

# BERLIN TRAVEL FESTIVAL

## ALL FACTS AT A GLIMPSE

**What:**

Berlin Travel Festival 2018 – New Perspectives On Travel.

**Where:**

Arena Berlin, Eichenstrasse 4, 12435 Berlin.

**When:**

09-11.März 2018

**Opening hours:**

09-10.März, 10am-10pm (10am-4pm Trade Visitors only) 11.März, 10am-7pm.

**Registration Deadline:**

15.January 2018

**Entrance Fees:**

12,- Euro Day Pass, 15,- Euro Festival Pass, Kids up to 16 years free.

**Visitors:**

15.000 Travel Afficionados (4.000 Travel Professionals).

**Target Group:**

Our Visitors are Travel- and Lifestyle- savvy Berliner in the age of 25 to 45 years. More than 65% of them hold a university degree or a post graduate degree. They are mostly bi-lingual and English is very often their main language for daily communication. The average income reaches between 30–70 K and the travel budgets spent vary from about 50 -300 €/day.

75% want to travel abroad as much as possible and they go three times more on weekend trips than the generation before them. One of the key motivations while spending time abroad is to reach physical, emotional or intellectual goals.

82 % consider travel reviews and expert advice as very helpful and important. 40% of the visitors is considering last minute vacations. Almost all of them post on social media and share experiences while travel. Three-fourths post at least once a day.

86% of the male audience are more likely to buy products that are innovative versus 24% of female visitors are more likely to buy products that are fun and exciting.

**Berlin(er) Facts:**

Largest city in GER: 3,6 Mio. Inhabitants. 49,4% Male, 50,6% Female.  
54% of the population is younger than 45 years. Average age 2015 was 42,7 years. In the first half-year 2016 were 19.800 children born.  
628.000 inhabitants from more than 190 nations have been registered in 2016.  
Nearly 30.000 companies and 200.000 employees in the creative industry contributed 10% of total revenues to the total Berlin economy.

Berlin is top destination. In 2016 Berlin had 31 Million guest-nights in hotels, 33,2 Million private-overnight stays and 5 Million overnight stays at private-renters.

**Exhibitors:**

Approx. 150 international exhibitors

**Exhibition Space:**

Over 6.500 sqm cross floor space.

**Exhibitors Fees:**

Complete Stand Packages:

Standard Exhibition Package\* 1760,- € / 8 sqm

Medium Exhibition Package\* 3520,- € / 16 sqm

Large Exhibition Package\* 7040,- € / 32qm

**Space only:**

Center Row / min. 16 sqm / 195,- €/sqm (max. height of stand structure: 2,20 m).

Periphery Row / min. 32 sqm / 195,- €/sqm (max. height of stand structure 4,00 m).

**Co-Exhibitors:**

One co-exhibitor is allowed with the first booked 16sqm. A maximum of 1 co-exhibiting company can be registered with any further 8sqm.

Power Connection: Raw Space 150,- € / Complete stand packages 0,- (2KW).

**Lighting:**

Standard Exhibition-Hall lighting.

**Communication Packages:**

Each exhibitor is obliged to book a basic communication package. (Basic-Package 490,- € / Premium-Package 960,- €).

**Communications:**

Media cooperation's with daily newspapers, city magazines and trade magazines / Festival catalogue as media supplement (Copy run 300.000).

\* All stands include back and side walls (with a height of 2,20 meters), a display for advertising banners (individually designed print to communicate the brand message), flooring, basic stand lighting, power connection (up to 2 KW), hall security service, cleaning, and free WiFi.