade visitors came from the European Union and from Central and Eastern Europe, followed by those from other European countries and from North America. The trade visitors represented all the main sections of the tourism industry. A decisive, contributory or advisory role in their companies' or organisations' buying decisions is exercised by 63 per cent of them.

The commercial results of their visit to the fair were described as positive by 92 per cent, while 64 per cent reported new commercial contacts that they were able to establish during their visit to the ITB. These contacts and discussions are expected by 62 per cent to lead to further negotiations or business transactions after the ITB 2001.

133 companies and 67 co-exhibitors from 32 countries took part in the market segment entitled ITB Travel Technology, which occupied a considerably increased display area, rising from last year's net figure of 5,000 square metres to 8,000 square metres at the ITB 2001. This section of the fair was attended by 133 companies and 67 co-exhibitors from 32 countries. There was a substantial increase in the display area, from 5,000 sq. metres net last year to 8,000 sq. metres net at the ITB 2001. In his statement Chris Kroeger, Senior Vice President, Sabre Europe, London, emphasised that „ We are extremely satisfied with the ITB 2001. As the world's largest IT provider for the travel industry, we find that the ITB Berlin provides us with the ideal platform for presenting our solutions and for boosting our expansion in Europe“ . Christoph von Zabien-sky, Director Business Unit Distribution and Marketing, START AMADEUS GmbH commented: „ The ITB 2001 was satisfactory for START AMADEUS. Since Sunday afternoon there have been very large numbers of interested visitors to the stand. This interest focused not only on the products for process optimisation but also on new developments in the area of graphic inter-faces (VISTA) for customer relationship management tools and in tourism sales management.“

The various market segments that featured in joint presentations met with a positive response among the media and trade visitors. Particular mention should be made of the „ Culture Tourism“ segment, which was being introduced for the first time. It featured over 100 exhibitors from 21 countries and met with keen interest. The new highlight was aimed at those on the creative side and the providers of services within the arts and culture field, and it immediately proved its value as an exclusive forum for meetings between representatives of the tourism industry, politics, research and the media. Leading cultural institutions and museums presented programmes, ideas and concepts intended to enable them to make a successful start to the new season. Kai Geiger, chief executive of ART CITIES IN EUROPE, and the initiator of this new section, summed up by saying „ Trade visitors, the media and a very interested public made a bee-line to our hall. The exhibitors confirmed the high quality of their discussions with the experts and of the business deals that were finalised there. Already even more leading cultural institutions have expressed their interest in taking part in 2002“ .

There was also widespread approval for the concept of the ITB Youth Travel Centre. Together with the world federation FIYTO (Federation of International Youth Travel Organisations), Copenhagen, and RUF Jugendreisen, Bielefeld, the market leader for accompanied youth travel in Germany, Messe Berlin has developed this concept to achieve even greater success, on a much larger area and with an even wider programme. The 50 exhibitors and 138 co-exhibitors presented many different aspects of travel for young people. The German National Forum for Travel by Children and Young People, which provides an overall structure covering the areas of travel by children and young people in Germany, was taking part for the first time, and organised „ National Forum Presentations“ . Here at this forum an international audience had an opportunity to discuss current issues and challenges concerning travel by young people. The exhibitors in

this hall, along with the trade visitors, agreed that there had been a greater awareness of the subject of youth travel.

Other commercial sections, devoted to „Airlines/Airports“, „Cruises“, and „Travel by Senior Citizens – Travel Services“ also reported new contacts with trade visitors and the media.

With what have now become three regular features, consisting of the displays by universities, technical colleges and institutes, the Events Forum, and the international congress on „Progress in Tourism Research“, the ITB Tourism Studies Centre at the ITB 2001 is now even more firmly established. There was a particularly good response to the individual items offered by various training and advanced training establishments. There was equally keen interest in the Events Forum. Here the speakers were delighted with the high attendances and with the level of the discussions. The specialist congress on „Progress in Tourism Research“, which was taking place for the second time this year and was organised in collaboration with Aiest (Association Internationale d'Experts Scientifiques), was notable for the opportunities for an exchange of views and experience at the highest level.

The supporting programme of the ITB 2001 comprised over 300 individual events: 138 events of the Tourism Experts' Forum (TEF), 116 press conferences / discussions with the press, and 99 awards ceremonies, presentations and receptions.

The Africa Forum at the ITB 2001 attracted growing attention, and dealt with the application of information technology in the African tourism industry. Participants in the Africa Forum discussed the need for bringing African tourism onto the internet, and of showing ways and means by which this can be achieved. „When one considers the findings already obtained with regard to the distribution of internet connections in the countries of Africa, it is obvious that the density is only a fraction of that in the industrialised nations of Europe and America. In view of increasing globalisation and the ever closer interlinking of business, politics and other socially relevant sectors, it is vital to make use of modern means of communication“, advised Leonhard Reeb, General Manager of the German Travel Agents' and Tour Operators' Association (DRV) in his welcoming address. The discussion, chaired by Dr. Karl Wolfgang Menck, HWWA Hamburg, Institute of International Economics, took place between Dr. A. Mootoosamy, Director Mauritius Tourism, Promotion Authority, Mohamed Rauf Jomni, Directeur Général Tunisie, and Henty Hallward, Managing Director, Safarilink.com.uk.

With over 700 participants, the ITB congress „Electronics in Tourism“ repeated its success of previous years. It was taking place for the 21st time, and the nine sessions were devoted to the latest technological developments in the tourism industry. It became apparent that the interest shown by participants was even greater than in previous years. Now the focus is not solely on the internet as a platform for information and reservations, but also, and to an increasing extent, on concrete, uniform online solutions for travel agencies. Among the topics that stimulated lively discussions were the security of financial transactions and various legal issues. It was also clear that tourism regions are making vigorous efforts to introduce efficient online reservation systems for customers at home and abroad. It was apparent that communication with customers is also developing in the form of mobile business. Consequently the 22nd ITB Electronic Con-

gress next year will deal with the implications and possibilities for tourism sales arising from the introduction of UMTS.

At the 8th ITB Airline Roundtable that was held by the European student initiative EUROAVIA discussions focussed on the question „Do hub-and- spoke systems block airspace?“ Major airlines concentrate their passenger flows on just a few hubs, and the slogan appears to be „Change flights instead of direct routes. Roundabout routes instead of a straight line“. According to its participants the event attained its objective of stimulating a spirited discussion between those representing air traffic control, the airlines, the railways and politicians about the various concepts associated with the hub-and-spoke principle, and the alternatives to it.

In the summer of 2000 a working group was set up by 15 German, Austrian and Swiss environmental and development organisations, with the emphasis on „Sustainable Tourism“. The name given to this joint platform is DANTE, which is derived from the German acronym for Working Group for Sustainable Tourism Development. It had its origins in the earlier „Ad-hoc Tourism Working Group“, part of the „forum environment & development“, and it will coordinate the latter group's activities at an international level with European and national activities. DANTE was represented by its own stand for the first time at the ITB 2001, presenting an exhibition on various aspects of „Tourism and biological diversity“. This exhibition was prepared by some 40 non-governmental organisations from 25 countries on the occasion of the conference of nations on the „Convention on Biological Diversity“ in Nairobi. It dealt with the problems associated with the impact of tourism and offered some positive approaches to tackling these problems.

Once again Messe Berlin commissioned Meetings World (1969) Associates with the organisation of the „Corporate Travel Business & Incentive Travel Forum“. Seminar A, „Corporate Travel Business“, concentrated on services in the business travel sector, and the changing role of travel agencies in specialised markets. In Seminar B, „Incentive Travel“, the trends and expected developments in the „most creative and interesting“ sector of travel were presented and discussed by leading representatives of the international tourism industry.

The 2nd „Travel and Health“ Forum addressed a specialised topic: „Medical travel assistance – abroad for business or private reasons – who provides help with health problems?“ This was organised by the Centre for Travel Medicine (CRM), Düsseldorf, and the health service of the German Foreign Office, Berlin. The organisers were able to secure the services of a number of internationally acknowledged and highly competent speakers specialising in travel medicine, aviation medicine, tropical medicine and tele-medicine, as well as tour operators, health and travel insurers. „Our aim is to enhance the health awareness of people travelling abroad, and at the same time to develop the dialogue between the tourism industry and the health sector, in order to achieve the best possible advice on health matters and assistance for Germans travelling abroad, or who are required to spend longer periods abroad for business reasons“ explained Professor Dr. Erich Kröger, co-founder and head of the Centre for Travel Medicine in Düsseldorf.

The 24th Churches Forum, entitled „From recreation to an experience – changing holiday motivations and behaviour“ met with its accustomed response. There is virtually no tourism destination

that does not promise a holiday rich in experiences. Whereas in the past vacationers mainly sought recreation, now other motivations appear to have come to the fore: „Experiencing something“, „having fun“ and „learning something new“. There is also a growing demand for holidays to promote health and physical well-being. Is the era of the traditional summer holiday for purely recreational purposes really over? What is the reaction of tour operators, regions, destinations and hotels to these changes? This year's Churches' Forum looked at these questions and problems.

At the ITB 2001 Messe Berlin and N.I.T. – Institut für Tourismus- und Bäderforschung in Nordeuropa GmbH – Kiel staged a conference for specialists at the ITB 2001 on the subject of „Travel reservations of the future – does the customer get what the industry expects?“ The number of travel reservations made via the internet is expected to increase tremendously over the next few years. The current discussions on this development led these two partners to choose „Travel reservations in the future from the customer's perspective“ as the subject of their annual conference. It not only took a close look at the technical aspects but also concentrated on the requirements of people making holiday reservations. The event began with an introduction to the subject by Dr. Martin Lohmann, N.I.T., Kiel. Martha Lane Fox of Lastminute.com (UK) and Arno Ebner, TIScover Austria) reported on the possibilities and limitations. In the subsequent international panel discussion representatives of various different fields such as traditional and virtual travel agencies/tour operators and destinations, e-researchers and vacationers provided details of their own experiences and gave their views about the future.

In 2000 the Study Group for Tourism and Development, Ammerland, invited entries for the sixth time to its „TO DO – Competition for Socially Responsible Tourism“. The 13 entries came from Africa, Asia, North and Central America, Australia and Europe.

The organisers of the competition and the sponsoring organisations believe that the future of tourism will depend to a considerable extent on whether it provides the host population in the various vacation regions with any material and non-material benefits. According to the wording of the invitation to take part in this competition, in particular the projects submitted should satisfy the criterion of „including the differing interests of the local population, in the planning and implementation of the various projects or measures“. In assessing the projects the judges focused on the importance of involving the indigenous population in the tourism planning process beforehand by means of information events, questionnaires and public discussions. During the actual implementation phase a broad cross-section of the population should be involved in the work of the project through active involvement and decision-making, and should share in the economic and socio-cultural effects of the project. The award-winning projects included some very exciting approaches whose socially responsible aspects could show the way for tourism planning in other regions.

Another annual feature of the International Tourism Exchange ITB Berlin is the prize awarded by the German Association of Travel Journalists (VDRJ), and in 2001 this went to a winner in the new federal states for the first time. Her name is Gesine Skrzepski (45), and she was responsible for setting up a working group to promote the healing qualities of the chalk on the island of Rügen. Among its uses are to purify the body, for heat therapy and for cosmetic purposes. The

Healing Chalk Working Group includes not only spa doctors but also physiotherapists and hoteliers. There are already two hotels where spa guests can undergo a treatment with this chalk. The award of this prize was also an acknowledgement, according to the VDRJ, that successful tourism concepts can also be applied using local raw materials.

The OECD (Organisation for Economic Cooperation and Development), Paris, has also been attending the ITB Berlin for many years, and organised a seminar on the subject of „Tourism policy and economic growth“. This reflected the efforts of the OECD, governments and private sector industry to draw attention to role of tourism in member and non-member countries of the OECD, and to spotlight the economic and political factors which influence the growth of the tourism industry. The seminar was opened by Siegmur Moosdorf, Parliamentary Under Secretary at the German Federal Ministry of Economics and Technology and, from Switzerland, Professor Peter Keller, chairman of the OECD Tourism Committee. The participants consisted of political decision-makers from the tourism policy sector in 40 member and non-member countries of the OECD, as well as representatives of the tourism industry and international organisations. The subjects that were dealt with during the course of the seminar concerned the increase in practices in current and future tourism policy that are likely to affect the growth of tourism.

At the end of the fair the *Frankfurter Allgemeine Zeitung* summed up by saying: „The realisation about the ITB is somewhat unusual. Everyone moans and complains, and seeks support and understanding from the others, and at the same time the fair continues to proclaim that this is the most dynamic growth sector in the world.“

2002: First „SeeAmerica Pavilion“ at the ITB

„The International Tourism Exchange ITB Berlin 2002 confirmed its outstanding position and acted as a stabilising factor on the international tourism industry“, according to Dr. Christian Göke, Chief Operating Officer of Messe Berlin, at the close of the travel and tourism world fair. During the course of this event it provided some important indicators for the future development of the international tourism industry.

Total attendance at the *36th ITB 2002* was 131,866, of whom 69,106 were trade visitors from 190 countries and territories. The number of media representatives increased, with 6,749 journalists from 124 countries and territories attending the ITB 2002.

Despite economic stagnation in several regions of the world, the International Tourism Exchange ITB Berlin 2002, held from 16 to 20 March on the Berlin Exhibition Grounds and in the ICC Berlin, reported positive results. A significant factor in the success of the ITB Berlin was provided by the attractive displays by exhibitors from 181 countries and territories. This also underlined the fact that so many different countries were represented by the trade visitors at this event. The proportion of foreign trade visitors was higher than at the previous year's event. There were 9,682 exhibitors and 67 additionally represented firms and tourism organisations from 178 countries and territories at the ITB 2002, from every sector of the international tourism industry. Although the number of exhibitors was 2.7 per cent lower than the record set in 2001, this was still the second highest total in the 36 year history of the ITB Berlin, indicating that the ITB Berlin remains stable at a very high level.

Once again three quarters of all the exhibitors came from abroad. The number of foreign exhibitors fell by 3.2 per cent to 7,320 with 32 additionally represented firms and tourism organisations. The slight decline among foreign exhibitors can be explained by the unstable state of the tourism industry in a number of countries. There was also a reduction in the number of German exhibitors to 2,362 with 35 additionally represented firms and organisations.

The USA was among the main exhibitors and its new „SeeAmerica Pavilion“ was an outstanding attraction for the public and trade visitors. For the first time the pavilion offered visitors a programme of entertainment encompassing every aspect of American culture.

As industry experts had predicted before the fair, business by many destinations was good. Trade visitors were particularly interested in aspects such as cultural tourism, city tours, wellness and active holidays.

As the survey by an independent market research organisation revealed, just like last year, 46 per cent of exhibitors were able to finalise business during the fair. 81 per cent gave a positive assessment of the commercial results of their participation, while 84 per cent are expecting good follow-up business.

Trade visitors were also positive in their assessment of the commercial results of their participation. During the ITB Berlin two thirds of them were able to establish new commercial contacts.

One in three trade visitors came from abroad, the majority of them from the countries of Central

and Eastern Europe and from the EU. They were mainly interested in making contacts with tour operators, hotel companies and with national and international tourism organisations. The business that was concluded mainly involved business travel, vacation and recreational travel, study trips and travel for cultural purposes.

For Ursula Schörcher, who chairs the Advisory Board of the International Tourism Exchange ITB Berlin and also heads the German National Tourism Board (DZT), Frankfurt am Main, the ITB Berlin is the world's most important market place for the continued development of tourism.

„Although some may not agree, the tourism industry has every reason to be optimistic about the 2002/2003 season. The ITB Berlin 2002 reveals clear signs of a more rapid recovery by tourism around the world.“

„Recent months have imposed particular strains on the tourism industry“, the Secretary General of the World Tourism Organization (WTO), Francesco Frangialli, pointed out, and although the challenges it faced were considerable, suppliers displayed tremendous professionalism in dealing with such situations. Against the background of a genuinely long and intensive experience of the ITB Berlin, the confidence and product improvements that were evident in the discussions that I held indicate that recovery is taking place at an increasing rate. This industry is founded on a solid basis, and it is strong and vigorous. In the past few months its economic importance has been more evident than ever. The ITB Berlin was the start of a good year for tourism“.

Once again the International Tourism Exchange ITB Berlin 2002 provided its trade visitors with a forum, meeting the needs of specific target groups, for the ongoing development of the market.

The hall devoted to cultural tourism is now well established and this year featured 292 cultural facilities from 25 countries. In the words of Kai Geiger, General Manager of ART CITIES and initiator of this segment of the market: „The keen demand shown by trade visitors confirmed the effectiveness of this concept. Our discussions revealed that many visitors to the ITB were attracted by the subject of culture. Based on the high level of demand we are again expecting a rise in the number of exhibitors, especially from the cultural sector, at the ITB 2003.“

The ITB Tourism Studies Centre celebrated its 10th anniversary with a record participation. Interested visitors were able to examine a wide range of professional training and advance training opportunities covering the entire tourism sector, presented by 70 exhibitors from eleven countries. As Dr. Edo Kobelt, Deputy Director of the Academia Engiadina, Graubünden, observed, the overall concept, including the international experts' congress „Progress in Tourism Research“ and the Tourism Forum, again proved highly effective: „The networking opportunities are really excellent. We will be here again next year, the ITB Tourism Studies Centre is a 'must' for us.“

„The fifth year of the ITB Young Travel Centre was the best ever“, was the conclusion of Peter Kruyt, Director General, FIYTO (Federation of International Youth Travel Organizations), Copenhagen. This was also confirmed by RUF Jugendreisen and the International Youth Hostel Federation. Both organisations were particularly impressed by the intensity of the contacts during the trade visitors' days. STA Travel, attending the ITB Berlin for the first time, was able to set up many new business contacts and was more than satisfied with the results of its participation.

„Many leading professionals from the tourism industry made use of the opportunities provided by the ITB Young Travel Centre in order to obtain in-depth information about travel for young people. During the ITB 2002 agreement was reached between the World Tourism Organization (WTO) and the FIYTO about a development programme for youth travel that will be supported by research by the WTO”, explained Peter Kruyt. The Youth Travel hall is now an established feature and housed presentations by 106 exhibitors from 22 countries. Messe Berlin has expanded the „ITB Young Travel Centre” concept to include young adults for the first time, thereby emphasising the major importance of the entire target group of younger people. The National Health Education Centre (BZgA) exhibited for the first time. In collaboration with Das Reisenetz, Cologne, and RUF Jugendreisen it has set up a number of different projects aimed at improving the quality of travel for young people.

The ITB Travel Technology segment of the market, attended by 160 exhibitors from 14 countries, was summed up as follows: „Fewer casual callers, the visitors were more qualified than those of last year”. All the companies that decided to take part in the ITB Berlin reported intensive contacts during the trade visitors’ days. Alexander Hedenus of Worldspan stated: „During this period I held over 30 in-depth discussions with clients, and my colleagues did the same.” „We deliberately decided to attend the ITB Berlin because it is the industry’s leading trade fair”, explained Renate Budde of Siemens Business Services.

A new section of the fair was launched in Hall 1.1a on a display area measuring 400 square metres. The „Sustainable Travel Exchange - Travel with Sense” was promoted by Messe Berlin and organised by the ecological business consultants Aera-Nova Consult. The combination of presentations is intended to create a greater awareness among the public and in the travel industry of the environmentally and socially acceptable travel and vacation opportunities that are available. Christine Garbe, Aera-Nova Consult: „The concentration of exhibitors at the Sustainable Travel Exchange, with their focus on sustainable tourism attractions, aroused a great deal of demand from among the keenly interested trade visitors. Intensive contacts took place with tour operators and between the exhibitors themselves. Among the highlights were the visits to meet the exhibitors by the Secretary General of the WTO, Francesco Frangialli, and the German Minister of the Environment, Jürgen Trittin. Under the slogan „Travel with sense” a number of events with some outstanding participants have been held with the involvement of the UNEP and the WTO. Another highlight of the Sustainable Travel Exchange was the presentation of the TUI Environmental Prize to the EUROPARC Federation, the umbrella organisation representing large conservation regions in Europe.”

The subject of the Africa Forum at the ITB 2002 <Afrikadotcom. The ITgap?> confirmed the fact that the tourism industry and the new information technologies are now inseparably linked on the African continent too. Tourism experts from Africa and the representatives of European IT companies met here in an exchange of knowledge between users and suppliers, and to find ways of preparing joint business ventures. Following the consultations held at the Africa Forum 2002 there is no doubt that the internet will provide a new, fresh impetus to the African tourism industry.

This was the fourth time that tourism ministers, the presidents of chambers of trade and indus-

try and the representatives of state-run and privately owned tourism enterprises from 22 Arab countries had met with German tourism experts from the fields of politics and business, including hotel operators and travel companies. This meeting at the ITB 2002 was organised by GHORFA – the Arab-German Association for Trade and Industry, the German Council of Industry and Commerce (DIHK), Messe Berlin and the Arab Al-Iktissad Wal-Aamal Group.

„Travel for the Chronically Sick“ was the subject of the 3rd „Travel and Health“ Forum. It was jointly organised by Centrum für Reisemedizin (CRM), Düsseldorf, and the Health Service of the German Foreign Office, Berlin. The seminar was attended by over 350 experts, physicians, pharmacists and decision-makers from the travel sector. „Our aim is, if possible, to enable all foreign travellers to obtain well-founded health care information and for the chronically sick to also be able to travel without worry“, said Professor Erich Kröger, Director of CRM.

Wellness is now a major topic in the tourism sector too. Few destinations or tour operator can afford to ignore this subject. Only a short while ago wellness was a highly specialised (niche) sector with few suppliers and only a small but affluent group of customers. There is considerable scope for an expansion of demand for wellness holidays because only very few customers have so far tried such vacations. Messe Berlin and N.I.T. – Institut für Tourismus- und Bäderforschung in Nordeuropa GmbH, Kiel, therefore organised an international conference „Wellness waves – challenges for the future“ at the ITB 2002, where discussions focused on the current situation and on future challenges. This event revealed attractive possibilities for the continued development of this sector and its incorporation in the international market for health-oriented types of holiday.

The Churches' Forum celebrated its 25th anniversary at the ITB 2002. Visits to churches, mosques, synagogues and temples continue to feature highly on many planning itineraries. In this modern world, the people „visiting and strolling around the world village“ are increasingly searching for the roots of their own religious identity. There is a growing demand for guided tours of churches and monasteries, and for visits and city tours that enable people to see other cultures and religions. This is why, in its anniversary year, the Churches' Forum is also focusing on the subject of „Churches, Mosques, Synagogues, Temples – the Fascination of Religious Spaces“.

The supporting programme of the ITB 2002 included 134 press conferences, 108 Tourism Experts' Forums / Special Meetings, 76 receptions and 42 awards ceremonies and presentations.

The ITB 2002 was attended by 80 ministers, deputy ministers and under-secretaries, as well as 80 ambassadors and chargés d'affaires.

More than half of the members of the public (55%) attending the ITB 2002 came in search of information to help them in planning a holiday, and 40 per cent actually used this information when making their bookings. They stated that the most popular holiday destinations were in Southern Europe and Germany.

2003: The Main South Entrance: a new landmark at the Berlin Exhibition Grounds

The *37th International Tourism Exchange ITB Berlin*, held from 7 to 11 March 2003 on the Berlin Exhibition Grounds and in the ICC Berlin, Berlin's Exhibition Grounds, presented an even more attractive display. Messe Berlin also introduced a new landmark: the new Main South Entrance, which was fully operational for the first time at the ITB 2003.

This ultra-modern, multi-purpose building contains 24 ticket offices as well as information and registration counters, shops serving the fairs, bistros and cloakrooms. Visitors to the ITB have equal and unrestricted access to both levels in the new exhibition halls. This new main entrance building with its 3,500 square metre glass facade catches the attention of visitors long before they reach the grounds and, like Halls 1 to 7, was designed by the architectural practice of Professor Oswald Mathias Ungers.

„The message from the industry at our International Tourism Exchange ITB Berlin 2003 was clear: Despite a low level of bookings we are not burying our heads in the sand but are using this crisis as an opportunity not for retrenchment but for restructuring. As a consequence the ITB Berlin justifies its role even more as a means of giving a fresh impetus to the industry and has consolidated its position as a world leader“, was how the situation was summed up by Dr. Christian Göke, Chief Operating Officer of Messe Berlin.

At the International Tourism Exchange ITB 2003 the World Tourism Organization (WTO), Madrid, emphasised that, contrary to expectations, the past year, 2002, has been a successful one for travel, and despite the difficult economic situation in certain regions of the world and the general geopolitical circumstances, it forecast positive results. In his summing up the Secretary General of the World Tourism Organization (WTO), Francesco Frangialli, stated: „In these uncertain times, what is on offer at the ITB Berlin is precisely what the international tourism community needs: direct contact at a high level between supply and demand, an exchange of forward-looking expertise, and a chance to compare ideas, experience and projects“.

The positive achievements of the ITB 2003 confirmed its position as a marketing instrument for the international tourism industry. The representatives of many destinations established new business contacts: Germany proved to be even more popular than in the previous year as a holiday destination. Destinations in the Asia/Pacific region and in Southern Europe attracted particular interest among the general public and trade visitors alike. Cultural travel, wellness, ocean and river cruises and travel to experience the natural world are all enjoying great popularity at present. According to Ursula Schörcher, head of the German National Tourism Board (DZT) and chair of the Advisory Board of the ITB Berlin: „The ITB 2003 will provide a positive impetus. The 'Deutschland-Boulevard' brought German suppliers closer together, ensuring that their appearance at the fair was more compact and more closely aligned to their customers' requirements, and we shall be making even more improvements in future“.

9,971 exhibitors from 181 countries and territories, representing every aspect of the international tourism industry, took part in the ITB 2003, making this year's exhibitor figures the second

highest in the history of the ITB Berlin.

Total attendance at the ITB Berlin was 129,943. At 67,000 from 180 countries, the number of trade visitors remained steady. The general public attended in even greater numbers. The number of media representatives also remained stable: 6,500 journalists from 79 countries came to the ITB 2003.

As revealed by the poll conducted by an independent market research organisation, 48 per cent of the exhibitors again reported that they had finalised a large volume of business. Over three quarters of them were satisfied with the commercial results of their participation and 46 per cent are expecting good to very good follow-up business after the fair.

Exhibitors were somewhat restrained in their expectations regarding their economic development of tourism. 47 per cent of them anticipated an improvement in the economic situation at the beginning of 2004 compared with 2003.

With 616 exhibitors the USA was the second largest international exhibitor, and was again represented by its „SeeAmerica Pavilion“. For the first time the pavilion included a display of photographs entitled „SeeAmerica Byways“, showing some of its most attractive destinations. At the SeeAmerica Byways press conference the Travel Industry Association of America (TIA) introduced its new promotional campaigns, which include new route maps and offers by OUSA destinations. On the USA stand there was a confident mood regarding the future development of tourism, and exhibitors expressed their satisfaction with the visitor figures.

The largest of all the foreign exhibitors was Spain, with 855 companies and organisations represented on its stand. Most Spanish exhibitors were satisfied with the ITB 2003, and were more satisfied than with the previous year's ITB. Public interest has increased significantly and this was particularly evident on the stands of Valencia, Gran Canaria and the Balearic Islands. The most popular of all Spanish destinations was Catalonia. By the weekend Catalan exhibitors had already made numerous business contacts with companies from Germany and also from Eastern Europe.

The trade visitors from 180 countries stated that the International Tourism Exchange ITB Berlin 2003 provided a forum for addressing specific target groups as a means of developing the market. More than 90 per cent described the commercial results of their visit to the fair as positive. During the ITB Berlin 18 per cent of them signed contracts and two thirds established new business contacts. Around half of all trade visitors are expecting further negotiations following the ITB Berlin.

Trade visitors were more non-committal in assessing the current state of the industry. Almost two thirds of them viewed the present situation in the tourism sector in a negative light. However, in the medium term the majority of them are expecting a positive economic development. Three quarters of trade visitors were satisfied with the changes to the timing of the ITB Berlin.

„Cultural Tourism“ was one segment that continued to consolidate its position and this year featured more than 200 exhibitors from 14 countries. „Cultural Tourism“ again met with a good response among trade visitors, media representatives and the travelling public. There was plenty for the public and trade visitors to see and enjoy in the trend-setting hall with its Museum

of Museums, Opera House, city skylines and the KulturKAFFEE. The highlights consisted of the presentations by the European Cities of Culture for 2004, Genoa and Lille. Exhibitors from Birmingham and Glasgow took part for the first time.

In the words of Kai Geiger, General Manager of ART CITIES and initiator of this segment of the market: „The keen demand for cultural attractions and the constant search for 'a new cultural experience' were a dominant feature of the discussions between exhibitors and trade visitors. As in previous years we observed keen interest among the public and trade visitors”.

With 54 exhibitors from 7 countries, a supporting programme with more than 50 papers, and the continuation of the highly successful international congress of experts „Progress in Tourism Research”, including the presentation of the ITB Tourism Studies Prize, this year's ITB Tourism Studies Centre provided an even more effective source of information and contacts for the entire industry. The presentations by the exhibitors were characterised by topicality and professionalism and were well attended by representatives of the tourism sector, including trainees and newcomers to the industry. With its numerous networking events it continued to enhance its reputation as a meeting place for everyone involved or interested in tourism.

As Professor Christoph Becker of the University of Trier explains, „We were able to conduct many far-reaching discussions about future university projects”, and Dr. Lech Zielinski, Head of International Cooperation at the Pommeranian University, Bydgoszcz, Poland, announced: „We will definitely be attending the ITB 2004.”

This year the ITB Young Travel Centre was held for the fifth time. The „ITB Young Travel Centre” is an innovative concept that includes various events and panel discussions. The 158 exhibitors from more than a score of countries were coordinated by FIYTO (Federation of International Youth Travel Organisations), Copenhagen, and RUF Jugendreisen, Bielefeld, Germany's market leader for accompanied travel by young people. STA Travel was attending the ITB Berlin for the second time. This world leader in youth and educational travel, with 33 offices in Germany, already enjoys an excellent reputation, and this year presented a number of new products.

In addition to the exhibitors, background information on the „youth travel” market was also provided by the highly competent speakers from a number of countries who also contributed to the supporting programme. The forums and discussions focused on the situation on the youth travel market.

The National Health Education Centre (BZgA) was present for the second time and, together with Das Reisenetz, Cologne, was responsible to initiating various projects aimed at improving the quality of youth travel.

Exhibitors in this section were very satisfied with the colourfully designed hall and the excellent location close to the new South Entrance. Exhibitors attended from every part of the youth travel sector. A „work experience pavilion” was one of the new features this year. Following high attendance levels by the general public during the first three days, the trade visitors' days were notable for the good business negotiations and contacts. Peter Kruyt, Director General, FIYTO (Federation of International Youth Travel Organizations), emphasised that there had been an improvement in the number and quality of business contacts this year.

The response by trade visitors and the public to the Nature Experience Hall was very positive. 50 exhibitors from 10 countries presented products and concepts aimed at enabling people to experience nature and enjoy unspoilt regions in Germany, Europe and overseas. Trade visitors and the travelling public used this opportunity to request travel information of an environmental nature and to obtain suggestions for their coming holidays.

Exhibitors in this section of the market reported many business contacts with the promise of further success. Tour operators in particular were interested in eco-tourism to destinations in Russia and Guyana. Arrangements for more in-depth discussions were made with buyers representing major European tour operators and hotel groups.

Leading organisations in the environmental field such as Viabono, VISIT and GreenGlobe 21 were positive in their assessments of their attendance at this trade fair. They were able to convince many tourism companies and regions of the advantages of being able to quantify environmental assets, thereby attracting new members.

According to Christine Garbe, representing this sector the market, „In future the Nature Experience Hall must become even more firmly established at the ITB Berlin as a means of emphasising the commercial importance of environmental travel.“

With the section entitled „ITB Book World 2003“ and the introduction this year of the „Travel Guide Award ITB 2003“ Messe Berlin succeeded in arousing the interest of the general public and the travel and tourism sector. Leading names in the travel guide field such as DUMONT and Polyglott Apa-Guide were again present at the ITB Berlin. „Apart from the book fairs in Frankfurt and Leipzig, no other venue is better for presenting travel books and maps than the ITB Berlin“, according to Rolf Nüthen, Deputy General Manager of the Publishers' Committee of the organisation representing the German book trade, Börsenverein des Deutschen Buchhandels, and he announced that his organisation would be making an even greater contribution to the ITB Book World in 2004. Publisher Peter Rump of Reise Know-How Verlag, together with his sales and marketing director Uli Hörnemann, „enthusiastically welcomed“ the new approach adopted at the ITB Book World 2003 and will use his influence on the travel guide publishers' committee to ensure that a broader cross-section of publishing houses attend this event in future.

The ITB Travel Technology section, featuring reservation and information systems as well as numerous online services from 86 companies from 9 countries, was summed up as follows: „We were delighted to be back at the ITB Berlin and obtained a very positive feedback from our customers, for our leading national and international products as well as for the stand and our product shows. And when we receive such confirmation from our customers, who tell us how satisfied they are, we are satisfied too,“ said Christoph von Zabiensky, Head of the Sales Division of Start Amadeus. „From the Sunday onwards the fair was highly successful. Most of our new contacts led directly to new contracts even during the fair“ explained Anne Rösener, General Manager of SABRE Deutschland.

„The integration of the Travel Technology congress was a real improvement“, reported Anna-Renate Budde, Director Marketing and Communications, Siemens Business Services, and a

member of the Exhibitors' Committee of Travel Technology. „For us the proximity to the hotels is vital“, explained Hogatex spokesperson Eva Markowitz.

There was an encouraging response to the ITB Travel Technology Congress at its new location at the heart of the Travel Technology section. The 40 speakers and the experts chairing the discussions, consisting of leading managers from major national and international companies, devoted their attention to the subjects of online reservation systems, legal and security issues, the hotel industry, using technology to improve productivity, and multi-channel marketing. Particular interest was aroused by the opening session, at which the chairman of the board of Thomas Cook, Stefan Pichler, introduced some innovative marketing strategies. Although demand for niche products is increasing and the internet is giving customers much more flexibility, package tours still have a future, but it is essential to adapt them to meet new requirements.

Jeff Katz, Chairman of the Board and President of Orbitz, outlined the future development of the online market in the USA and in Europe. Each month 40 million Americans visit tourism websites, and in 2002 online reservations in the USA rose by 34 per cent. He referred to the reasonable prices, pricing clarity and a 24-hour service as the main reasons for this rapid expansion. Jeff Katz predicted that the upsurge in online bookings will also reach Western Europe, although not to quite the same extent. By 2006 turnover is expected to reach 15 billion euros.

The supporting programme of the ITB 2003 included 123 press conferences, 253 Tourism Experts' Forums, 33 receptions, 27 presentations and seven awards ceremonies. The International Tourism Exchange 2003 was attended by 85 ministers, deputy ministers and under-secretaries, as well as 94 ambassadors and chargés d'affaires. They were also joined by 24 ministers and undersecretaries from Germany.

The current situation was summed up by *touristik aktuell* as follows: „No one could seriously expect the ITB 2003 to lead to a radical change of mood. The geopolitical threats are simply too great for this to happen. But nevertheless it would be an error to simply write off the fair, because the industry has certainly not been brought to its knees, and discussions focused on the time when all of this will be behind us, whenever that may be.“

2004: MTI Congress and Event Day for young counter staff / New visitor highlights and market segments

„Continued optimism – travel growing in popularity“ was the heading which in brief summarised a successful ITB Berlin 2004. Dr. Christian Göke, Chief Operating Officer of Messe Berlin, underlined his satisfaction with the week of the *38th ITB Berlin*, held from 12 to 16 March 2004, thus: „Following the ITB Berlin 2004 optimism within the industry is not only undiminished but appears to be stronger than ever: Increases in the number of exhibitors and trade visitors as well as a great atmosphere everywhere in the halls were clear signs indeed.“

Events at the ITB Berlin 2004 indicated that the forecasts by tour operators, airlines, hotels and destinations have been proved correct. Interest in travel is growing again. At press meetings, conferences and congresses such as the „ITB Tourism Barometer“ and „The ITB Berlin Message“ the international tourism industry made it clear that it sees new opportunities for growth. This view has been reinforced by the analyses conducted by independent market research organisations.

As the World Tourism Organization (WTO) in Madrid reiterated: „following on from the USA and Japan, with only a slight time lag, the economic recovery is expected to take effect in Europe too this year. In combination with a pent-up demand for travel, this trend has created a mood of confidence throughout the entire industry.“

In his statement, *Francesco Frangialli*, Secretary General of the WTO, made reference to the attacks in Madrid which shocked the world on the first day of the fair and which initially cast a shadow over the ITB: „When we arrived in Berlin we felt that the tourism industry was on the road to recovery. Unfortunately at this time the tragic attacks occurred in Spain, headquarters of the World Tourism Organization. On my departure from Berlin I was convinced that this attack would not have any serious impact on tourism and would not adversely affect the positive results which are expected for 2004.“ This was the fighting spirit which reflected the attitude of the entire industry.

This year, more than ever before, the ITB Berlin served as the marketing and communication forum for the entire international tourism industry, a fact that was clearly apparent from the increase in the level of business activity. A great deal of interest was focused on Germany as a vacation destination. Other destinations where hotels and services are charged in US dollars were also in demand.

Petra Hedorfer, Chair of the German National Tourism Board (DZT), is extremely satisfied: „Not only for the industry as a whole but especially for tourism to Germany, this year's fair was once again a complete success. The expectations of German exhibitors were met as a result of numerous discussions and contacts, and efforts at the world's leading market place for the industry were focused on ensuring that this positive development is maintained for the future.“

Klaus Laepple, President of the Bundesverband der Deutschen Tourismuswirtschaft eV (representing the German tourism industry), President of the national travel agents' and tour opera-

tors' federation Deutscher Reisebüro und Reiseveranstalter Verband (DRV) and Chairman of the Supervisory Board of the ITB Berlin, drew equally positive conclusions: „Unfortunately, at the start of the fair the attacks in Madrid also cast a long shadow over the ITB too. Nevertheless, it is a long time since visitors to the fair have taken so many catalogues home with them. Travel is becoming more popular than ever, with a massive upsurge in interest in long-haul travel, and the presentations by German destinations on the 'Boulevard Deutschland' at the ITB clearly displayed the variety of holiday options available in this country too. From the discussions with the many trade visitors it was apparent that the success of the current ITB Berlin will soon be reflected by increased sales too.“

Peru was the partner country of this year's ITB, and in the words of its Deputy Tourism Minister *Ramiro Salas*, the ITB 2004 served as the starting point for a European-wide campaign, as well as the key to a greater awareness of Peru among travel trade professionals and the public. This fair has enabled the Peruvian tourism industry to strengthen its links with tour operators. Many of them will have taken home a lasting impression of the „Tomb of the Gentleman from Sipan“, a presentation which turned the Culture Tourism hall into a visitor magnet. Thanks to a glittering show and a party which went on into the small hours, the opening ceremonies of the ICC Berlin, organized by this year's ITB partner country and attended by Peru's First Lady, were also a complete success.

The congress „Market Trends and Innovations“ (MTI), organised by Messe Berlin in collaboration with the educational institute Fachhochschule Worms, enjoyed a successful debut at the ITB 2004. The discussions between leading tourism experts from business and research at the 20 separate events attracted over 3,500 visitors, who were given new insights into current trends. *Prof. Dr. Roland Conrady* of the Fachhochschule Worms was delighted with these high attendances: „There was a massive response from all sides“. The highlights of the MTI congress were the introductory event at the „ITB Form for New Businesses“ and the „Travel One – New Businesses Prize“, the „Future and Innovation Forum“ by the Mathias Horx Institute for Research into the Future, and the introduction for the first time of the „ITB Tourism Barometer“, based on enquiries conducted among 50 companies in each of the 20 leading destination countries.

The arrival of the new *EU member states* was an important topic at the ITB 2004: Not only were the halls and stands of the respective countries much in demand, but so too were the numerous specialist forums and events surrounding this subject. For example, an international conference which in collaboration with the N.I.T (Institut für Tourismus- und Bäderforschung in Nordeuropa) has been held at the ITB Berlin since 1993 was dedicated to the topic of „New Tourism for a New Europe“. Discussion focused on how incoming and outgoing tourism in the new EU member states would develop. On the Monday of the ITB the Youth Travel Hall 1.1 invited visitors to attend a forum entitled „New EU Members - Opportunities for Youth Travel“.

The ITB 2004 was once again able to welcome a number of *high-profile new exhibitors*: Air Berlin and Boeing attended the ITB for the first time, as did Disneyland Resort Paris and Europa-Park Rust.

Not least thanks to the participation of these companies the ITB 2004 will be recorded as the trade fair of outstanding *visitor highlights*: In order to make the ITB even more attractive to

visitors many exhibitors had organised shows and games in which both the general public and trade visitors could take part. Whether it was hunting for treasure in real sand, a musical, a look at the original Orient Express or other outdoor activities, there was fun for everyone to be had.

As far as attendance figures went, the ITB 2004 had a lot to show for itself: A total of 10,023 exhibitors from 178 countries and territories, representing every sector of the international tourism industry, attended the ITB 2004.

Visitors to this event totalled *141,139* (2003: 129,943). They included *75,019 trade visitors*, a nine per cent increase compared with last year. 35 per cent of all trade visitors came from outside Germany, increasing international representation at this event by nine per cent too. These figures all confirm the position of the ITB Berlin as an international meeting place. Once again the majority of foreign visitors came from other EU countries and from Central and Eastern Europe.

Media representatives also attended in far greater numbers: *6,701 journalists* (2003: 6,500) from 84 countries visited the ITB 2004.

Exhibitors at the ITB revealed a greater degree of satisfaction than ever before with their commercial results at the fair: 88 per cent announced their provisional intention of taking part in the ITB 2005. More than three quarters were satisfied with the commercial success of their participation in the fair, which was five per cent higher than at last year's event.

The numbers of exhibitors anticipating good to very good follow-up business was ten per cent higher than last year. 83 per cent of exhibitors obtained a positive overall impression of the ITB 2004. Almost half of all exhibitors stated that they had succeeded in finalising contracts during the ITB 2004. Two thirds of these exhibitors reported that they had signed numerous contracts.

Views regarding the economic development of the tourism industry were again positive. Whereas in 2003 less than half of all exhibitors believed that future development would take a positive direction, this figure rose to 57 per cent this year.

The *USA*, one of the largest delegations, with 451 exhibitors, was represented by its „SeeAmericaPavillon“. Mike Pina (TIA): „After a recession lasting almost three years the USA expects the low exchange rate of the dollar to boost travel from Germany to the USA by almost 10 per cent this year, with a five per cent rise in travel from all other countries. Evidence of the increased interest in North America is evident from the number of visitors and the contacts established during the fair“.

A total of 741 tourism organisations and companies from *Spain* attended: „Business at the fair was satisfactory in every respect. The Balearic islands in particular enjoyed a successful ITB 2004. Attendance levels were similar to those of last year but trade visitors were able to establish some new and interesting contacts. Tourism companies from the Costa Brava and Costa Dorada (Catalonia) as well as from the Canary Islands reported promising business discussions and increased demand from the general public compared with 2003.“

The *Italian* display at the ITB 2004 featured 18 regions and 200 tourism companies. The Director General of ENIT in Rome, Piergiorgio Togni, emphasised the satisfaction felt by Italian exhibi-

tors despite the difficult economic situation.

A visit to the ITB proved to be well worthwhile for the 75,000 *trade visitors*. 90 per cent gave a positive assessment of the commercial results of their visit. 22 per cent were able to sign contracts during the fair. Almost two thirds were able to establish new commercial contacts. More than half of them expected further negotiations or actual business transactions to take place after the fair.

Right from the start the new ITB product, „Market Trends & Innovations“, was very well received by trade visitors: 17 per cent attended one or more of the 20 information events and congresses. More than four fifths of them were positive about the events that they attended.

For the first time an Event Day for *young travel agency counter staff* was held – with great success. The day ended with a bus tour (with online reservations taken) to the ITB and a guided tour of the Exhibition grounds, finishing up in the late hours at a much-enjoyed counter staff party. The MTI Congress also dedicated half a day to this important target group: Thomas Loch, regional coaching specialist from Estée Lauder, talked about the various kinds of customer, and Eva Vennemann, press spokeswoman at web.de spoke about the use of the internet in the context of giving customer advice. Under the slogan „How to ITB“, Christian Schmicke, assistant editor of TravelOne, handed on some tips on how to get the most out the fair.

Compared with last year the mood among trade visitors with regard to the current situation in the industry was more expectant. Whereas in 2003 almost two thirds viewed the situation negatively, in 2004 the vast majority of trade visitors (81 per cent) believed that the industry would undergo favourable medium-term development.

Among the *general public* visiting the ITB 2004 over half revealed that they relied on this event to help them with their travel plans and as a source of detailed information about specific destinations. More than four out of every ten members of the public at the fair had come in search of ideas for new destinations. And compared with 2003 many more of them were considering more distant destinations: Germany (49 %), Southern Europe (48 %), Northern Europe (18 %), Eastern Europe (16 %) and Central Europe (16 %). Next in order of popularity were Africa (15 %) and Asia (13 %).

At the ITB 2004 the various *market segments* devoted to selective target groups provided an outstanding forum for direct discussions between experts, for conducting PR and cultivating contacts, and for signing deals.

The „*Cultural Tourism*“ section featured 55 main exhibitors and over 300 cultural facilities and institutions. In the words of Kai Geiger, General Manager of ART CITIES and initiator of this segment of the market: „The ITB 2004 exceeded my most optimistic expectations. All of our exhibitors reported making good contacts and are more than satisfied with events at the fair. There was an excellent response to the „CULTURAL TOURISM FORUM“.

Attendance levels at this year's *ITB Young Travel Center* (YTC) were higher than ever. Exhibitors at the Youth Travel Hall considered that it had been a success: crowds thronging the aisles during the days when it was open to the public, 900 young travel agency counter staff at the „Event Day“ and a varied and fascinating programme on the stage. For the first time Poland and

Slovenia publicised their attractions as destinations with offers designed especially to interest young people. RUF Jugendreisen detected a growing interest in travel by children and young people during the summer. The redesigned hall also reflected the growing professionalism among the exhibitors, who represent areas such as work and travel, language courses abroad, excursions, active holidays and educational trips. A poll of exhibitors confirmed that they had obtained some valuable suggestions for travel during the coming season.

The ITB 2004 also proved to be successful for the 40 or so exhibitors in the *Nature Experience Hall*. The exhibiting firms and organisations were able to establish many new contacts. This was an area that attracted particular interest among trade visitors from Eastern Europe and the Eastern Mediterranean. With its product presentations and specialist events the Nature Experience Hall proved that it had found the right concept.

Fifteen publishers from Germany and Austria, along with ten additional publishing companies exhibiting under the aegis of the German book trade association Börsenverein des Deutschen Buchhandels, presented a wide range of the latest publications for consultation before and during a journey at the *ITB Book World*. This concept, with a supporting programme for the general public, trade visitors and the media, was successfully continued at the ITB 2004.

From the very start of the ITB 2004 the ITB *Travel Technology* market segment attracted high attendances. The mood was positive, both numerous and specific enquiries were received, and the items and services on offer were more clearly defined than they had been only a few years ago: The high-tech bubble has now been transformed into value-based modules, whose utility can be easily identified and represented. Most of the exhibitors were represented by applications and features suitable for direct implementation. In almost all cases the technological innovations on display were already being tested under realistic conditions by customers. The emphasis was on commercial applications. And the end result: an intensive atmosphere with excellent results for the technology companies attending the ITB 2004.

The level of interest shown in the ITB Travel Technology *Congress* remained undiminished. Over 500 trade visitors heard statements by leading international managers and researchers on a wide range of topics dealing with future methods of online sales and marketing.

There was an equally good response to another new feature, the „*Usability Laboratory*“ presented by Ray Sono, Siemens Business Services and Messe Berlin. This provided an opportunity for visitors to test selected tourism websites in person during the fair or to be present while such tests were being carried out. A total of 6 major websites were examined by 30 observers. Thomas Helbing, Managing Partner of Ray Sono AG, Munich: „The quality of the tourism websites has improved significantly, indicating that companies are taking the subject of user-friendliness more seriously. The service and help functions are still in need of some improvement.“

The supporting programme of the ITB 2004 included 138 press conferences, 92 Tourism Experts' Forums, 93 receptions and 94 presentations. The opening ceremonies of the ITB 2004 were an outstanding occasion and were organised this year in association with the official partner country, Peru. Peru's First Lady, Dr. Elianne Karp de Toledo, in response to the events in Madrid, issued an urgent appeal to the approximately 5,000 invited guests at the ICC Berlin.

A total of 98 ministers, deputy ministers and under-secretaries as well as 74 ambassadors and chargés d'affaires attended the International Tourism Exchange ITB Berlin 2004. From Germany alone 31 ministers and under-secretaries came to the ITB 2004.

The trade magazine *FVW* drew the following *positive conclusion*: „ Even if the industry is forced to live with acts of international terrorism being committed, the times in which we just hung our heads in sorrow are most definitely behind us. Thus the positive signals which we so dearly awaited have still been able to emerge from this ITB.“

The International Tourism Exchange ITB Berlin 2005 will take place from 11 to 15 March on the Berlin Exhibition Grounds.

2005: Record numbers of exhibitors/

Partner country: positive signs for tourism to Germany

"The worst of the recession is over for the international tourism sector: Continuous improvement is now expected." This was the positive conclusion drawn by *Dr. Christian Göke*, Chief Executive Officer of Messe Berlin, when the *ITB Berlin* was held for the 39th time from 11 to 15 March 2005. "The figures speak for themselves: The total of 10,409 exhibitors is not only a new record but we are also pleased to report that, despite unfavourable weather at the start of the event this year, the attendance of 142,351 is even better than last year's substantial total of 141,139."

Moreover the structure of the visitors reveals a significant improvement in quality. Göke: "Attendance by trade visitors rose by 12 per cent to 83,987 (2004: 75,019)." The world's leading tourism trade fair is becoming increasingly international: Of this year's trade visitors more than one third, 33.5 per cent, came from abroad, which is a one per cent increase over the previous year.

A *second Asian hall* was included this year at the ITB Berlin for the first time. Göke: "Exhibitors from the regions stricken by the tsunami did not cancel their participation in the ITB, but instead came to Berlin with a clear message: 'We are back, and we now await the return of tourists from all over the world.'" Göke sees this as evidence that now, more than ever, the ITB Berlin is the leading marketing platform for the international tourism industry.

This year's partner country at the ITB Berlin, Germany, also was also very positive about the results of the fair. In the words of *Petra Hedorfer*, Chief Executive of the German National Tourist Board (DZT):

"The ITB Berlin 2005 provided some positive signals for incoming tourism to Germany. We are confident that a major impetus for the continued and positive development of tourism to Germany will be provided in 2006." The DZT expects the upturn to continue during the current year and predicts tourism to Germany to grow by more than two per cent. Petra Hedorfer described Germany's role as partner country as a "highlight" of this year's ITB Berlin. "The presentation to the international tourism industry focused on Germany's hospitality, its culture and its sporting interests. With the wide-ranging support of partners in the German tourism sector, as well as in business and politics, we have taken the opportunity presented to us just one year before a massive event, the Football World Cup, to draw attention to Germany as a destination", the DZT Chief Executive commented.

Klaus Laepple, President of the national tourism industry association Bundesverband der Deutschen Tourismuswirtschaft (BTW), President of the Deutscher Reisebüro und Reiseveranstalter Verband (DRV), representing the country's tour operators and travel agents, and Chairman of the Supervisory Board of the International Tourism Exchange Berlin, gave an upbeat assessment of this year's event:

“ The ITB Berlin 2005 provided two highly encouraging signals: The prevailing mood and the way that the travel sector is developing are very encouraging. The ITB has confirmed the positive trend. There has been a distinct and lasting *shift in trends*. Acting as this year’s partner country, Germany met with a great deal of support and understanding. In the year before Germany hosts the FIFA World Cup 2006 the efforts that were made to create a highly successful opening event left an overwhelmingly positive impression.”

In its summing up of the ITB the World Tourism Organization (WTO) drew particular attention to the good mood within the industry. *Francesco Frangilli*, Secretary General of the WTO: “ At this annual meeting of the international tourism sector the message emanating from the ITB Berlin is that the tsunami has failed to inhibit the growth of tourism to Asia, which continues to expand vigorously, and which has already proved, in past years, its remarkable ability to respond to changes. The WTO expects that, with the positive development of the economy and of trade in 2005 worldwide tourism is set to continue its run of success” .

The *ITB Convention Market Trends & Innovations*, organised last year for the first time by Messe Berlin in association with the Fachhochschule (Technical College) Worms, saw attendance almost double this year from 3,500 to 6,000. With 56 separate events and 176 speakers it provided insights into current trends and innovative business models for tourism. Its highlights included the first *ITB Aviation Day*, the “ Future & Innovation Forum” , the Practical Workshop on China and the Experts’ Forum on India. Prof. Roland Conrady, academic director of the convention: “ The total of more than 6,000 interested participants confirms that the ITB Convention has been able to develop its role as the leading think tank for the global tourism sector. The ITB Convention has evolved into an attractive platform for the exchange of information about topics of particular relevance to tourism.”

As in the previous year exhibitors at the ITB were very satisfied with their commercial results at the fair: 89 per cent expect to attend again at the ITB Berlin 2006. 85 per cent are satisfied with the commercial results of their participation, which is a two per cent improvement over the previous year. 88 per cent of exhibitors have obtained a positive overall impression of the ITB Berlin 2005, which is six per cent more than at year’s fair.

Visitors to the ITB again reported even greater levels of satisfaction: 91 per cent of the general public visiting this year’s fair, seven per cent more than last year, described the items on offer as very good or good, 95 per cent again obtained a very good or good overall impression of the ITB Berlin, 94 per cent (previous year: 93 per cent) would recommend the fair to acquaintances or colleagues and 84 per cent intend to return next year (2004: 86 per cent).

This year the ITB Berlin introduced *two new commercial sections*. For the first time the subject of business travel was covered under the heading of “*Business Travel@ITB Berlin*” and this met with immediate success: Exhibitors at

the ITB Business Travel Lounge reported that they were busy meeting visitors on all three days (Sunday to Tuesday) and that an encouraging number of contracts were signed. There was a good response to the introduction of a programme of seminars aimed specifically at travel managers: almost 1,000 visitors took part. There was also very keen interest in the new theme

hall 1.1 "Trends & Events", which was subdivided into sections on EcoTourism, Experience Adventure, Travel for the Disabled, Gay Travel and the Youth Travel Centre.

This year's *partner country*, *Germany*, was responsible for arranging the *opening ceremonies* of the ITB Berlin 2005 on the Friday evening. The 3,000 invited guests enjoyed a potpourri of *entertainment* – with Johannes B. Kerner acting as presenter and talkshow host, *culture* – with Sabine Hettlich from the Paris Lido, the Radio Symphony Orchestra Berlin and the ensemble from the Friedrichstadt-Palast - and sport. *Leading political figures* also attended: Germany's Chancellor *Gerhard Schröder* opened the ITB Berlin for the first time, Berlin's Governing Mayor *Klaus Wowereit* welcomed the many visitors in his address, while two Federal Ministers, *Otto Schily* and *Wolfgang Clement*, took part in two rounds of discussions. Part of the attractive programme was covered live by many television networks and the response by the general public was entirely positive.

Even more politicians and diplomats attended the ITB Berlin 2005 than in the previous year. They included 118 ministers, deputy ministers and under-secretaries (2004: 98) as well as 96 ambassadors and chargé d'affaires (2004: 74). The International Tourism Exchange Berlin was also attended by 31 ministers and under-secretaries from Germany.

A total of 506 events were held at the ITB Berlin 2005 (previous year: 417), of which 175 were press conferences (2004: 138).

More media representatives than ever before provided live coverage of the ITB Berlin 2005: 7,285 journalists from 85 countries received accreditation. In the previous year the total was 6,701 accredited journalists from 84 countries.

Under the headline "It's all looking good" the trade publication *Travel One* drew the following *positive conclusions* from the ITB Berlin 2005: "Record number of exhibitors at the ITB in Berlin. (...) There is a good mood in the halls, and the feeling of self-pity that was a feature of previous years has been banished. (...) For anyone who wants to play an active part in tourism attendance at this event is essential."

According to the new arrangement the next ITB Berlin will take place from Wednesday to Sunday, 8 to 12 March 2006. From Wednesday until Friday midday admission will be restricted to trade visitors only.

2006: Position as world leader strengthened / 40th anniversary

“The many activities and new features at the ITB Berlin are bearing fruit in this special anniversary year. After 40 years the ITB Berlin clearly shows that we are on the right track, and our position as a centre for *expertise in the worldwide travel industry* has become more firmly established than ever in recent years. It has been a long time since there was such a mood of optimism in the international tourism sector.” This was how *Dr. Christian Göke*, Chief Operating Officer of Messe Berlin, summed up the mood of a new beginning among exhibitors and the excellent business deals that were concluded between 8 and 22 March 2006 at the 40th ITB Berlin. “The *40th ITB Berlin* was outstanding for the number of *new records* that were set: there were 10,856 exhibiting companies, which is 4.3 per cent higher than in the previous year, and moreover, despite the ice and snow, a total of 162,823 visitors was recorded, a 14.5 per cent increase (2005: 142.351).

Attendance by trade visitors rose by 12.6 per cent to 94,553. “During the weekend the exhibitors made numerous appointments with buyers and we are expecting them to sign around 20 per cent more contracts”, according to Göke. Attendance was very good over the weekend, when the fair was open to the public. Compared with the previous year attendance by the general public increased by 17 per cent to 68,270. The ITB Berlin was held from the Wednesday to the Sunday for the first time, with the halls on the Exhibition Grounds being reserved exclusively for trade visitors until Friday midday. The altered timing of the event proved very successful and met with a positive response among exhibitors and the public alike.

The survey of exhibitors and visitors that was conducted at the close of the ITB Berlin 2006 revealed that 86 per cent of trade visitors and 78 per cent of the general public at the fair approved the change in the timing, from Wednesday to Sunday. On the Friday the proportion of trade visitors was higher than in previous years, reaching 60 per cent (2005: 49 per cent). During the weekend trade visitor numbers remained constant compared with past years, accounting for just under a quarter of the total attendance.

Udaya Nanayakkara, Chairman of the Sri Lanka Tourist Board, Colombo, welcomed the new timing: “Personally I find the new timing of the ITB Berlin

2006 ideal: Business must be first! First and foremost this is a trade show. For us the ITB Berlin has generally been very positive and went very well. We have been involved since the early days of the ITB Berlin. Sri Lanka has always been and still is a loyal and satisfied participant in the ITB.” The Corps Touristique, with *Andreas Sakkas*, Director FVA Cyprus, and *Dr. János Erdei*, Hungarian Tourist Office, were unanimous in welcoming

the new timing and the benefits it brings to the exhibiting tourist offices and other tourism authorities.

Klaus Walther, Head of Communications for Lufthansa, was also extremely pleased with the progress of this year's ITB Berlin: "The trade visitors' days have been a great success; our hall was very heavily attended during the first three days. Our conclusion: there is definitely an upturn in business. It was a smart move by Messe Berlin to introduce the new timing, of which we thoroughly approve."

Klaus Laepple, President of the National Association of the German Tourism Industry (BTW) and President of the German Tour Operators' and Travel Agents' Association (DRV) summed up as follows: "Without doubt the ITB Berlin 2006 was the leading meeting place for the travel industry from around the world. The outstanding importance of the ITB Berlin was underlined by the presence of so many ministers of tourism. By the time this eventful fair had finished it was again obvious that there is a definite upturn in the tourism industry in Germany. We expect this year to be a successful one for our tourism sector. This applies both to foreign travel by Germans and to the numbers of foreign visitors that we are expecting. The FIFA World Cup will be a major attraction for visitors, and Germany's travel industry is well prepared."

Advertising for the world's largest travel trade show was given a make-over for its 40th anniversary, and many new attractions for the general public were introduced. In addition to opportunities to win prizes in the ITB anniversary competition, visitors were also able to purchase books for the first time at the ITB Book World. The decision to merge the two sections, Book World and Cultural Tourism, coupled with the attractive programme on the shared stage on all five days of the fair, met with an excellent response. Visitors also found that some of the exhibitors were offering culinary delights for the first time. The main themes of the event were the choice of Greece as partner country and the imminent World Cup, due to take place soon in Germany. The Federal Chancellor paid her first visit to the ITB Berlin in 2006 and her statements, at the German National Tourist Board (DZT) stand and at the display by the partner country Greece attracted a great deal of attention among visitors and the press.

Many exhibitors were making their first appearance at the ITB Berlin, including Timor L'Este, Afghanistan, Macedonia and North Korea. This year for the first time an entire hall was devoted to India at the ITB Berlin. There was also increased demand from the Arab states, and Abu Dhabi was just one of these countries with a larger stand area.

A new section, known as *ITB Supply*, was introduced at the ITB Berlin, and met with a very good response on the part of visitors. There was also widespread approval for this newly created platform by the supply sector. The wellness sector was particularly strongly represented, with all kinds of products from spa textiles to cosmetics for hotels.

This year saw a 17 per cent rise in attendance at the *3rd ITB Convention Market Trends & Innovations*, from 6,000 to 7,000. With 273 speakers and 88 individual events it provided insights into current trends and innovative business models in the tourism sector. Dr. Christian Göke, Chief Operating Officer of Messe Berlin, believes that this confirms the leading role of the ITB Berlin as a platform for discussions about current and future developments, as a place which focuses on the skills and expertise of the travel industry, and as a stimulus for the industry too.

Among the events that made a successful debut were the *ITB Hospitality Day* and the *ITB Marketing & Sales Day*. The world's largest convention for the tourism business is now regarded as the industry's think tank too. A major contributory factor has been the Travel Technology Convention under the title of *TRAVDEX@ITB*. This event has been organised for the first time in cooperation with one of the world's leading consultancies in this field, PhoCusWright Inc. from the USA. The new concept and leading speakers from such major companies as Google, Yahoo! Europe and Lastminute.com has certainly set high standards. .

Following the successful launch of the *Business Travel Days at the ITB Berlin 2005* this platform for contacts in the business travel sector was expanded at the 40th ITB Berlin: The subject of business travel was given an even stronger basis as a result of the wider range of conventions and seminars, and this year it covered all five days of the fair. There was an excellent response by participants to the range of seminars and opportunities for acquiring additional knowledge and expertise. The figures say it all: double the attendance compared with last year, comprising some 2,000 travel managers, business travel experts and office managers.

The visitor structure at the ITB Berlin continued to improve in 2006. Attendance by trade visitors rose by 12.6 per cent to 94,553 (2005: 83,987). The world's leading travel trade show continued to attract an even more international audience. Around a quarter of all trade visitors came from outside Germany, and this represents a ten per cent growth rate. The trade visitors in 2006 included some 15 per cent more decision-makers compared with the previous year. There was also an increase in the proportion of top executives and managers who attended.

As in the previous year exhibitors at the ITB Berlin were very satisfied with their commercial results: 92 per cent were provisionally planning to attend again at the ITB Berlin 2007 (2005: 89 per cent). 95 per cent of exhibitors were satisfied with the commercial results of their participation, which is a ten per cent improvement over the previous year (2005: 85 per cent).

Once again visitors to the ITB Berlin reported even higher levels of satisfaction. The range of products and services on offer in 2006 were described as very good or good by

96 per cent of the general public who attended, an improvement of five percentage points over the previous year. 95 per cent again obtained a very good or good overall impression of the ITB Berlin, and 96 per cent (previous year: 94 per cent) would recommend the fair to acquaintances or colleagues. 88 per cent stated their intention of coming again next year (2005: 84 per cent).

The ITB Berlin 2006 was also a major *media event* and was attended by even more journalists than in previous years, with 8,016 journalists from 85 countries being registered at the ITB Berlin 2006. In Germany coverage amounted to a total print run of 237.91 mi. copies. During the fair German television screened 447 items with a total transmission time of 630 minutes, while German radio stations broadcast 561 items, amounting to a total of 1,032 minutes of airtime.

In addition to Princess Ubol of Thailand the ITB Berlin 2006 was also attended by numerous representatives from politics and diplomacy: they included 103 ministers, deputy ministers and under-secretaries as well as 86 ambassadors and chargés d'affaires. There were 21 ministers and under-secretaries from Germany at the ITB Berlin.