

PRESS RELEASE

June 04, 2019

Where is Paradise? Berlin Travel Festival announces the theme of the next event and opens exhibitor registration

The partner event of ITB Berlin is now in its third year – Attractive rates for exhibitors who register by 30 June 2019

Following the success of the two previous events, from 6 to 8 March 2020 the Berlin Travel Festival will be taking place for the third time, thus bringing a new generation of travellers together with new forms of travel. As the partner event of ITB Berlin this innovative format will augment the World's Leading Travel Trade Show on three consecutive days in the heart of the Berlin district of Kreuzberg. In particular, it targets audiences versed in social media and eager for adventure. The event will be held at Arena Berlin again and will attract exhibitors, change-makers, brands, creatives, influencers and industry insiders alike. The organisers' theme focus is on the individual's search for paradise. Exhibitors who register by 30 June can take advantage of attractive rates.

Taking as its main theme 'Where is paradise?', the festival will underline its pioneering role in promoting mindful, sustainable and responsible travel. The main focus is that if 'paradise' is to be more than a mere sales argument then both providers and customers must take a hard look at how, where and why people travel, and replace quick deals and out-and-out consumerism with social responsibility and ecological awareness as well as becoming involved at local level. Speakers and exhibitors will also examine this topic in detail.

Exhibitors can register now

Exhibitors can register now for the forthcoming Berlin Travel Festival in March 2020. The event targets destinations, tour operators, publications, accommodation, equipment and clothing suppliers, transportation companies and start-ups. For more details about exhibitors: www.berlintravelfestival.com/for-exhibitors/

Register early and benefit from attractive rates

Exhibitors who register by 30 June 2019 can take advantage of a ten per cent discount on stand fees. Regular exhibitors can benefit from a 15 per cent discount providing they register by 30 June 2019. NGOs and non-profit organisations will again receive 50 per cent discounts. To register please visit:

www.berlintravelfestival.com/register/.

Last March, more than 130 national and international exhibitors were represented at the Berlin Travel Festival. In praising the event they said it was "professionally curated", "not typical for a fair", "a completely new experience", and emphasised its disruptive conceptual approach. The festival featured a programme of stage events that combined lectures, workshops, master classes and film screenings. Exhibitors were delighted that some 11,000 visitors attended the event, who they said were open-minded, interested in sustainable travel, eager for adventure, and not least very knowledgeable on the subject.

About the Berlin Travel Festival

The Berlin Travel Festival is a globally unique format with a focus on new visions for travel. The three-day event presents what travelling means in today's world – from how travel arrangements are made to how people capture and share their experiences.



Official Partner Country
ITB Berlin 2020



 Berlin Travel Festival
March 8-10, 2019 | Arena Berlin

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As an event targeting a new generation of travellers the Berlin Travel Festival is committed to innovative, sustainable concepts and a better future together. Ecological and social responsibility is a key element of the festival's philosophy.

The festival embraces a new awareness in the travel and tourism sector and regards it as its task to promote a dialogue and discussions with experts, brands and travellers.

The Berlin Travel Festival is organised by I LOVE TRAVEL GmbH in partnership with ITB Berlin and will take place from 6 to 8. March 2020 at Arena Berlin:
www.berlintravelfestival.com.

Venue

ARENA BERLIN
Eichenstraße 4
12435 Berlin

Dates

6 - 8 March 2020

Opening times

6 March 2020; 12 noon - 7 p.m.
7- 8 March 2020; 10 a.m. - 7 p.m.

Registration deadline for exhibitors

15 November 2020

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About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2020 will be taking place from Wednesday, 4 to Sunday, 8 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2019 a total of 10,000 companies and organisations from 181 countries exhibited their products and services to around 160,000 visitors, including 113.500 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 4 to Saturday, 8 March 2020. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit www.itb-berlin.com, www.itb-convention.com and the [ITB Social Media Newsroom](#).

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