

Reader & Partner Feedback - ITB BERLIN NEWS

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Mirela Kumbaro

Albania's Minister of Tourism and the Environment

"ITB Berlin News serves as an essential communication platform not only during the fair itself but also beyond. Albania utilized this channel effectively to showcase its events and highlight its tourism potential throughout the three days of ITB Berlin 2024. We firmly believe in maintaining this collaboration into 2025, especially as Albania assumes the role of Host Country for ITB Berlin, further solidifying our partnership."



Caroline Bremner

Senior Head of Travel Research, Euromonitor

"ITB Berlin News is a great resource for understanding the latest trends in travel, with hot off the press data and analysis to stay one step ahead."



Jenny Oberhaus

Contracting Manager, Hotelbeds, HBX Group

"ITB Berlin News is an invaluable resource for industry professionals, providing insightful articles, interviews and updates on the latest trends and developments in the global travel market. As an official magazine of ITB Berlin, it serves as a platform for sharing knowledge, fostering dialogue and connecting stakeholders from around the world. I appreciate the opportunity to stay informed and engaged through this publication, and I look forward to reading each issue to learn about the latest news."



Sonja Arnórsdóttir

Chief Commercial Officer, PLAY Airlines

"It's a daily must-read for all visitors!"



Makram Al-Queisi

Jordan's Minister of Tourism and Antiquities

It is very important for us to appear on ITB Berlin News. We appreciate the wide distribution of thousands of copies across the show. Definitely it is a vital part of our strategy, as it allows us to reach out to our ITB target groups."



Dr. Yasmeen Yasim

Deputy Secretary-General (Tourism), Ministry of Tourism, Arts and Culture, Malaysia

"ITB Berlin News is a useful tool for promotion at ITB Berlin. It's great that it's both print and digital, and the thousands of copies distributed allow for an efficient promotion at the show. I hope ITB Berlin News continues as long as ITB is there."



Andy Washington

General Manager for Europe, Trip.com

"I think it's great, if the market is tough, it's good that the travel industry talks about what's positive, which you definitely do with ITB Berlin News. I think it's great to keep expressing the diversity of the industry. [...] It's also a good recap, because you can't get everywhere at the show. [...] It's nice to get the feedback of what's happening, what the headlines are, and what the opportunities are off the back of that."



Sandra Hofherr

Product Manager for Scandinavia and the Azores, Wolters Rundreisen GmbH

"This magazine offers insights into current trends, industry developments, interviews with industry leaders and other relevant information. It is advisable to regularly consult the official magazine of ITB Berlin to gain deeper insights into the latest developments in the travel and tourism industry. Thank you very much for being part of the "ITB Berlin News" with this Interview."



Michael Bennett
President, Cendyn

"With so much happening at ITB Berlin, it's a great way to keep on top of what's on and what you might have missed."



Grace Azcarate
Director, Demand Generation, Cendyn

"Cendyn chose ITB Berlin News as its official tool of communication due to its extensive reach and influence within the global travel and hospitality industry. Leveraging ITB Berlin News allows Cendyn to effectively engage with key stakeholders, including industry professionals, decision-makers, and potential clients, thereby maximizing brand visibility and facilitating meaningful connections within the travel community."



Julia Thomas
Senior Account Manager, Lotus PR

"Thank you for sharing and for including Jeddah Historic District, we hugely appreciate it!"



Eyad AlAnsari
Senior Relations Specialist, Bahrain Tourism & Exhibitions Authority

"Thank you very much for the great service and prompt assistance. It has been a pleasure to work with you, and we do appreciate the cooperation. Looking forward towards upcoming fruitful collaborations."