

**ITB Berlin 2007
7 to 11 March 2007**

 **Messe Berlin**

PRESS RELEASE



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Successful debut for ITB Berlin North America project

Around 5,000 visitors attend THETRADESHOW in Orlando: a triumphant start to collaboration between the ITB Berlin and ASTA at the first and only US tourism trade show, a meeting place for experts from all areas of the tourism sector. THETRADESHOW returns to Las Vegas in 2007.

Official partner country

Incredible!ndia

Berlin/Orlando, 4 October 2006 – A successful debut for THETRADESHOW. Out of nowhere the tourism trade show organised by the ITB Berlin and the American Society of Travel Agents (ASTA) in Orlando has risen to become North America's number one meeting place for the tourism industry. At almost 4,000 visitors over the three days from 10 to 12 September 2006 THETRADESHOW registered a near-record number of exhibitors, representatives of the press, trade visitors and members of the general public. For the ITB Berlin this debut in Orlando was a perfect beginning to a new international dimension and continuing promotion of the brand. The second edition of THE TRADESHOW will take place in Las Vegas from 9 to 11 September 2007.

Press contacts:

Messe Berlin:

Michael T. Hofer
Group Press and Public
Relations Director

ITB Berlin:

Astrid Ehring
Press Officer
Messedamm 22
D-14055 Berlin
Tel.: + 4930 3038-2275
Fax: + 4930 3038-2141
ehring@messe-berlin.de
www.messe-berlin.com

w&p Wilde & Partner Public Relations GmbH:

Christiane Wolff
Senior PR Consultant
Nymphenburgerstrasse 168
D-80634 München
Tel.: +4989 179190-20
Fax: +4989 179190-99
info@wilde.de
www.wilde.de

Success for a new trade show concept

The visitor numbers exceeded the organisers' expectations by far. 2,000 trade visitors and 2,000 members of the general public thronged the display halls in Orlando from 10 to 12 September 2006. Messe Berlin Director of Travel & Logistics Dr. Martin Buck: " We are very pleased with this success. This was the first time we were able to gather so many experts from all areas of the US tourism industry under one roof, and provide visitors with an overview of tourism demand and the products on offer in the United States. Around 500 exhibitors were represented over a display area covering approximately 4,500 square metres with stands in eight destination and five market theme pavilions."

For additional details:

www.itb-berlin.com

Exhibitors respond positively

Summarising, Elisabeth Hakim, Incoming Tourism Coordinator of the Commission for the Promotion of Peru said: "The ITB Berlin's recommendation to us to take part in THETRADESHOW was a guarantee that this event would be a successful, new format with a strong emphasis on trade visitors. We had very high expectations and are currently monitoring developments. We will be returning next year."

Lucien Echavarría, Director Dominican Republic Tourism Board in New York, was pleased that the first edition of the new trade show was successful: "We decided to attend in Orlando because the ITB Berlin is collaborating with THETRADESHOW, even though our business plan budget did not originally cover the fair. For us THETRADESHOW proved to be a very important event. We will be here in 2007 with a larger stand and will be expanding our activities to draw the attention of the general public."

An international dimension and plans for expansion

For the ITB Berlin the collaboration with THETRADESHOW is a decisive move into business on the international stage. The reason for this involvement in the USA is the potential and size of the market, next to Europe the largest worldwide, which to date has been dominated by local tourism. With Asia firmly in its sights the world's leading travel trade show continues to plot an expansionary course and is already in talks with potential business partners. China, India and Singapore are among the countries offering interesting growth opportunities.