

Berlin Travel Festival

AT A GLANCE

People,
Places and
Memories

What:	Berlin Travel Festival 2018	
Where:	Arena Berlin, Eichenstrasse 4, 12435 Berlin	
When:	March 9th – 11th, 2018; Trade Conference March 9th, 10am-5pm	
Registration Deadline:	15th November, 2017	
Festival Exhibitors:	Approx. 150 International Exhibitors	
Floor Space:	More than 6.500 sqm	
Stand Packages:	Stands are modular and range in size from 2 sqm for small, new businesses up to 144 sqm for large enterprizes. Amenities include power, lighting, WIFI, security, and communication packages—restrictions apply.	
Communications:	Media cooperations with daily newspapers, magazines, and trade magazines; festival catalogue as media supplement, with a copy run of 200.000; posters, flyer distribution, and metro screening (6 million gross contacts)	
Press :	5.000 International Journalist Contacts, Travel Trade and Consumer	
Visitors:	15.000 General Public and 4.000 Travel Professionals	
Visitor Breakdown:	Berliners, Creative Industries & Startup Scene	45%
	Berliners, Long-term Visitors	25%
	Visitors from Germany	25%
	International Visitors	10%
Visitor Profile:	Age	25 - 45 years old
	Gender	50 % Male; 50% Female
	Education	65% University Degree
	Income	€30.000 - 70.000
	Travel Frequency	Business travelers: 6 + trips per year Leisure: 2 x 10+ day vacations and 8+ weekenders per year
	Average Spend on Holiday	€50 - 300 per day
Visitor Travel Habits:	3x times more weekend trips than previous generations; 75% travel abroad when possible; 40% consider last-minute vacations; 80% value reviews and expert advice; the majority share travel experiences on social media with 75% posting at least once a a day	
Berlin:	Inhabitants	3,6 Million
	Under 45	54%
	Foreigners	629.000
	Nations	190+
Creative Industry:	Companies	30.000
	Employees	200.000
	GOP Berlin	10%
Berlin Tourism 2016:	Hotel Guests	31 Million
	Private Guests (Friends & Family)	33,2 Million
	Private Renters (AirBnb)	5 Million
	Day Guests	109 Million

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