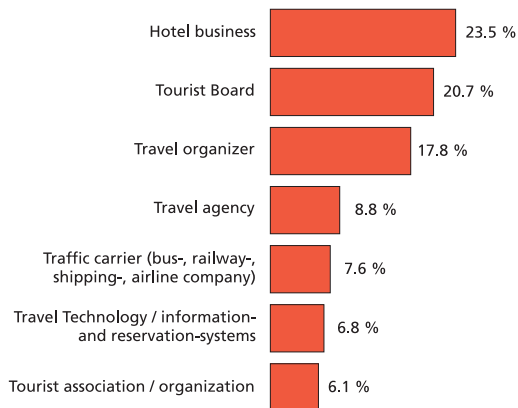


## 1 Exhibitors' Survey

(Gathered and analyzed by Gelszus Messe-Marktforschung GmbH, Dortmund)

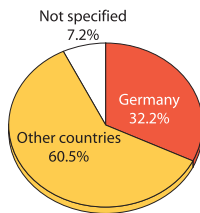
### 1.1 Exhibiting companies

(Multiple citations permitted/ extract of denomination N>5%)



### 1.2 Origin of exhibitors

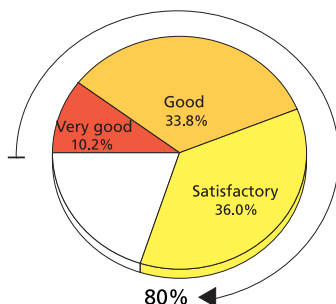
(Multiple citations permitted)



Rest of European Union	21.3 %
Rest of Europe	9.2 %
Africa	6.9 %
The Near East and Central Asia	6.6 %
North America	5.4 %
Eastern Asia	4.7 %
Central America / the Carribean	3.2 %
Sout America	2.3 %
Oceania / Australia / New Zealand	0.7 %

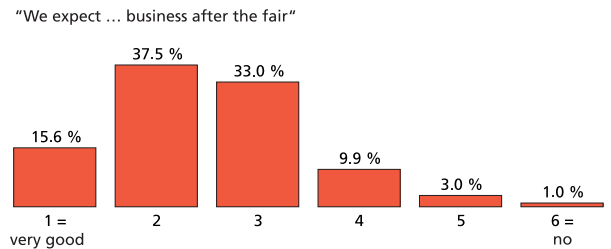
### 1.3 Commercial success

Eight out of ten exhibitors report a positive commercial success with their participation in ITB Berlin 2007.



### 1.4 Follow-up business after the fair

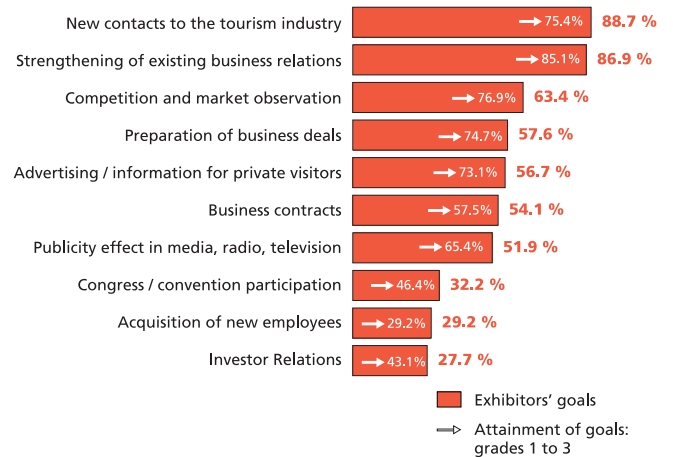
86.1% of the exhibitors are expecting a positive post-fair business.



### 1.5 Goals and degree of achieving goals

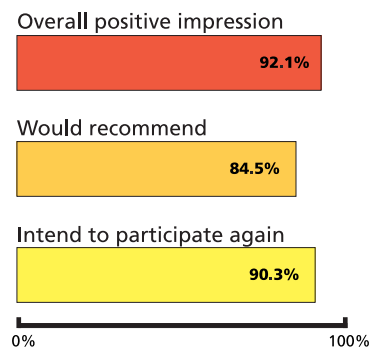
(Multiple citations permitted)

- "New contacts to the tourism industry" and "Strengthening of existing business relations" are amongst the most important goals of the companies with 88.7% and 86.9%.
- The goal "Strengthening of existing business relations" was achieved by 85.1% of exhibitors in a very good to satisfactory extent.



### 1.6 Overall impression and outlook

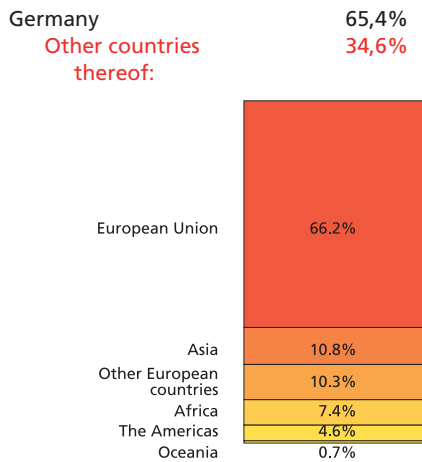
92.1% of exhibiting companies received a positive overall impression of ITB Berlin 2007.



## 2 Trade Visitors' Survey

(Gathered and analyzed by Gelszus Messe-Marktforschung GmbH, Dortmund)

### 2.1 Origin of trade visitors



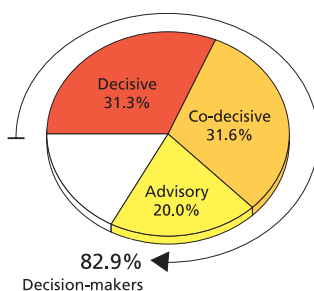
### 2.2 Exhibiting branches

	ITB Berlin 2007	ITB Berlin 2006
Travel organizer	20.9%	19.7%
Travel agency	15.1%	13.4%
Hotel business	10.6%	11.2%
PR / consulting / advertising agency	5.5%	5.2%
Tourist Board	5.2%	4.3%
Press / media / publishing house	4.8%	3.5%
Traffic carrier (bus-, railway-, shipping-, airline company)	4.5%	4.7%
Tourist association / organization	4.5%	4.5%
Research institute / educational institution	4.0%	4.3%
Business Travel	3.8%	*
Travel Technology / information- and reservation-systems	3.2%	2.9%
Exhibition- / congress- and conference organizers	2.3%	2.6%
Holiday property	1.3%	*
Amusement parks	0.9%	0.7%
Other	12.5%	10.2%

\* not asked in 2006.

### 2.3 Status

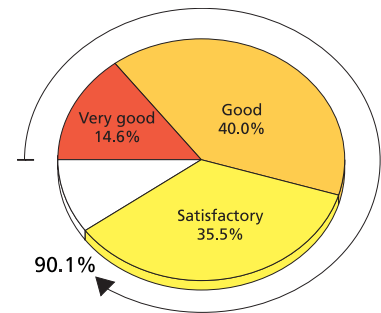
The number of trade visitors who have a management position in their company has slightly increased in comparison to the previous year (ITB 2007: 49.9%; ITB 2006: 49.6%).



The proportion of those who are responsible for making purchasing and procurement decisions within their respective companies rests at a solid 82.9%.

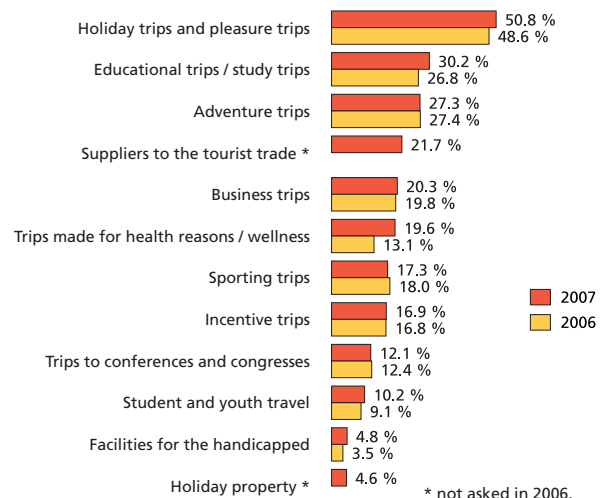
### 2.4 Commercial success

Among the trade visitors, 89.3% viewed their visit to the ITB Berlin more positively this year and last year in business terms..



### 2.5 Offer interest

(Multiple citations permitted)



\* not asked in 2006.

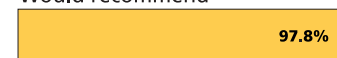
### 2.6 Overall impression and outlook

The overall impression gained by trade visitors to the ITB Berlin was better than in the previous year.

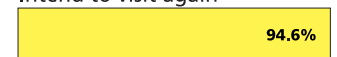
Overall positive impression



Would recommend



Intend to visit again



0% 100%

## 3 Private Visitors' Survey

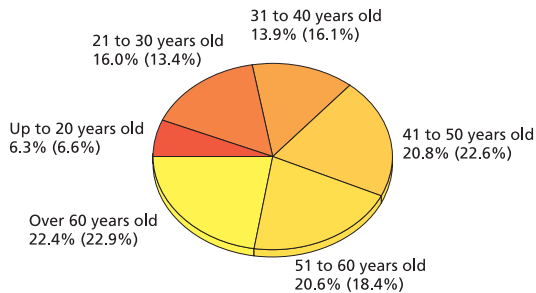
(Gathered and analyzed by Gelszus Messe-Marktforschung GmbH, Dortmund)

### 3.1 Origin of private visitors

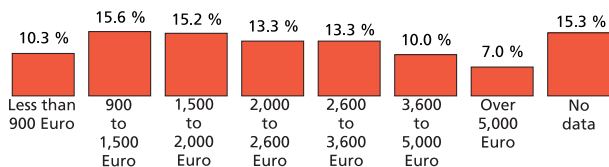
Visitors from Berlin	61.5%
Visitors from the 'new' states of Germany	24.1%
Visitors from the 'old' states of Germany	11.8%
Visitors from abroad	2.6%

### 3.2 Age

(The values for the ITB Berlin 2006 are shown in brackets)

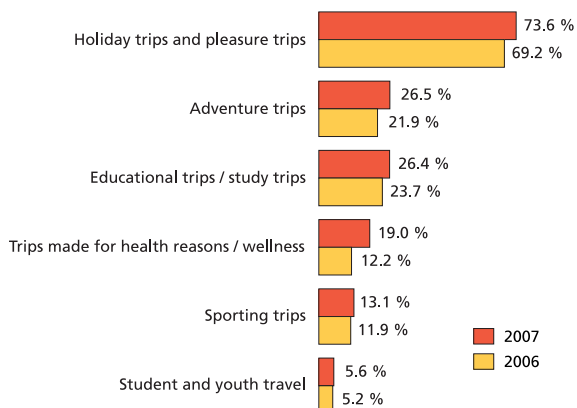


### 3.3 Net overall income per household



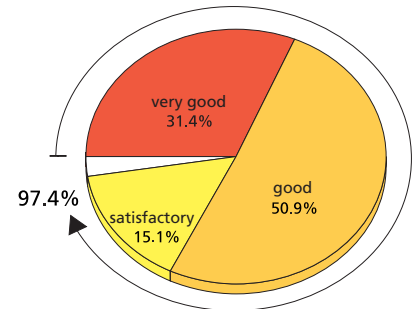
### 3.4 Interest for travel according to type

(Multiple citations permitted, extract of denomination >5%)



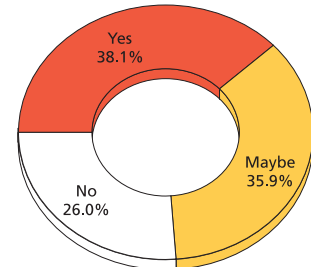
### 3.5 Offer assessment

Almost all private visitors once again rated the services and products on offer at the ITB Berlin as positive (on a scale from 1 = very good to 6 = very bad) this year.



### 3.6 Booking intention

Almost three-quarters of the private visitors plan to book a journey following the trade fair on the basis of information they had received at the ITB Berlin.



### 3.7 Overall impression and outlook

Nine out of ten private visitors expressed an intention to visit the ITB Berlin in the future again.

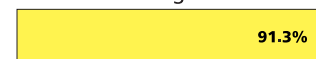
Overall positive impression



Would recommend



Intend to visit again



0% 100%