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ITB Berlin 2026: The industry sets an example for dialogue and resilience in uncertain times

1 message

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On its 60th anniversary, the World's Leading B2B Travel Trade Show gathered nearly 97,000 attendees from numerous source and destination markets. Despite the tense situation in the Middle East, which in some cases led to a lack of flights, the World's Leading Travel Trade Show again demonstrated the importance of trust, international cooperation and face-to-face meetings in the industry. Due to a one-off change in dates, the next ITB Berlin will take place from 16 to 18 March 2027.

A total of 5,601 exhibitors from 166 countries were represented at ITB Berlin. During the three trade visitor days, nearly 97,000 attendees from all over the world took advantage of the show to hold in-depth discussions and cultivate networks and business relations. Despite limited flight availability in some cases due to the conflict in the Middle East, visitor numbers were almost on a par with the previous year. This once again demonstrates ITB Berlin's importance as the leading international travel trade show, especially in challenging times. At the same time, it shows how valuable personal contact, face-to-face meetings and direct dialogue are for the industry – particularly at a time when orientation, trust and partnerships are more important than ever. 96 per cent of visitors emphasised the high quality of meetings and their intention to return, underlining the continuing international appeal of the World's Leading Travel Trade Show in its anniversary year.



Watch this video for highlights across three days at ITB Berlin 2026. Copyright: ITB Berlin

A key feature of ITB Berlin is its importance for doing direct business: deals and purchasing decisions worth 47 billion euros were made during the trade show. This figure is based solely on transactions concluded at ITB Berlin and underlines the importance of the trade show as a reliable platform for relevant market decisions and successful business.

"In its anniversary year, ITB Berlin once again brought markets together, facilitated discussions on joint future business and demonstrated its importance for international dialogue and cooperation, especially in times of geopolitical tensions – particularly in the Middle East. As a mirror of the industry, it provided a reliable framework for establishing contacts, exchanging ideas and doing business," said **Dr. Mario Tobias, CEO of Messe Berlin**.

With over 24,000 visitors from all over the world, the ITB Berlin Convention again underlined its claim to be the industry's leading international discussion and knowledge forum in 2026. Under the heading 'Leading Tourism into Balance' and taking part in 200 sessions at 17 theme tracks, over 400 leading speakers discussed topics such as AI, sustainable growth, new market structures, resilience and the responsibility of corporations and destinations. All sessions at the ITB Berlin Convention 2026 are available as videos on demand on the [ITB Berlin YouTube channel](#).

Key Takeaways from the ITB Berlin Convention 2026

The ITB Berlin Convention 2026 was marked by adaptation and innovation in an increasingly uncertain world. Shaped by geopolitical tensions, climate risks, and economic uncertainty, the industry discussed its role in what is often described as a "polycrisis." Topics such as resilience, crisis preparedness, and data-driven early warning systems moved further into focus. At the same time, artificial intelligence is driving profound change, from personalized travel experiences to agent-based booking systems. Structural shifts also shaped the discussions: the gap between the premium and mass markets is widening, overtourism requires new forms of

destination management, and trust is becoming a central factor in communication with travelers. At the same time, it became clear that tourism can also act as a driver of stabilization and reconstruction in times of crisis, as illustrated by the example of Ukraine. Overall, one message stood out: the industry is increasingly relying on data-driven decision-making, technological innovation, and seamless travel experiences to navigate the challenges of a fragmented world.

ITB Berlin and Green Destinations launch collaboration

Messe Berlin and Green Destinations - Good Travel Community agreed on a strategic cooperation at ITB Berlin to strengthen sustainability, responsible tourism and long-term destination development. The operational side of this cooperation will be managed by the Good Travel Institute, which provides advisory support to destinations worldwide. The aim is to integrate sustainability principles more strongly into ITB Berlin programmes and host country initiatives, share knowledge and support destinations in implementing credible, market-relevant strategies. The cooperation is strategic and advisory in nature, non-exclusive and does not include certification.

Leadership Exchange: plotting a strategic course for the next 20 years

At the **Leadership Exchange** organised by **Phocuswright** and **ITB Berlin**, international industry leaders discussed key issues for the future of the global travel industry. In a closed, interactive format, the focus was not on short-term trends but on long-term strategic decisions: Who will be trusted in 2046? Where will value be created in an AI-driven industry? Is travel a right or a privilege? Is the industry consolidating or fragmenting? In working groups, participants examined opportunities, risks, uncomfortable truths and priorities for the next three years. The event followed on from the Global Travel Tech Think Tank in Singapore and provided a safe space for strategic thinking to shape an innovative, resilient and responsible travel industry for the next two decades. A curated summary of the results will be published at the end of March.

Host Country Angola at ITB Berlin 2026: focus on diversity, culture and sustainable tourism

Taking as its slogan 'The Rhythm of Life', Angola impressively showcased what the country in southwest Africa has to offer: stunning natural attractions – from the Kalandula Falls to the Atlantic coastline – and a rich culture of music, dance and traditions. As the official host country, Angola brought new momentum to African tourism and attracted the attention of the international travel industry. With a wide-ranging programme, the country not only highlighted its tourism potential, but also sent a clear signal for sustainable development, the strengthening of local communities and international networking. Angola thus presented itself as an authentic destination for adventurers, nature lovers and culture enthusiasts.

In addition to its economic function, ITB Berlin 2026 was once again an important **political and media forum**. A total of 110 high-ranking representatives from politics, international organisations and institutions, as well as some 3,000 national and international media outlets and bloggers, took advantage of the trade show to assess current developments. The focus was on discussing the role of tourism in times of geopolitical uncertainty and its future direction.



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International ministers and CEOs discuss the future of tourism

Another highlight of ITB Berlin 2026 was the UN Ministers' Summit on 2 March at the CityCube Berlin. Around 20 tourism ministers discussed sustainable growth, governance, skills development and social responsibility – key factors for a resilient and sustainable tourism sector – in a closed-door meeting with other decision-makers from the industry. The event made it clear that tourism has an impact far beyond economic aspects: it connects cultures, promotes international dialogue and contributes to stability in challenging times.

Visit Maldives 2027: The Maldives is the official host country of ITB Berlin 2027

The official agreement was signed at ITB Berlin 2026. Visitors can look forward to a wide range of attractions – from luxury and boutique resorts, diving and water sports, wellness, cultural attractions to sustainable travel experiences. The campaign will focus on the protection of sensitive marine ecosystems and promotion of local communities, which play a key role in the island nation's tourism success. With Visit Maldives 2027, the Maldives is not only emphasising its appeal as a dream destination, but also sending a clear signal for responsible and future-oriented tourism.

New dates for ITB Berlin 2027

ITB Berlin 2027 will take place from 16 to 18 March 2027. The one-off change of dates takes intercultural aspects into account and enables Muslim exhibitors and visitors to celebrate Eid al-Fitr at the end of Ramadan and then participate in ITB Berlin.

ITB Berlin comes to an end – attention turns to ITB China

No sooner has ITB Berlin come to an end than the international travel industry is turning its attention to Asia. [ITB China](#), the leading travel trade show for the Chinese travel market, will take place from 26 to 28 May at the Shanghai World Expo Exhibition & Convention Centre, bringing together international suppliers with selected Chinese buyers.

About ITB Berlin and the ITB Berlin Convention and ITB 360°

ITB Berlin 2026 took place from Tuesday, 3 to Thursday, 5 March as a B2B event. Since 1966, ITB Berlin has been the World's Leading Travel Trade Show, and taking as its slogan 'Discover the stories behind 60 years of legacy', this year celebrated its sixtieth anniversary. 5,601 exhibitors from 166 countries and territories displayed their products and services to nearly 97,000 attendees. At the ITB Berlin Convention, under the heading 'Leading Tourism into Balance', 400 leading speakers from business, science and politics discussed current and future industry challenges on four stages featuring 17 theme tracks. More than 24,000 visitors attended the convention. With ITB 360°, the 365-day global innovation hub that is ITB Berlin now offers the worldwide tourism community year-round insights in the shape of specialist articles, podcasts and other innovative formats.

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